



1933



INDUSTRIES

PROVIDING PREMIUM, INNOVATIVE AND EFFECTIVE
CANNABIS PRODUCTS FOR ALL LIFESTYLES

CSE: TGIF | OTCQB: TGIF | 1933industries.com

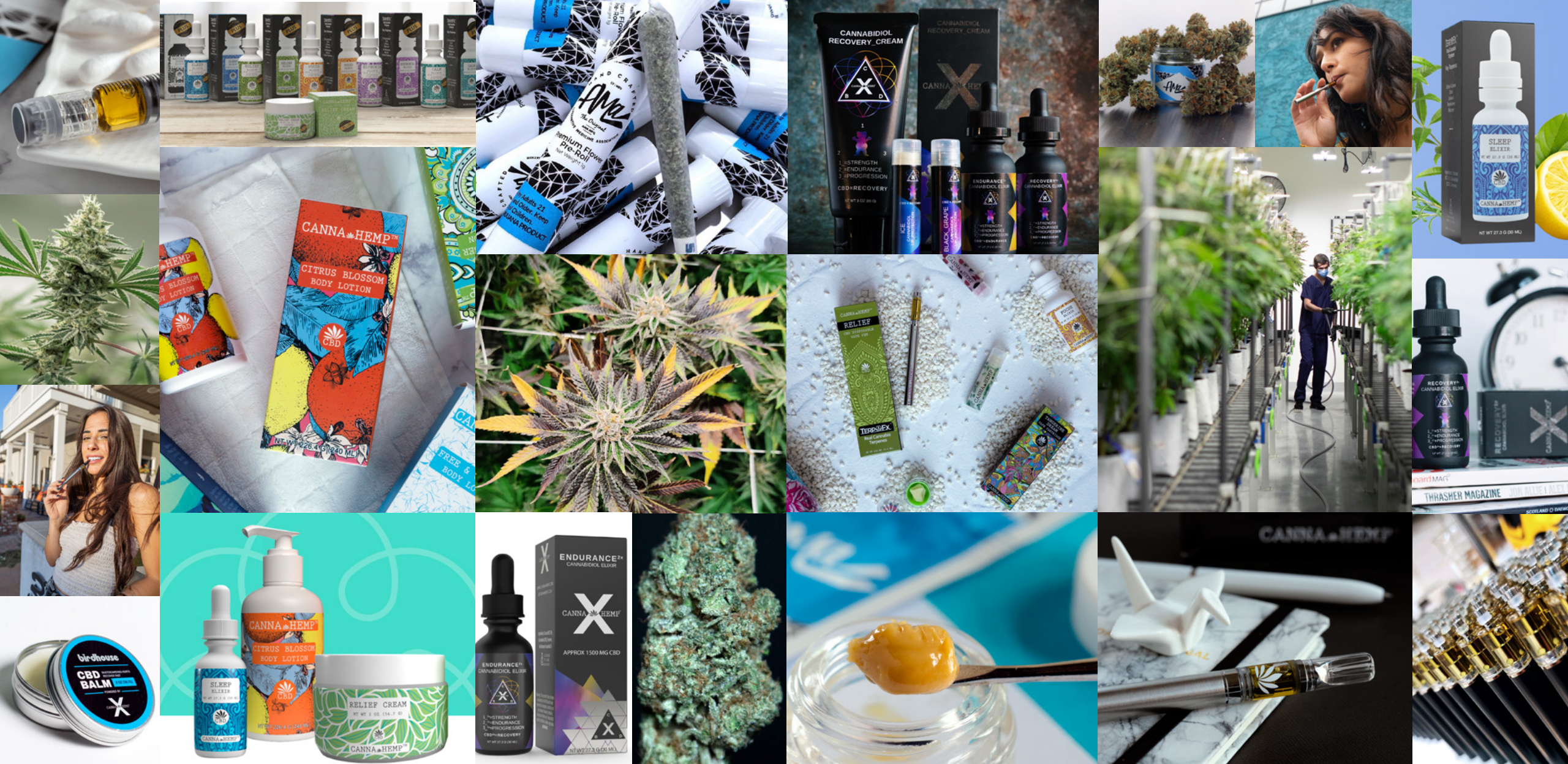


DISCLAIMER STATEMENTS

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)

