



# 1933



## INDUSTRIES

PROVIDING PREMIUM, INNOVATIVE AND EFFECTIVE  
CANNABIS PRODUCTS FOR ALL LIFESTYLES

CSE: TGIF | OTCQX: TGIFF | [1933industries.com](https://1933industries.com)



# 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.





# COMPANY OVERVIEW

1933 Industries is a consumer-packaged goods company with a portfolio of authentic, premium brands in the cannabis industry. Our humble journey began in Las Vegas as the first cannabis cultivator servicing the medicinal market.

Today, 1933 Industries boasts well over 100 SKUs in its product portfolio as well as a number of licensing partners.

Along the way, we remain consumer-focused. By owning key aspects of the value-chain, 1933 Industries can deliver consistent, high-quality products that deliver exceptional experiences.



# OUR DNA



## Anchor Position in Our Core Market in Nevada

- Building a profitable and scalable business that is renowned for its best-in-class infrastructure and high-quality products
- Sizable market size estimated to grow to US\$956M by 2024
- Organic growth strategy with solid path to positive cash flow



## Premium Branded Goods

- Extensive product lines in the most profitable verticals of the cannabis value chain
- Premium craft flower and pre-rolls, extensive menu of concentrates
- Wide distribution reach within Nevada dispensaries
- CBD line of wellness products available across the US
- CBD US sales estimated to reach US\$16.8B by 2025



## Proven Cannabis Cultivators and Operators

- Highly experienced and internationally regarded management team
- Award winning growers and extractors with High Times Cannabis Cup wins
- Seasoned executives on Board of Directors with consumer packaged goods, cannabis and capital markets expertise



## Culture & Community

- We are the Las Vegas Original
- Long term and deep connections within the cannabis community
- Longest operating history in southern Nevada
- Respect, passion and knowledge for the plant

Sources: RCG Nevada Cannabis Industry 2020 Economic Impact Report commissioned by the Nevada Dispensary Association  
Brightfield Group Outlook



