

**LIVEWIRE**  
**ERGOGENICS**



# DISCLOSURE

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**LiveWire Ergogenics, Inc. (OTC PINK: LVVV)** has been operating in the health and wellness industry for several years and specializes in identifying and monetizing current and future trends in the health and wellness industry. The Company is focused on special purpose real estate acquisitions and the licensing and management of fully compliant “closed loop” turnkey facilities for the manufacturing of cannabis-based products and services in California.

The Company is also in the process of establishing research partnerships to explore the application of cannabinoid-based products to target specific ailments or conditions with large “sufferer” populations for human and veterinarian applications. The resulting advanced product development and subsequent commercialization will take advantage of a rapidly growing and maturing, further legalized cannabis industry, accelerated by advancing legalization in California and throughout the U.S. The company is led by a team of visionary entrepreneurs and consultants, experienced operators and cannabis industry experts as well as scientists, horticulturists and extraction specialists who apply the latest scientific knowledge and technology to assure the delivery of quality controlled, rigorously tested cannabis products by the companies it works with.

The Company has received two permits for the cultivation and distribution of its products in Coachella, California and has been granted a state-wide distribution license for California. The Company does not sell or distribute any products that are in violation of the United States Controlled Substance Act anywhere. The Company is planning to strategically align itself and/or acquire carefully selected cannabis operators and will only work with or have ownership in companies that are in complete compliance with Federal and State laws and have the required permits to operate legally. These companies manufacture high-quality products targeted to supply growers and large sellers in the industry with products that will satisfy the fast-growing demand in the California cannabis market. The Company is planning to expand its operations nationwide as soon as Federal legislation permits.





Bill Hodson, CEO of Livewire Ergogenics Inc., is leading the Company's management and development team and is in the process of adding crucial management positions and establishing a distinguished advisory board to support the expected expansion of the company. The Company has hired seasoned financial and industry consultants and nationally recognized legal and environmental compliance teams to appropriately manage the Company's new and ambitious large-scale projects in the cannabis industry, currently in the advanced planning and beginning of implementation stage.

In addition, the Company has entered into important new strategic alliances, crucial development partnerships and has made two minority equity position acquisitions of two established cannabis companies. LiveWire is also in the process of establishing reputable research teams to address two underserved, but potentially large sectors of the cannabis industry. The development and commercialization of products in highly specialized market sectors of the industry, supported with structured research, verified clean-room production and rigorous testing in a "Closed Loop" system will be the focus of the company's strategy moving forward, setting the Company apart from the competition.

LiveWire has updated all financial filings with OTC Markets, including two years of audited financial statements, has applied for up listing to the OTCQB and is committed to maintaining future filings as required by the OTC, providing full transparency to its shareholders. Livewire has engaged an experienced environmental consulting firm and a specialized legal team to aid in the development of the Company's plans and is committed to frequently update Livewire's shareholders with information on all material developments. This presentation provides a brief outline of the Company's most current developments, the progression of its core business strategies and its plans. This presentation does not claim to be complete and the company will make reasonable efforts to update it frequently.



## Turn Key Facilities

Design, acquisition and management of legally compliant, fully controlled and contained turnkey production facilities for cannabis-based products and services. Research and product development and commercialization

## Acquisitions

Acquisitions, strategic alliances and consulting agreements with carefully selected operators, horticulturists, extractors, distributors, laboratories, branding agencies and body care specialists

## Research

Research studies to explore the potential medical application of cannabinoid-base products to target specific ailments or conditions with a large “sufferer” population

## Products

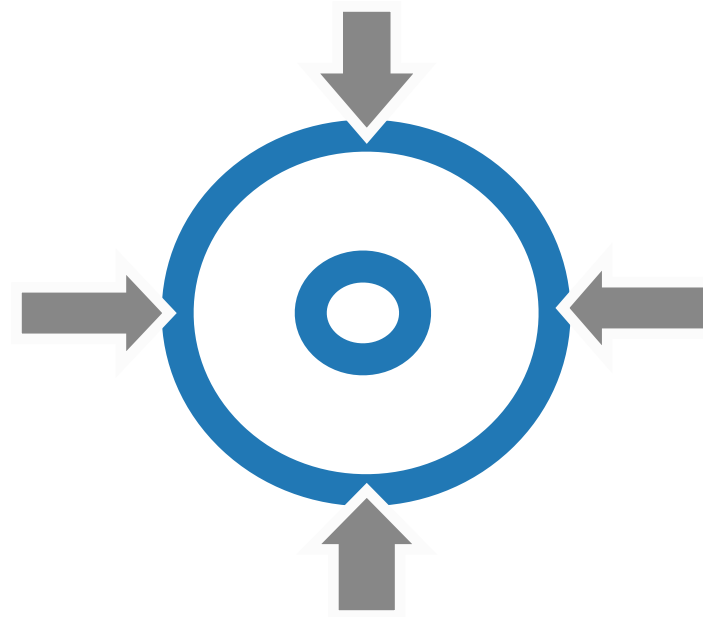
Focus on cloning, cultivation and the research and development of proprietary strands, medical research projects and product licensing

## Verification

Proprietary “7XPure Compliance and Verification System” for compliance and dosage claims, producing a lot-code relating to seven highly scrutinized parts

# The Livewire Principle

## Products



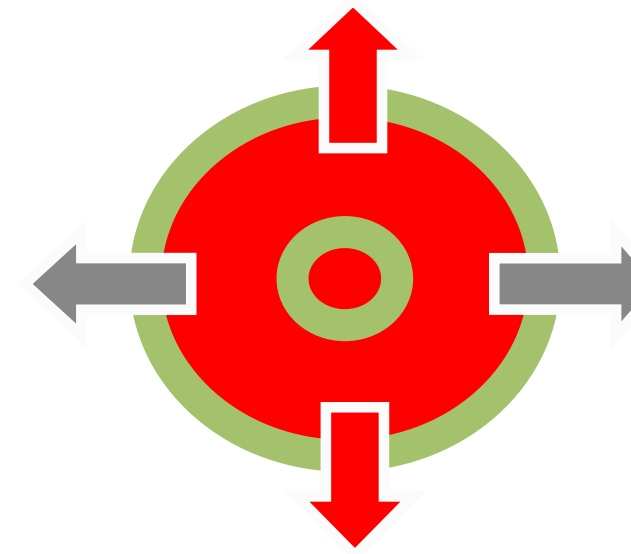
Acquire, design, lease and manage legally compliant, fully controlled and contained turnkey production facilities to produce cannabis-based products and services

## Teams



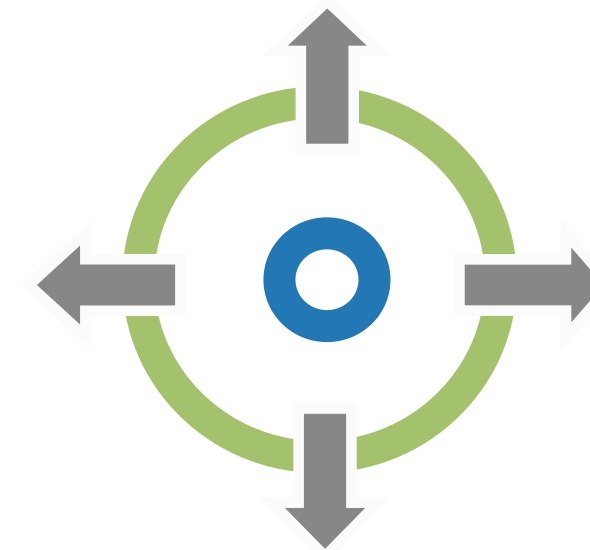
Strategic alliances and agreements with horticulturists, extractors, distributors, laboratories, environmental consultants, legal experts and branding agencies

## Verify



Proprietary “7xPure Compliance & Dosage Verification System” for compliance and dosage claims producing a lot-code relating to seven highly scrutinized parts.

