



1933



INDUSTRIES

PROVIDING PREMIUM, INNOVATIVE AND EFFECTIVE
CANNABIS PRODUCTS FOR ALL LIFESTYLES

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

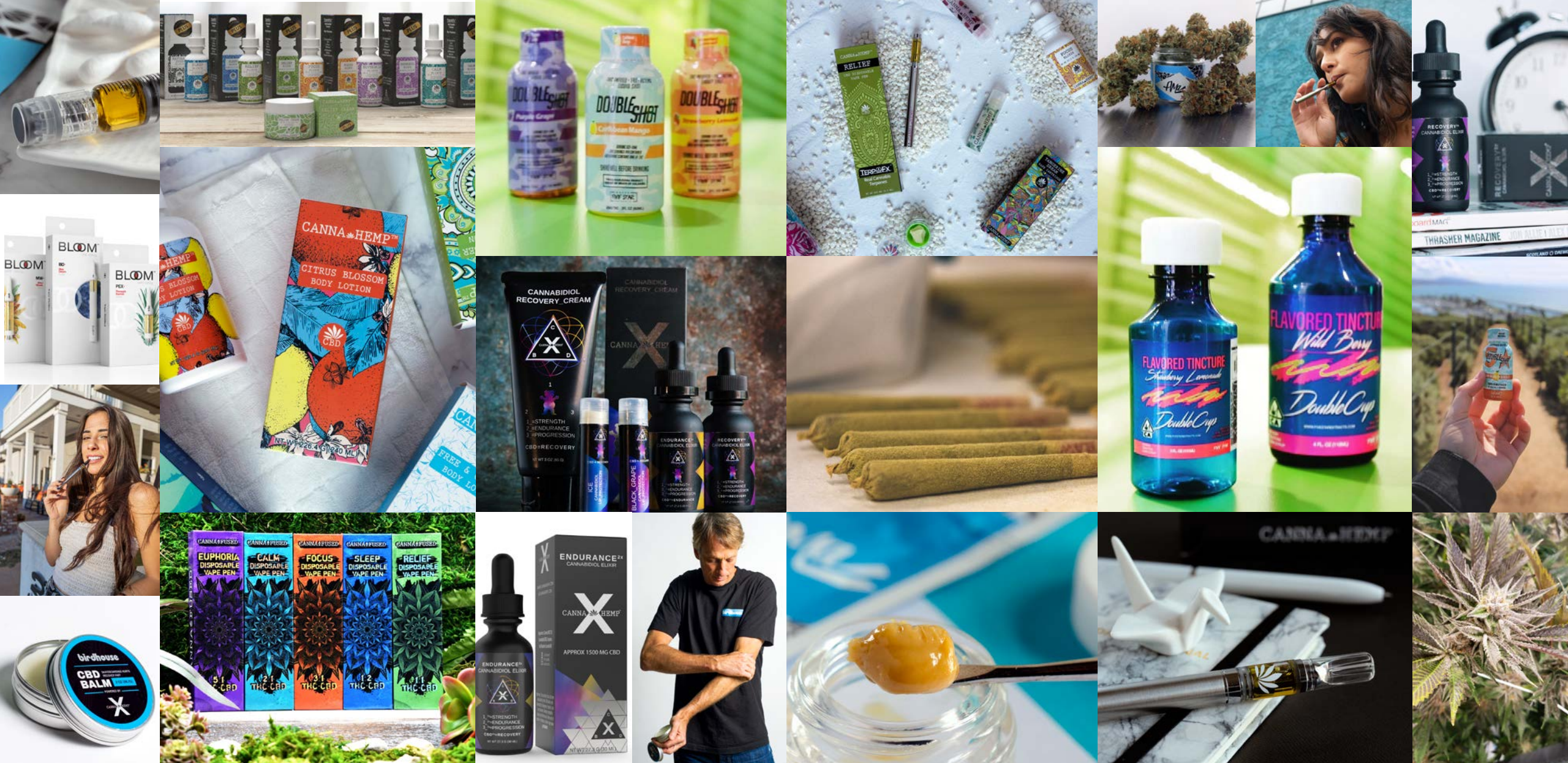


DISCLAIMER STATEMENTS

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.