## Alternative Medicine Association (AMA)

# CBD

# Canna Hemp™



# INFRASTRUCTURE



67K

Square feet

State-of-the-art,  
purpose-built indoor facility

Las Vegas

33K

Square feet

Under canopy with room  
for expansion

19 rooms - 15 bloom rooms,  
1 mother room and 3 veg rooms

650

Lbs/month

Dry weight  
Projected capacity  
of flower & trim  
Perpetual harvest cycle

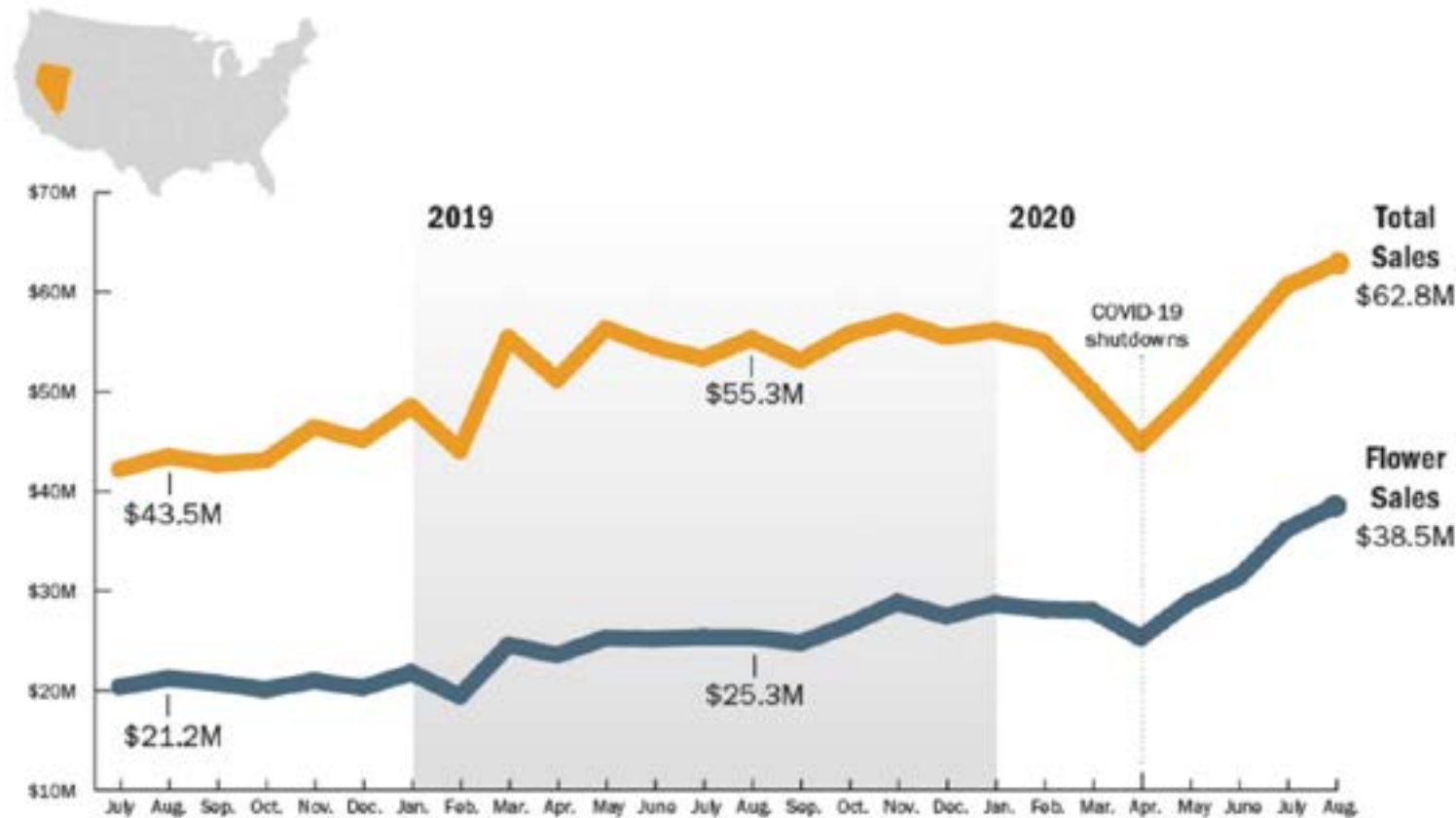
70+

Product SKUs

26 strain varieties, 12 Cannabis  
Cup award-winning strains  
Distribution in licensed  
dispensaries across Nevada

# NEVADA MARKET

## Flower Sales Help Propel Marijuana Revenues in Nevada



Source: Headset

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- AMA has entered the flower and pre-roll market after a long hiatus
- Las Vegas: Robust demand from local residents and improved business practices have led to a market recovery
- Flower sales account for over 60% of overall sales
- Reflects local consumer preferences and a shrinking tourist base



AMA THC

*FROM SEED TO SALE*

We've combined our expertise in growing craft cannabis into large-scale cultivation and extraction

# LEVEL X

## FOR A REFINED EXPERIENCE – CANNABIS AT THE HIGHEST LEVEL



Over 20 new unique and exotic strains will be added to our portfolio:

Terple **GMO X Jungle Cake**  
Dead Hot Strawberries  
**Strawpicana** **Weapon X**

*Consistently of the highest quality*

Award winning cultivars, top genetics and a state-of-the-art growing facility, along with operational expertise, creates the perfect growing environment for our top tier flower and pre-rolls.



# AMA THC EXTRACTION



## Methods

Hydrocarbon - Butane and Propane  
Full spectrum oils, high quality  
distillates, proprietary blends  
of terpenes

