



PRODUCING PREMIUM, INNOVATIVE AND EFFECTIVE CANNABIS PRODUCTS FOR ALL LIFESTYLES

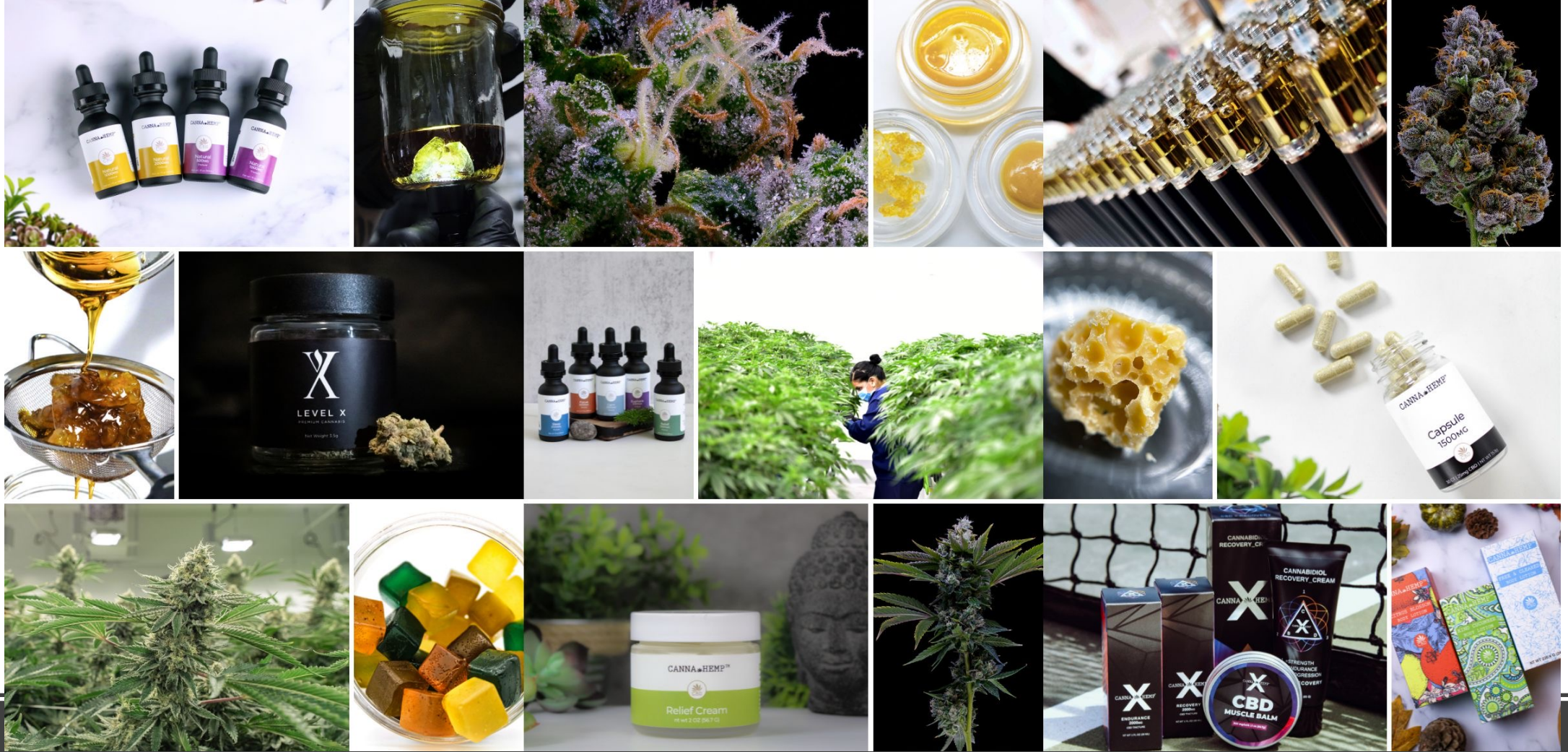
CSE: TGIF | OTCQB: TGIFF | [1933industries.com](http://1933industries.com)

# 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.



# FULL SUITE OF CANNABIS PRODUCTS

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

# 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 of recognized brands.

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.

AMA stands on its own as an independent brand in the highly competitive Nevada market.



