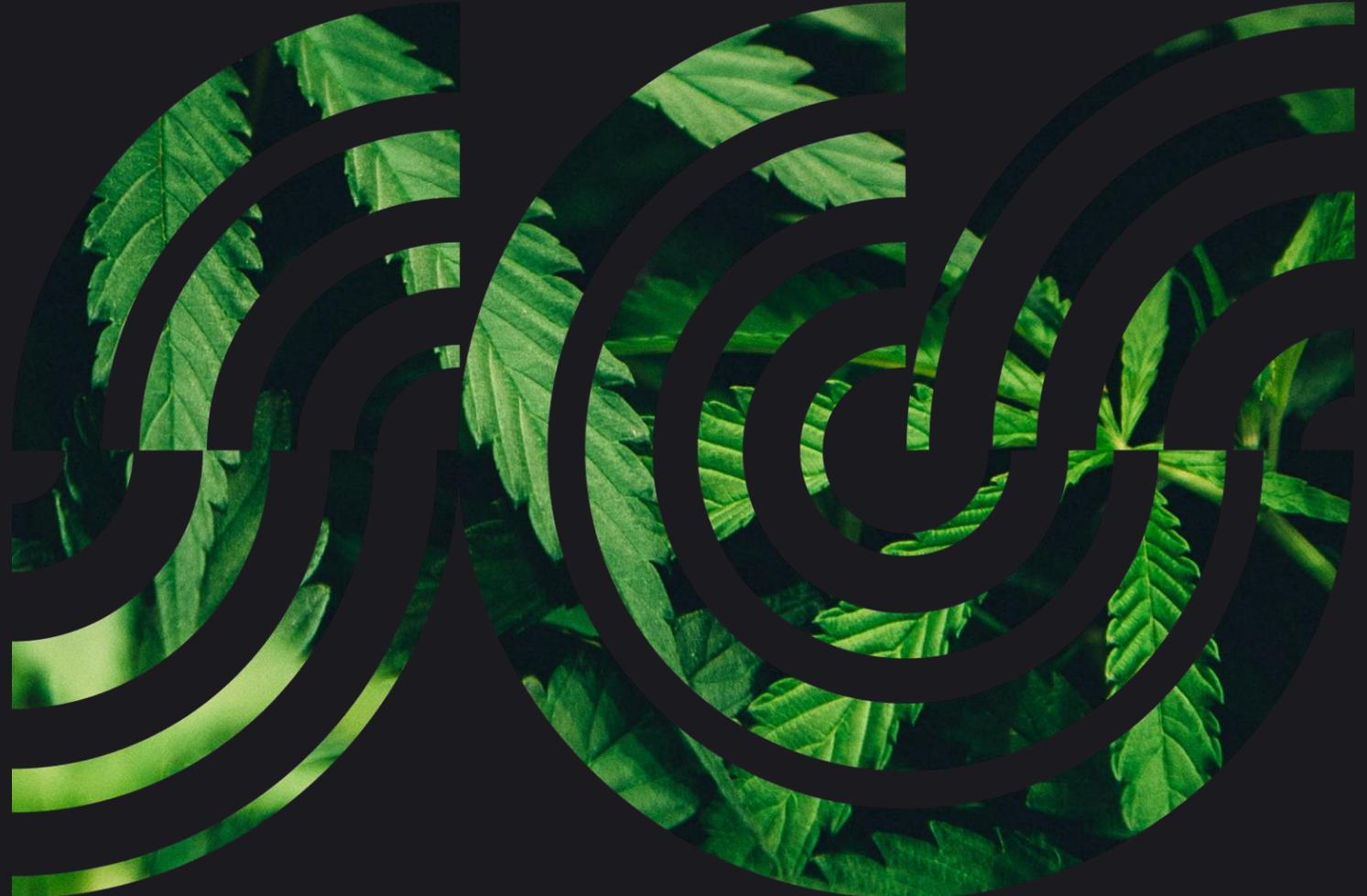


# Media Kit

01/2026



# About Sanity Group

Berlin-based cannabis company Sanity Group, one of Europe's leading cannabis enterprises, is dedicated to improving people's quality of life through the use of cannabinoids and by harnessing the endocannabinoid system. The company focuses on cannabinoid-based pharmaceuticals and consumer goods, as well as researching cannabis for adult-use.

Founded in Berlin in 2018 and now employing more than 80 employees, Sanity Group comprises the brands Vayamed, ZOIKS and avaay Medical (medical cannabis), Endosane Pharmaceuticals (finished medicinal products), avaay (lifestyle & wellbeing CBD products) and Grashaus Projects (adult-use cannabis pilot study).



# Our Brands

On the medical side, Sanity Group develops and distributes innovative cannabinoid-based medicines for the European market through its brands Vayamed, ZOIKS and avaay Medical, positioning the brands as a reliable provider committed to making medical cannabis broadly accessible to physicians, pharmacies and patients. To this end, the company works with an established network of international cultivation partners. Sanity Group also holds a stake in the finished-pharmaceuticals company Endosane Pharmaceuticals.

