



PRODUCING PREMIUM, INNOVATIVE AND EFFECTIVE CANNABIS PRODUCTS FOR ALL LIFESTYLES

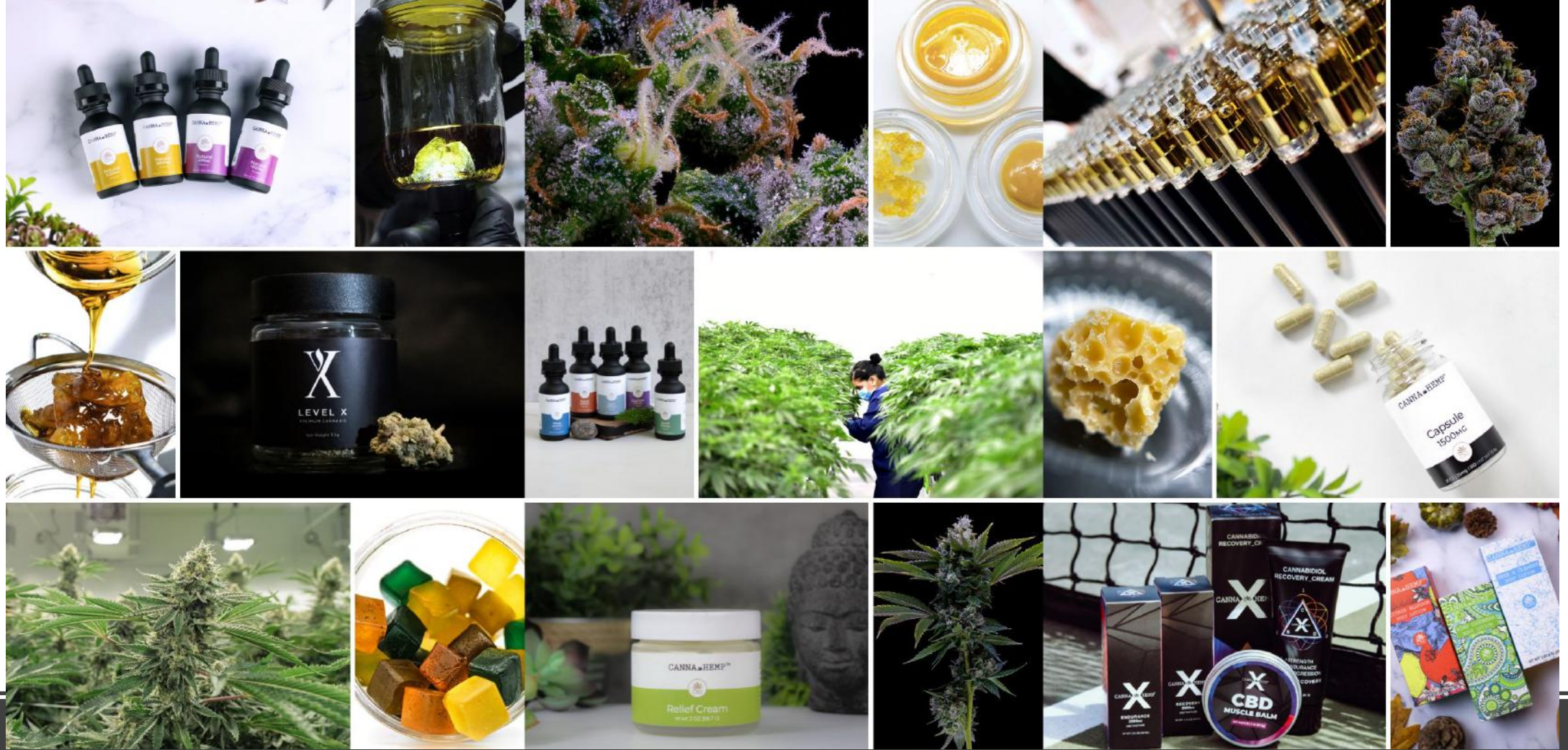
CSE: TGIF | OTCQB: TGIFF | [1933industries.com](http://1933industries.com)

# 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 150 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.



# COMPANY STRUCTURE

**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



## **Infused MFG LLC. (100% Ownership)**

Manufacturer of a wellness line of hemp-infused products with CBD, CBG and CBN, targeting specific effects such as Sleep, Relief, Calm, Focus and Energy.