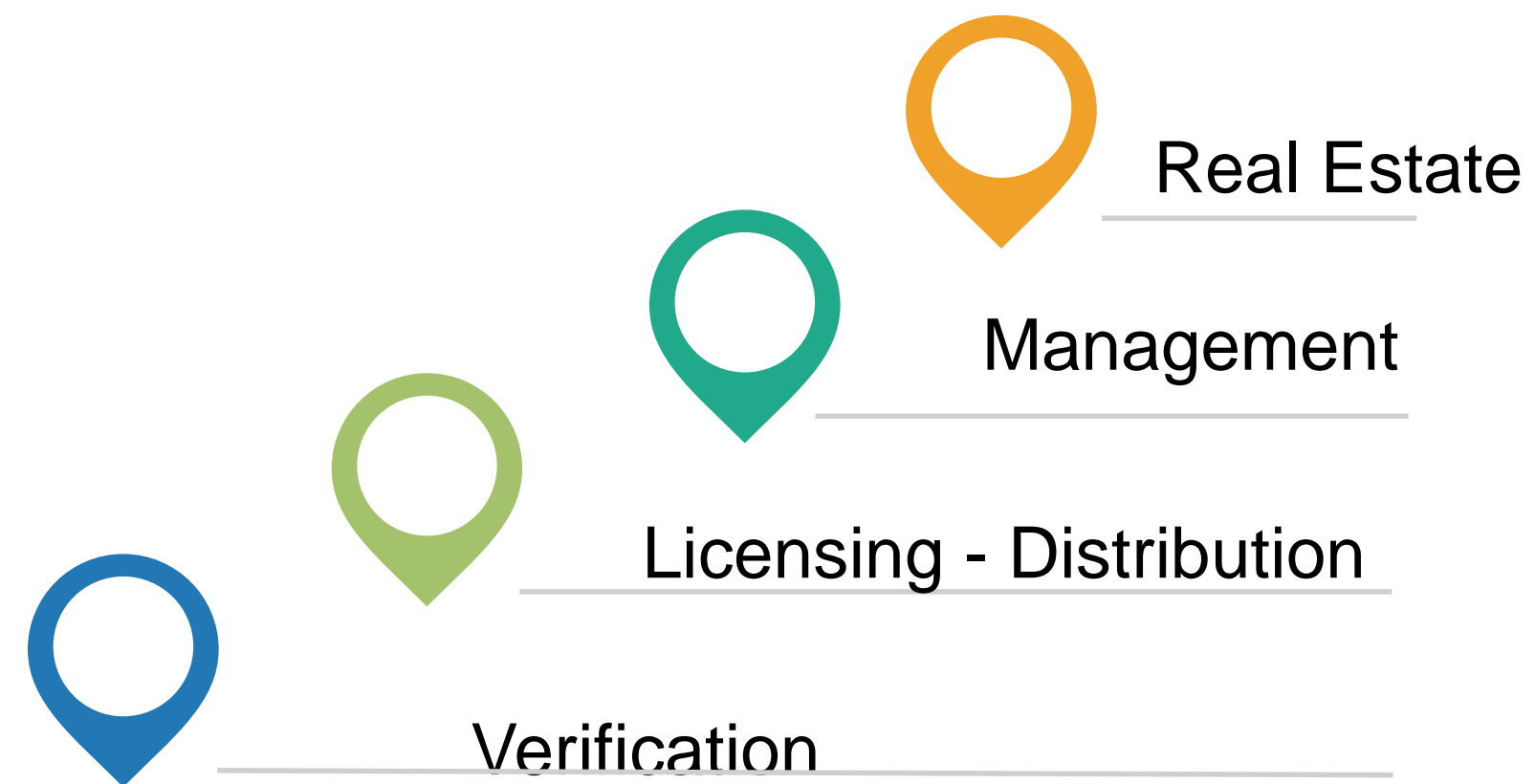
## Market



Utilize the wealth of the team’s experience to develop and/or acquire new product offerings by way of its talented network of professionals for licensing.



# From Turnkey Facilities to Verification



LiveWire Ergogenics consists of a team of experienced experts consisting of Horticulturists, Extractors, Distributors, Laboratories and highly specialized attorneys, consultants and environmental firms . Livewire is in the process of establishing a well-structured and credible approach to advanced cannabis research and subsequent clean and verified product development for several underserved and highly specialized, emerging industry sectors. The experienced LiveWire development team and advisory board is expected to satisfy the need for well controlled research and product development and make its products available for licensing and distribution. LiveWire will make its proprietary “7XPure” Compliance and Dosage Verification System available to the entire industry.

# Research & Development - Tissue Cultivation

## Research Partnerships

LiveWire is in the process of entering into partnerships with an experienced team of innovators, developers and institutions with the goal to develop and commercialize cannabinoid-based products for distribution and licensing to LiveWire clients, as soon as this is legally feasible. The Company will soon begin with research studies to explore the application of cannabinoid-based products to target specific ailments or conditions with a large “sufferer” population

## Growing Sophistication - Tissue Culture Cultivation

The industry and its customers have grown more sophisticated during the last two years. Companies have been struggling to provide top-quality products that are based on credible research and can pass tests by a credible verification systems. Based on this experience, LiveWire will explore and develop new advances in cloning techniques such as tissue culture cultivation. Since tissue cultures are not considered cannabis plants, it will allow LiveWire to ship tissue cultures across state lines. This will create another competitive advantage for the Company and enable its customers to produce high-quality and organically clean cannabis on a consistent basis.

Research & Development





# 7X Pure Dosing & Verification System Blockchain Technology



LiveWire Ergogenics' proprietary "7X Pure Cannabis Compliance and Dosage Verification System" will provide third party verification of cannabis material origin, potency, purity, dosage, labeling and more, and then secure each product with a digital identity and clearly identifiable chain of custody. Livewire is planning to apply blockchain's decentralized ledger technology to its 7X Pure Cannabis Compliance and Dosage Verification System. Respected blockchain technology expert Leon Fleyshman has been named the Senior Advisor for this project and will coordinate the development of the 7X Pure system with one of the leading blockchain development companies.

The use of blockchain technology will make the 7X Pure system completely secure, transparent and verifiable. LiveWire Ergogenics will be able to protect the confidentiality of growers' and manufacturers' intellectual property while providing retailers, consumers, government officials and others verification that the growers' and manufacturers' claims are true. Every iteration of every piece of data automatically contains all prior iterations as well and every new data entry is immediately processed, confirmed and stored by numerous computers around the world. The result is a tamper-proof system that provides a reliability factor that does not exist with any other technology.

The 7X Pure verification system, which is designed as a parallel service to the seed-to-sale data provided by marijuana tracking software, will help growers and manufacturers meet increasing compliance requirements related to logistics, quality and transparency. It will also provide a high level of assurance to everyone from end users to municipalities, who will be able to enter a lot code into a website to quickly confirm that a product's claims regarding material origin, potency, purity, dosage and more have all been properly verified. The 7X Pure system utilizing blockchain technology will serve as the backbone for an open supply chain network, with data privacy built into the decentralized blockchain infrastructure.

## Confirm Identity

AUDIT SUPPLIER – Identify supplier non-conformances in the import and process of raw materials

REVIEW CERTIFICATE OF ORIGIN – Trace and track the origin of the raw material.

CERTIFICATE OF ANALYSIS - Every lot of raw material should have a C of A, this should be reviewed before considering next steps

## Analyze Potency

CANNABINOID SUMMARY – Identify the strain in the cannabinoid profile via lab testing.

Total Active Cannabinoids – Identify the active cannabinoids. There are over 66 chemicals unique to the plant.

Terpene test results - terpene analysis is crucial for differentiating strains of cannabis as terpenes have a major influence on the medical and psychological effects of a plant

## Test Purity

Pesticide test – verify the safety of the medicine. A pesticide test can detect trace amounts of chemical pesticides in dried flowers and cannabis concentrates. Microbiological Test – verify the results of presence and breeding of micro-organisms such as specific pathogens, bacteria, yeast and mold. Residual Solvent Test - of harmful solvents impurities and/or other added odorants and chemicals present in super-concentrated

## Identify THC Dosage

One gram of cannabis equals 1000mg dry weight with total THC content of 100mg

CBD Dosage – identify the percentage of CBD

Legal Dosage compliance for oils and edibles – review state requirements and verify dosage conforms to label claims supported by lab testing

## Audit Manufacturer

Food Safety Audit - verify proper food safety practices at processing facilities.