## Capacity

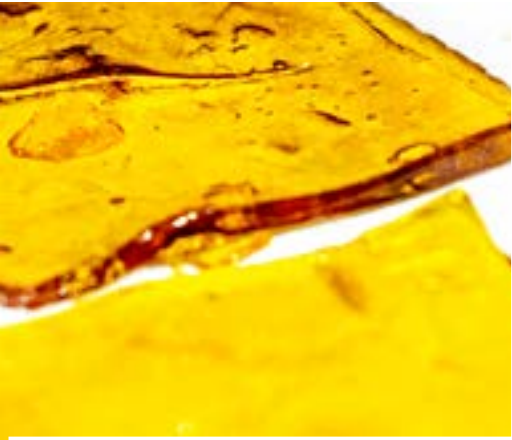
800-1000 lbs of biomass / month  
Producing 75-100 KILOS of  
Cannabis concentrates  
(15-18% yield)

## Boutique Concentrates

Market leader in shatter,  
crumble, batter, sugar wax,  
diamonds, live resin  
High penetration in dispensary market

# AMA THC | BOUTIQUE CONCENTRATES

Shatter



Crumble



Batter



Sugar Wax



Diamonds



Leading position in Nevada with 100% penetration in dispensaries • Full spectrum oils • Distillates • Terpenes



# CANNA HEMP™ CBD

Delivering innovative  
products in unique  
consumption formats that  
integrate into any lifestyle.



# CANNA HEMP™ CBD MANUFACTURING



## Large Portfolio of Branded CBD and Hemp-Derived Products

### 5 Product Lines

Canna Hemp™  
Canna Hemp X™  
Canna Fused™  
Canna Hemp PLUS  
Hemp seed oil

### 70+ SKUs

Creams & Lotions  
Sports Recovery  
THC/CBD products  
Premium CBD  
Mass market

### Brick & Mortar Retail

Dispensaries  
CBD Shops  
Vape Shops  
Specialty Retailers

### D2C E-Commerce

Online markets such as  
Amazon, Walmart  
Rakuten, Homvare,  
cannahemp.com



# OUR PARTNERS

Sharing common values and goals, we partner with only the best cannabis companies to bring to market a variety of product offerings.

Our licensed partners are drawn to AMA due to our highly-skilled cultivators, extractors and sales professionals who have established a strong sales network in the highly competitive Nevada market.

BLOOM™

★ ★ ★ ★ ★  
**FIVE STAR**  
E X T R A C T S

  
**ORCHID**  
VENTURES, INC.

# NEW PRODUCT ROLLOUT

August

Canna Hemp™ PLUS

September

Premium Craft Flower and Pre-Rolls

In Development - 2021

CBD Products

Edibles



Beverages



Protein Powders



Roll-ons



Salve Sticks





# MANAGEMENT TEAM

Proven Entrepreneurs, Capital Markets with Track Record of Wealth Creation



**PAUL ROSEN**  
CEO

One of the most active entrepreneurs, advisors and investors in the emerging global cannabis industry. Co-founder of PharmaCan Capital Corp. (NASDAQ: CRON; TSX: CRON) and served as its first President and CEO. Held board positions with a number of publicly-traded cannabis companies and currently serves as the Executive Chairman of Global Go, a consultancy focused on the global regulated cannabis industry.



**EUGENE RUIZ**  
President

Seasoned executive with strong leadership skills and broad-based operational expertise as CEO, CFO and COO across a number of industries in the US. Served as CFO and Executive Vice President of the largest privately-owned, multi-state retail nursery operation in the western US, where he led the company from break-even to profitability, while quadrupling revenue.



**TRICIA KAE LIN**  
Chief Financial Officer

Ms. Kaelin is a member of the AICPA (US) with a proven track record and leadership experience in the cannabis Industry. She has more than 25 years of experience on executive teams, growing companies profitably as the leader of financial management, strategic planning, accounting, and financial reporting.



**CALEB ZOBRIST**  
Executive Vice President

Licensed attorney in Nevada since 2009, worked on numerous M&A for private and public companies. Represented cannabis companies in Nevada since the state's launch of its legal medical marijuana program in 2014 and joined the Company in 2018 as Vice President and General Counsel. Mr. Zobrist has led the Company in an operational capacity, identifying opportunities for growth and overseeing the Company's expansion initiatives.