CBD

Canna Hemp™

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

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

OUR DNA



PROVEN CANNABIS
CULTIVATORS AND
OPERATORS



ANCHOR POSITION
IN OUR CORE
MARKET IN
NEVADA



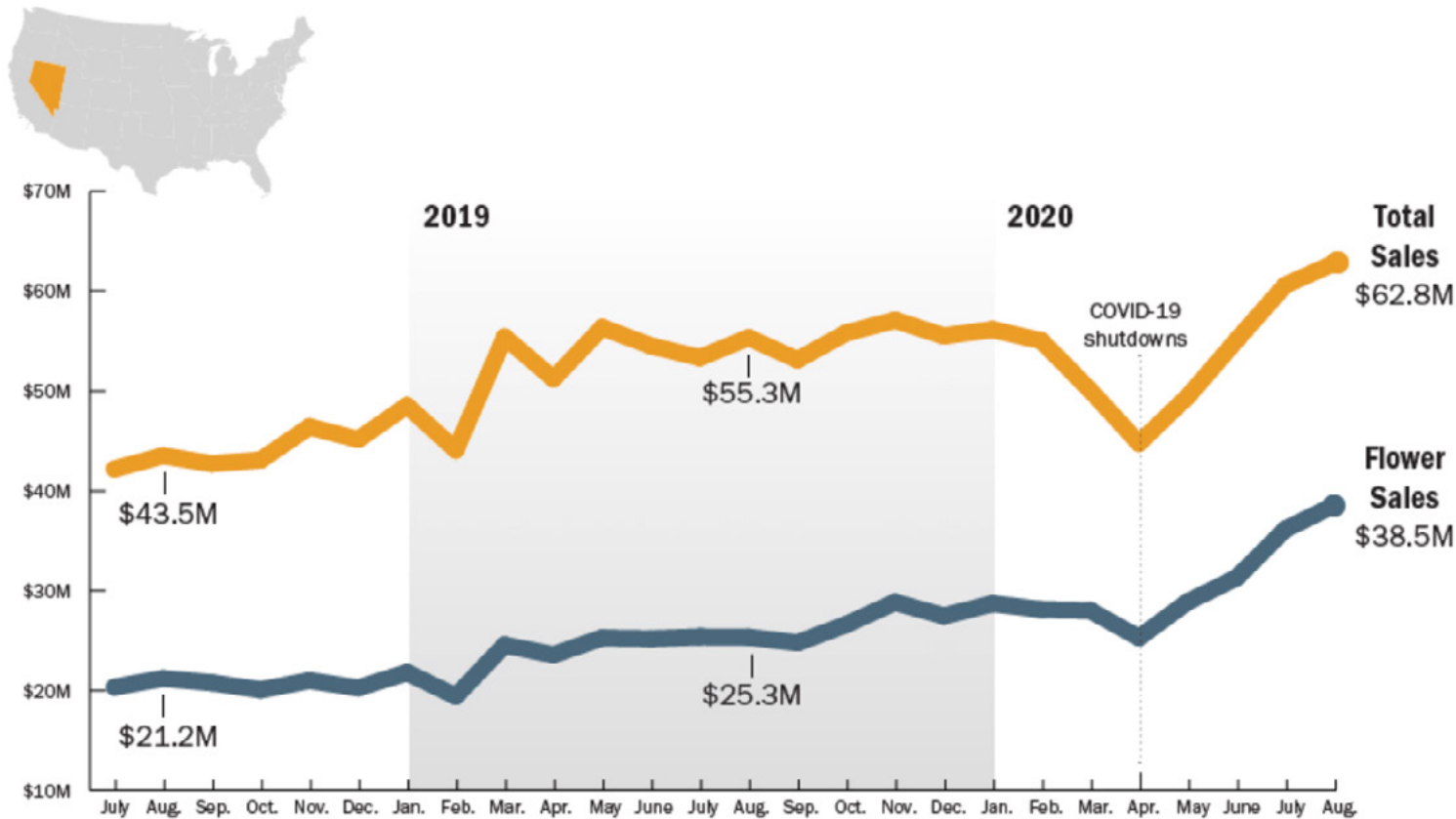
PREMIUM BRANDED
GOODS



PROFITABILITY-
DRIVEN MODEL

THC MARKET SIZE | NEVADA

Flower Sales Help Propel Marijuana Revenues in Nevada



Source: Headset

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- July-Sept 2020
Nevada Taxable Sales Retail/
Dispensaries* \$234,228,441
Clark County \$183,547,989
- Flower sales account for over 60% of overall sales
- Reflects local consumer preferences

