

**LIVEWIRE**  
**ERGOGENICS**





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## Business Model

Acquire, license, operate and manage special purpose real estate properties for the legally compliant and environmentally responsible operation of high-end cannabis cultivation facilities.

## Operation

Acquire or partner with experienced third-party operators to discover, develop and distribute high-end, hand-crafted, and organically grown cannabinoid products.

## Products

Cultivate hand-crafted, organic products for the health and wellness industry under the best possible micro-climate and environmental conditions while complying with complex laws and strict environmental rules and regulations.

## Permits

Secure and maintain permits for cultivation and State-wide distribution of cannabis products in California. Strictly comply with all Federal and State laws and local ordinances.

## Cannabis REIT

Utilize broad real estate, environmental and legal experience to evaluate and acquire additional cannabis properties in California for lease-back to highly qualified operators. Secure permits and provide management and licensing services.





# The Vision and Opportunity

## The Company and Operation

LiveWire Ergogenics, Inc. has been operating in the health and wellness industry for several years. The Company focuses on acquiring special purpose real estate properties conducive to developing high-end, organically grown cannabinoid products. The Company has conducted extensive research of the legal and environmental conditions of the sector throughout California, has identified the ideal location, acquired a 256-acre ranch for its cannabis operation, and serves as the central hub for all operations in Paso Robles, California.

## Owning the Real Estate and Permits

Livewire considers “owning the real estate” and executing the complicated process of acquiring, owning, and maintaining the real estate and all required permits for the operation of all Livewire facilities a crucial part of establishing and controlling a profitable and sustainable cannabis business that can produce a significant return of investment in a competitive environment for years to come. LiveWire owns (through its subsidiary Estrella Ranch Partners ) and manages the real estate properties, and through its subsidiary, Estrella River Farms, obtains and maintains all operational permits. The Company plans to establish additional cultivation and production sites on the Estrella property. As of June 2021, Estrella River Farms has received all operation permits from local and state authorities to begin a cannabis cultivation operation.

## Start of Cultivation

LiveWire has entered a definitive agreement with QDG Agriculture, Inc. to design and construct a self-sustained, easily scalable grow facility with all the necessary build-outs required for high-quality, organic cannabis cultivation on the Estrella property. The overall build-out process for the first acre of cultivation has been completed. The growing process to cultivate hand-crafted and organic cannabis as allowed per California Law has begun under a unique revenue-sharing model with Livewire. The first harvest has been completed and delivered to processing. The second harvest to be established on additional 2 acres is in preparation.

## The Market Opportunity

Most leading industry analysts believe that 2022 will reverse the turbulent trend over the last few years and should lead to significant and reliable growth in total cannabis sales, presenting investors with a clean slate for new beginnings in the marijuana industry. At LiveWire, we believe that well-managed US companies that offer unique and high-quality products via legal and environmentally conscious operations, not low-quality mass production. These companies will be able to take advantage of the rapidly growing demand in the industry and deliver significantly and consistently improving returns to investors for years to come. Diligent and disciplined investors will be presented with an exciting second opportunity to benefit from one of the fastest-growing markets for any industry in the last decade.



# The Opportunity - Achievements

## Acquisition of Estrella Ranch Property - "Estate Grown Weedery"

Livewire has acquired a 256-acre historic ranch property in Paso Robles, the center of the world-renowned California wine country, through its subsidiary Estrella Ranch Partners, LLC. The Company has begun to transform this stunning property into the world's first "Estate Grown Weedery," developing it into a facility to cultivate high-end organic cannabis products. Estrella Ranch has a long-standing history and was once owned by the Prince of Monaco and subsequently the Hearst family. The Ranch is considered among the finest Ranches in California and the gem of the California Central Coast. Estrella Ranch is located near Paso Robles and Santa Barbara, halfway between Los Angeles and San Francisco, and is surrounded by hundreds of world-renown wine yards. The Company has entered strategic alliances with experienced cultivators to operate on the Ranch. The Paso Robles location is developed into the central hub for all Livewire operations.