Canna Hemp™ line of products:

- Tinctures
- Topicals
- Vaporizer products
- Gummies and Capsules
- Action Sports
- Pets
- Functional Mushrooms

**CANNAHEMP™**

# 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
- 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
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	June 13, 2024

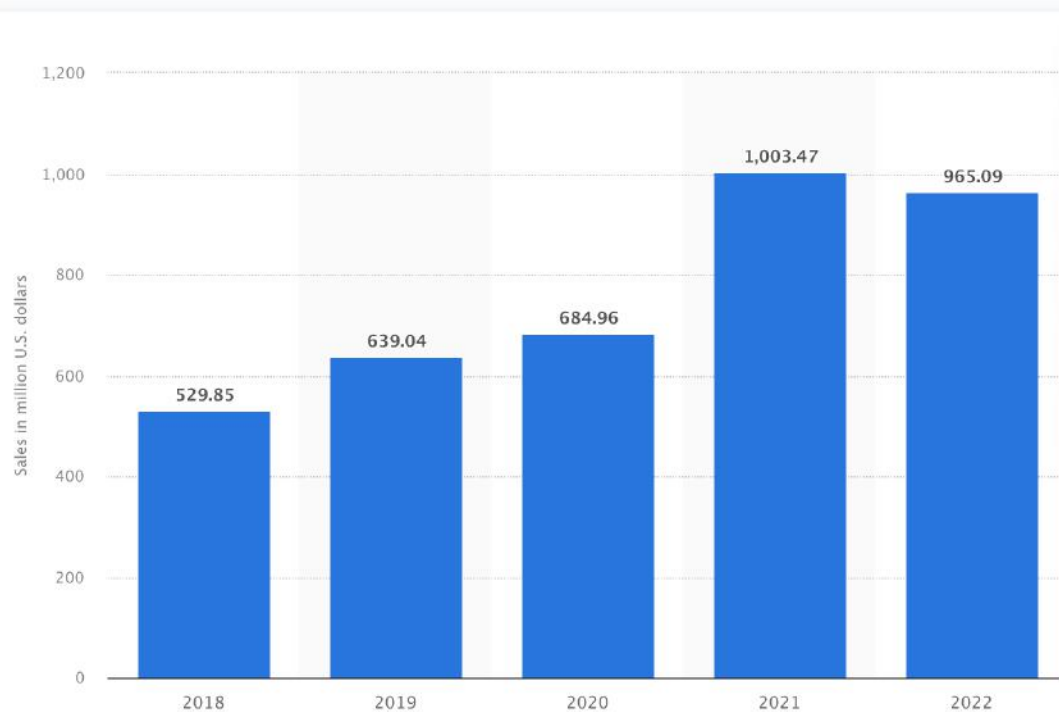