Through its consumer and lifestyle brand vaay, Sanity Group additionally offers cannabinoid-based lifestyle products such as vape pens and CBD-containing cosmetics.

Under the name Grashaus Projects, Sanity Group launched a scientific pilot study on the legal sale of recreational cannabis in the Swiss canton of Basel-Landschaft in winter 2023, in close collaboration with the Swiss Institute for Addiction and Health Research (ISGF).

**avaay**  
MEDICAL

**ZOIKS**

 **Vayamed**

**grashaus  
projects**

**vaay**

# Medical Cannabis: Processing & Logistics

Near Frankfurt/Main, Sanity Group operates its own processing facility for pharmaceutical cannabis products as well as a logistics site under the name Sanity Science. The laboratory and processing center are located just around ten minutes from Frankfurt Airport, in the heart of Germany's life sciences cluster.



# Key Facts

- One of Germany's and Europe's leading cannabis companies, founded in 2018 by CEO Finn Hänsel
- 80+ employees at our Berlin headquarter, our processing facility near Frankfurt/Main, and at the two retail locations in Basel-Landschaft (Switzerland)
- Europe's best-funded cannabis company with more than €100 million in total investment following its Series B round, including backing from prominent investors such as Snoop Dogg (Casa Verde), entertainer Klaas Heufer-Umlauf and football world champion Mario Götze



Management team (L-R): Seyit Kaya (CFO), Finn Hänsel (CEO), Annika-Marie Rudolph (Chief of Staff), Lodewijk Sutorius (CPO), Adrian Frenzel (COO)

# Investors & Supporters

Sanity Group is supported financially and strategically in its endeavors by a range of investors and partners, including BAT Group/Organigram Global, Redalpine, HV Capital, Casa Verde Capital (Snoop Dogg), Calyx, TQ Ventures, Atlantic/Food Labs, Cherry Ventures, Navy Capital, Bitburger Ventures, GMPVC, SevenVentures.

In addition, business angels such as TV host Klaas Heufer-Umlauf, music producer and singer Will.i.am (Black Eyed Peas), professional footballer Mario Götze as well as former players André Schürrle and Dennis Aogo, model Stefanie Giesinger, music manager Scooter Braun, Hollywood actress Alyssa Milano, and others.



# Industry Association Work

As a member of leading industry associations in Germany and Switzerland, Sanity Group plays an active role in shaping industry standards and regulatory frameworks:

## Medical/Pharmaceutical Associations



**BPC**

Bundesverband  
pharmazeutischer  
Cannabinoidunternehmen



VERBAND DER  
**CANNABIS VERSORGENDEN**  
APOTHEKEN e.V.

**DMCG**

**cannabis**  
**medizin**  
Arbeitsgemeinschaft  
Cannabis als Medizin e.V.

## Cannabis Industry Associations



BRANCHENVERBAND  
CANNABISWIRTSCHAFT E.V.

WWW.CANNABISWIRTSCHAFT.DE



## Startup Associations



**bitkom**

# Introducing: Europe's First Legal Cannabis Stores

Since late 2023/early 2024, Sanity Group has been operating Europe's first two legal cannabis retail stores in the Swiss canton of Basel-Landschaft under the name "Grashaus Projects" as part of a scientific pilot project, where up to 3,950 study participants can legally purchase THC products for a period of five years.

Sanity Group is the only German company participating in Switzerland's cannabis legalization pilot projects.



# About our CEO Finn Hänsel

Finn Hänsel, founder and CEO of Sanity Group, is a former managing director of relocation platform Movinga and ex-Boston Consulting Group consultant, bringing many years of experience in building successful companies. In Australia, he served as Managing Director of Rocket Internet Australia, where he helped develop the fashion platform The Iconic; he later became CEO of ProSiebenSat.1's incubator Epic Companies, which gave rise to ventures such as Gymondo, Valmano and Discavo. In 2015, the Flensburg native co-founded the craft beer brewery Berliner Berg.

Until 2023, Finn Hänsel was a member of the board of the German Startups Association, serves as a mentor with the Techstars startup accelerator, and supports the Initiative for Entrepreneurship Germany. In 2021, he was named "Founder of the Year" at the German Startup Awards.

Finn Hänsel is a member of the Christian Democratic Union (CDU) and has simultaneously been advocating for the legalization of cannabis for nearly 20 years.



# Quotes & Statements

We are one of Germany's and Europe's leading cannabis companies, well connected and in regular dialogue with policymakers and other key decision-makers.

We are always available for interviews, soundbites and short-notice commentary on all developments related to cannabis.

Get in touch!



# Media Contact

## Jennifer Plankenbühler

Press Officer & Lead Medical PR

E-Mail: [jennifer.plankenbuhler@sanitygroup.com](mailto:jennifer.plankenbuhler@sanitygroup.com)

Phone: +49 (0)173 37 62 845

Web: [sanitygroup.com/en/press/](http://sanitygroup.com/en/press/)

Sanity Group GmbH

Jägerstraße 28-31

10117 Berlin | Germany

[www.sanitygroup.com](http://www.sanitygroup.com)