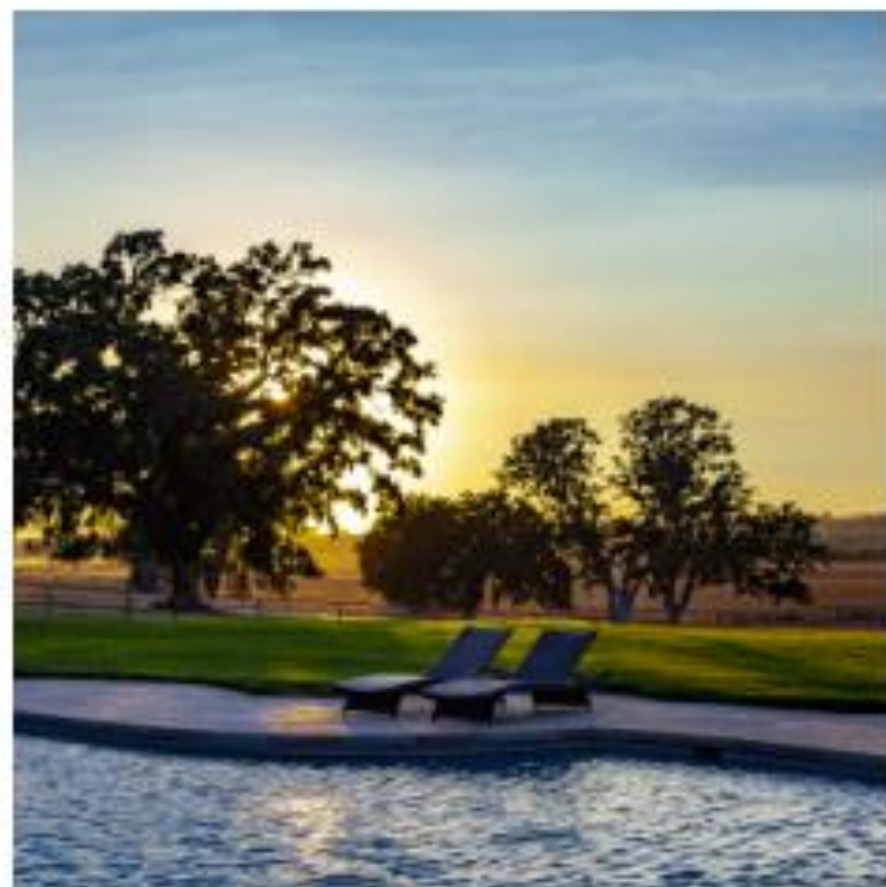
## Ownership and Cannabis Cultivation Permits

At the core of our vertically integrated "Estate Grown Weedery" business model for high-quality handcrafted organic products is the effort to enter carefully selected strategic alliances, seeking the cooperation of the most experienced operators in the cannabis industry to accelerate development and revenue generation. Through a majority equity stake in its subsidiary Estrella Ranch Partners, LimeWire owns the real estate, and its subsidiary Estrella River Farms holds the cultivation permits. Livewire owns (through its subsidiaries) and manages the real estate and owns and maintains all intellectual property and operating permits. The local and state authorities have awarded all required operating permits for the first acre of cultivation. The cultivation process has produced the first harvest that has been delivered to processing. An application for an additional two acres of cultivation area for a total of three acres has been submitted.

## Organic Farming – Ultra Efficient

Livewire has entered an agreement with QDG Agriculture to operate as the cultivator on the Ranch. QDG has completed the design and construction of all necessary buildouts required for Phase One of our Estrella Weedery facility's self-sustainability and easily scalable growth operation. QDG is an agricultural company specializing in state-of-the-art cannabis cultivation practices backed by academia and proven results with a long track record of success. QDG uses a premium propriety soil blend of 100% organic living soil. This blend uses 60% less water. 50% less fertilizer and ZERO (0) toxic pesticides, creating an ultra-efficient regenerative plant environment in strict compliance with the rules that LiveWire has established for all Ranch operators to comply with all laws, rules, and regulations. QDG utilizes state-of-the-art technology and science executed by a team of professionals with 20 years of experience. The QDG system is proven to be cost-effective and easily scalable, representing





## Acquisition of Estrella Ranch "Estate Grown Weedery"

Over the past year, LiveWire has been accelerating its plan for the development of Estrella Ranch into one of the most exclusive and organic cannabis operations in California. LiveWire has entered carefully selected strategic alliances and contracted with experienced and credible operators and consultants from different cannabis and wellness industry sectors. Operators must meet the high standard that LiveWire has established for everyone who wants to operate on the property. LiveWire will enforce strict compliance with all Federal, State, and local laws and rigorously maintain the natural beauty and openness of the Paso Robles property and its natural surroundings. Meeting all these conditions has allowed us to cultivate the first acre of growth with roughly 50,000 sqft of canapé. The Company has begun the buildout of additional acreage on the Ranch and has applied for the State permits required to expand the cultivation area to over 150,000 sqft. This application is now in the final scientific review.





