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INDUSTRIES

April 2019



DISCLAIMER STATEMENTS

This presentation relates to an entity that is directly involved in the United States cannabis industry insofar as its business activities include the cultivation, production, manufacturing and distribution of cannabis and cannabis-related products where use of cannabis is legal for medical and/or adult use purposes, as applicable.

While some states in the United States have authorized the use and sale of cannabis, it remains illegal under federal law and the approach to enforcement of U.S. federal laws against cannabis is subject to change. Because the Company engages in cannabis-related activities in the United States, it assumes certain risks due to conflicting state and federal laws. The federal law relating to cannabis could be enforced at any time and this would put the Company at risk of being prosecuted and having its assets seized.

For these reasons, the Company's investments in the United States cannabis market may subject the Company to heightened scrutiny by regulators, stock exchanges, clearing agencies and other U.S. and Canadian authorities. There can be no assurance that this heightened scrutiny will not in turn lead to the imposition of certain restrictions on the issuer's ability to operate in the United States or any other jurisdiction. There are a number of risks associated with the business of the Company.



INFUSED & MFG



SPiRE
GLOBAL STRATEGY

Prepare. Protect. Profit



COMPANY OVERVIEW

1933 Industries Inc. is a vertically integrated cannabis company with operations in the United States and Canada.

Operating through three subsidiary companies, 1933 Industries owns licensed medical and adult-use cannabis cultivation and production assets, proprietary hemp-based, CBD infused products, CBD extraction services and a specialized cannabis advisory firm supporting clients in security, intelligence and due diligence.



A LEADING CANNABIS COMPANY WITH THREE ARMS OF OPERATION

1933 Industries Inc. (BC)



AMA

91% Ownership

Alternative Medicine Association, LC (AMA), a licensed medical and adult-use cannabis cultivation and production facility that produces its own line of unique cannabis-based products and manufactures other third-party brands.

INFUSED  MFG

Infused MFG

100% Ownership

Infused MFG (Infused) produces hemp-based, CBD products, thoughtfully crafted of high quality organic botanical ingredients.

SP|IRE
GLOBAL STRATEGY

Spire Global Strategy

100% Ownership

Building on decades of combined military, policy, and law enforcement experience with organized crime and high-risk security, Spire is a high level advisory firm providing due diligence, security, and intelligence services to clients around the world.

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LEGALIZATION - MARKET OPPORTUNITIES

1933 Industries' objective is to capitalize on the opportunities resulting from the end of cannabis prohibition in Canada and the legalization of the industry in several US States.

The **U.S. cannabis** industry is projected to exceed **\$50 BILLION** in size by **2026**

Source: Cowen & Co.

Canada's cannabis sector is projected to grow to **CA\$4.2 BILLION** by **2019** & **CA\$6.2 BILLION** by **2024**

Source: Canada's Parliamentary Budget Officer (PBO)

The Agriculture Improvement Act of 2018 (**Farm Bill**), went into effect on January 1st, 2019, **legalizing hemp as an agricultural commodity federally in the U.S.** and removing hemp from the federal list of controlled substances.

CBD market expected to grow to **\$21 BILLION** in **2020**

Source: Hemp Business Journal

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INVESTMENT HIGHLIGHTS



#LasVegasOriginal

Distinction of being the first licensed cultivator of medicinal cannabis in Las Vegas, one of the world's top canna-tourism destinations



Proprietary Hemp and CBD Infused Wellness Products

Unique formulations developed in-house with verticals in pain management, action sport recovery and pet wellness that appeal to a broad consumer base



Wholesale Hemp Derived CBD Extracts

CBD extraction lab to produce full spectrum oils, distillates and isolates with monthly target of 2,000 kgs.