# 1933 Industries Inc. (CSE: TGIF OTCQB: TGIFF)

**Alternative Medicine Association (AMA)  
(91% Ownership)**

Licensed cannabis cultivation and extraction  
operation based in Las Vegas.

AMA branded line of products:

- Craft-style flower
- Shatter, crumble, batter, sauce, sugar, cured and live resin concentrates
- Pre-rolls and Infused pre-rolls
- Full spectrum oils
- High quality distillates
- Vaporizer products



# COMPANY HIGHLIGHTS

1933 Industries is an independent licensed cultivator of premium indoor cannabis flower and producer of cannabis derivatives, including hemp-infused products, for the Nevada wholesale market, with a sustainable and scalable business model.

## **Key Highlights:**

- Proven cannabis cultivators and operators
- Longevity in the Las Vegas market – operating since 2015
- State-of-the-art infrastructure assets, best in class cultivation facility
- Experienced management team in cannabis and capital markets
- Extensive product lines in the most profitable verticals of the value chain
- Wholesale distributor with dispensary shelf space across Nevada
- Top 10 selling brand in flower, pre-rolls and extracts
- Attractive growth profile focused on Las Vegas as top tourist destination in the US market
- High barriers to entry, favourable licensing structure, and generous patient reciprocity laws
- Stabilized operating expenses and balance sheet
- Organic growth strategy with a solid path to profitability

# FINANCIAL HIGHLIGHTS

## Revenue History

**2023**  
**\$18.3 M**

- Record revenue posted since 2017
- Revenue growth of 46% from previous year achieved despite experiencing considerable disruption in cultivation during 3rd and 4th quarters while upgrades and retrofits were completed in the facility

**2022**  
**\$12.5 M**

**2021**  
**\$12 M**

**2020**  
**\$12 M**

**2019**  
**\$18 M**

**2018**  
**\$12.5 M**

**2017**  
**\$1 M**

# FINANCIAL HIGHLIGHTS

## Q1 2024

- Total revenues of \$5.5 million
- Gross margin of \$3.9 million before fair value adjustments
- Adjusted EBITDA income of \$0.1 million
- Top 5 selling cannabis brand in Nevada

## Q2 2024

- Total revenues of \$4.74 million for Q2 and \$10.3 million YTD
- Gross profit increase of 543% year-over-year
- AMA product revenues increase of 10% year-over-year

- Positive Adjusted EBITDA income of \$0.1 million for two consecutive quarters (Q1 and Q2 2023), and Q1 2024.
- Top 5 non-dispensary brand in Nevada with shelf space across the state.
- AMA branded products are regularly listed as the top selling cannabis products.
- CAPEX investments paying off with increased output and yield, supporting continued growth.
- Wholesale flower pricing pressure continues to impact producers in Nevada. The Company's strategy is to offer competitive pricing, better quality, variety of product mix and volume of products, and continue to build strong relationships with key accounts.



# SHARE STRUCTURE

Shares Issued & Outstanding	490,471,657
Stock Options	22,790,000
Warrants	3,700,000
Convertible Debentures	3,114,000
Listings	CSE: TGIF OTC: TGIFF