# The “Estrella Weedery”

Taking full advantage of this property with abundant water supply, well-suited buildings with over 150,000 square feet of growing possibility, and 50,000 square feet of storage capacity, LiveWire is designing and building a truly unique property that consists of indoor and outdoor operations, all while maintaining the smallest possible carbon footprint and appreciate the beauty and serenity of one of the gorgeous landscapes in California and complying with all rules and regulations.

[Watch Ranch Video Here](#)



[Watch QDG Video Here](#)







# Makana Ola Farms

Livewire has acquired Makana Ola Farms. The farm is a 40-acre parcel with a 9,900 sqft cultivation area located in the heart of Humboldt County in Northern California, the weed capital of the world. It sits on the top of the infamous island mountain with sufficient water and electricity facilities. Processing, including drying and curing, occurs within a 560-square-foot structure, with further trimming and packaging is executed offsite at a licensed processing facility. Makana Ola is a guarded secret of proper marijuana horticulture quietly grown amongst the giant redwoods.

Cannabis has been an integral part of the Humboldt culture for decades. Growing organic cannabis for a living is a local tradition practiced and handed down from generation to generation, always with a clear focus to reduce environmental impact and generate the smallest carbon footprint possible.

Makana Ola Farms







# Compliance – Doing it Right

## Legal and Environmental Compliance

The legal landscape in the cannabis industry is complex and still rapidly evolving, with drastic differences in rules, regulations, and taxation between different municipalities, even within the same State. The complexity of regulatory compliance and the high cost of the permit application process has proven to be a significant stumbling block for many small cannabis startup companies. Over the last two years, LiveWire has assembled a team of experts with extensive knowledge of the complex regulatory and environmental compliance process to complete the acquisition of all required permits for the Livewire cannabis facilities. This Livewire team and other 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.

## Permits Issued – First Harvest Delivered

LiveWire, via its subsidiary company Estrella River Farms, obtains, owns, and manages all permits required for the operation of all divisions of the Company. The eighteen-month permitting process has been concluded. All required permits for operation have been issued. The first acre of cultivation has produced the first harvest, which has been delivered to the processing facility.

## Distribution Network

The Company sells and markets through a legal network of State-wide Distributors and Delivery Services in California, focusing on Los Angeles and Orange County. Once legally possible, the Company constantly expands this network and plans to sell its products beyond California eventually.

## Doing it Right

At Livewire, we never expected “easy and quick.” Accordingly, the Company has always been focused on “doing it right.” In the cannabis industry, this means going through a complex and costly process of legal and environmental research and government compliance on the local and state level. It requires strictly following these guidelines, operating environmentally responsible, being a good neighbor, and enforcing complete and strict logistical and product quality control. We believe that only companies consequently operating this way will be able to generate increasing revenues and profits.





# Financial Discipline

## Operational and Financial Discipline

We believe that operating under a strict financial regime, tightly controlling operating expenses, and maintaining a low overhead and debt burden, are critical for a public company in the cannabis sector to succeed. Accordingly, we operate with a small management team and engage consultants on an as-needed basis. The Company outsources services whenever it makes economic sense and enters strategic alliances whenever possible and beneficial.

“Estrella Weedery” is a large property that provides us with the unique opportunity to implement our business model with several carefully vetted high-quality producers and private labels that will generate revenue and share operating expenses. At the same time, we own and manage the real estate and maintain ownership of all licenses and intellectual properties. We believe this prudent approach will allow us to implement our ambitious plan without requiring excessive investment that would create excessive shareholder dilution. We are positioning LiveWire to reap maximum benefits from the emerging turnaround of the industry in general.