# NEVADA CANNABIS MARKET

## Cannabis Sales are Correcting

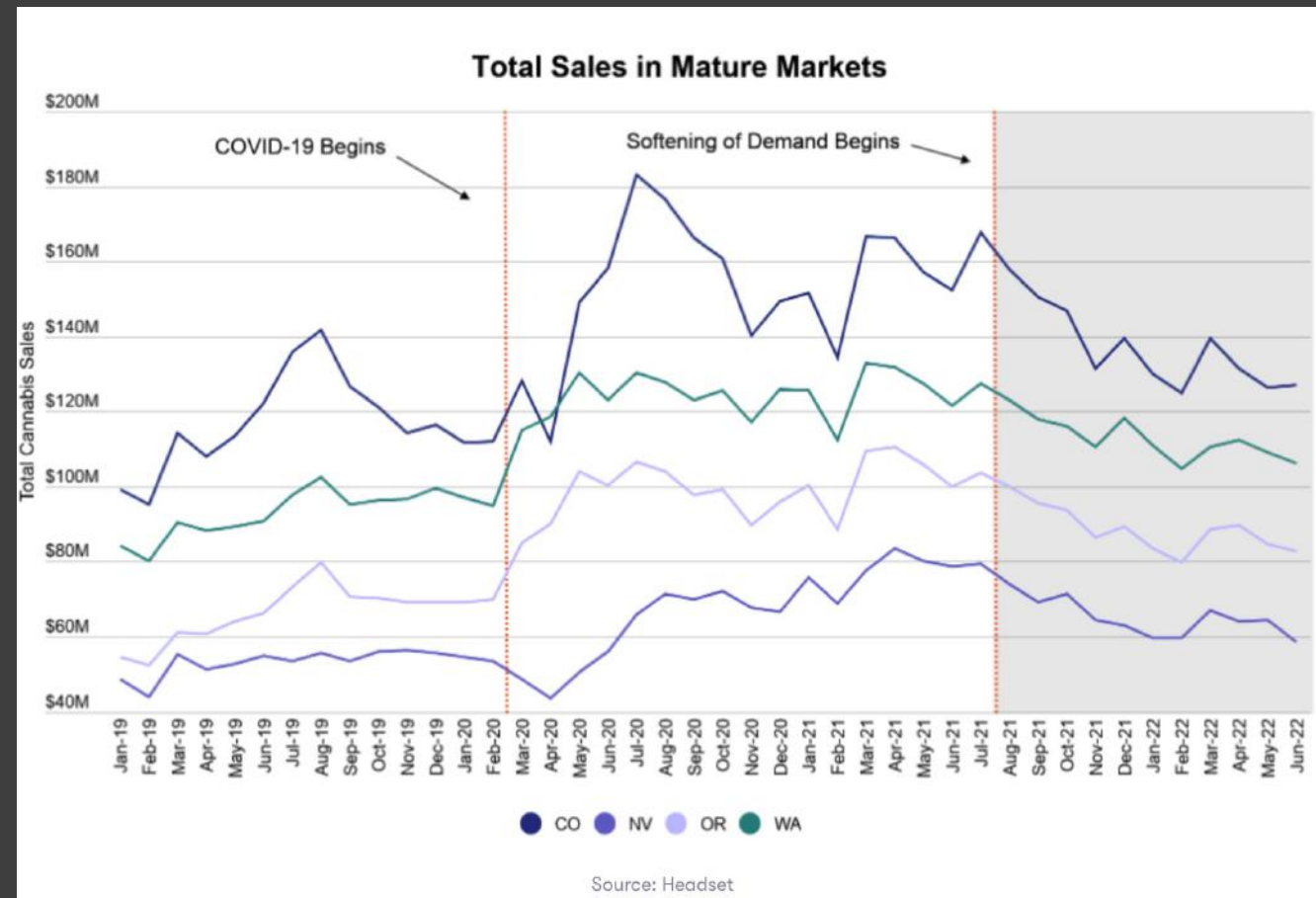
- Large increases in cannabis sales during COVID-19 pandemic; sales grew by 30% from 2018 to 2021
- Market correction post-pandemic. Compared to 2021, value dropped 15% in 2023

Sales value of cannabis in Nevada from 2018 to 2022

(in million U.S. dollars)