## Warrants Outstanding

Number	Exercise Price	Expiry Date
3,700,000	\$0.075	Nov. 9, 2025

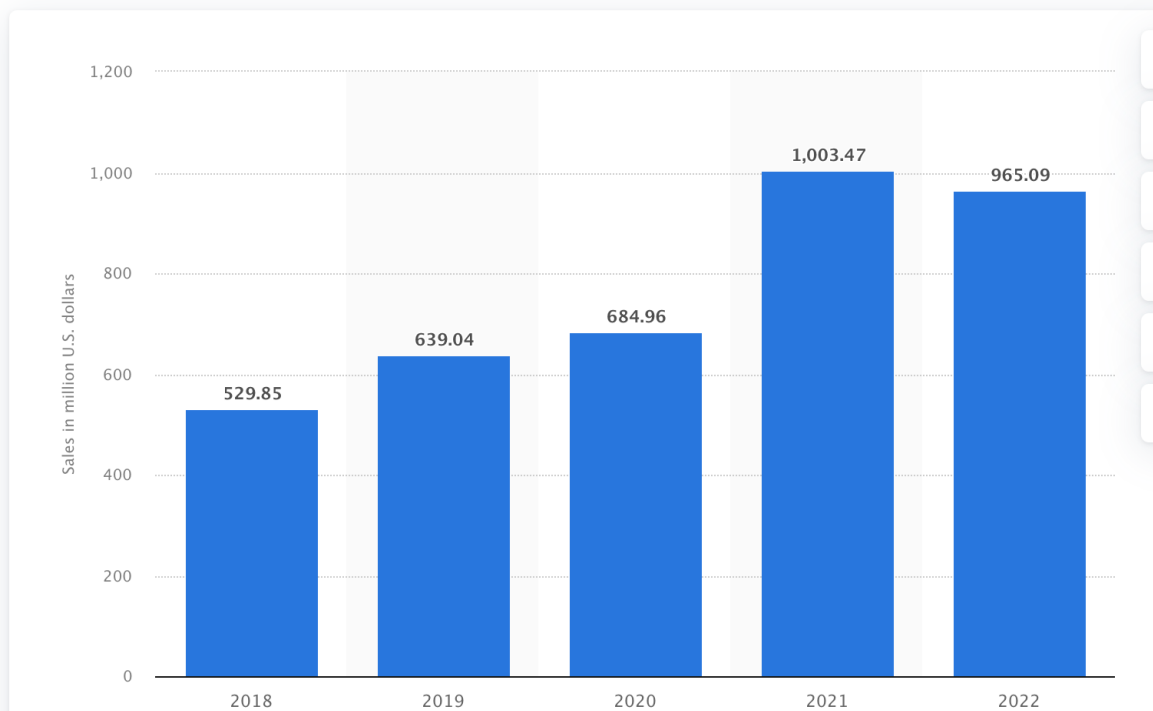
# NEVADA CANNABIS MARKET

## Cannabis Sales are Correcting

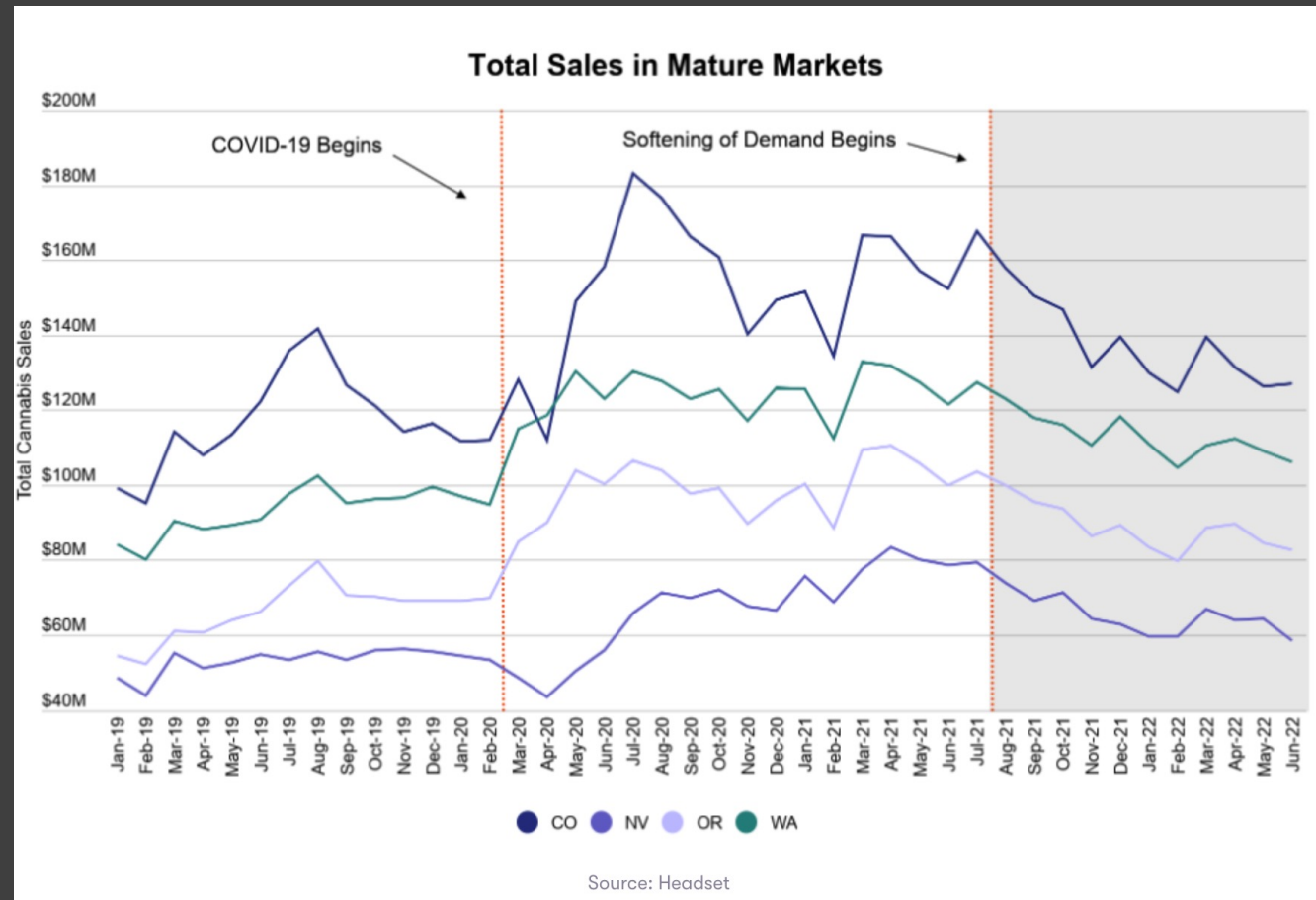
- Large increases in cannabis sales during COVID-19 pandemic; sales grew by 30% from 2018 to 2021
- Market correction post-pandemic. Compared to 2021, value dropped 15% in 2023