## Financial Reporting

LiveWire has updated all financial filings with OTC Markets, the annual reports for 2019 and 2020, and the reports for Q1, Q2, and Q3 2021 and is in the process of auditing the financial statements for 2017 and 2018. The Company has received qualification from the SEC for its first and second Reg A Offering Circular. After completing the audits for 2019 and 2020, LiveWire will apply for up-listing to the OTCQB, providing full transparency to its shareholders, and the Company is committed to updating Livewire’s shareholders on all material developments frequently. This presentation provides a brief outline of the Company’s most current developments and the progression of its core business strategies and plans. It does not claim to be complete, and the Company will make reasonable efforts to update it with material events.

## Reg A Offering Circulars – Use of Funds

To finance the startup of this large operation, the Company had a first Reg A Tier 1 Offering Circular approved by the SEC and has raised \$1.2 million via the Offering. Based on the positive response we received during this process, we closed out the Offering and filed for a second Offering Circular for a max amount of 125,000,000 shares. This provides a transparent and SEC scrutinized investment instrument that allows us to strengthen the financial basis for the Company as needed while at the same time limiting dilution. Proceeds from this Offering will be used to invest in our existing affiliate companies Estrella Ranch Partners and Estrella River Farms, to advance the development at Estrella Ranch to continue increasing the cultivation area. Funds from the Offering will also be used to explore potential acquisitions. Construction of the expanded cultivation acre has already begun





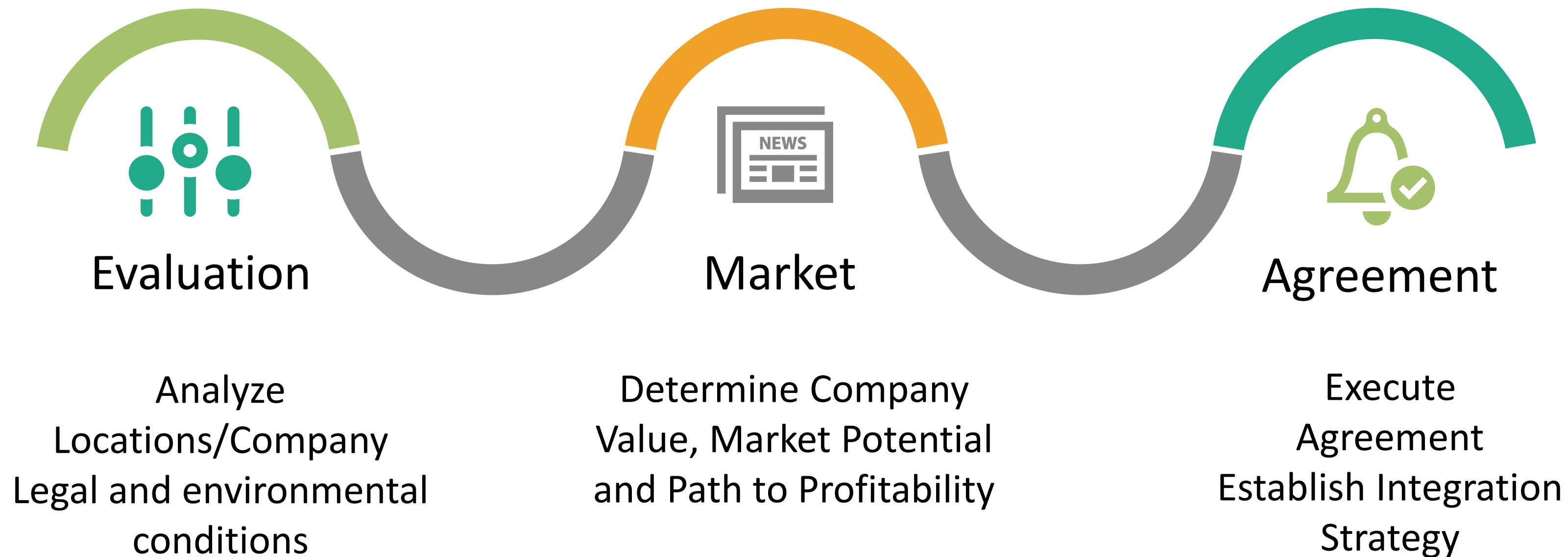
# Livewire Expertise and Expansion Strategy

## Knowledge

During the last two years, LiveWire has gathered a vast depth of knowledge regarding the still evolving and often changing compliance laws, local ordinances and environmental requirements concerning cannabis operations, and California's complex permit application process. LiveWire has contracted experienced consultants, contractors, and legal advisor teams specialized in the cannabis industry to research and determine optimal locations for its operations and evaluate early-stage growth companies and innovative projects for potential Strategic alliances or acquisitions. LiveWire plans to utilize the collective experience of its expert teams in cultivation, extraction, and legal and environmental compliance to create a platform under which to gather high-quality operators at Estrella Ranch.