HACCP Plan (Hazard Analysis of Critical Control Points - Storage and distribution of a food product is scientifically analyzed for microbiological, physical and chemical hazards

FDA / Bioterrorism Plan - Verify the manufacturer has registered under the Public Health Security and Bioterrorism Preparedness and Response Act of 2002

## Review Labeling

Benefit Claims - Structure/function claims may describe the role of a nutrient or dietary ingredient intended to affect the normal structure or function of the human body

Labeling requirements – Verify primary panel and informational panel adhere to state laws such as font size, “cannabis-infused”, manufacturer contact information and website Labeling restrictions – confirm labeling rules

## Approve Final Packaging

Sound statistical sampling of finished product to insure accuracy - determine whether to accept or reject a production lot as products leaves the plant, or prior to distribution

Reserve sample (retains)of each product lot - Hold reserve samples under conditions consistent with product

labels or under ordinary storage conditional Certificate of Analysis of finished product - Verify that the product meets its product specification. The final C of A should contain the actual results obtained from testing performed as part of quality control of an individual batch of the product.







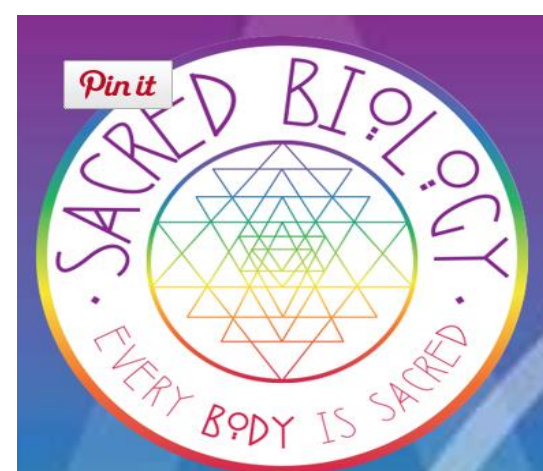
## Acquisitions



LiveWire Ergogenics, Inc. has acquired a 5% minority interest in Mojave Jane in an all-stock transaction. Mojave Jane, LLC is a licensed and legal manufacturer of premium cannabis extracts, distilled oils and concentrates for the California market. Based in Coachella, CA, Mojave Jane utilizes state of the art CO2 extraction technologies, organic and pesticide free materials and advanced distillation techniques to create an array of products for both recreational and medical cannabis users. In November of 2018, Mojave Jane has been acquired by High Hampton Holdings Corp., a cannabis sector investment company focused on opportunities in California. According to the terms of the initial minority acquisition of Mojave Jane, Livewire will be issued shares in High Hampton Corp and through its wholly owned subsidiary GHC Ventures, is also in the process of entering into a distribution agreement for all Mojave Jane products with High Hampton.



LiveWire Ergogenics, Inc. has acquired a 5% minority interest in Alpha Creations (manufacturer of Paradise Candy) in a stock transaction with a 12-month option to acquire 100% of the company. Privately-held Alpha Creations is a leading manufacturer of several hemp and cannabis-infused product lines for the domestic cannabis market. Alpha Creations granted a national distributorship to LiveWire for all its products. Alpha Creations business plan and product line fits perfectly into LiveWire's long-range plans and will allow the company to generate additional top line revenue and profits.



LiveWire Ergogenics, Inc. has acquired a 5% minority interest in Sacred Biology in an all-stock transaction with a 12-month option to acquire 100% of the company. Sacred Biology offers a line of Hemp-Cannabidiol (CBD) infused topical products, formulated to effectively meet your skins needs. SB's topicals are made with organic, responsibly sourced, cruelty free ingredients that are free of parabens, palates, artificial dyes and fragrances. The formulations are based on scientific studies and user testimonials.

Livewire is planning to pursue additional acquisitions and will apply a strict regalement of requirements for the acquisition of additional companies and qualified operators whenever legally feasible, utilizing its experience in the California cannabis market and the licenses granted to its subsidiary GHC Ventures, with a focus on its statewide distribution license granted by the California Bureau of Cannabis.



# Staking A Claim In The Cannabis Market

LiveWire's team of experienced corporate managers and proven innovators will aggressively proceed with innovative research and product development and commercialization projects, to capture increasing market share from different and often underserved market sectors in the cannabis industry. LiveWire intends to utilize its team's experience to accelerate the development and/or acquisition of new properties, product offerings and/or companies by way of this talented network of professionals and associates.

## Expert Focus On Cloning

LiveWire's experts have over 25 years of combined experience in this burgeoning industry and have assembled a large genetics cloning library, which is now available for exploration and commercialization. This specific sector has high barriers of entry, considering the scientific knowledge required to cultivate and propagate plants, and to understand the complex techniques to study and produce new generations of desirable strains. The team has a deep understanding of most new technologies that are rapidly approaching and is aggressively exploring new advances in cloning techniques, such as tissue culture cultivation. LiveWire's near-term plan is to support and guide the efforts of its team of experts and consultants to establish a legal, profitable and sustainable business model that explores such new and potentially extremely profitable technologies and markets in California, with the long-term goal of expanding nationally, as soon as legally feasible.

Starting with The Clone



# Cultivation and Distribution Licenses

LiveWire is focused on the acquisition, design and management of legally compliant, fully controlled and contained turnkey production facilities for cannabis-based products and services and conducting research and product development. LiveWire has been working diligently over the last year to solidify its position in a still turbulent cannabis industry on the path to create sustainable value for its shareholders. The Company has obtained the first two cannabis cultivation permits for its production facility from the City of Coachella, California and a statewide distribution permit from the California Bureau of Cannabis Control. LiveWire has applied for additional permits and licenses in other California locations and from the State to pursue its plan to establish LiveWire cannabis projects throughout California and eventually Nation-wide, once Federal legalization occurs.

## State-of-the-Art Production PODs

LiveWire's cultivation facilities at Coachella will be hosting several forty (40) foot high-tech and self-contained Production PODs equipped with dedicated air conditioning and decontamination units and will be used for the cloning and cultivation of mom and teen plants for LiveWire's proprietary, high-quality and pesticide-free cannabis strains. Production from this POD will allow the Company to satisfy its increasing customers demand and deliver a consistent flow of high-quality products to customers in the Coachella Valley and throughout California. The Company has obtained the cultivation and distribution permits required for the legal operation of its services. As such, these PODs are key elements of LiveWire's high-quality and clean room production and business strategy. To ensure the highest quality production and warehousing, LiveWire's proprietary cloning operation will be operated in a separate and secure area of the LiveWire Coachella facility, producing select strains for its clients participating in the Company's exclusive cloning program. This space will enable the Company to expand its secure clone and genetics Vault and provide more opportunities to develop the cannabis strains which are crucial to capturing market share. Our commitment is to ensure 7X purity in every plant and strain that we produce. Installation of the production facilities will begin in the third quarter of 2018.

**Compliant Production**



# State-of-the-Art Production PODs

Every component used in the Livewire PODS has been designed by Livewire's expert cannabis and technical consulting team under the supervision of its Master Horticulturist. The PODs are state of the art and have been built by one of the most experienced manufacturers for self-contained agricultural production equipment in California. These PODS provide a fully controlled and self-contained cultivation environment customized for the advanced and highly specialized LiveWire cannabis cloning and production process, fulfilling the most stringent legal and environmental cannabis production standards in the industry.

The built-in components include among other features a commercial 5-ton Mega split air conditioning system, Ques dehumidification system, Hurricane oscillating fans, carbon scrubbers, a CO2 system controlled with Titan Controls and Fuzzy Logic and an irrigation system with chillers and RO system that can be set up for either recirculating or drain to waste; all supported by Agrowtek top quality lighting and an optic LED lighting installation. The units are fully scalable to adjust to varying production output and additional PODS can be added as required to accommodate increased production capacity.

Based on the increasing demand, the Company plans to set up additional PODS for operation at our Coachella facility in the near future as the next step to become the leading supplier of the highest quality products and services for the large-scale cannabis growth industry in California.

**State-of-the-Art**





# Research for Medical Applications Advance With THC And CBD

Livewire is planning to commence with several small research studies to explore the potential medical application of cannabinoid-based products, targeting specific ailments or conditions with a large “sufferer” population. These small research studies are designed to document safety, dosage and efficacy of various combinations of CBD/THC and terpene profiles and will be conducted under the supervision of medical experts and institutions.

