

LUDLOW RESEARCH

Market Research Report

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TAURIGA SCIENCES, INC (OTC:TAUG)

Ludlow Research Initiates Coverage on Tauriga Sciences (TAUG) Based on Near-Term Bottom in CBD and Cannabis Sector

(NEW YORK)—Nov. 12, 2019--Ludlow Research has initiated research opinion on **Tauriga Sciences Inc** (OTC: [TAUG](#)), based on upgrade of CBD and Cannabis sectors on potential near-term bottom.

Ludlow Research issued an upgrade to the CBD and Cannabis stock sectors based on lower price valuations, and high bearish sentiment as potential near-term bottom in both sectors.

Key reasons for sector upgrade:

- High Bearish Sentiment in Sector
- Lower Price Valuations
- FDA Framework for CBD Products
- SAFE Banking Act in Congress

Bearish Sentiment Signals Buying opportunity

One of the biggest signals we may be near bottom is the very high bearish sentiment in CBD and cannabis stocks. For anyone that has been following this correction knows the excitement in CBD and cannabis is all but dead, and that is exactly the time when you buy into a story. You should never get caught up into the hype, but rather buy in when no one else wants to own this sector, like now.

You want to own a position BEFORE any run happens because with most situations like this you could see a violent short cover rally of 30-40% before you have chance to get in. So the best bet is to slowly build position now before any new regulatory news is released by years end.

Calling a Bottom

Calling an exact bottom in any stock or sector is hard even for the most professional analyst on Wall Street. Could this sector, and stock, still have bit more downside from here? Yes, absolutely! But it is also safe to say that everyone who wanted to sell has sold, and that the bias is now more to the upside than it is for the downside. Always remember, SELL the greed and BUY the fear!

For this reason Ludlow Research has upgraded the entire CBD and cannabis sector, along with **Tauriga Sciences Inc** ([TAUG](#)), and is calling a near-term bottom in these stocks.

Short-Term: TAUG has potential to trade up to \$0.07 before meeting short-term resistance on moving averages.



* Ludlow Research issued its upgrade on HIPH on Nov. 12, 2019 at price of \$0.032 per share

To receive alerts on Ludlow Research opinion updates on TAUG register at <https://ludlowresearch.com/investors>

CBD Gum E-Commerce Site

On March 11, 2019, the Company announced the official launch of its E-Commerce site - as part of its Tauri-Gum™ commercialization strategy. This site can be accessed by visiting the following URL address: www.taurigum.com

SAFE Banking Act

Because cannabis at the federal level is considered an illegal substance, most banks are not servicing cannabis businesses. In addition, there is major confusion surrounding the legalization of marijuana and CBD with growing state laws addressing these topics. In one attempt On September 25, 2019, the House passed the Secure and Fair Enforcement (or SAFE) Banking Act of 2019, and it is now with the Senate for consideration. Passage of this bill could be sent to President desk possibly before the end of this year as Congress looks to rush things through before holiday recess.

FDA Framework for CBD Products

Senator Majority Leader Mitch McConnell (R-KY) pushed the FDA to establish regulatory rules for CBD products, which could remove the uncertainty with the CBD market, and send the entire sector running once announced.

Framework from FDA on CBD products is expected to be released sometime before Dec. 31, 2019.

ABOUT TAURIGA SCIENCES INC.

Tauriga Sciences, Inc. (TAUG) is a revenue generating Company that operates through the development, distribution, and licensing of proprietary products as well as the evaluation of potential acquisition opportunities. One such opportunity on which the Company has acted, involves the Company having entered into the cannabidiol (or “CBD”) infused chewing gum product business, as more fully described above and in prior press releases. This CBD infused chewing gum product has been branded under the following name: Tauri-Gum™. The Company is currently in production of three distinct flavors of Tauri-Gum™: MINT, BLOOD ORANGE, and POMEGRANATE. Further, the Company continues to identify and evaluate additional potential opportunities to generate revenue, as well as shareholder value, and leverage its resources and expertise to build a diversified and sustainable business model. Please visit our corporate website at www.tauriga.com

About Ludlow Research

Ludlow Research is a New York based equity research firm that focuses on providing research coverage and investor awareness services to emerging small-cap companies. For over 12 years we have worked to provide our readers with a simple way of evaluating the current and potential value of small-cap companies, while garnering these clients greater market awareness to new investors. For more information please visit www.ludlowresearch.com

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Small and Micro cap, or 'penny stocks', involve a high degree of risk, and we highly encourage investors to consult with a financial advisor before making any and all investment decisions when investing in these type of securities.