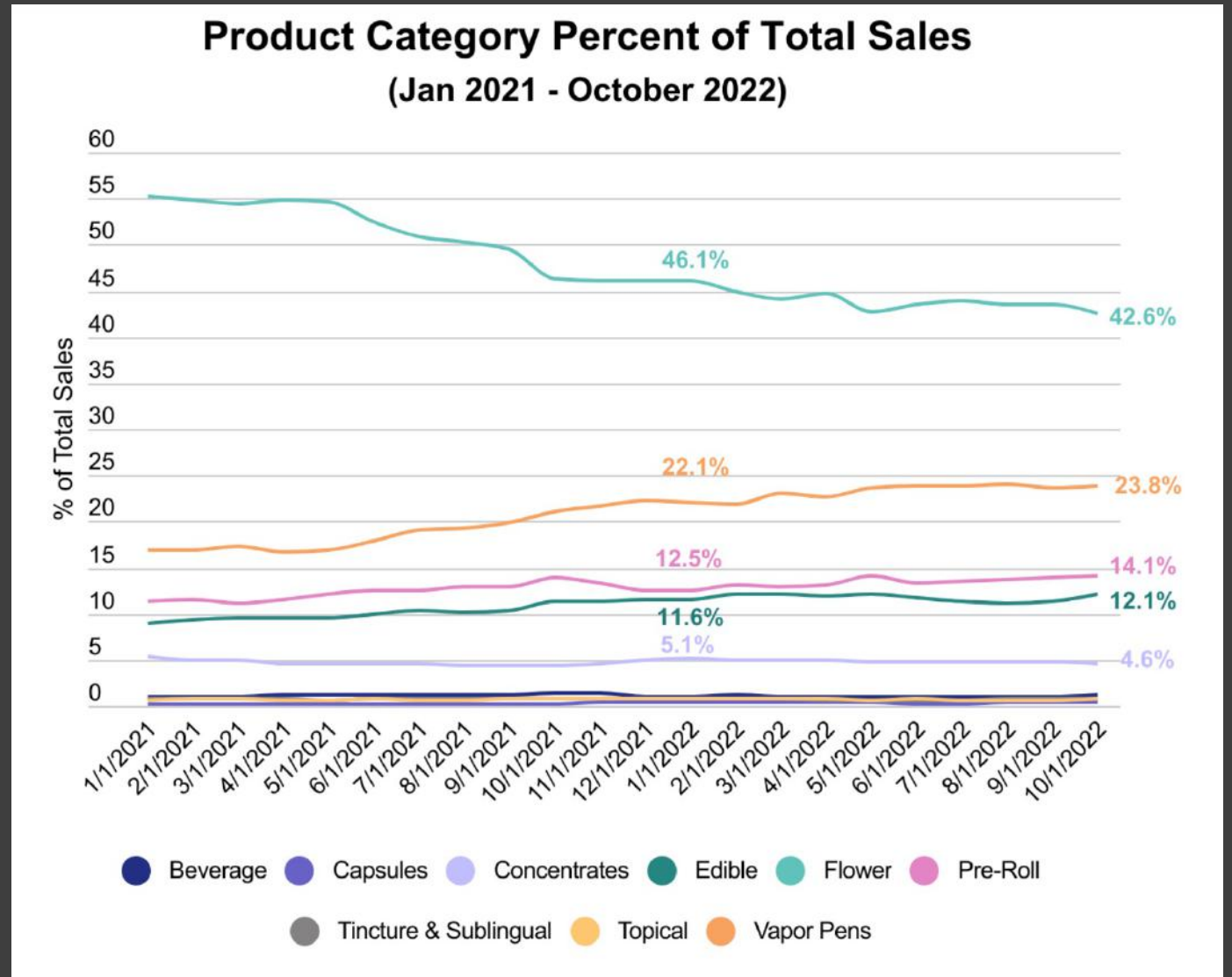
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# NEVADA CANNABIS MARKET