Building a profitable and scalable business that is renowned for its best-in-class infrastructure and high-quality products

-  Attractive growth profile focused on core Nevada market
-  High quality cannabis operator with extensive product lines
-  Most profitable verticals of the cannabis value chain
-  Best in class infrastructure assets and expertise
-  Strong distribution networks and shelf space
-  Organic growth strategy
-  Management experienced in scaling and operating businesses into profitable entities
-  Solid path to positive cash flow

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 Nevada

- Cannabis market size in Nevada: US\$700M in 2019: US\$956M by 2024
- One of the top cultivators in the state
- 67,000 sq. ft. indoor grow facility
- CBD product manufacturing



Premium Branded Goods

- Hemp-based CBD US sales will reach US\$12.4B by 2023 and US\$16.8B by 2025
- Premium craft cannabis smokable flower and pre-rolls
- Extensive menu of concentrated products
- Wide distribution reach within Nevada dispensaries
- Award winning Canna Hemp™ CBD and hemp line of wellness products available across the US



Proven Cannabis Cultivators and Operators

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



Culture and Community

- Long term and deep connections within the cannabis community
- Longest operating history in southern Nevada
- Respect, passion and knowledge for the plant
- Cultivators with High Times Cannabis Cup wins

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



THC

CBD

Providing the most trusted and effective cannabis derived products
While delivering exceptional experiences

THC

Cultivating premium
craft flower indoors

Fulfilling the local demand
for high tier product

One of the highest flower
pricing in the country

New revenue stream

THC | BOUTIQUE CONCENTRATES

Shatter



Crumble



Batter



Sugar Wax



Diamonds



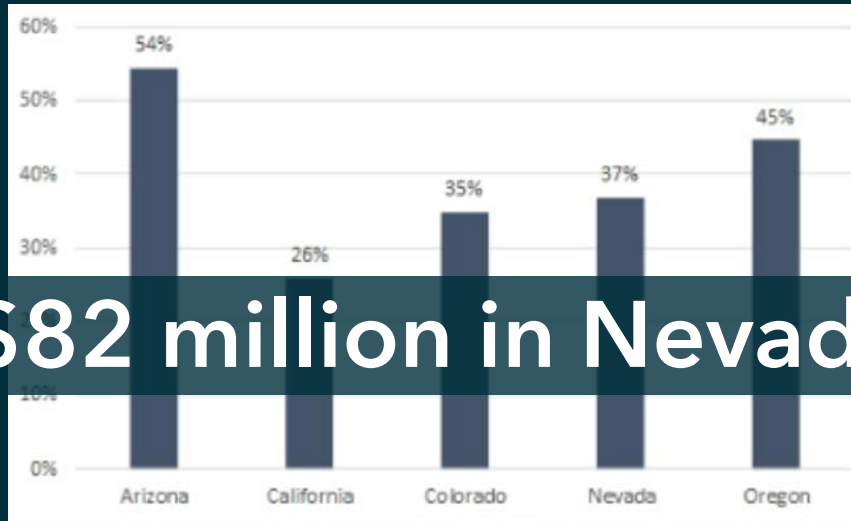
Leading position in Nevada with 100% penetration in dispensaries • Full spectrum oils • Distillates • Terpenes