Branded THC Products and White-Label Production

Fully integrated medical and adult-use licensed cultivator of cannabis flower and high quality concentrates in Nevada with licensing agreements in place



Innovative Branding and Packaging

Unique design and branding supporting sales across multiple channels with growing product pipeline of over 100 SKUs and sales to over 600 retail outlets across 46 US states



Acquisition of Leading Cannabis Advisory Service Provider

Entered the emerging cannabis security and intelligence space with leading consultants in the cannabis field



10-Fold Cultivation Expansion

Launching new 67,750 sq. ft. state-of-the art cultivation facility with over 40,000 sq. ft. of canopy capacity to meet increasing demand



Infrastructure Build-out and 6-Fold Production Expansion

12,160 sq. ft. production facility in progress, including a hemp-processing and CBD extraction lab



Proven Management Team

Seasoned cultivators, operators, consumer packaged goods experts, financiers and capital markets professionals form a world-class team

CURRENT OBJECTIVES AND MILESTONES

US Focus – Global Outlook

- ✓ Deliver on massive cultivation and production expansion in Las Vegas
- ✓ Become a multi-state operator of premium cannabis products – replicating current Las Vegas model across favourable jurisdictions
- ✓ Increase market penetration of proprietary hemp-based, CBD infused wellness brands that appeal to a mass market
- ✓ Expand and strengthen current brands with verticals in pain relief, action sports recovery, pet wellness, and hemp-only products directed for mainstream retailers
- ✓ Control distribution, shelf space in major dispensary chains and retail outlets and expand distribution channels across the US
- ✓ Build stable of Brand Ambassadors and Influencers to represent and promote the brands
- ✓ Secure licensing agreements and partnerships in new markets such as Colorado, Arizona, California
- ✓ Build Canadian exposure and export into European markets
- ✓ Grow via asset acquisition in several US states

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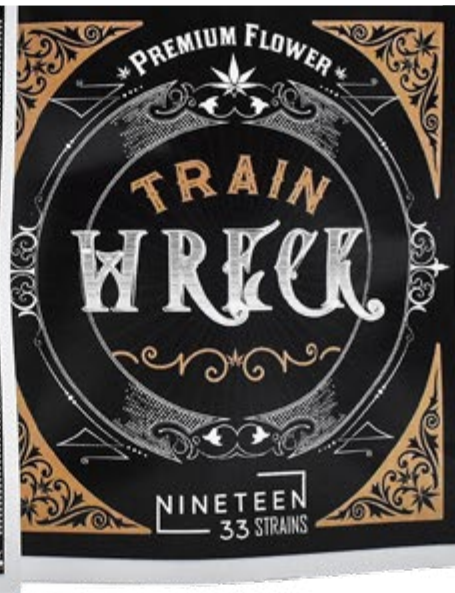
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CANNABIS | CONCENTRATES | HEMP/CBD WELLNESS



BRANDS | CANNABIS FLOWER



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BRANDS | CANNABIS CONCENTRATES

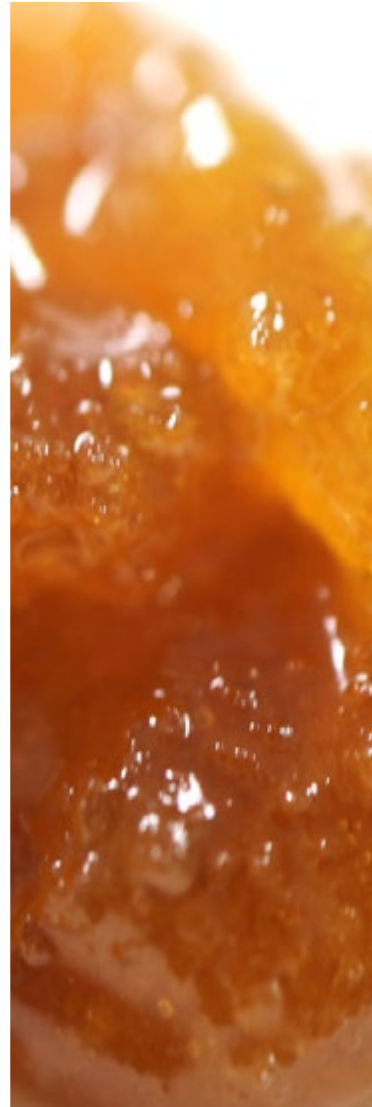
SHATTER



CRUMBLE



SUGAR WAX



WAX



DIAMONDS



BRANDS | WHITE-LABEL PRODUCTION UNDER LICENSING AGREEMENTS




THE REAL KURUPT'S MOON ROCKS



DENVER DAB CO.