## Publishing Findings

The Company has begun to establish two independent research teams with highly recognized and published experts in their respective fields. White papers for both research sectors have been authored by the groups and will be published in the near future. In addition to these projects, LiveWire has begun development for products in the sports and cosmetics markets. Livewire’s topical creams are currently being infused with different dosage combinations of fragrances and herbs along with THC and CBD, being tested and subsequently developed for distribution and licensing.

Research and Development



# Investors Take Notice

While the cannabis industry still does not have a solid presence in the public market, with a few leading public companies emerging, investors can gain useful information by examining the filings and financial reports of the companies that are publicly traded. The Cannabis market is in the process of maturing into a rationally developing sector that over time will be measured with typical financial analysis yardsticks. The questionable companies and stocks will no doubt be weeded out, while small retail investors and mid to large size institutional investment firms are now beginning to take notice. These firms have begun and are continuing to significantly increase the size of their capital placements into creative and legitimate cannabis business models and focused research that can advance and further legitimize the industry.

LiveWire is one of these few emerging, handful of leading-edge and well-managed companies with a solid business model and led by an experienced and credible management and development team. The Company is conducting credible research, has secured the first production license, will develop high-quality products, is establishing a 7X Verification and Dosing System and expected to generate significant value moving forward.

LiveWire's model is driven by the increasing market demand for legal, high-quality products and reliable services that will allow the Company to remain viable. LiveWire believes that it can execute on its business plan in a timely manner and will be able to generate significant ROI for its investors, subject to the timely availability of the required working capital.

While current efforts are focused on the legal sector of the cannabis market, the expected regulatory relaxation of the rules and regulations by the Federal Government and a removal of CBD from the Schedule 1 should accelerate the sector growth even further. The currently existing uncertainty combined with rapidly accelerating growth is creating an early investment opportunity, similar to the early investment opportunities generated by the now top of the charts pioneer internet companies.

# The Cannabis Market

## Sales projected at \$17 Billion

Legal marijuana is the fastest-growing industry in the United States. Once the trend toward legalization expands to all 50 states, marijuana could become larger than the organic food industry, according to a new report obtained by The Huffington Post. Researchers from the ArcView Group, a cannabis industry investment and research firm based in Oakland, California, found that the U.S. market for all legal cannabis grew to \$4.5 billion in 2016, up from \$1.5 billion in 2013 and is expected to increase drastically again, reaching a total value of \$6.1 Billion in 2017. Combined sales of legal marijuana products are expected to reach \$17.1 Billion in 2021.

## Legalization

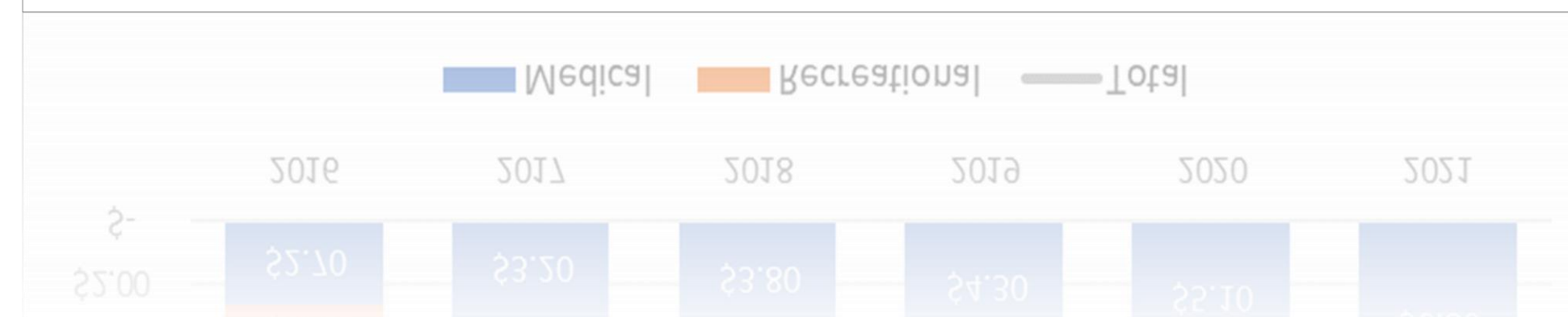
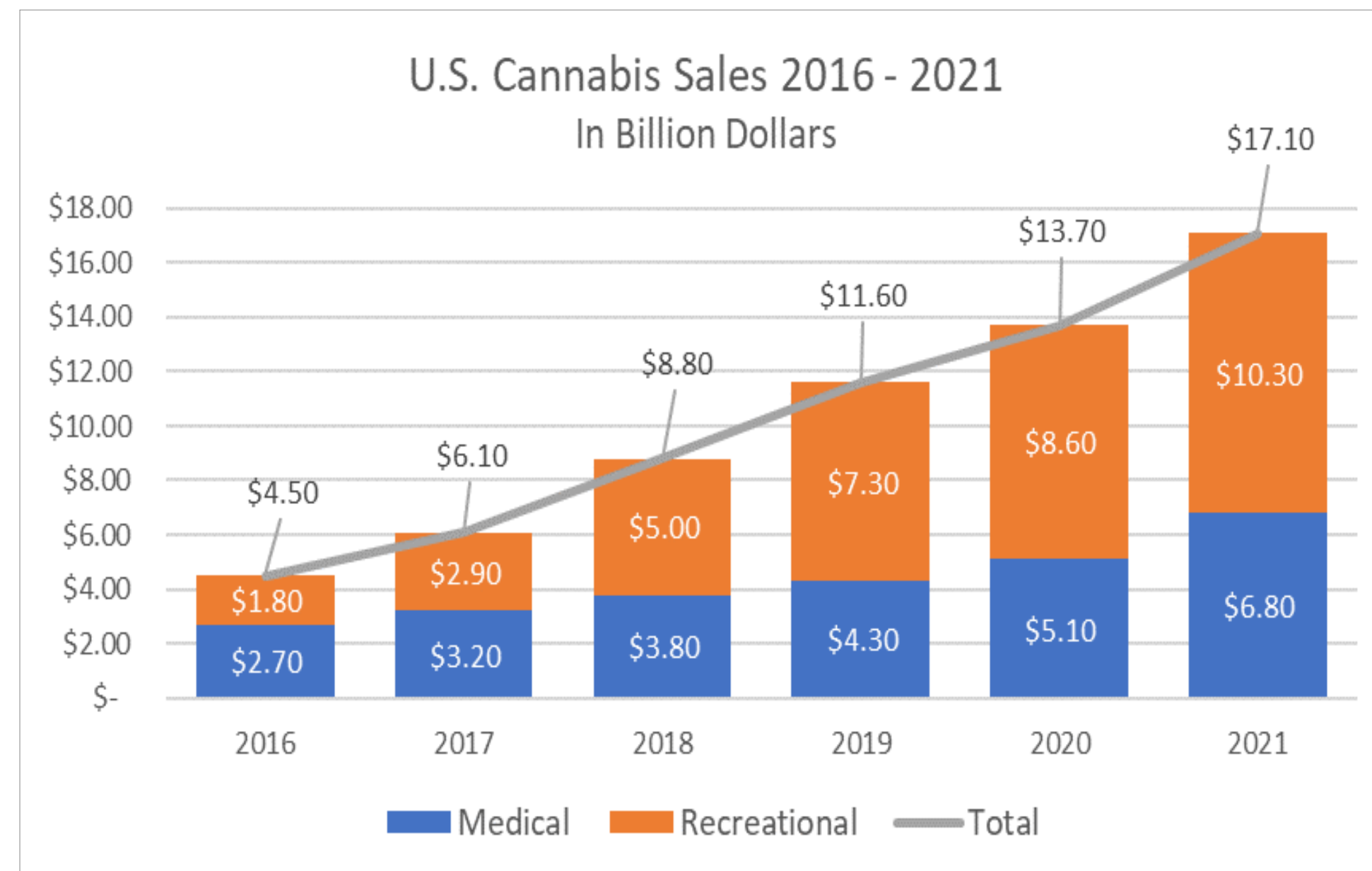
The marijuana industry in the US and Canada is consistently edging further towards legalization. Twenty-nine (29) states have already legalized medical marijuana, eight (8) states have approved recreational use and more are following suit. The public sentiment continues to change in favor of legalization. In 1996, only twelve percent (12%) supported the legalization of marijuana. The pendulum has now swung to the other side. In 2017, sixty-one percent (61%) of the population are now supporting legalization of marijuana. The support for legalization continues to grow nationwide with seventy-one percent (71%) opposing the effort by the Federal Government to stop sales, according to the latest CBS poll.