# BOARD OF DIRECTORS

## Seasoned CPG, Capital Markets, Legal, and Financial Executives



**TERRY TAOUSS, JD**

Chairman

Entrepreneur with operational experience scaling fast-growing businesses and is currently a Principal of AdProfs. Served as President of Tidal Royalty Corp.; founding management team at SiteScout; Managing Director of Centro Canada. Member of the Law Society of Ontario and practiced corporate law in Canada for several years.



**MARK BAYNES**

Senior marketing executive with over 30 years' bluechip experience in the CPG industry, having worked for Nestle, Kraft, Kellogg's, and Keurig. Brings a wealth of experience in the areas of consumer, portfolio and brand strategy. Held senior positions within the Association of National Advertisers (ANA) and as a Board Member on the Ad Council.



**LISA CAPPARELLI**

Global marketing executive with deep expertise in creating 360 brand universes, award winning programs and driving business transformation within the beauty industry. Developed effective, innovative marketing and communication strategies for iconic beauty companies Coty, L'Oréal and Revlon and is highly adept at identifying emerging beauty trends and creating award-winning digital and influencer marketing platforms.



**BRIAN FARRELL, CA**

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.



**RICK SKEITH, JD**

Partner with a large international law firm and has degrees in economics and law from the University of Alberta. Has served as an officer and on the board of many public and private companies, with extensive experience in corporate and securities governance.



**PAUL ROSEN**

One of the most active entrepreneurs, advisors and investors in the emerging global cannabis industry. Co-founder of PharmaCan Capital Corp. (NASDAQ: CRON; TSX: CRON) and served as its first President and CEO. Held board positions with a number of publicly-traded cannabis companies and currently serves as the Executive Chairman of Global Go, a consultancy focused on the global regulated cannabis industry.



# KEY PRIORITIES JULY – DEC 2020

## Strengthen Balance Sheet and Optimize Operations

- Significantly reduced burn rate and improved financial standing
- Raised US\$1.3M new capital to execute on strategy
- Evaluated all corporate initiatives as profitable contributors to growth
- Improving gross profit and gross profit margins

## Maximize Assets with Pipeline of new THC and CBD Products

- Scaled up cannabis cultivation capacity in Nevada
- Improved genetics, introduced new strains
- Launch of Level X premium craft flower
- Maximizing production of concentrates
- Introduced new Canna Hemp™ product lines

# KEY PRIORITIES JULY - DEC 2020

## Increase Product Distribution

- Expanding direct to consumer E-Commerce strategy
- Increasing points of distributions to new brick & mortar stores
- Deals with CBD Plus and Mr. Checkout
- Hired new sales staff and boosting marketing efforts
- Co-marketing partnerships with top dispensaries such as Planet 13 and Jardin with in-store displays, online menus, text blasts, social media features

## Projected Ramp Up

- Sales - US\$1M per month per revenue group for an estimated US\$3M per month
- EBITDA margins 17% - 20%
- Ultimate objective 5% - 7% of Nevada's of US\$60M per month cannabis market
- \$12M - \$18M annual CBD product revenue



# TAKEAWAYS

## 2021 and Beyond

- Stay the course with renewed corporate strategy
- Continue to build market share in Nevada with solid asset base and market upside
- Leverage in-house brands and distribution channels and expand market reach
- Focus on delivering quality, best-in-class premium products
- Execute on business and its successful turnaround
- Achieve cash flow breakeven as quickly as possible
- Focus on steady path to achieving profitability in the near term
- Expansion into other verticals and outside of Nevada



# SHARE STRUCTURE

Shares Issued & Outstanding	<b>350,160,013</b>
Warrants Outstanding	<b>72,364,936</b>
Stock Options	<b>30,880.000</b>
Insider Ownership	<b>6.97%</b>
Listings	<b>CSE: TGIF OTCQX: TGIFF</b>

## Warrants Outstanding

Number	Exercise Price	Expiry Date
10,000,000	\$0.50	March 14, 2021
39,199,666	\$0.65	September 14, 2021
250,000	\$0.37	June 13, 2022
5,295,270	\$0.125	September 3, 2022
13,920,000	\$0.08	May 3, 2022
3,700,000	\$0.075	June 13, 2023
72,364,936		



# 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.



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