BRANDS – LICENSING AGREEMENTS AND PARTNERSHIPS

<p>April 8 - Infused</p>	<p>Partnership announced with Birdhouse Skateboards™ for the exclusive launch of co-branded hemp and CBD products</p>	
<p>April 9 - AMA</p>	<p>Licensing agreement and strategic alliance announced with globally recognized leader in cannabis genetics OG DNA Genetics for co-branded products</p>	
<p>April 15 - AMA</p>	<p>Licensing agreement to produce Gotti's Gold in Nevada in partnership with legendary hip-hop artist Kurupt</p>	

HEMP/CBD PRODUCT BRANDS & INTELLECTUAL PROPERTY

Canna Hemp™ line of products bridge the gap between health care professionals and patients seeking alternative healing



CANNAHEMP™

Pure • Enhanced • Proven

AVAILABLE IN 600
RETAIL OUTLETS
ACROSS THE US



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FULL SPECTRUM CBD
BIOAVAILABILITY
NON-GMO
GLUTEN-FREE
PARABEN-FREE



CANNA HEMP X™



CBD pain relief products for athletes to focus on recovery and wellness

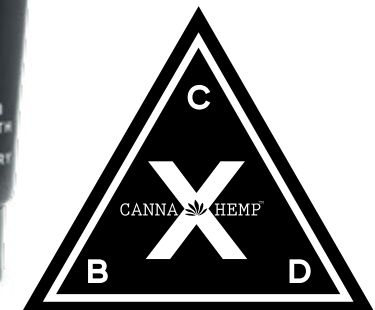


DAVID H.

Work & Recovery



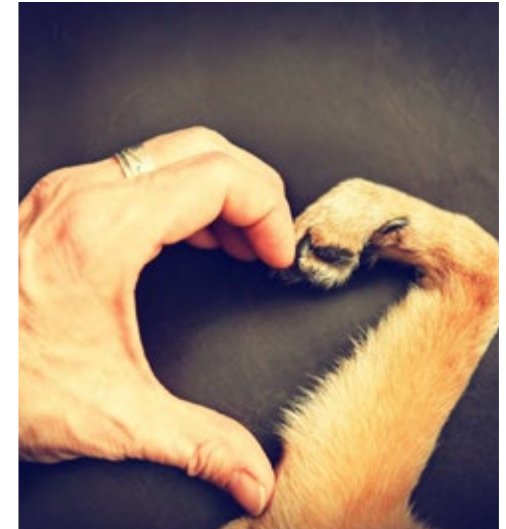
Sarah Moras,
MMA Fighter,
Sponsored Athlete and
Canna Hemp X Brand
Ambassador



CANNA HEMP PAWS™

Nutritional supplement for pets.

CANNA HEMP™
A Higher Pedigree *paws*



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CANADIAN ASSET



Spire Global Strategy

- Focused on security, consulting and logistics in the cannabis sector.
- International production, sales, and import/export licensing agreements.
- Domestic licensing applications.
- Public policy development.
- Designing and developing large-scale hemp, cannabis, and CBD projects for third parties.

www.spiresecure.com



Prepare.
Protect.
Profit.



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SCALING UP OPERATIONS IN LAS VEGAS

Phase 1 | Completed Land Purchase - AMA

- 4.17 acres of land on a major thoroughfare in Las Vegas with approved special use permit for cannabis cultivation
- Building and zoning permits approved
- Land allows for future expansion and production facility as needed
- Provides strategic advantage and flexibility for long-term plans to meet market demand



EXPANDING CAPACITY

Phase 2 | Building and Facility Construction

- Complete construction of new purpose built 67,750 sq. ft. cultivation facility - 10-fold increase