## Investment Opportunity – Constellation Invests \$3.8 Billion

The recreational marijuana market alone could potentially quintuple in value by 2021 and experts expect the “legal marijuana” total economic impact to grow to \$69 Billion by 2021. "Marijuana Stocks" saw their market caps explode northward in its early years, followed by the initial and unavoidable decline and weeding out of poorly managed start-ups and the return of rational thinking to the industry segment during the last year. Investing into well-managed companies may now present the opportunity of a lifetime for investors with a critical approach, reasonable risk tolerance and long-term outlook for ROI. Beer manufacturer Constellation Brands just invested \$3.8 Billion into the Canadian Cannabis firm Canopy Growth.

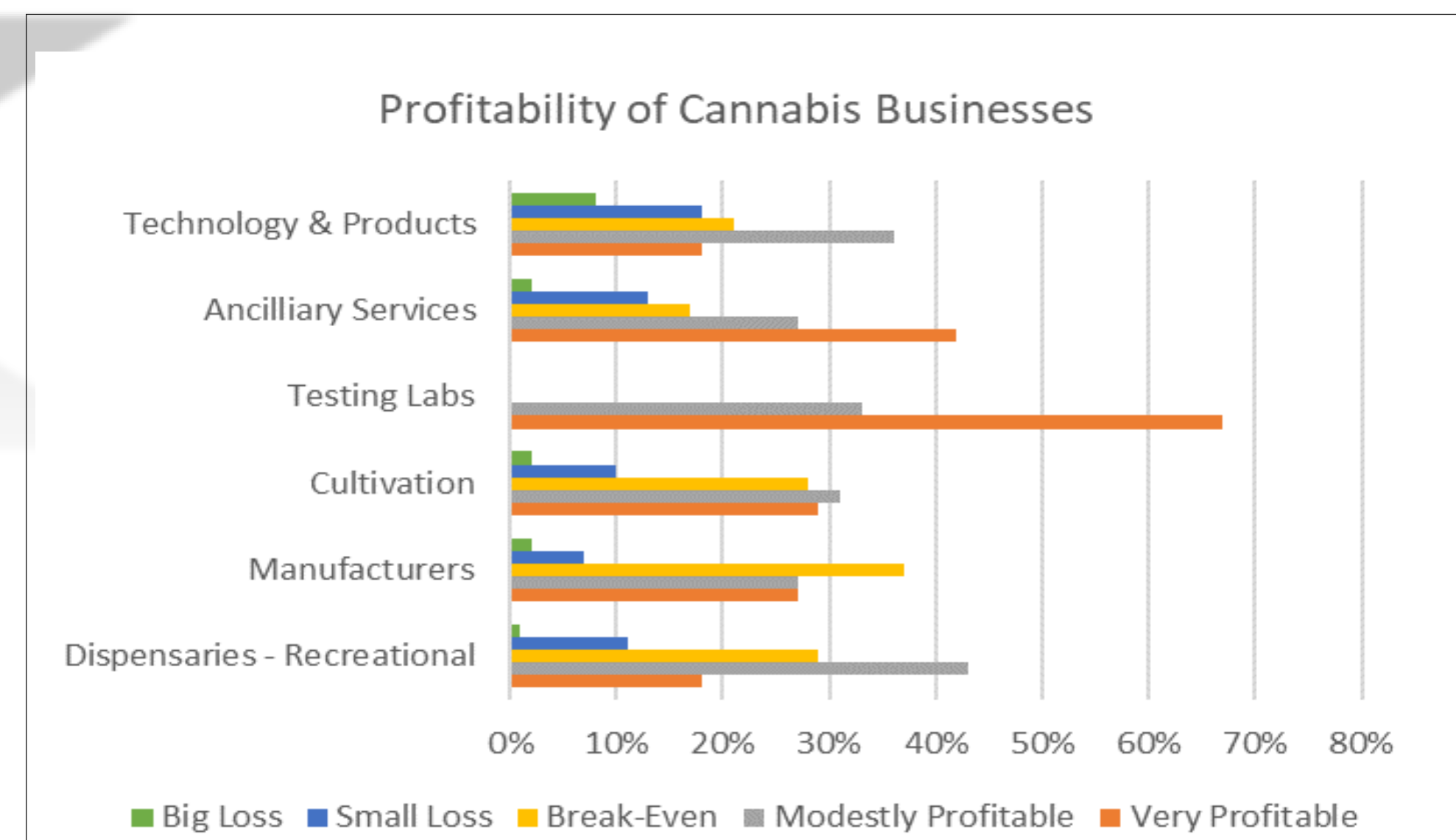


# The \$17 Billion Cannabis Market



Livewire's business model pursues a carefully selected approach of acquiring self-contained and permitted real estate properties for development, licensing and distribution of its products, avoiding the complications and high start-up cost of the typical large "Growing" operations, instead focusing on becoming the market leader in Research, Cloning and Verification.

