



PROVIDING PREMIUM, INNOVATIVE AND EFFECTIVE  
CANNABIS PRODUCTS FOR ALL LIFESTYLES

CSE: TGIF | OTCQB: TGIF | [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.





# THC

Alternative Medicine Association (AMA)

# One Company. One Plant. All the Products you Need.

Providing trusted and effective cannabis derived products, while delivering exceptional experiences.



# CBD

Canna Hemp™

# OUR DNA



PROVEN CANNABIS  
CULTIVATORS AND  
OPERATORS



ANCHOR POSITION  
IN OUR CORE  
MARKET IN  
NEVADA



PREMIUM BRANDED  
GOODS



PROFITABILITY-  
DRIVEN MODEL



# EXCELLENCE IN CULTIVATION

## *CRAFT CANNABIS FROM SEED TO SHELF*

An exceptional,  
potent, and consistent  
cannabis experience

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



# 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

37 strain varieties, 12 Cannabis  
Cup award-winning strains

Distribution in licensed  
dispensaries across Nevada



# EXCELLENCE IN GENETICS

- Significant IP & genetics
- 37 high quality, in-demand, premium strains at state-of-the-art growing facility
- Cultivation and extractor leaders with High Times Cannabis Cup wins
- 2 Licenses - cultivation and production
- Scalable model with fully built-out infrastructure

## IN LAS VEGAS



Pre-rolls sold During  
the last 2 months



Strains In  
Genetic Bank



Flower SKUs



Concentrate SKUs

\*September-December 2020



# FOR A REFINED EXPERIENCE



## *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.

Craft Cannabis is our specialty. It's the result of years of growing expertise, deep knowledge of the plant, practical hands-on experience and the dedication, passion and patience that makes a winning brand.



# THC | EXTRACTION

Ultra-refined extracts  
Artisanal approach  
Maximum terpene retention

Concentrates and infused products that deliver in purity and potency

## Methods

Hydrocarbon extraction process  
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



# THC | BOUTIQUE CONCENTRATES





# THC | FLOWER STRAINS





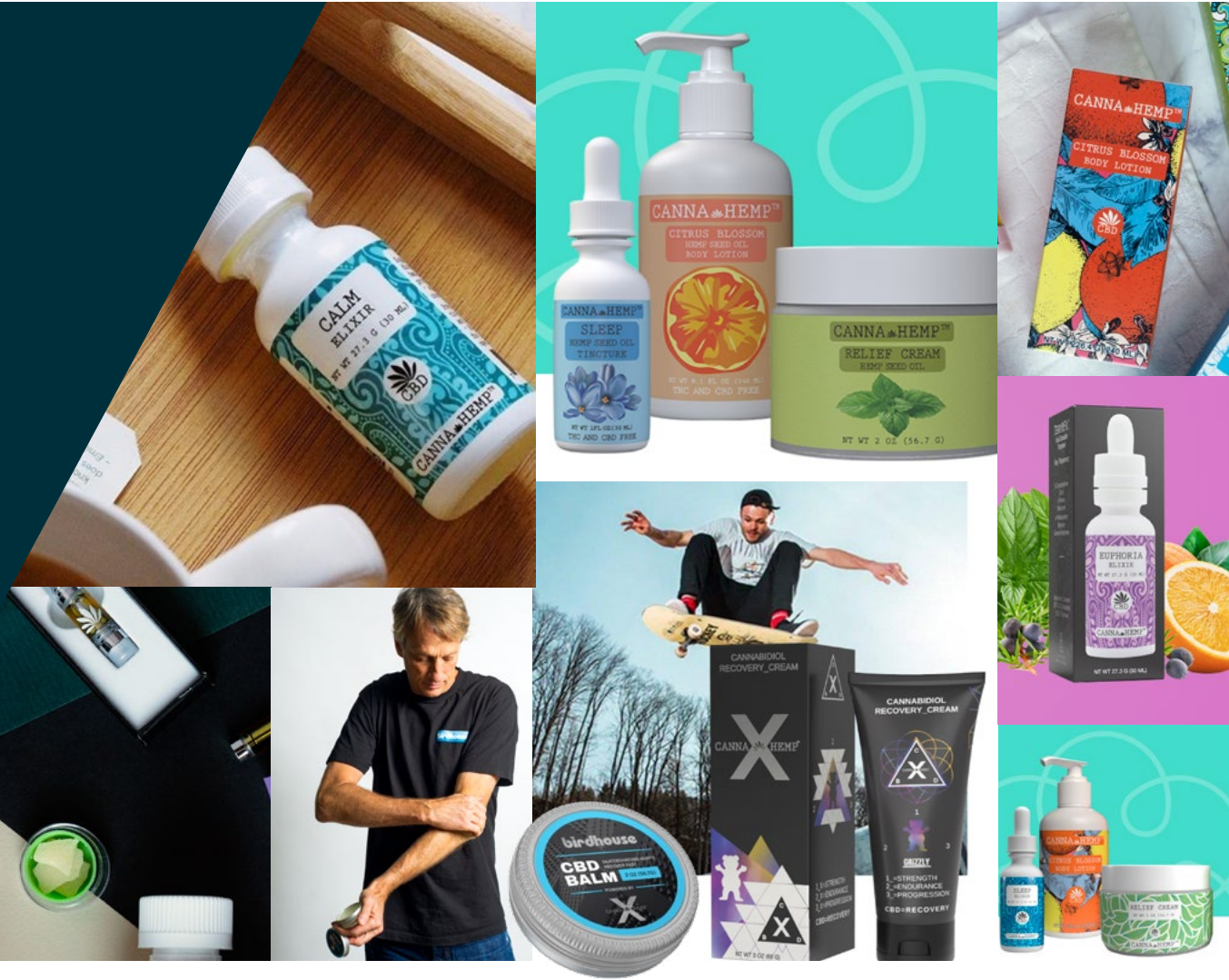
Delivering innovative  
products in unique  
consumption formats  
that integrate into  
any lifestyle