NEVADA MARKET

Favourable licensing structure with limited licenses and high barrier to entry

Strong Cannabis Sales in Nevada Despite Covid

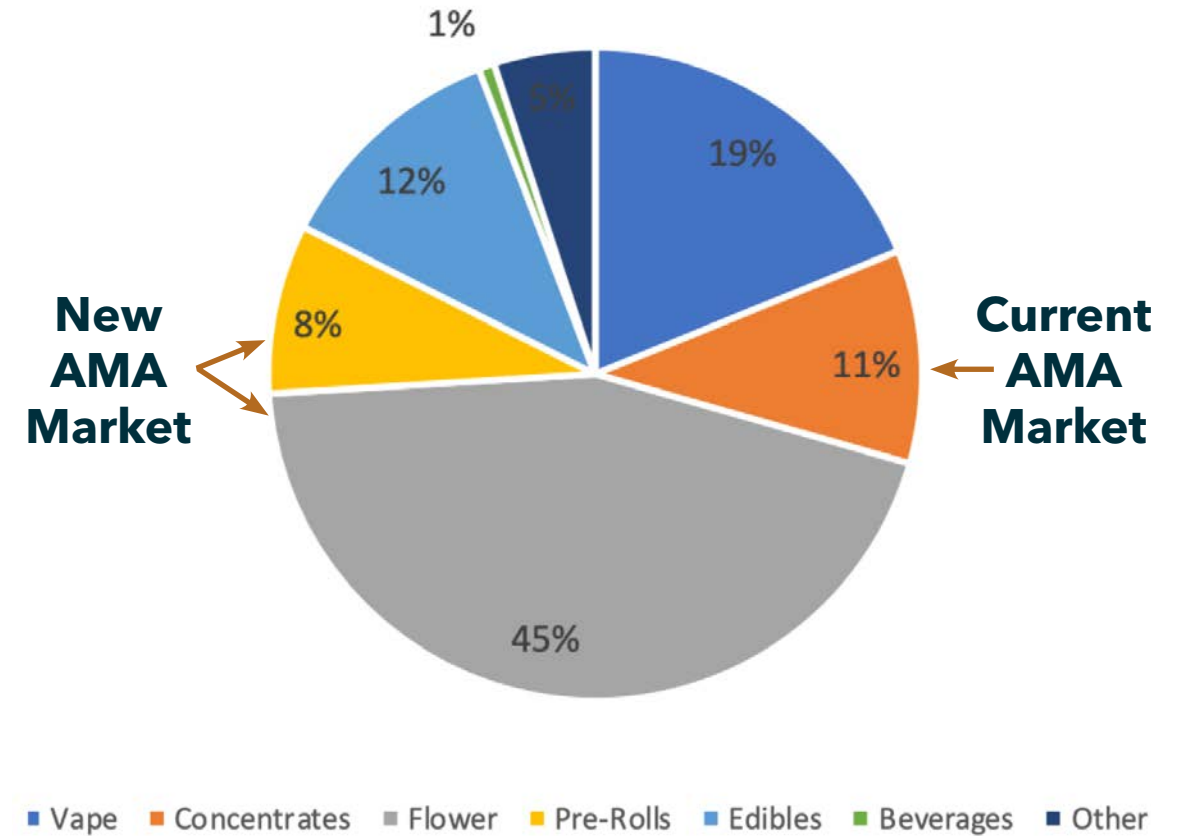
Y/Y Sales Growth: July 2020 cannabis sales reached \$82M - a 37% increase over July 2019 - despite a substantial downturn in tourism traffic during the year



\$82 million in Nevada

JULY 2020 CATEGORY MIX

Flower remains largest category



Source BDS Analytics

INFRASTRUCTURE



67K

Square feet

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

Las Vegas

22K

Square feet

Under canopy with room
for expansion

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

500

Lbs/month

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

THC EXTRACTION



Methods

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

Capacity

600-800 lbs of biomass / month
Producing 150-200 lbs of
concentrates (15-18% yield)

Boutique Concentrates

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

CBD



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

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

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.