Sales value of cannabis in Nevada from 2018 to 2022

(in million U.S. dollars)



© Statista 2023

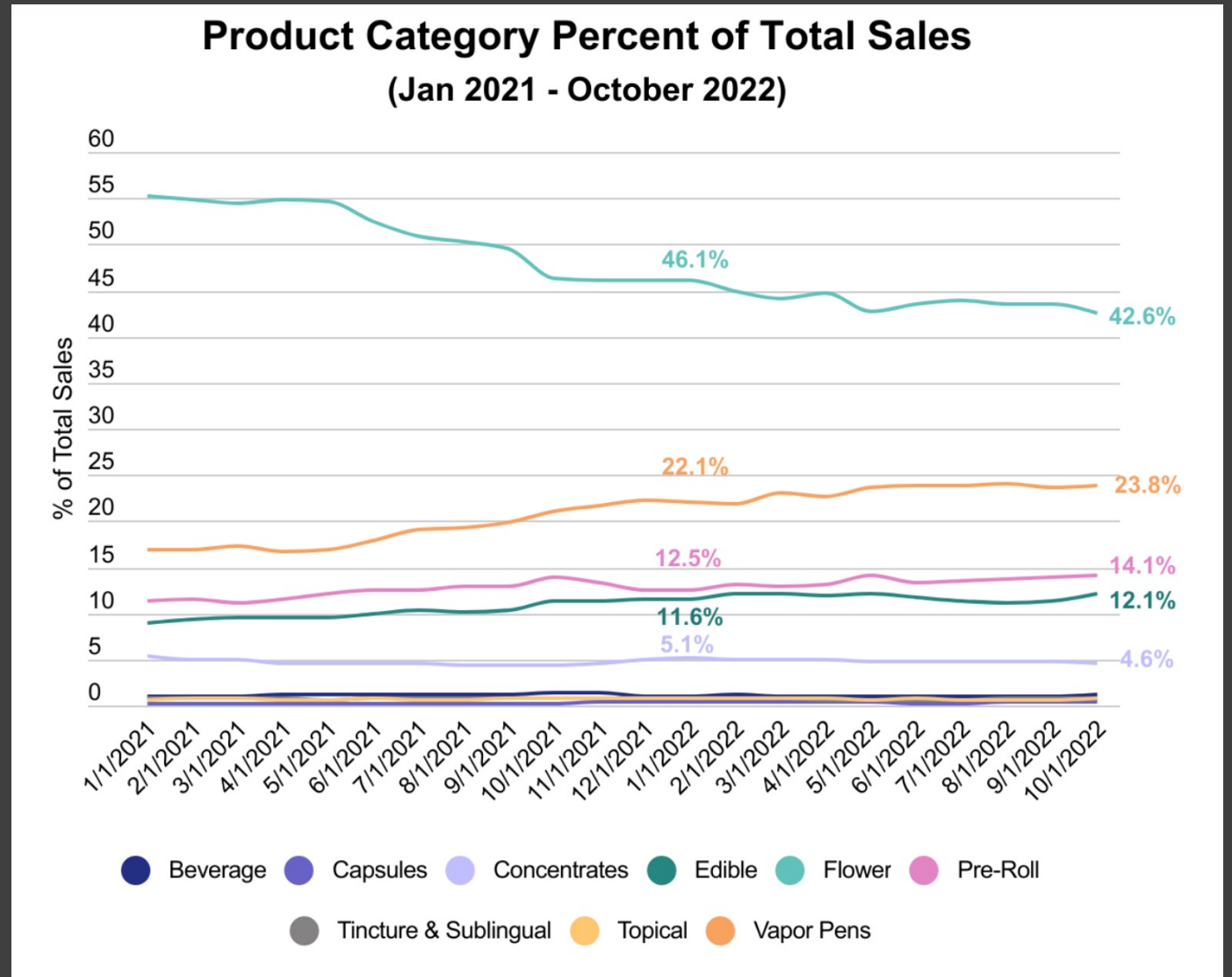


# NEVADA CANNABIS MARKET

## It's a Flower's Market

- Nevada customers show a stronger preference towards Flower, Pre-Rolls and Vape Pens
- Customers expect quality, quantity, and value
- In 2022, Flower's share of total sales fell 8.4% year over year, with Vape Pens filling in market share
- 353 distinct brands selling in Nevada
- AMA Brand consistently in top 10 best sellers based on total units sold