# CANNAHEMP™ CBD MARKET SIZE | USA

- CBD Annual spending expected to be \$14.9 billion in 2020
- Projected to grow at a compound annual growth rate (CAGR) of 12.2%
- Per capita annual spending among consumers estimated at \$318.88\*
- CBD US sales estimated to reach US\$16.8B by 2025\*\*

\*New Frontier Data

\*\*Brightfield Group





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

### 3 Product Lines

Canna Hemp™  
Canna Hemp X™  
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

Cannahemp.com enhanced  
e-commerce platform  
Online marketplaces  
across the US

# CANNAHEMP™ IMMERSIVE E-COMMERCE PLATFORM

Delivering the power of CBD to consumers via an elevated experience

## Your wellness, naturally engineered.

Morning, Day and Evening Essentials

EUPHORIA FOCUS RELIEF CALM SLEEP

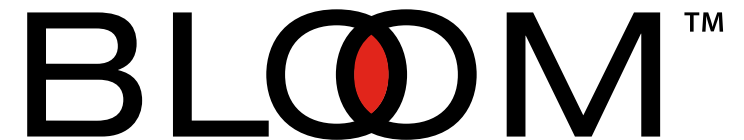
Made with TerpFX™, our specifically formulated blend of terpenes that maximizes the efficiency of all our CBD products.



# OUR PARTNERS

We partner with only those select companies who share our values and our commitment to excellence.

Our licensed partners are drawn to us due to our highly-skilled cultivators, extractors and sales professionals who have established a strong sales network in the highly competitive Nevada market and are building CBD product distribution across the US.



# 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.



**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.



**ALEXIA HELGASON**

VP, Investor Relations, Marketing, Media

Ms. Helgason is a Marketing, Corporate Communications and Investor Relations professional with over 26 years' experience in corporate environments, working in a variety of business sectors. She has extensive expertise in managing communications strategies, investor relations and media programs for TSX Venture, CSE and OTC traded issuers. Ms. Helgason leads the Company's Marketing and PR efforts as well as the Company's IR program.

# BOARD OF DIRECTORS

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



**PAUL ROSEN**

Chairman

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.



**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.

# KEY PRIORITIES FISCAL 2021\*

## Achieving profitability, becoming cash-flow positive and building shareholder value

- Strengthen Balance Sheet
- Improve and streamline debt-to-equity ratio
- Maximize output and quality of products
- Optimize operations and improve margins
- Improve and streamline operations in an effort to right-size costs
- Reduce burn rate and minimize non-revenue generating costs
- Raised a combined \$6.6M in new capital to execute on strategy

\*July 31 Fiscal Year



# BUILDING MOMENTUM

## Q1 2021 RESULTS

- 13% Increase in revenues
- 27% Increase in gross margin
- 75% Reduction of cash burn
- 61% Improvement in net loss
- 81% Improvement in Adjusted EBITDA loss

## Q2 2021 RESULTS

- 27% Increase in revenues
- Positive gross margin
- 57% Decrease in expenses
- 78% Decrease in net loss
- 98% Improvement in Adjusted EBITDA loss

Refer to the complete Financial Statements <https://1933industries.com/investors/financial-information>

# TAKEAWAYS | 2021 AND BEYOND

- Stay the course with renewed corporate strategy
- Continue to build market share in Nevada as a leading wholesaler of craft cannabis flower and concentrates 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 CBD premium wellness 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	448,364,196
Stock Options	20,430,000
Broker Warrants	2,638,869
Compensation Warrants	514,346
Warrants	107,160,865
Agent Options	2,019,734
Convertible Debentures (\$0.10 conversion)	3,876,000
Listings	CSE: TGIF OTCQB: TGIFF

(As of March 31, 2021)

## Warrants Outstanding

Number	Exercise Price	Expiry Date
39,199,666	\$0.65	September 14, 2021
5,295,270	\$0.125	September 03, 2022
13,920,000	\$0.11 (USD\$0.08)	May 03, 2022
3,700,000	\$0.075	June 13, 2024
45,045,929	\$0.16	March 4, 2023
107,160,865		



# 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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[1933industries.com](http://1933industries.com)

Head Office  
#300 – 1055 West Hastings Street  
Vancouver, BC, V6E 2E9  
604-728-4407  
[info@1933industries.com](mailto:info@1933industries.com)

Alexia Helgason, VP  
IR & Corporate Communications  
604-728-4407  
[alexia@1933industries.com](mailto:alexia@1933industries.com)



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