EXPANDING CAPACITY

Phase 3 | Production and Extraction Building

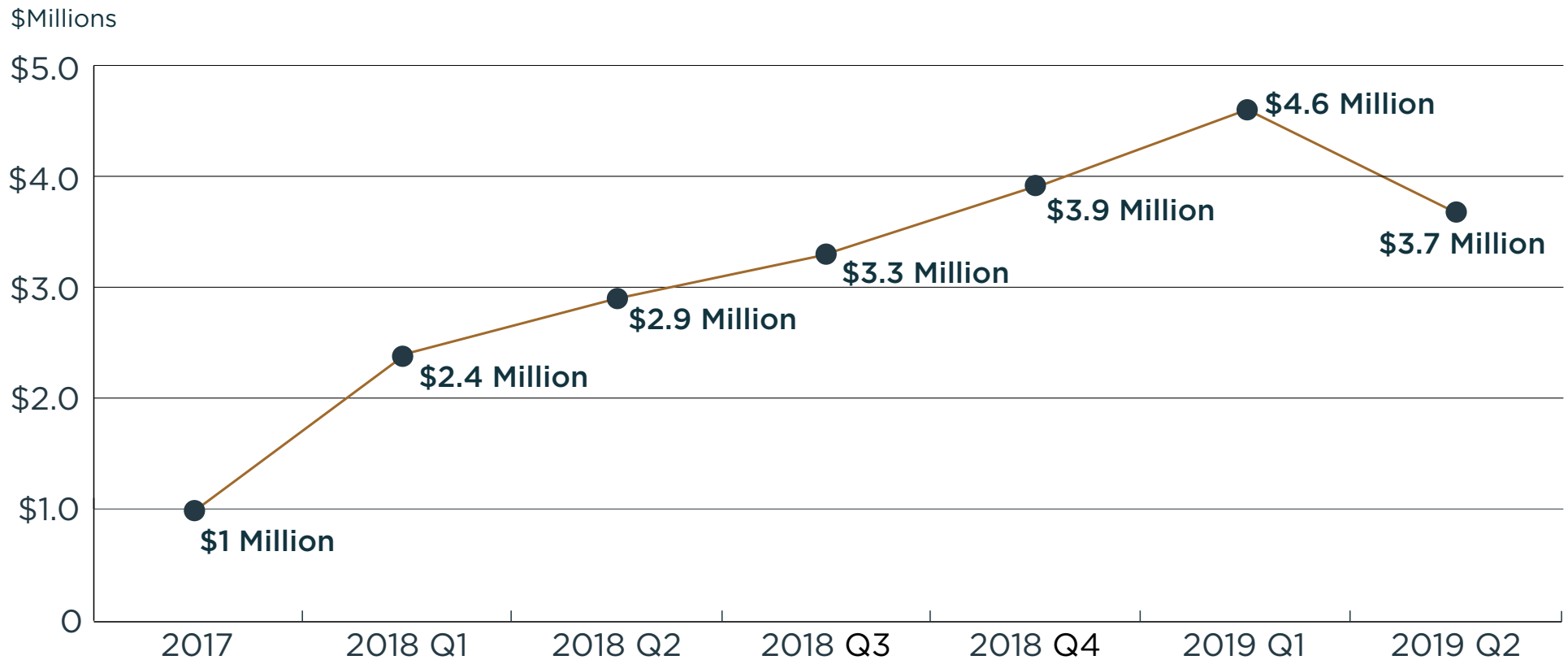
- Complete construction of new extraction lab for cannabis concentrates

Phase 4 | Blazing New Trails in Processing

- Establish new lab facility for secondary extraction, distillation, isolation and purification of CBD for bulk sales to other product manufacturers and for internal use, improving product margins.



ON THE PATH TO PROFITABILITY



Highlights

- \$12.6 Sales revenues for Fiscal 2018
- \$8.3 Sales revenues Q1-Q2 Fiscal 2019
- Cash balance of \$8.8 at the end of Q2
- Net loss of \$2.9
- Negative adjusted EBITDA of \$1.2
- Total assets \$54.2

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MAJOR EVENTS IN THE U.S. AND CANADIAN MARIJUANA & HEMP SECTOR

Regulatory Changes

- **October 2018:** Canada legalized the recreational use of cannabis
- **December 2019:** 2018 U.S. Farm Bill passes
 - Legalizes the production of hemp on a Federal Level
 - Removes hemp from the U.S. list of Schedule I controlled substances under the Controlled Substances Act.
 - Represents monumental step towards the U.S. Federal Legalization of another genus of cannabis - Marijuana.
- **2019:** Connecticut, Illinois, Minnesota, New Hampshire, New Jersey, New Mexico, New York, Rhode Island and Vermont likely to fully legalize
- U.S. banking services for cannabis business likely in 2019/2020



MAJOR EVENTS IN THE U.S. AND CANADIAN MARIJUANA & HEMP SECTOR

Acceleration of M&A and Partnerships from alcohol, beverage, tobacco, pharmaceutical, and investors