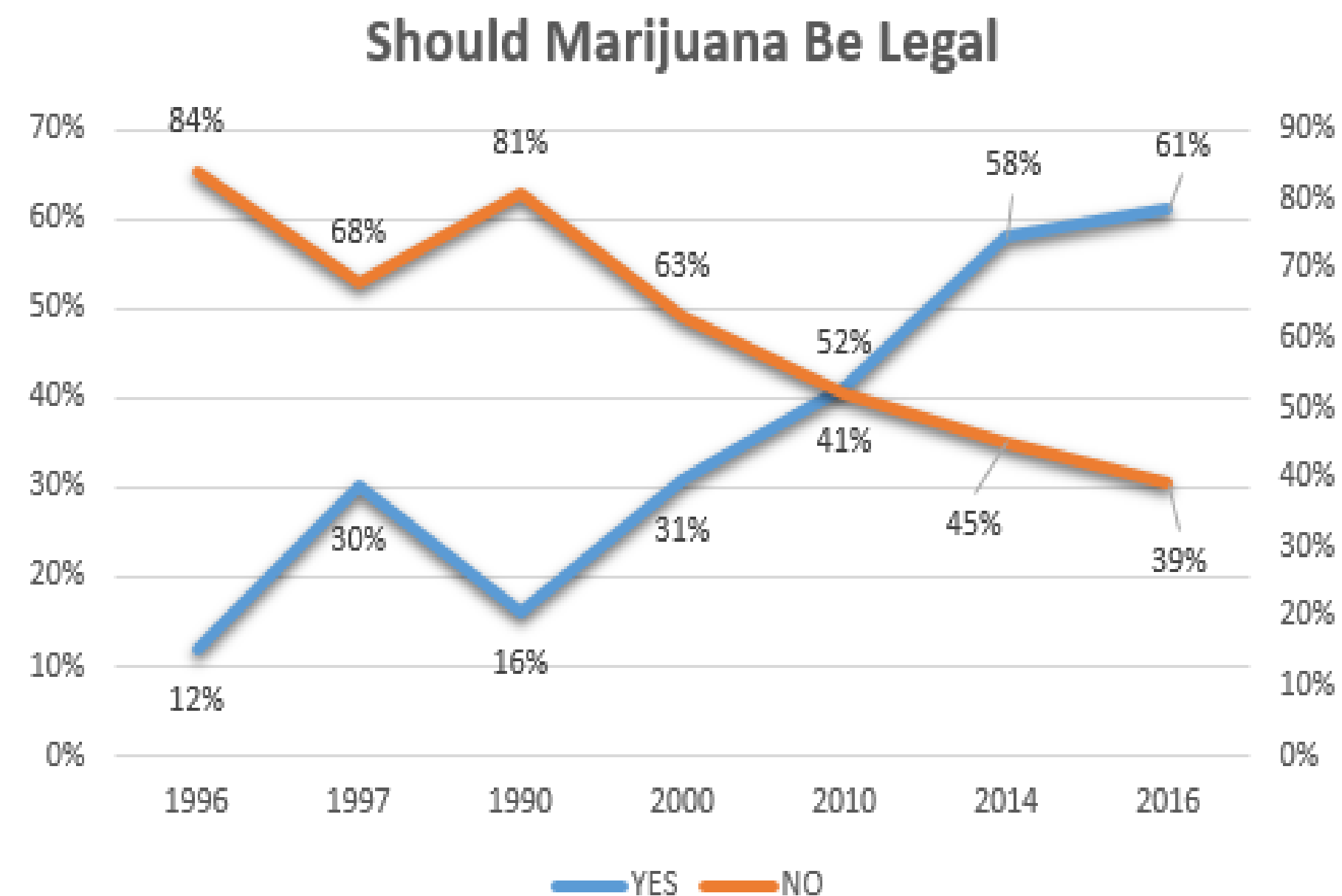
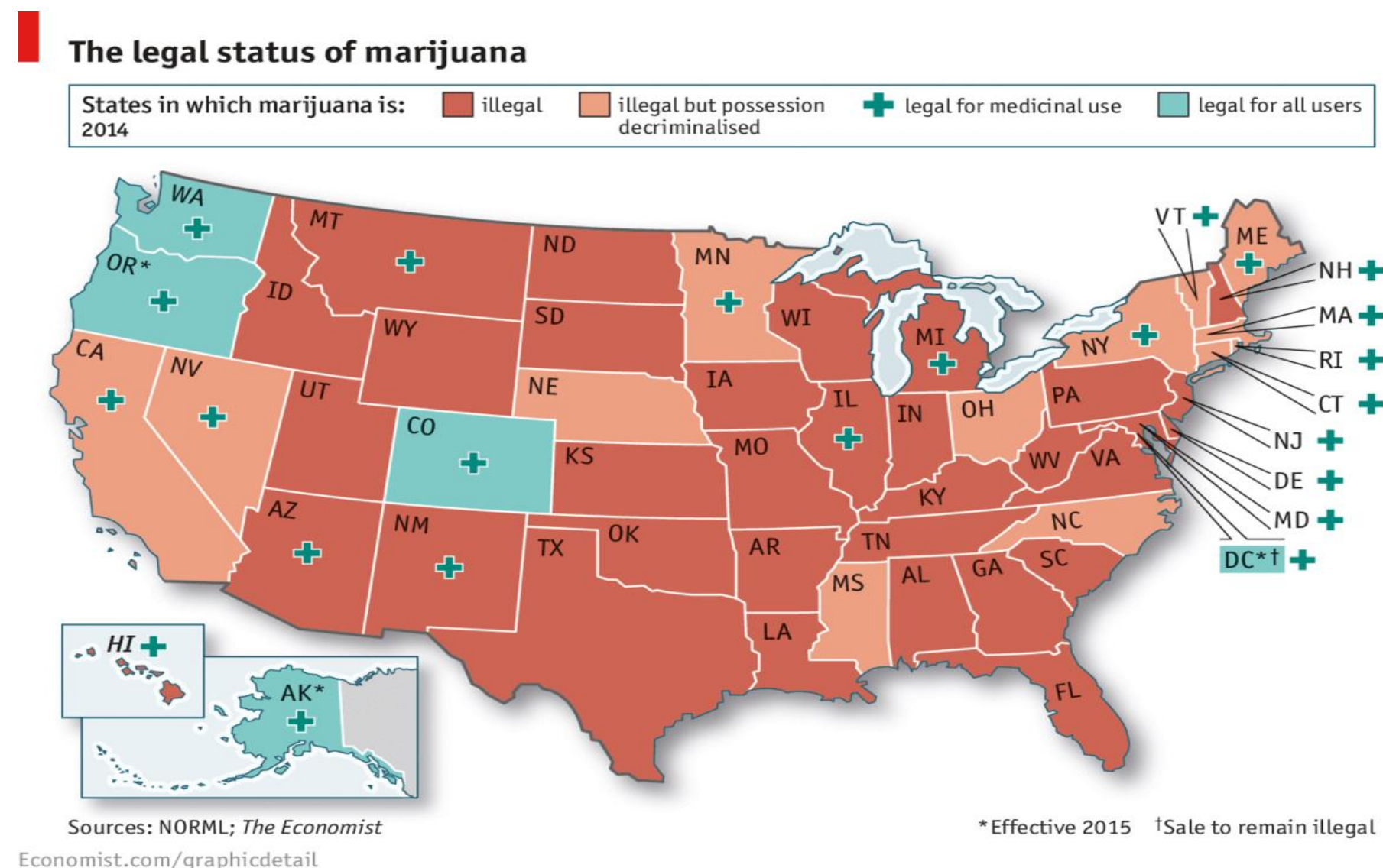
The US marijuana industry is a fast growing market with annual revenue estimates ranging from \$17 billion to \$35 Billion by 2021. The combined legal medical and recreational market has grown by roughly 30%, reaching \$6 Billion during 2017, according to The Marijuana Business Factbook, projected to top \$17 Billion by 2021, a 300% increase. During 2017 recreational sales grew by 80% reaching \$1.8 Billion, not yet accounting for sales of the biggest revenue producer, California, which will only commence with recreational sales in 2018.



# Legalization Trends

There are 34 US states, districts or territories that have legalized some form of cannabis use, with 8 states having approved recreational use. Congress now allows states to set their own medical marijuana and hemp policies, without interfering from a Federal level. There are indications that in 2018/2019 marijuana may be removed as a Schedule 1 substance at the federal government level altogether. Supporting this change, public opinion has begun to shift towards the further legalization of medical and recreational marijuana. A new survey by the AP-NORC Center for Public Affairs Research finds that a record-high percentage of Americans – sixty-one (61%) percent – now say they support marijuana legalization.

In the meanwhile, different states, including California, are forging ahead with legalization based on the expectation of significant tax revenue generated by the industry for the state they are operating in. California has approved recreational use; this law will be in effect on January 1, 2018 and will have a considerable impact on revenue generation.





# Enormous Potential for Medical Applications

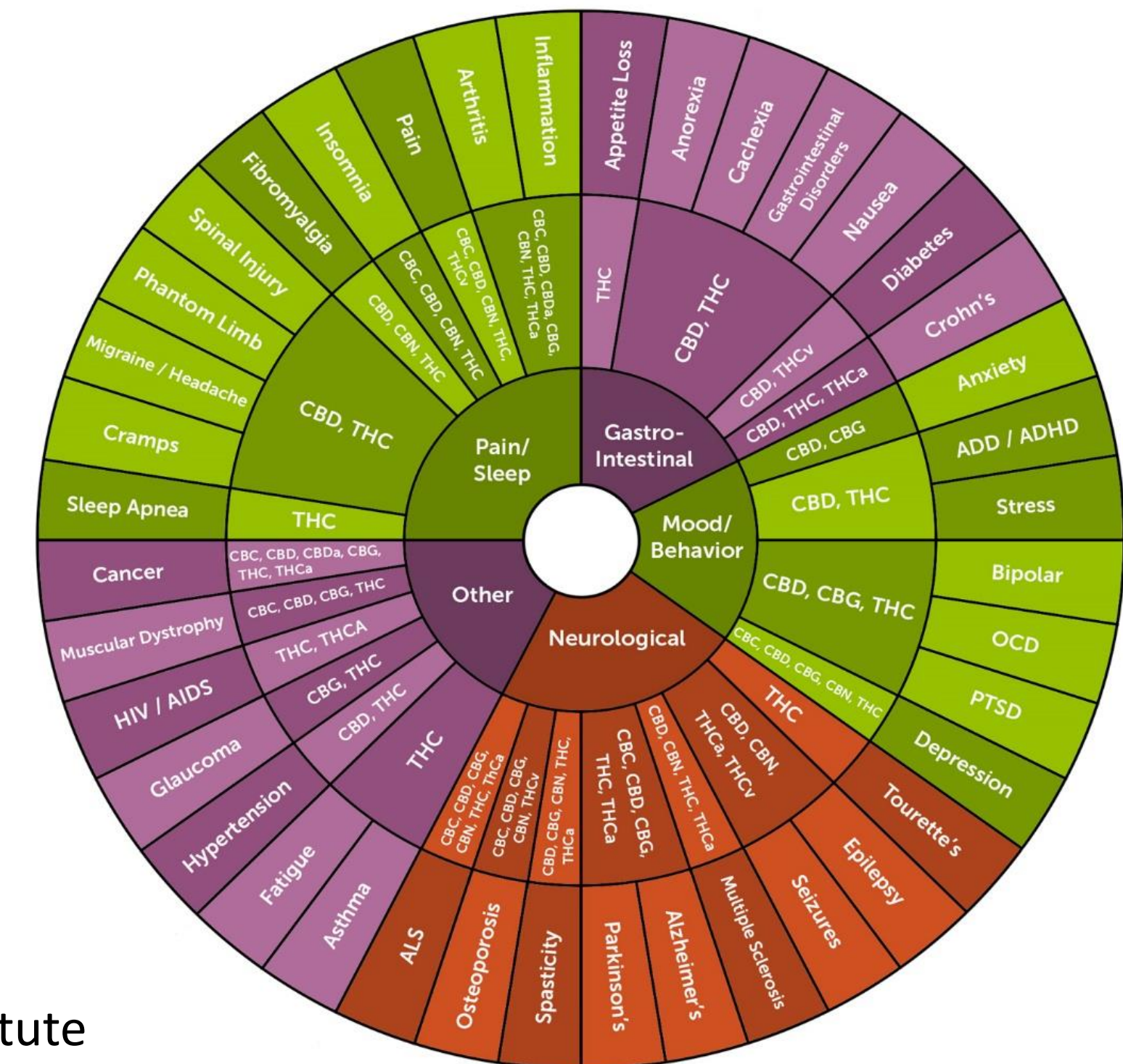
There is a large amount of anecdotal and some clinical evidence that marijuana and/or CBD can be a useful application for many ailments that are currently treated with traditional medications. Some statistics tie a reduction in opioid addiction to the increased use of marijuana in some states.