## 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



# NEVADA MARKET OPPORTUNITY

## Consumption Lounges

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

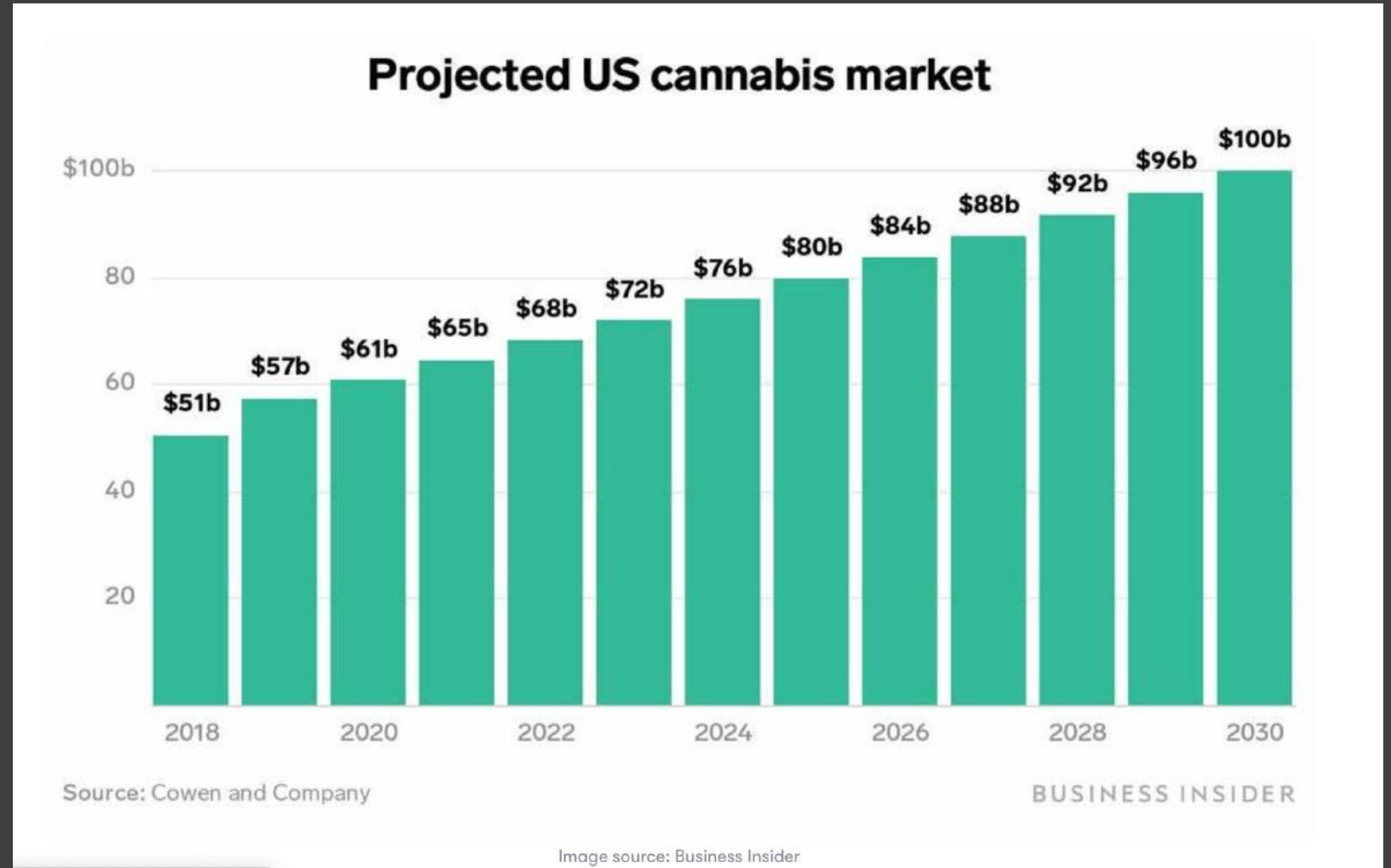
- 40 licenses awarded
- 20 retail lounges
- 20 independent lounges
- First 3 conditional licenses awarded in June/2023
- Opening of consumption lounges expected in 2024
- Nevada betting on tourists willing to spend on one-of-a-kind experiences: “The new frontier of the legal cannabis industry”

## 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.



**LISA CAPPARELLI**

Global marketing executive with deep expertise in creating 360 brand universes, award winning programs and driving business transformation within the beauty industry. Ms. Capparelli 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**

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.