- **August 2018:** Molson Coors Brewing, the 2nd largest beer maker in North America, invests \$1.8 billion and formed joint venture with Hexo Corp
- **August 2018:** Constellation Brands Inc., the world's largest beer import company - e.g. Corona Beer, invests \$4 billion with Canopy Growth Corp
- **December 2018:** Altria Group Inc. - Philip Morris USA invests \$1.8 billion with The Cronos Group
- **December 2018:** Altria Group Inc. - Philip Morris USA invests \$12.8 Billion with Juul (Pax Labs)
- **December 2018:** Labatt Breweries of Canada (a division of AB InBev, the World's largest brewer - e.g. Budweiser) partners with Tilray Inc., each will contribute \$50 Million to create cannabis-infused non-alcoholic and CBD beverages for sale in Canada
- Diageo, the world's largest producer of spirits and key producer of beer - e.g. Smirnoff Vodka and Guinness Beer, in talks with Tilray, Aphria and Aurora Cannabis. This will be the most anticipated deal of 2019
- Johnson and Johnson sets up JLABs Innovation in Toronto, Canada to fund cannabis research
- Estee Lauder's Origins brand is seeking Hemp CBD infused skin care products -booming cosmetic market
- Heineken is creating non-alcoholic cannabis infused beer
- Lagunitas Brewing Co. is creating a cannabis infused sparkling beverage
- Coca-Cola in discussions with Aurora Cannabis Inc.

Other Notable Milestones

- **January 2018:** Mike Tyson invests in a 40-acre Ranch in California for cannabis
- **January 2019:** Caliva, a cannabis startup, gets a \$75 Million Investment from former Yahoo! CEO Carol Bartz and 3-time Super Bowl MVP Joe Montana
- **February 2019:** Canopy Growth Corp. names Martha Stewart as advisor to create CBD products
- **February 2019:** Senator Ron Wyden (D-Oregon) proposes S.420 Senate Bill to Federally decriminalize, regulate, and tax cannabis products and de-schedule cannabis from the Controlled Substances Act
- **2019:** City of West Hollywood, CA has already approved cannabis restaurants, cafes, and consumption lounges (others include San Francisco, Oakland, Denver) will be on par with Amsterdam

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CAPITAL MARKETS

1933 INDUSTRIES CAPITALIZATION

Issued & Outstanding	271,973,333
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FINANCINGS TO DATE

\$35.75 M

Warrants Outstanding	Strike Price	Expiry
66,750	\$0.35	Aug 16, 2019
8,198,000	\$0.35	Aug 16, 2019
10,000,000	\$0.50	March 14, 2021
1,000,000	\$0.53	March 28, 2021
39,200,166	\$0.65	Sept 14, 2021
Total	58,464,916	
Stock Options		
237,500	\$0.50	November 14, 2020
37,500	\$0.64	January 8, 2021
5,266,663	\$0.15	June 13, 2022
2,300,000	\$0.15	June 14, 2022
1,300,000	\$0.65	February 15, 2023
8,655,000	\$0.55	October 4, 2021
Total	17,796,663	

As of April 22/19

CAPITAL MARKETS

AVERAGE MONTHLY VOLUME

Avg. Shares Traded per month	50 Million
Total Shares Traded in 2018 (January 14, 2018 to January 14, 2019)	601 Million

STOCK EXCHANGES

USA	OTCQX: TGIFF
Canada	CSE: TGIF

INDICES

CSE25 Index	
HORIZONS Emerging Marijuana Growers Index ETF (HMJR)	
OTCQX Composite	

As of April 1/19

CANNABIS SECTOR

COMPANY	TICKER SYMBOL	MARKET CAPITALIZATION
Curaleaf Holdings	CURA	5,032,251,885
GW Pharmaceuticals*	GWPH	4,953,254,128
Green Thumb Industries	GTII	1,640,756,339
Acreage Holdings	ACRG	817,690,275
Village Farms Int'l	VFF	752,775,413
Origin House	OH	664,635,054
Charlottes Web Holdings	CWEB	596,805,897
CV Sciences*	CVSI	552,013,523
KushCo Holdings*	KSHB	500,820,804
iAnthus Capital Holdings	IAN	415,753,608
Planet 13 Holdings	PLTH	388,942,275
MedMen Enterprises	MMEN	366,593,801
Australis Capital Inc.	AUSA	168,417,560
Halo Labs Inc.*	HALO	97,997,638
1933 Industries	TGIF	114,156,878
Terra Tech Corp.*	TRTC	92,161,578
Golden Leaf Holdings	GLH	64,085,182