Source: Headset



# NEVADA MARKET OPPORTUNITY

## Consumption Lounges

The Nevada Cannabis Compliance Board (CCB) issued 40 consumption lounge licenses

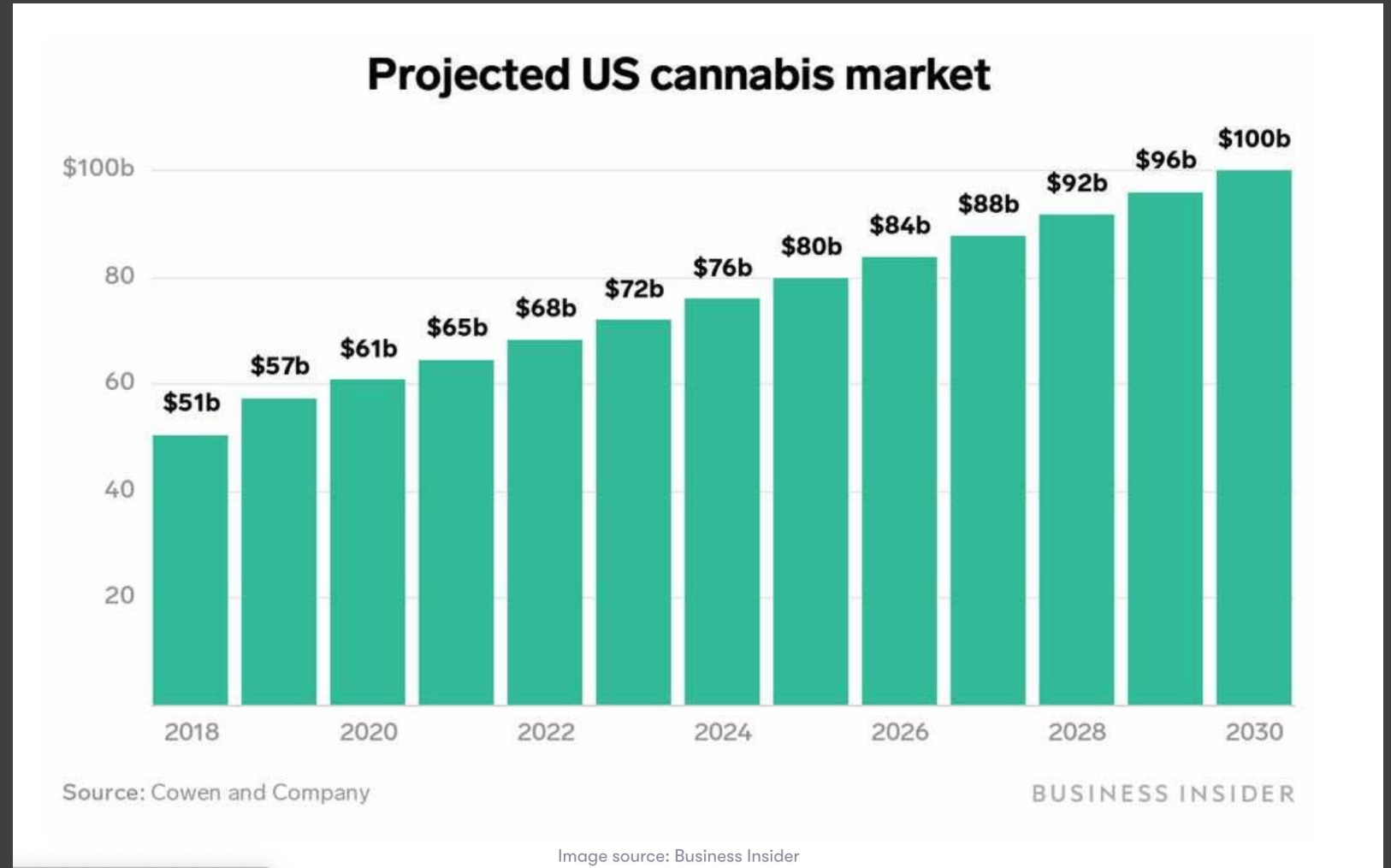
- 40 licenses awarded
- 20 retail lounges
- 20 independent lounges
- First 3 conditional licenses awarded in June/2023
- Opening of consumption lounges expected in 2024
- Nevada betting on tourists willing to spend on one-of-a-kind experiences: “The new frontier of the legal cannabis industry”