According to the National Institute of Drug Abuse, recent animal studies have shown that marijuana extracts may help kill certain cancer cells and reduce the size of others. Evidence from one cell culture study with rodents suggests that purified extracts from whole-plant marijuana can slow the growth of cancer cells from one type of brain tumors. Research in mice showed that treatment with purified extracts of THC and CBD, when used with radiation, increased the cancer-killing effects of the radiation. Scientists are also conducting preclinical and clinical trials with marijuana and its extracts to treat symptoms of illness and other conditions

Currently, the two main cannabinoids from the marijuana plant that are of medical interest are THC and CBD. THC can increase appetite and reduce nausea. CBD may also decrease pain, inflammation (swelling and redness), and muscle control problems.

Unlike THC, CBD is a cannabinoid that doesn't make people "high." It may be useful in reducing pain and inflammation, controlling epileptic seizures, and possibly even treating mental illness and addictions. Many researchers, including those funded by the National Institute of Health (NIH), are continuing to explore the possible uses of THC, CBD, and other cannabinoids for medical treatment.

There are an estimated 1.3 million medical cannabis patients in the US and approximately 4,000 retailers serving them. California has the largest number of medical cannabis patients at more than 1,000,000, followed by Michigan with 344,000 and Colorado with 109,000. Washington is next with 103,000 registered patients.





# Livewire Marketing



# Livewire Acquisition Strategy



LiveWire utilizes its extensive expert knowledge in the cannabis and financial industries to evaluate early-stage growth companies and innovative projects for potential Strategic Alliances or Acquisition.



# Regulatory Compliance



To comply with the rapidly changing regulatory environment in the cannabis industry, LiveWire utilizes its own extensive expert knowledge and has engaged one of the leading environmental engineering firms and a pioneering and well recognized cannabis attorney to handle all Regulatory Compliance, Due Diligence and obtaining Conditional Use and Distribution Permits for the Livewire Cultivation facilities. These firms, along with their qualified subcontractors, including certified and licensed architects, attorneys, engineers and designers, have over 30 combined years of legal, consulting and project management experience in the cannabis, environmental engineering, and remediation industries.

Omar Figueroa is a pioneering cannabis lawyer and the author of “Cannabis Codes of California”, the first comprehensive guide to the laws and regulations that govern the California cannabis industry. Known for his ability to think outside the box and solve complex problems in novel ways, Mr. Figueroa will be working with LiveWire Ergogenics in the areas of permitting, licensing and regulatory compliance; business law; intellectual property; and legal education.

Cushman Greenfield is a well-regarded development firm specializing in license application and procurement in the medical cannabis industry. In addition to helping LiveWire navigate multiple license applications, they will also be providing expert advice in the areas of business development, brand development and government affairs.



# Management



## Bill Hodson

### Chief Executive Officer

CEO and Chairman of the Board. Mr. Hodson is responsible for the strategic direction of the firm's development, branding, sales and marketing strategies. In addition to being responsible for the operation of the Company, he leads the development and implementation of the company's innovative product strategy to position the Company in the unique "edible" delivery system for active ingredients in the supplemental nutritional marketplace.

Previously, he was Executive Vice President of LiveWire Sports Group from September 2003 until May 2008. Hodson was responsible for overseeing all LWSG's operations, which included the launch of several sports publications and one of the country's largest sports consumer expos. Prior to LiveWire Sports, he served as Sales Director for Winn Golf Grips and was responsible for building the company's national sales force and launched what is now considered the top golf grip in the industry. Most notably, Mr. Hodson has published a popular kids' game called "pogs" which he developed into a notable Domestic and International success.

Mr. Hodson began his professional career in the securities industry as a stockbroker specializing in early stage nutraceutical and biotechnology companies.

## Cliff Rusin

### President and Chief Operating Officer

Cliff Rusin is a creative thinker and innovator. Cliff's corporate career has spanned decades and his inventions in printing, advertising and logistical solutions have changed major sports, events and entertainment markets worldwide. Cliff has been instrumental incorporating digital graphics systems to many professional sports programs. Notable achievements include removable dashboard graphics for NHL, Zamboni wraps, under ice markings, DIY adhesive papers, Arena Football, end-zone templates, master printer NBA rotational courtside, MLB changeable scoreboards, US Soccer field board systems, MLS Soccer systems, FIFA World-Cup pageantry, and many more programs for home and business graphic systems.

He launched "Apeels" wall graphics as the first wall graphics product working closely with materials developed from the makers of 3M Post-it note technology. Cliff has extensive knowledge of licensing and distribution and will lead Livewire's effort of bringing new and innovative products to market. Mr. Rusin has a Bachelor of Science in Physical Education from Western Illinois University and a Master on Science in Kinesiology from Western Illinois University.

# Management



## Kyle McCay

### Master Horticulturist

Kyle will be responsible for managing LiveWire's controlled cultivation environment, developing new-age genetics to produce consistent and high-quality products for medical patients and applying his expertise in integrated pest management with Omri-certified fungicides and pesticides.

He will also assist with location research and selection; cultivation center planning; operations set-up; and maximizing the growth potential of cannabis edibles, concentrates and oil production.

Kyle's expertise in plant genetics and modern horticulture technology makes him extremely qualified to guide LiveWire's efforts. During his 12+ years in the cannabis horticulture field he has grown over 230 stable genetics, managed over 27 cultivation centers, and grown the specific strains required to meet the needs of up to 45,000 medical cannabis patients at one time

# The Advisory Board



**Matthew Geriak, PharmD**  
**Clinical Pharmacist**  
**Investigational Research Pharmacist**

Dr. Geriak is a specialized Pharmacist and has a system-wide position on the Investigational Review Board for Sharp Healthcare, which owns 5 hospitals and various clinics throughout San Diego County. Sharp conducts Drug Research spanning from Phase 1 to 4 Human Research Clinical Trials with the focus in the fields of Oncology, Renal and Heart Transplantations, Septic Shock treatment, Infectious Diseases and Anticoagulation. Mr. Geriak is the primary Investigator for retrospective cohorts in the field of Infectious Diseases.