*denotes US quote
As of April 22/19

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ADAPTIVE BUSINESS MODEL

- ✓ Proven Operators
- ✓ Growth-focused: Continuously evaluating opportunities across the entire cannabis value chain
- ✓ Strategically located in jurisdictions with favourable regulations
- ✓ Strengthening and expanding current operations
- ✓ Revenue generating businesses with large growth potential
- ✓ Access to capital in Canada - Fully funded business plan
- ✓ Not a cultivation-only company - fully integrated with verticals, distribution and branding

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EXPERIENCED MANAGEMENT TEAM

BRAYDEN R. SUTTON | President, CEO & Director

Mr. Sutton has been involved in the legal cannabis sector since 2012, where he held various executive positions with both public and private companies at the leading edge of the emerging cannabis industry.

JOE BLEACKLEY | Chief Operating Officer

Mr. Bleackley is a capital markets professional with a talent for building and managing teams. Having been with the company since inception, Joe has been instrumental in transitioning the organization from a startup to an enterprise.

RYAN MAARSCHALK | CFO

Mr. Maarschalk is a Chartered Professional (CPA) and brings business valuation, mergers & acquisitions and public company experience.

CAMERON WATT | VP Business Development

Mr. Watt combines over 30 years of successful business negotiation and strategic leadership experience in various industries, with a talent for developing, launching and managing businesses.

CHRIS REBENTISCH | USA Chief Operations Officer

Mr. Rebentisch founded Infused MFG. after personally developing and crafting each product with the belief in the natural healing properties of cannabis. Mr. Rebentisch is a seasoned cultivator and advocate for the industry in the State of Nevada.



BOARD OF DIRECTORS

BRAYDEN R. SUTTON | President, CEO & Director

Mr. Sutton has been involved in the legal cannabis sector since 2012, where he held various executive positions with both public and private companies at the leading edge of the emerging cannabis industry.

CAMERON WATT | Director

Mr. Watt combines over 30 years of successful business negotiation and strategic leadership experience in various industries, with a talent for developing, launching and managing businesses.

D. RICHARD SKEITH, BA/JD | Director

Mr. Skeith is a partner with a large international law firm, and has degrees in economics and law from the University of Alberta.

ANDY RICHARDS | CEO,
Spire Secure Logistics, Director

Mr. Richards is a seasoned leader in both police services and international private security for high-risk regulated industries, founding Spire to provide compliance, risk mitigation and security program design for the legal cannabis sector.

BRIAN FARRELL, CA | Director

Mr. Farrell is a partner with a public accountancy firm, focusing on taxation and accounting and has served as CFO and director to both privately held and publicly listed companies.

CHRIS REBENTISCH | USA Chief Operations Officer,
Director

Mr. Rebentisch founded Infused MFG. after personally developing and crafting each product with the belief in the natural healing properties of cannabis. Mr. Rebentisch is a seasoned cultivator and advocate for the industry in the State of Nevada.

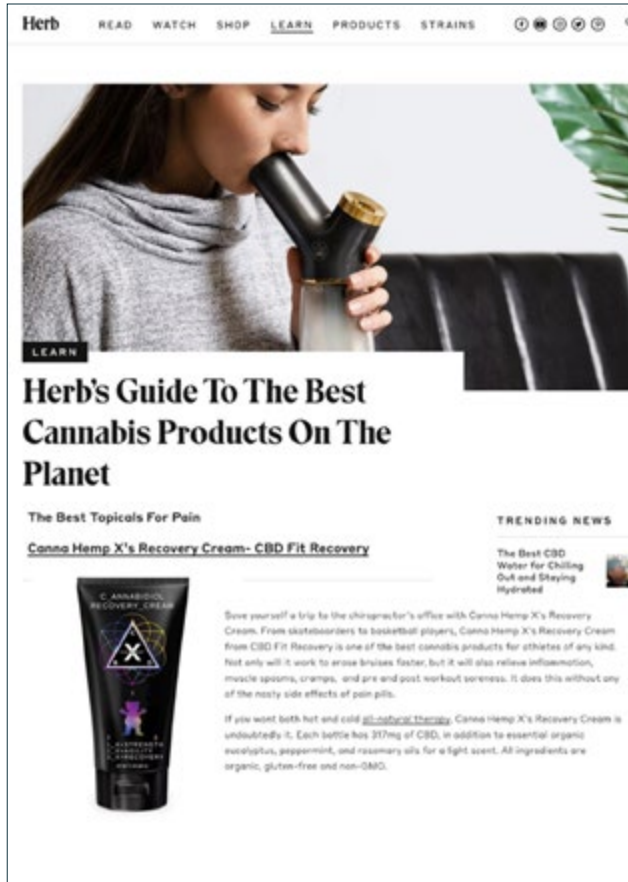
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AS SEEN IN