PRIOR TO NEW MANAGEMENT

- Good Assets
- Good products
- Attractive and high valued Las Vegas market
- Infrastructure facilities funded and built
- Optimized for quality grow at scale
- Brand loyalty in Nevada and acceptance across the US
- Health and wellness strategy proven
- On a growth path

CHALLENGES

- Declining revenues in Q1 & Q2
- High burn rate
- Convertible debentures overhang
- Adverse impact by Covid-19 related closures of Nevada dispensaries
- Substantial decrease in tourism
- New cultivation facility yet to significantly contribute to revenue
- Partnerships not adding value

NEW MANAGEMENT PRIORITIES JUNE-SEPT 2020

1. Strengthen Balance Sheet and Optimize Operations

- Expense reduction
- Cash conservation
- Amend terms of convertible debentures
- Ensure sufficient capital to execute on strategy
- Evaluate all corporate initiatives as profitable contributors to growth

2. Maximize Assets

- Scale up cannabis cultivation capacity in Nevada
- Boost extraction capabilities to service high demand for concentrated products

3. Increase Product Offerings

- Augment manufacturing capabilities for hemp and CBD product lines
- Diversify product mix and segmentation
- Expand direct to consumer E-Commerce strategy and mass market strategy across the US

ACHIEVEMENTS UNDER NEW MANAGEMENT

1. Strengthened Balance Sheet, Evaluated all Corporate Initiatives and Redefined Corporate Strategy

- Significantly reduced cash burn rate
- Improving financial results
- Amended terms of convertible debentures, deferred debenture interest payments payable at maturity; almost \$3M in principal has been converted
- Added \$780K in new capital
- Terminated non-profitable branding deals and partnerships
- Ramped up sales with curbside pickup and store re-openings

2. Maximizing Assets

- Improved genetics, introduced new strains as key factors driving sales
- Maximizing production of concentrates
- Hired new sales staff and boosting marketing efforts
- Increased points of distributions online and new brick & mortar stores
- Improving gross profit and gross profit margins

ACHIEVEMENTS UNDER NEW MANAGEMENT

3. Increasing Product Offerings

- Developed hemp line of wellness products
- Introduced extra strength CBD line
- Expanding D2C E-Commerce with new website, products listed on large online retailers

In progress

- Introducing premium craft flower in the market with steady increase in production
- Strong pipeline of new THC and CBD products
- 10x cultivation increase and significant revenue growth due to premium pricing and build-out of product inventory
- Co-marketing partnerships with top Nevada 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 US\$60M per month cannabis market
- \$12M - \$18M annual CBD product revenue

KEY TAKEAWAYS

Building an efficient and profitable enterprise as a premium cultivator and CPG enterprise

New Leadership Team

Renewed Corporate Strategy

Premium Products

Balance Sheet

10x Increase in Cultivation

Sales on Growth Trajectory

High Barrier to Entry

Largest cannabis-tourism markets

- Stay the course with renewed corporate strategy
- Significant cost cutting and stabilized balance sheet leading to good positioning in early 2021
- 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
- Build shareholder value

SHARE STRUCTURE

Shares Issued & Outstanding	326,352,270
Warrants Outstanding	56,144,936
Stock Options	22,330,000
Insider Ownership	7.28%
Listings	CSE: TGIF OTCQX: TGIFF

Warrants Outstanding

Number	Exercise Price	Expiry Date
10,000,000	\$0.50	March 14, 2021
1,000,000	\$0.53	March 28, 2021
39,199,666	\$0.65	September 14, 2021
650,000	\$0.37	June 13, 2022
5,295,270	\$0.125	September 3, 2022
56,144,936		

APPENDICES



BRANDS

BRANDS | ALTERNATIVE MEDICINE ASSOCIATION



Brand	AMA
Product Line	Craft flower Concentrates: Shatter, Crumble, Batter, Sugar Wax, Diamonds
Established	2015 - First licensed cultivator in Southern Nevada
Location	Las Vegas
Footprint	67,750 sq. ft. state-of-the-art indoor cultivation facility
Canopy	22,500 sq. ft.
Production Capacity	500 lbs / month flower and trim
Extraction	12,000 sq. ft. facility
Sales Model	Wholesaler of craft cannabis flower and extensive line of branded concentrates
Revenue Fiscal 2019	\$8.1 M