## Limited License Regime

CANNABIS ESTABLISHMENT STATISTICS	
JANUARY 2024	
Total medical and recreational operational licenses / certificates statewide: 728	
<b>Certified Medical Cannabis Establishments</b>	
146	Cultivation Facilities
105	Production Facilities
8	Independent Testing Laboratories
66	Medical Cannabis Dispensaries
<b>Total 325</b>	
<b>Licensed Recreational Cannabis Establishments</b>	
141	Cultivation Facilities
102	Production Facilities
8	Independent Testing Laboratories
101	Retail Cannabis Stores
51	Distributors
<b>Total 403</b>	

# US CANNABIS MARKET OPPORTUNITY

- Medical cannabis is legal in 37 states
- Recreational marijuana use is legal in 21 states
- Cannabis consumption patterns are adapting to inflation - demand for cannabis is resilient
- Nearly \$3 billion in retail cannabis taxes were collected in 2022 (Urban Institute)



# STATE AND FEDERAL REGULATION

## NEVADA

- As of January 1st, 2024, the Company will gain some relief as a change to the Nevada Wholesale Marijuana Tax (WMT) comes into effect, amending how companies are taxed under the fair market value calculation. Under existing law, the Department of Taxation determines the fair market value of wholesale cannabis and establishes a per pound rate, irrespective of the actual price of the product sold to dispensaries. The Department of Taxation's FMV calculations have consistently overpriced actual market prices by 30-40%. The change means that the 15% tax will be calculated based on the actual sales price, resulting in significant cost savings for cultivators.

## FEDERAL

- The US Department of Health and Human Services (HHS), supported by a dozen state attorneys, has recommended to the US Drug Enforcement Administration (DEA) that marijuana be rescheduled from a Schedule I to Schedule III substance, a category that includes medications such as Tylenol with codeine.
- If implemented, the rescheduling would have a significant impact on cannabis companies as it would eliminate 280E taxation. This tax prohibits cannabis operators from deducting business expenses from gross income, leading to higher taxes than ordinary businesses are required to pay.

# BOARD OF DIRECTORS



**PAUL ROSEN**  
Chairman

Mr. Rosen is one of the most active entrepreneurs, advisors and investors in the emerging global cannabis industry. He was the co-founder of PharmaCan Capital Corp. (NASDAQ: CRON; TSX: CRON) and served as its first President and CEO. Mr. Rosen has 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.