2019 Academy Awards Oscar Gift Lounge



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FORWARD-LOOKING STATEMENTS

Certain information contained in this presentation constitutes “forward-looking information” within the meaning of applicable Canadian securities legislation. The use of any of the words “anticipate”, “continue”, “estimate”, “intend”, “potential”, “expect”, “may”, “will”, “project”, “proposed”, “should”, “believe” and similar expressions are intended to identify forward-looking information. These statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking information. In addition, this presentation may contain forward-looking information attributed to third party industry sources. The Company believes that the expectations reflected in such forward-looking information are reasonable but no assurance can be given that these expectations will prove to be correct and such forward-looking information included in this presentation should not be unduly relied upon. Such information speaks only as of the date of this presentation or such other date indicated herein.

In particular, this presentation contains forward-looking information pertaining to the following:

- the Company’s intention to grow its business and operations;
- expectations with respect to future financial projections;
- the requirement for, and the Company’s ability to obtain, future funding on favourable terms or at all;
- market competition and agricultural advances of competitive products;
- the Company’s expectations regarding the timing for availability of the Company’s products and acceptance of its products by the market;
- the Company’s strategy to develop new products and to enhance the capabilities of existing products;
- the Company’s plans to market, sell and distribute its products; and
- the Company’s plans in respect of strategic partnerships for research and development.

In making the forward-looking statements included in this presentation, the Company has made various material assumptions, including but not limited to (i) obtaining necessary regulatory approvals; (ii) that regulatory requirements will be maintained; (iii) general business and economic conditions; (iv) the Company’s ability to successfully execute its plans and intentions; (v) the availability of financing on reasonable terms; (vi) the Company’s ability to attract and retain skilled staff; (vii) market competition; (viii) the products and services offered by the Company’s competitors; and (ix) that the Company’s current relationships with its suppliers, service providers and other third parties will be maintained.

The Company’s actual results could differ materially from those anticipated in such forward-looking information as a result of the risk factors set forth below and in the Company’s preliminary prospectus and the documents incorporated by reference within that preliminary prospectus:

- the extent of future losses;
- the actual financial position and results of operations of the Company may differ materially from the expectations of management;
- the ability to obtain the capital required to fund development and operations;
- the ability of the Company to effectively manage its growth and operations;
- the development and growth of the medical marijuana industry in general;
- the competition with the marijuana industry in general, which involves companies with higher capitalization, more experienced management or which may be more mature as a business;
- the ability to capitalize on changes to the marketplace;
- the ability to comply with applicable governmental regulations and standards;
- the ability to develop and commercialize medical cannabis and adult use cannabis in the United States;
- the ability to attract and retain skilled and experienced personnel;
- the impact of changes in the business strategies and development priorities of strategic partners;
- the impact of legislative changes to the medical cannabis and adult use cannabis regulatory process;
- general public acceptance of the marijuana industry;
- the impact of changes in the number of marijuana users in the United States;
- the yield from agricultural operations producing the Company’s products; and
- the ability to obtain legal protection and protect the Company’s intellectual property rights and not infringe on the intellectual property rights of others.

These factors are not, and should not be construed as being, exhaustive.

Information contained in forward-looking statements in this presentation is provided as of the date of this presentation, and the Company disclaims any obligation to update any forward-looking statements, whether as a result of new information or future events or results, except to the extent required by applicable securities laws. Accordingly, potential investors should not place undue reliance on forward-looking statements or the information contained in those statements.



CONTACT INFORMATION



CSE: TGIF
OTCQX: TGIFF

Head Office

105 - 45655 Tamihi Way
Sardis, BC V2R 2M3
604.674.4756
info@1933industries.com

Corporate Communications

Alexia Helgason
604.674.4756 ext. 1
alexia@1933industries.com