**CALEB ZOBRIST**  
**Executive Vice President**

Mr. Zobrist is a licensed attorney in Nevada and worked on numerous M&A transactions for private and public companies. He has 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**

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**

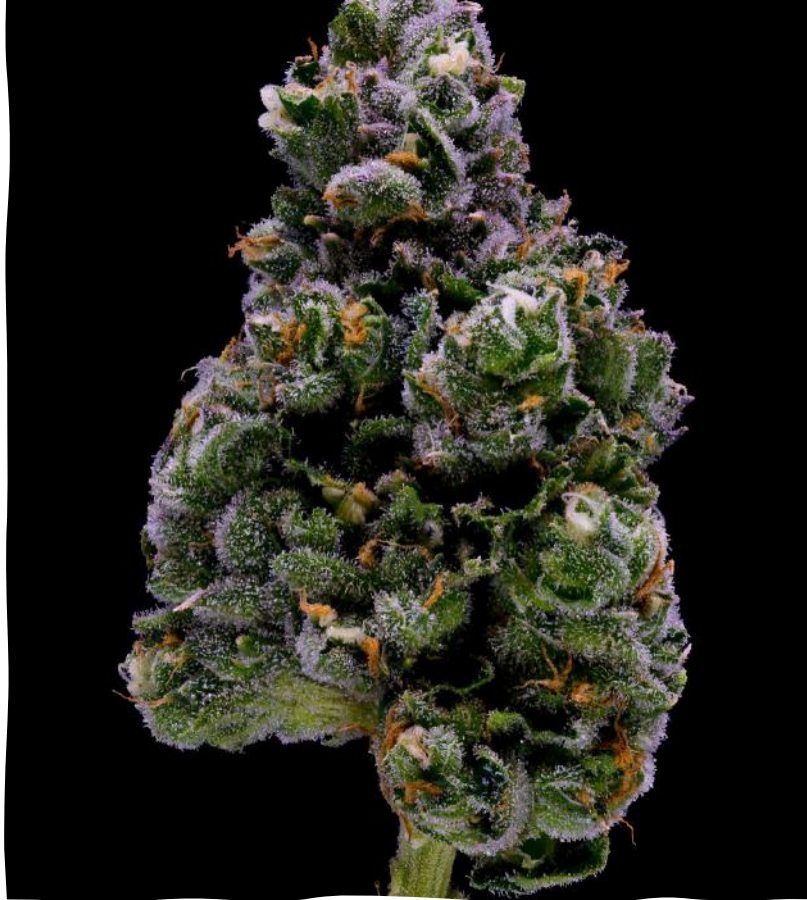
**Production**

**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

CBD-  
FOCUSED  
THC-FREE  
BRAND

Promoting  
mindfulness  
and natural  
wellness



# HEMP INFUSED WELLNESS PRODUCTS



Capsules



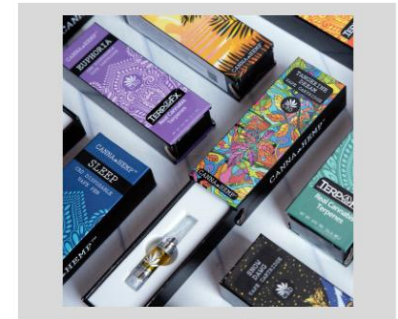
Gummies



Tinctures



Topicals



Vaporizers

**CBD - Cannabidiol | CBG - Cannabigerol | CBN - Cannabinol**



# CANNA HEMP™ BRAND

## **A Trusted Brand in Natural Wellness.**

Canna Hemp™ has been helping people improve their lives since 2017.

Built on the desire to harness the power of the hemp plant, Canna Hemp™ focused on creating a brand that utilizes beneficial hemp-extracted cannabinoids, natural ingredients and proprietary effects-based formulations in easy-to-use applications that appeal to a growing, health-conscious community.

Today, Canna Hemp™ has evolved into a trusted wellness brand that has endured in a rapidly evolving market.

