

## PURATION, INC.

### Rare Entry Point Opportunity for Savvy Investors PURA Shares Could Triple in Coming Weeks

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<b>PURATION, INC. (OTC – PURA – \$0.06)</b>	
Price Target: \$0.35	Rating: Speculative Buy

#### COMPANY SNAPSHOT

Puration, Inc. is a leading Texas-based, CBD-infused beverage provider. The Company's flagship product, *EVERx*, which was introduced in 2017, targets the sports nutrition market. Puration plans to introduce new beverages as well as grow its product portfolio organically and through targeted acquisitions. The Company has spun off its cannabis cultivation segment to focus its efforts exclusively on its high-growth core CBD-infused beverage business. As part of the spin-off, the acquirer, NOUV, is set to provide a stock dividend to PURA shareholders in the near future.

#### KEY STATISTICS

Price as of 10/1/19	\$0.06
52 Week High – Low	\$0.25 - \$0.039
Est. Shares Outstanding	632.4M
Market Capitalization	\$40.1M
Average Volume	6,092,179
Exchange	OTCPK

#### COMPANY INFORMATION

**Puration, Inc.**  
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 Farmers Branch TX 75244

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#### INVESTMENT HIGHLIGHTS

**The Bottom Line:** In recent trading sessions, PURA's stock has taken it on the chin, and undeservedly so, in our opinion, Savvy investors seeking huge returns from a major bounce-back candidate should strongly consider current prices as an entry point to establish or build on their position. For a number of reasons, we believe PURA will trade three times higher or more in the coming weeks.

**Our Take:** Why is the stock down? This question is as old as equity trading itself. We do not purport to have all the answers. However, it has been our experience that oftentimes, certain prices serve as a hurdle for stocks and a catalyst for traders, those taking money off the table, and short sellers. PURA has been under steady pressure since reaching a recent high of \$0.099 about ten days ago. That figure was reached shortly after our survey report which quickly turned into a doubling in share price. So, we had a quick rise followed by quick fall. Since we believe that the bulk of trading pressure is largely behind it, a combination of fundamental shifts and potential short covering should drive the stock much higher.

**Final Survey Results on Their Way and...**The data is great for PURA.—plus there is a surprise along with this release late next week.

**Ass-Backwards:** So, let me get this straight, sales are going to double, new markets are opening, other initiatives are in process and the stock is going down? Buy on rumor sell on news, huh? Fundamentally, PURA is in its best position ever, the valuation is compelling, and the CBD train is picking up steam. These situations rarely do not right themselves and seasonally, we foresee the bulk of big gains over the next 4-8 weeks.

**Today, PURA Trades At a Ridiculous 5x Our Preliminary 2020 EBITDA Estimate.** Our target is 30x. That is serious upside potential.

## SENIOR ANALYST: ROBERT GOLDMAN

Rob Goldman founded Goldman Small Cap Research in 2009 and has over 20 years of investment and company research experience as a senior research analyst and as a portfolio and mutual fund manager. During his tenure as a sell side analyst, Rob was a senior member of Piper Jaffray's Technology and Communications teams. Prior to joining Piper, Rob led Josephthal & Co.'s Washington-based Emerging Growth Research Group. In addition to his sell-side experience Rob served as Chief Investment Officer of a boutique investment management firm and Blue and White Investment Management, where he managed Small Cap Growth portfolios and *The Blue and White Fund*.

## ANALYST CERTIFICATION

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