BRANDS | CANNA HEMP™



CANNAHEMP™
Pure • Enhanced • Proven

Brand	Canna Hemp™
Product Line	Vape Pens, Vape Cartridges, Relief Cream, Lip Balms, Elixirs, Body Lotions
Established	2017 manufacturer of proprietary formulations for hemp-based, CBD-infused portfolio of wellness products.
Location	Las Vegas
Footprint	14,000 sq. ft. manufacturing facility
Sales Model	Wholesale accounts across the US/Direct to consumer E-commerce
Revenue Fiscal 2019	\$9.9 M

BRANDS | CANNA FUSED™



CANNA FUSED™

Brand	Canna Fused™
Product Line	<ul style="list-style-type: none"> • Vape Pens, • Vape Cartridges, • Relief Cream, • Lip Balms, • Elixirs, • Body Lotions
Brand Focus	Product line is made with both THC and CBD extracts with range of ratios that allow the consumer to experience the 'entourage' effect of the two cannabinoids together.
Product Highlights	<ul style="list-style-type: none"> • Natural ingredients • Nanoparticulated CBD • Bioavailability • Vegan-friendly • Third-party lab tested
Market	Dispensaries

BRANDS | CANNA HEMP X™



Brand	Canna Hemp X™
Product Line	<ul style="list-style-type: none"> • Recovery Cream • Recovery and Endurance Elixirs • Lip Balms
Strategic Partner	Grizzly Griptape, founded by professional skateboarder Torey Pudwill
Brand Focus	Product line specifically targeted to the action sports segment. The topical relief and recovery line was designed for today's on-the-go athlete offering a natural choice for recovery and endurance.
Product Highlights	<ul style="list-style-type: none"> • 100% legal, certified cannabidiol (CBD) and THC-Free. • Nanoparticulated CBD • Bioavailability • Vegan-friendly • Third-party lab tested
Market	Sold across the United States

BRANDS | BIRDHOUSE CBD BALM BY CANNA HEMP X™



birdhouse.

Brand	Birdhouse CBD Balm by Canna Hemp X™
Product Line	Recovery Cream
Strategic Partner	Birdhouse Skateboards™ founded by professional skateboarder and entrepreneur Tony Hawk
Brand Focus	Skateboarding Hurts. Recover Fast. Product line specifically targeted to the action sports segment. Developed in collaboration with Birdhouse Skateboards™, the fast-acting balm is a must-have for athletes in need of quick results—whether it's before, during or after exercise.
Product Highlights	<ul style="list-style-type: none"> • 100% legal, certified cannabidiol (CBD) and THC-Free • Nanoparticulated CBD • Bioavailability • Vegan-friendly • Third-party lab tested
Market	Sold across the United States

BRANDS | BLOOM



BLOOM™

Licensing Partner	The Bloom Brand
Licensed Territory	Nevada
Product Line	<ul style="list-style-type: none"> • Bloom™ Vape - Original vapor method available in a 500 mg cartridge • Bloom™ One - Disposable vapor method providing the same flavorful experience in a smaller, 350 mg preloaded, disposable package • Bloom™ Dart - Pod vapor method includes CCELL's advanced ceramic heating elements for greater oil absorption • Bloom™ Drop - Oil infusion method comes with 800 mg of oil with pre-activated THC. The oil can be added to flower, dabs or for infusing food for instant effects • Bloom™ Kit - Pocket-sized vape battery for Bloom cartridges, featuring a sleek buttonless design, which activates as one inhales
Market	Sold in over three hundred licensed retailers in California, Nevada, Washington and New Mexico, with further expansion planned for new markets in Oklahoma, Massachusetts and Canada.

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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