# CANNA HEMP™ BRAND STRATEGY

- Hemp-extracted CBD, CBG and CBN are sourced from licensed hemp growers in Colorado and Nevada.
- Premium cannabinoids and organic botanical ingredients are paired with proprietary TerpFX™ terpene blends to create effects-based formulas for Sleep, Relief, Calm, Focus, Sports Recovery and Energy.
- Products are manufactured in-house and all finished products are lab-tested with certificates of analyses available.
- B2B and B2C sales model



# CANNA HEMP™ PRODUCTS

Collection of over 60 wellness products targeting effects-based outcomes in a variety of formats that fit any lifestyle:

- Sleep – Tinctures, Gummies, Vapes
- Relief – Tinctures, Topicals, Gummies, Vapes
- Calm - Tinctures, Gummies, Vapes
- Focus – Tinctures, Vapes
- Daily Wellness - Gummies, Capsules, Natural Tinctures
- Sports Recovery – Tinctures, Topicals
- Skin – Creams, Balms, Lotions
- Functional Mushrooms





# CANNA HEMP™ HERO PRODUCTS

- CBD Relief Cream
- CBD+CBG Relief Cream
- CBD Recovery Cream
- CBD+CBG Recovery Cream







# CANNA HEMP™ PRODUCTS

## Best in Class Tinctures

- CBD Isolate
- TerpFX™ proprietary blend of terpenes
- MCT Oil
- Outcomes-based formulations

# CANNA HEMP™ PRODUCTS

Canna Hemp X™ Sports  
bridges the gap between  
recovery and top  
performance

- Supports recovery, provides relief, energy and focus
- Pre and post-workout products that deliver quick results
- Tinctures, creams, balms
- CBD, CBG, organic essential oils, terpenes



# CANNA HEMP™ PRODUCTS

## In-Demand Cannabinoids

- Cannabigerol – CBG used for treating discomfort, with a wide range of benefits
- Cannabinol – CBN known to have relaxing and sedative properties
- Isolate, Organic MCT Oil, Organic Hemp Seed Oil , no terpenes added



# CANNA HEMP™ PRODUCTS - GUMMIES

Sleep – Relief – Calm – Immunity  
Broad Spectrum CBD, CBN, CBG

- Cannabinoids are coupled with functional botanicals for wellness benefits
- Deliver precise dosing for consistent results
- Flavored with natural juices without artificial sweeteners
- Relief Gummies combine CBD & CBG to ease discomfort
- Sleep Gummies combine CBD & CBN for a nighttime routine
- Calm Gummies contain CBD & Ashwagandha, with stress releasing properties
- Immunity Gummies are formulated with CBD, CBG, Elderberry, Vitamin C, Echinacea, and Zinc





## FUNCTIONAL MUSHROOMS

Balance capsules are made with a complex of 10 types of mushroom powders and extracts, specifically selected for their benefits in supporting cognitive function, promoting energy, and boosting immunity. Each capsule packs antioxidant rich Lion's Mane, Cordyceps, Reishi, Shiitake and a special blend that includes Maitake, Turkey Tail, and Chaga mushrooms.





# CANNA HEMP™ PRODUCTS

CBD Vaporizers, Capsules, Lotions, Dabs, Pets

# 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.

# CONTACT INFORMATION

## Websites:

1933industries.com

amanev.com

cannahemp.com

## Follow Us on Social:

@1933industries

@AMANEV702

@cannahemp

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## Canada

### Head Office

#300 – 1055 W. Hastings St.  
Vancouver, BC  
Canada V6E 2E9

## US

### Head Office

3370 Pinks Pl. Suite B  
Las Vegas, Nevada  
USA 89102

## Investor Relations

Alexia Helgason, VP IR  
alexia@1933industries.com  
604-728-4407  
CSE: TGIF OTCQB: TGIFF

## Legal

Armstrong Simpson

## Auditor

MNP LLP

## Transfer Agent

Odyssey Trust