**CURTIS FLOYD**

Mr. Floyd is a seasoned businessman and attorney, with public company board expertise in the cannabis industry. Mr. Floyd served on the Board of cannabis producer Next Green Wave, which was acquired by Planet 13. Mr. Floyd has extensive experience in entrepreneurship, governance, banking, risk management and leadership, Mr. Floyd is a founding member of the Board of Mission Bank, a publicly traded community bank and served as Chairman of the Community Action Partnership of Kern.



**BRIAN FARRELL, CA**

Mr. Farrell is a Chartered Accountant and partner with a public accountancy firm. He brings over 35 years of expertise in the areas of taxation, accounting, and public company management. As former Chief Financial Officer to a development company and to three TSX Venture Exchange-listed corporations, Mr. Farrell brings extensive experience in the public capital markets.



**RICK SKEITH, JD**

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

Seasoned Cannabis, CPG, Capital Markets, Legal, and Finance Executives

# MANAGEMENT TEAM



**PAUL ROSEN**  
**CEO**

Mr. Rosen is one of the most active entrepreneurs, advisors and investors in the emerging global cannabis industry. He was the co-founder of PharmaCan Capital Corp. (NASDAQ: CRON; TSX: CRON) and served as its first President and CEO. Mr. Rosen has 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.



**ESTER VIGIL**  
**President**

Ms. Vigil is a veteran of the cannabis industry, where she has excelled at building winning brands in Nevada. She previously served as Director of Sales, overseeing the Company's sales initiatives, product development, partnerships and brand development. Ms. Vigil is a skilled marketer, bringing more than 20 years' experience in consumer-packaged goods in the beauty industry. Joining the ranks of female leaders in the cannabis sector, Ms. Vigil has been recognized for having made significant contributions to the industry.



**BRIAN FARRELL, CA**  
**Interim Chief Financial Officer**

Mr. Farrell is a CA and partner with a public accountancy firm. He brings over 35 years of expertise in the areas of taxation, accounting, and public company management. As former Chief Financial Officer to a development company and to three TSX Venture Exchange-listed corporations, Mr. Farrell brings extensive experience in the public capital markets.



**ALEXIA HELGASON**  
**VP, Investor Relations**

Ms. Helgason is a Marketing, Corporate Communications and Investor Relations professional with over 28 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 PR efforts as well as the Company's IR program.



# AMA BRAND

## *LAS VEGAS ORIGINAL*

- In a young industry, AMA is a veteran with staying power. As the first cultivator in Southern Nevada, our roots run deep.
- Since 2015, AMA has been consistently cultivating and producing craft cannabis. Although we have grown and expanded, one thing has endured - the passion to remain authentic.
- Our mission has always been to bring the best possible products to the people, while conserving the culture that is at the core of our brand. AMA is known for its exceptional artisanal approach to quality and consistency in cultivating and extracting, with the goal of delivering high quality cannabis for exceptional experiences.



# AMA BRAND STRATEGY

From seed to sale, our cultivation experts have an intimate understanding of the cannabis plant. Award winning cultivars, top genetics and a state-of-the-art growing facility, along with operational expertise, creates the perfect growing environment for our flower and pre-rolls.

- Significant IP & genetics
- Award winning cultivars and top genetics
- 25+ in-demand strains selected from large IP bank
- Value/Premium/Ultra-craft premium strains
- Terpene-rich premium strains bring balance to AMA's craft cannabis
- 13 SKU categories with 100s of strain products in each category
- Distinctive identity and purpose for dispensary market



# STATE-OF-THE-ART CULTIVATION INFRASTRUCTURE

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



**Purpose-built facility in 2018:**

**68,000 Sq. Ft.**

**30,000 Sq. Ft. Canopy**

**Perpetual Harvests**

**19 Rooms:**

**16 Bloom Rooms**

**1 Mother Room**

**1 Veg Room**

**1 Clone Room**

**Licenses:**

**Cultivation**

**Production**

**Distribution**

# WHY GROW INDOORS?

- Control of the cultivation environment
- Production of high-quality craft cannabis at scale with assured consistency and efficiency
- Integrated technology increases yields, bolsters plant health
- Fully automated feeding system ensures correct dosage of nutrients in each stage to achieve optimal plant growth
- Precision environmental controls for temperature/humidity