He also has held positions as a Clinical Pharmacist in the Acute Care department at Scripps Mercy Hospital in San Diego and was an infectious Disease Specialist with Sharp HealthCare. His responsibilities included bringing the Antibiotic Stewardship to the next level by developing and mentoring a Pharmacy Residency Infectious Disease Rotation, round with the ID physicians, create antibiotic utilization guidelines for surgical prophylaxis, and provide entity input to the system-wide Antimicrobial Review Committee. He received his education from the University of Southern California

**Jimmy Connors**  
**Sports Industry Adviser**  
**Sports Industry Adviser**

Jimmy Connors is a legendary number 1 ranked tennis player, and is considered among the greatest in the history of the sport. From 1974 to 1977 he held the top ATP ranking for a then-record 160 consecutive weeks, and he held this ranking for a total of 268 weeks throughout his entire career. Even today Jimmy still holds three prominent Open Era Men's singles records: 109 titles, 1,535 matches played, and 1,256 matches won. His titles include eight majors (five US Open, two Wimbledon, one Australian Open), three year-end championships and 17 Grand Prix Super Series

Mr. Connors brings a wealth of knowledge in the sports and wellness industries to the Company that will be especially important as LiveWire expands into its next phase of development. His decade long exposure in the Global sports world as one of the most recognized personalities will add a new level of exposure for the Company and support LiveWire's efforts to set itself apart in a fast growing and still turbulent and disruptive industry, pursuing our unique business model in several unique and potentially very profitable sectors in the cannabis industry



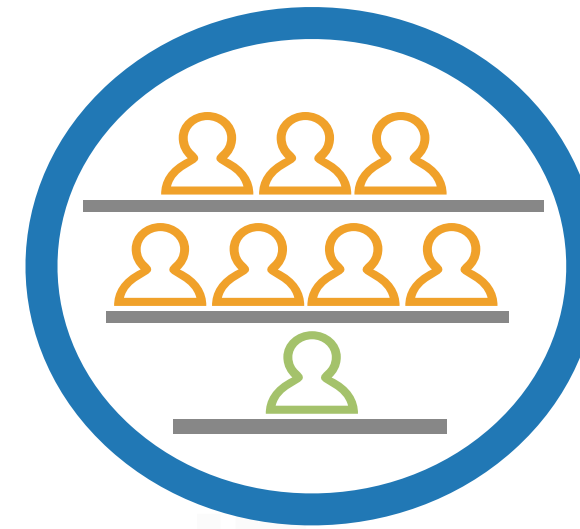
# The Advisory Board

## Jeff Halloran Investment Banker

Jeff is an accomplished senior management executive with over 35 years of experience. He has founded and held top positions in large financial and technology firms and has an outstanding record of achievement managing multi-million and billion-dollar programs. Jeff will use his standing in the Canadian markets to provide Livewire with research and advice for potential acquisitions and strategic alliance targets in the burgeoning Canadian cannabis markets.

Having graduated with Honors in Business Administration from St. Clair College in Canada, Jeff has spent most of his career in leading management and consulting positions gathering extensive knowledge in strategic business analysis and information management theories. He is the Managing Director of Avalon Capital, a small-cap boutique investment bank, Halloran Investment, LLC, based out of both Florida in the U.S. and Toronto, Canada, and the Chairman and/or CEO of several companies owned by MT Dynamics, which is owned by the Halloran Family Trust. Earlier in his career Jeff was retained by the Bank of Canada to design and implement their mobile initiative and architect a wireless enterprise framework for the bank. As a Consulting Manager he was recruited by Oracle Corporation to establish this multi-billion-dollar organization's consulting practice in Canada, and eventually was placed on the design team for Oracle Financials and their CASE tool and Methodology.

Jeff also heads up the Executive Committee for the Willow Breast Cancer Support Organization and has sat on the Board of The Council on Drug Abuse (CODA) and the Trafalgar Castle School Board of Governors in Toronto, Ontario.



# Peer Group Analysis



Livewire is still in an early development stage. Accordingly, we have refrained from generating a valuation model based on the typically used discounted cashflow analysis (DCF), which in our opinion would be meaningless at this point. Instead, we have included a relative evaluation analysis with its peer group of relevant companies in the industry, examining revenues, market cap, market cap increase during the last twelve months and the resulting share prices.

The companies compared are all selling hemp-derived CBD products, including nutraceuticals, pharmaceuticals and others. The large market potential of cannabis-based products seems to be the driving force behind most of these valuations. Livewire trades at a significant discount to its peer group.

COMPANY	SYMBOL	REVENUE	MARKET CAP	PRICE	AVG VOLUME
GW Pharmaceuticals	GWPH	\$10.6 Million	\$4.79 Billion	\$170.10	382,728
Canopy Growth	CGC	\$77.9 Million	\$11.9 Billion	\$52.40	9.5 Million
Aphria	APHQF	\$36.9 Million	\$3.6 Billion	\$15.45	1.7 Million
Aurora Cannabis	ACBFF	\$18.1 Million	9.07 Billion	\$9.49	4,4 Million
AXIM	AXIM	\$47.5 Million	109 Million	\$1.88	926,773
Corbus Pharmaceuticals	CRBP	\$2.4 Billion	454 Million	\$7.95	421,500
Medical Marijuana	MJNA	26.5 Million	299 Million	\$0.09	7.1 Million
Tilray	TLRY	\$20.5 Million	\$16.42 Billion	\$176.35	8.7 Million

# Investment Highlights

We believe that legalizing marijuana, regulating and taxing it, will cause less harm and do better than under a prohibition environment. We believe marijuana should be elevated to its proper place among other legal recreational intoxicants such as fine wines, liquors, beers, cigars, etc. There is an overwhelming amount of scientific evidence that supports this philosophy, as well as a growing number of supporters ranging from high-ranking US and foreign politicians, national beverage companies to prominent figures in different industries, from medical to entertainment. In addition, we believe that legalization will help unlock the phenomenal power of cannabis as a medicinal treatment for numerous ailments from pain and headaches to anxiety and cancer. This is expected to have impact on both, human and veterinarian applications, as indicated by leading opinions in the medical field.

Livewire has a sophisticated and solid business plan, is run by an experienced management and development team and will be able to satisfy typical financial industry due diligence requirements, once it has up-listed to OTCQB again. Livewire is still in the startup development stage but has begun implementing core sections of its business plan. The Company's initial focus will be on California, but is prepared to expand nationwide, once legally and economically feasible. Livewire has executed several key development and strategic alliance agreements and has acquired minority equity interest in three established cannabis companies. The Company has obtained its first two permits for the legal operation of its cultivation/nursery production facility in the city of Coachella, California and has been granted a statewide distribution license. It has brought its OTC filings up to date and has submitted its application for up-listing to OTCQB. Audits for the last two operating years have been completed, published and filed with the OTC. The company is committed to consistently provide details of its plans, actions and results to provide full transparency to the public. Livewire expects to start generating revenues beginning in the 3<sup>rd</sup> to 4th quarter of 2018.

While the company's strategic moves are not yet complete, LiveWire is well positioned in a sector of the industry with high barriers of entry and has developed a branded strategy that should be attractive to investors in the "new" cannabis industry. Livewire will enter into carefully evaluated agreements to raise the required funds to secure working capital required for the execution of its plans, without generating extraordinary dilution for its existing shareholders. This should make it an attractive target for individual investor and retail investors alike and will allow the Company to measuredly spend on R&D and marketing and capture new markets via JVs and acquisitions.



# Investment Highlights

- Obtained cultivation/nursery and distribution permits from the city of Coachella, California
- Applied for permits at two more CA locations
- Approved for CA State distribution license from the California Bureau of Cannabis Control
- Acquired two minority equity positions and entered master distribution agreements with three well established cannabis development and distribution companies
- Installed the first of four state-of-the-art self-contained production PODs at its California facility
- Entered development agreements with experts in plant genetics and modern horticulture technology with 25 years of experience in the cannabis industry
- Engaged renown expert legal, environmental engineering and compliance teams
- Engaging research teams with highly recognized and published experts to commence with leading-edge research to explore the application of cannabinoid products in several underserved sectors.
- Exploring and developing new advances in cloning techniques such as tissue culture cultivation, safety processes, dosage and efficacy of various combinations of CBD/THC and terpene profiles
- Expansion into the sports and cosmetics markets for CBD or THC infused products
- Developing a proprietary “7xPure Compliance & Dosage Verification System” to become the industry “Gold Standard”. Accepted by the city of Coachella as official application system for CUP applicants
- Researching and reviewing potential acquisition targets and strategic alliances

# Questions ?



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