## Cannabis REITs

Livewire will utilize its broad environmental and regulatory experience to research, evaluate and acquire additional locations suited for cannabis cultivation, apply for and secure permits for the locations, and leaseback to qualified operators.







# Own the Real Estate and Permits

## Owning the Real Estate and intellectual Properties

The Company, via its subsidiary companies, owns and manages all real estate and associated intellectual properties and conducts the elaborate process, through its subsidiary companies, of acquiring, owning, and maintaining all permits required for the operation of a cannabis cultivation facility.

## Scaling Operations in Increments

Permits are typically issued in one-acre increments over a certain period. We are in the process of applying for and expect approval of additional permits over time, which will allow us to scale up operations to total capacity over several years. Assuming all available permits will be issued by 2024, the Company will be scaling operations to 50% and 100% of cultivation capacity during the second and third years of operations utilizing the total acreage of 12 acres of outdoor and 44,000 sqft indoor available for cultivation.

## Revenue – Low Overhead and Net Income

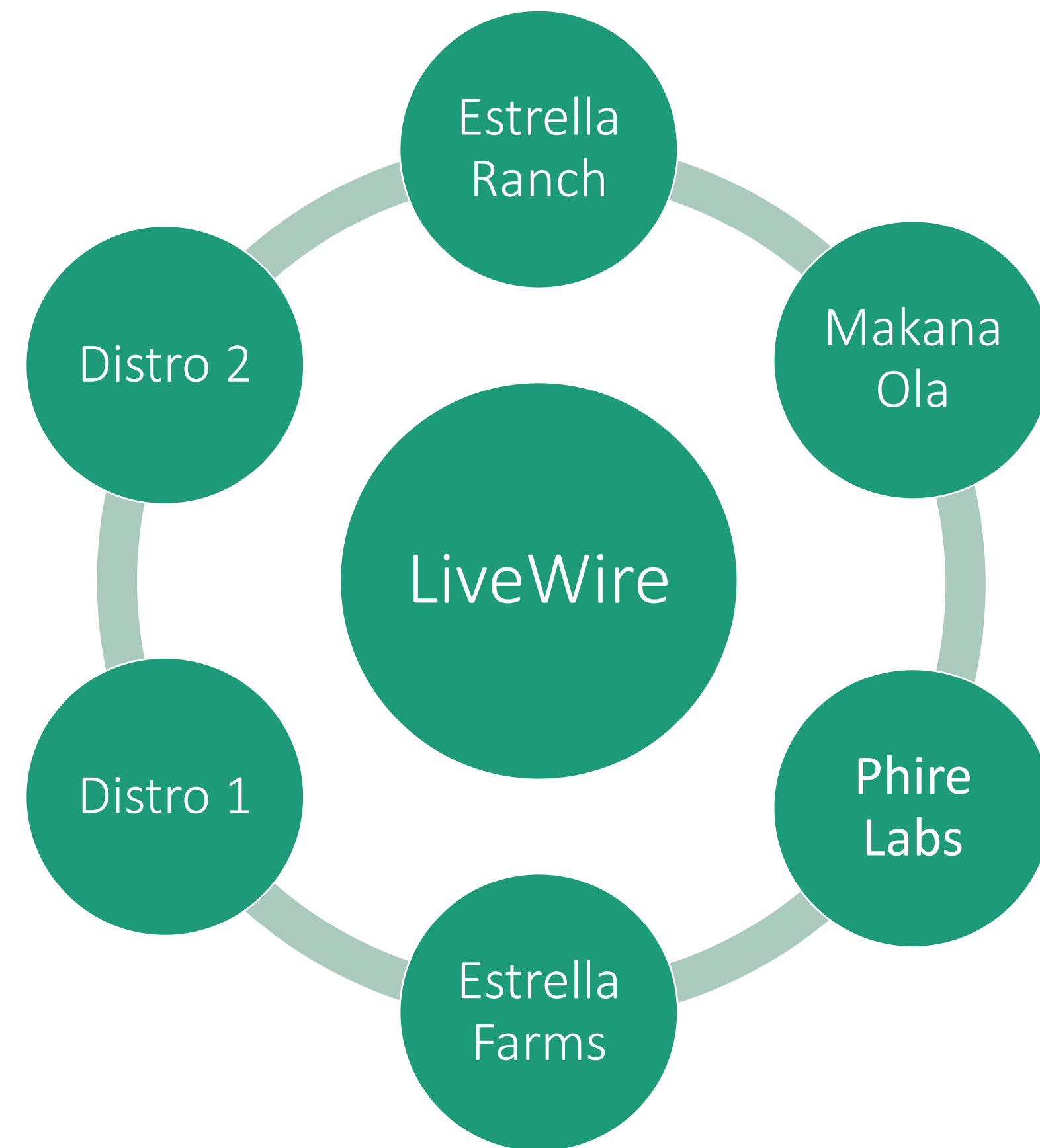
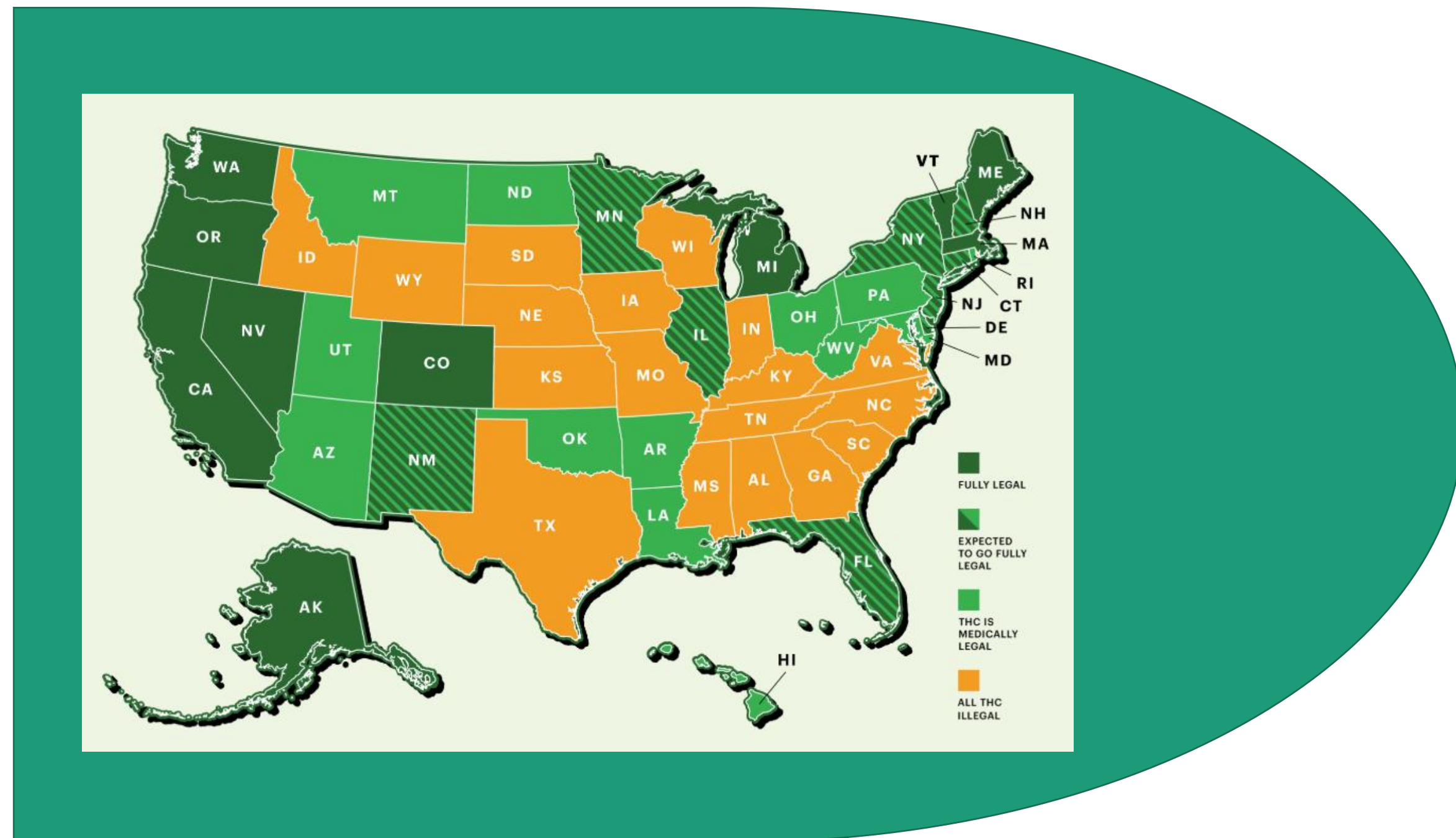
Revenue from Estrella Ranch Operations increases as cultivation acreage will be added under additional permits issued over time. Livewire operates as the "Holding Company" for operations and all subsidiaries. All new acquisitions will be folded into this holding Company. Accordingly, Livewire's overhead can be kept low while the operators and the subsidiary level cover the most significant portion of operating expenses. This will allow the Company to generate significant net income on a sustainable basis without the need for significant additional investment.