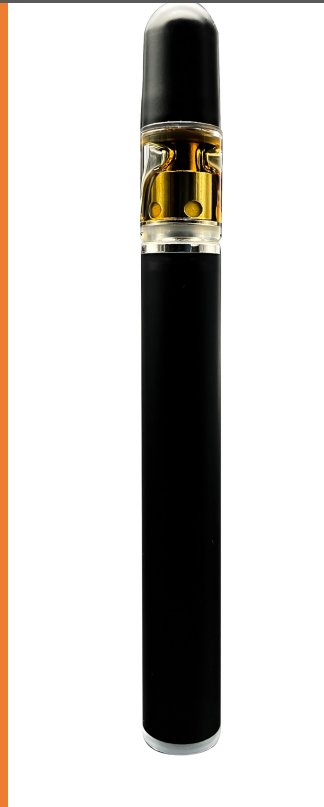
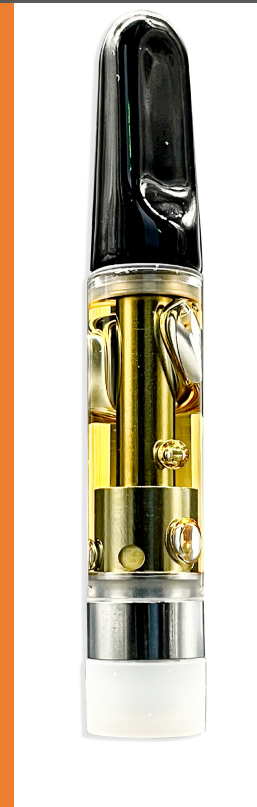


# GENETICS KNOW-HOW BRAND LOYALTY

AMA's staying power comes down to our approach to cultivation. We hand select our premium strains while constantly striving to find the best genetics that keep customers engaged and excited.

We take our time cultivating, curing, hand-trimming and hand packaging our flower for a consistent and satisfying experience, resulting in premium grade cannabis at scale.

# WIDE SELECTION OF PREMIUM PRODUCTS



AMA Flower  
1g, 3.5g, 7g, 14g, 28g  
Level X Flower 3.5g

AMA Concentrates  
Cured and Live Resin  
0.5 and 1g

Regular &  
Infused  
Pre-rolls 1g  
4 pack x  
.75g each

Cartridges 0.9g, 1g  
Vape Pens 0.3g, 0.35g  
Distillate Syringes  
0.9g, 1g

RSO THC 1g  
RSO THC:CBD  
1:1, 1:2, 2:1,  
3:1

## Cultivars

Blueberry Pie  
Honey Pot  
Lemon Drip  
24K  
Banana Puddin'  
Cake Badder  
Cara Cara  
Cherry Driver  
Copper Chem  
Dirty Taxi  
Double Solo Burger  
Grape Cream Cake



Kings Fire  
Kush Cake  
MAC  
Rotten Pineapple  
Runtz  
Scooby  
Sinmint Cookies  
Sugar High  
Supreme Diesel  
Cap Junky  
Permanent Marker  
Jealousy Cake

Kush Cake



# EXCEPTIONAL, POTENT, CONSISTENT

Concentrates and infused  
products that deliver in purity  
and potency

- Ultra-refined extracts
- Artisanal approach
- Maximum terpene retention
- Hydrocarbon extraction
- Elevated terpene levels and flavor profiles
- Prioritizing the Ensemble Effect



# LIVE AND CURED RESINS



**Crumble**  
.5g and 1g (60-80% THC)



**Sugar**  
.5g and 1g (60%-80% THC)



**Badder**  
.5g and 1g (60-80% THC)



**Sauce**  
.5g and 1g (65%-90% THC)



## Branded Goods Company Model:

Controlling the Supply Chain



Cultivation



Processing & Extraction



Product Development  
& Manufacturing



Distribution

# SEED TO SALE Wholesale Model

- Authentic brands are deeply rooted in Las Vegas cannabis culture
- AMA has set the standard for the highest quality products in the marketplace, with unique product offerings in a variety of product formats
- Competitive pricing, premium-grade exotic strains, and a recognizable brand name have resulted in high demand for our products
- Distribution license for direct product delivery to dispensaries
- Canna Hemp™ ecommerce platform can ship direct to consumers across the US

# CONTACT INFORMATION

## Websites:

1933industries.com

amanev.com

cannahemp.com

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Armstrong Simpson

## Auditor

MNP LLP

## Transfer Agent

Odyssey Trust