*Source Nevada Department of Taxation



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



LEVEL X

FOR A REFINED EXPERIENCE - CANNABIS AT THE HIGHEST LEVEL



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



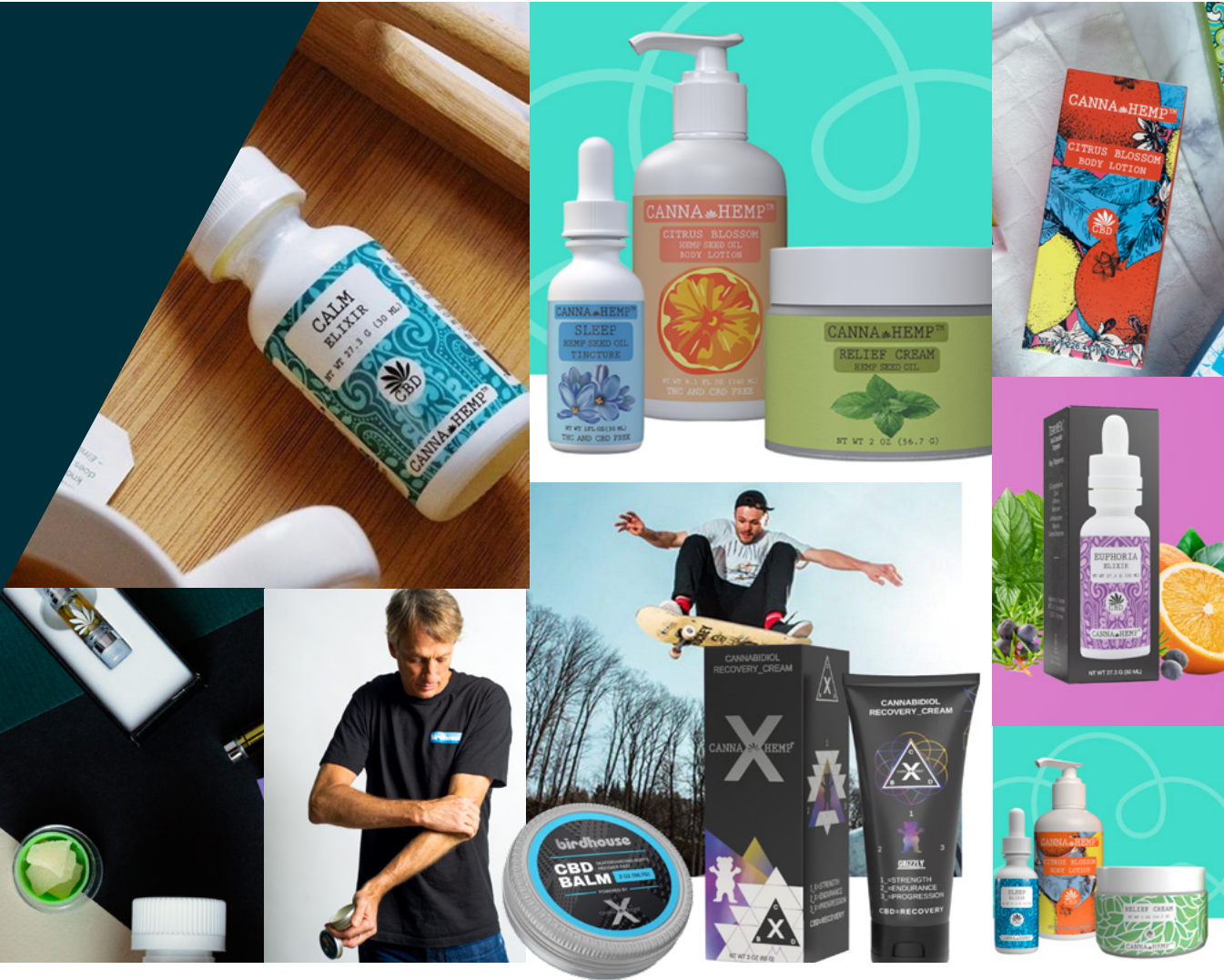


Delivering innovative products in unique consumption formats that integrate into any lifestyle

- 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

5 Product Lines

Canna Hemp™
Canna Hemp X™
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

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

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

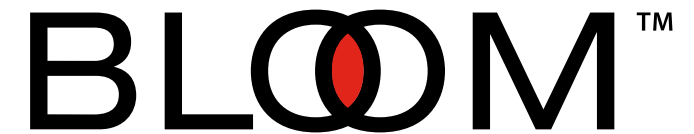
Made with TerpFX™, our specifically formulated blend of terpenes that maximizes the efficiency of all our CBD products.



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 ZOB RIST
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



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*

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

*July 31 Fiscal Year

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
- Expanded direct to consumer E-Commerce CBD strategy
- Increasing points of distributions to new brick & mortar stores

KEY PRIORITIES

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

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

\$45M Total Assets

\$27M Total Liabilities

\$19M Equity

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 as a leading supplier 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	359,835,304
Warrants Outstanding	72,364,936
Stock Options	27,430,000
Insider Ownership	6.78%
Listings	CSE: TGIF OTCQB: TGIFF

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		

CANNAHEMP™

Pure • Enhanced • Proven



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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