# Ready for Interstate Transactions

While yet another “Safe Banking Act” vote has passed the house, it is still somewhat of a question whether it will pass the senate to become the law of the land. The same is true for the Federal legalization of cannabis. There is no doubt that eventually, both will pass and will result in interstate transactions that are currently prohibited. Livewire is already entering into distribution partnerships and strategic alliances to be fully prepared to distribute our high-quality Estrella Weedery product from California throughout the US, expecting accelerated development in Federal legalization.







# The Company

## The Team

The Company is led by a team of visionary entrepreneurs and consultants, experienced operators and cannabis industry experts, as well as scientists, researchers, horticulturists, and other cannabis specialists. This team applies the latest knowledge and technology to its projects and the manufacturing process to assure the delivery of strictly quality controlled, rigorously tested organic cannabis products cultivated on the LiveWire facilities and by the certified companies, it has certified to operate on the facility.

### Bill Hodson – Chief Executive Officer

Mr. Hodson is the CEO and leads the Company's management and development team. He is in the process of adding limited but crucial management positions and has established 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 experts to appropriately manage the Company's ambitious projects currently in the advanced planning and implementation stage while keeping overhead as low as possible. Previously, he was Executive Vice President of LiveWire Sports Group from September 2003 until May 2008. In this position, Mr. Hodson was responsible for overseeing all LWSG's operations, including launching several sports publications and one of the country's most prominent sports consumer expos. Before LiveWire Sports, he served as Sales Director for Winn Golf Grips and was responsible for building the Company's national sales force in the industry. Mr. Hodson began his professional career in the securities industry as a stockbroker, specializing in early-stage nutraceutical and biotechnology companies.

### Jason Spain – Operations Manager

Jason has an impressive 20-year track record of successful project management, including the planning and execution end-to-end development and cultivation of innovative, cannabis-based project properties and portfolios. His decade-long experience makes him highly qualified to provide all-encompassing services for designing and constructing all necessary build-outs required for operations on qualified properties to cultivate and sell marketable cannabis strains in full compliance with legal and environmental rules and regulations. His construction background and ability to adapt to climate and regulatory changes make him an ideal addition to the Livewire Ranch operation team.





# 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 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 and information management theories. He is the Managing Director of Avalon Capital, a small-cap boutique investment bank, Halloran Investment, LLC, based out of Florida in the U.S. and Toronto, Canada, and the Chairman and CEO of several companies owned by MT Dynamics, the Halloran Family Trust owns. 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. He has sat on the Board of The Council on Drug Abuse (CODA) and the Trafalgar Castle School Board of Governors in Toronto, Ontario.

## Michael Corrigan - Attorney at Law

Mr. Michael L. Corrigan, Esq., is a legal professional at the Law Offices of Michael L. Corrigan. Mr. Corrigan is practicing in San Diego, California. His practice emphasizes general and SEC representation of emerging high technology and other operating companies. He has been Counsel to private and public companies in various industries, including computer hardware and software, telecommunications, multimedia, and cannabis.

## William Riley

William Riley spent most of his career as an institutional trader on the NYSE-based firm in St. Louis, Missouri. Riley moved to Las Vegas in 2011 to pursue a career in the residential mortgage banker field. Since then, he has consulted on introductions to private investors for various projects. Mr. Riley is experienced in financial management, consulting, client relationship management, and speculation in the commercial and residential real estate industry.





# 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 five (5) hospitals and various clinics throughout San Diego County. Sharp conducts Drug Research spanning from Phase 1 to 4 Human Research Clinical Trials focusing on Oncology, Renal and Heart Transplantations, Septic Shock treatment, Infectious Diseases, and Anticoagulation. Mr. Geriak is the primary Investigator for retrospective cohorts in 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, creating antibiotic utilization guidelines for surgical prophylaxis, and providing entity input system-wide Antimicrobial Review Committee. He received his education from the University of Southern California.

## Jimmy Connors -Sports Industry Adviser

Jimmy Connors is a legendary number 1 ranked tennis player and is considered among the greatest in the sport's history. 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, 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 development phase with its topical products. His decade long exposure in the Global sports world as one of the most recognized personalities will add a high 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 the Company's unique business model in several unique and potentially very profitable sectors in the cannabis industry

## Jeff Dole

Jeff grew up in a household of executives who developed the 7-Eleven brand globally. This experience provided him the optimal education in all facets of in-store retail sales, both Domestic and International. Working in the retail industry for many years, he acquired an extensive understanding of forecasting, manufacturing, distribution, marketing, and product packaging. Jeff's focus is solution-oriented, and he has significant experience in identifying complex interactions to achieve better results economically. The core element of his management approach is identifying customer needs while satisfying company objectives. Jeff was raised in California and Texas and graduated from Colorado State University with a major in Nutrition and Exercise Physiology.





# Investment Scenario

## Investors Take Notice

The cannabis industry still does not have a dominant presence in the public market in the U.S. Still, with a few leading public companies emerging, investors can gain helpful information by examining the filings and financial reports of the companies that are publicly traded on a U.S. trading platform such as the "Over The Counter" Marketplace (OTC). Led by a few credible and responsible companies, the cannabis market is now maturing into a rationally developing sector that will be measured with the typical yardstick for financial analysis of a publicly-traded company, the same as any other sector of the financial markets. While 2020 was a turbulent and somewhat unpredictable year for U.S. cannabis companies, leading publicly traded companies have again seen increasing share prices and market caps during the last few months.

Questionable and overextended companies and stocks will no doubt continue to be weeded out, providing a clean slate for investors in the years ahead and creating a real opportunity for private/retail investors and mid to large-size institutional investment and brokerage firms that are now beginning to take notice of existing credible investment opportunities. These firms have begun and are continuing to significantly increase the size of their capital placements into creative and legitimate cannabis business models that are expected to advance and begin to generate and sustain a strong return on investment, further legitimizing the industry.

The expected regulatory relaxation of the rules and regulations by the Federal Government and the removal of cannabis from Schedule 1 will accelerate the sector's growth even further. The currently existing uncertainty, accompanied by rapidly accelerating growth, is creating an early investment opportunity, similar to the opportunities generated by the now top-of-the-charts pioneer internet companies. The expected approval of legislation to utilize U.S. bank services will further accelerate this development.

## Value Generation

LiveWire is one of these few emerging leading-edge and well-managed companies with a solid business model, led by an experienced and credible management and development team. Responding to the increasing demand for high-end licensed production facilities and unique, organic products, and reliable services, the company expects to generate significant revenue through cultivation and new property acquisitions and expects to remain a viable investment opportunity for years to come. LiveWire believes that it can execute its business plan promptly and will be able to generate significant ROI for its investors, subject to the timely availability of the required working capital and approval of the pending permits.





# The Cannabis Market

## Sales projected at \$72 Billion

Legal marijuana is the fastest-growing industry in the United States. According to a report obtained by The Huffington Post, once the trend toward legalization expands to all 50 states, marijuana could become larger than the organic food industry. 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 reaching a total value of \$6.1 Billion in 2017. Combined sales of legal marijuana products are expected to reach \$72 Billion in US sales in 2030.

## Legalization

The marijuana industry in the U.S. and Canada is consistently edging further towards legalization. Thirty-four (34) states have already legalized medical marijuana, thirteen (13) states have approved recreational use, and more follow 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-four percent (64%) of the population are now supporting the 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

The recreational marijuana market alone could potentially quintuple in value by 2021, and experts expect the "legal marijuana" total economic impact to grow to \$75 Billion by 2022. "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 in well-managed companies may now present the opportunity of a lifetime for investors with a critical approach, reasonable risk tolerance, and a long-term outlook for ROI.

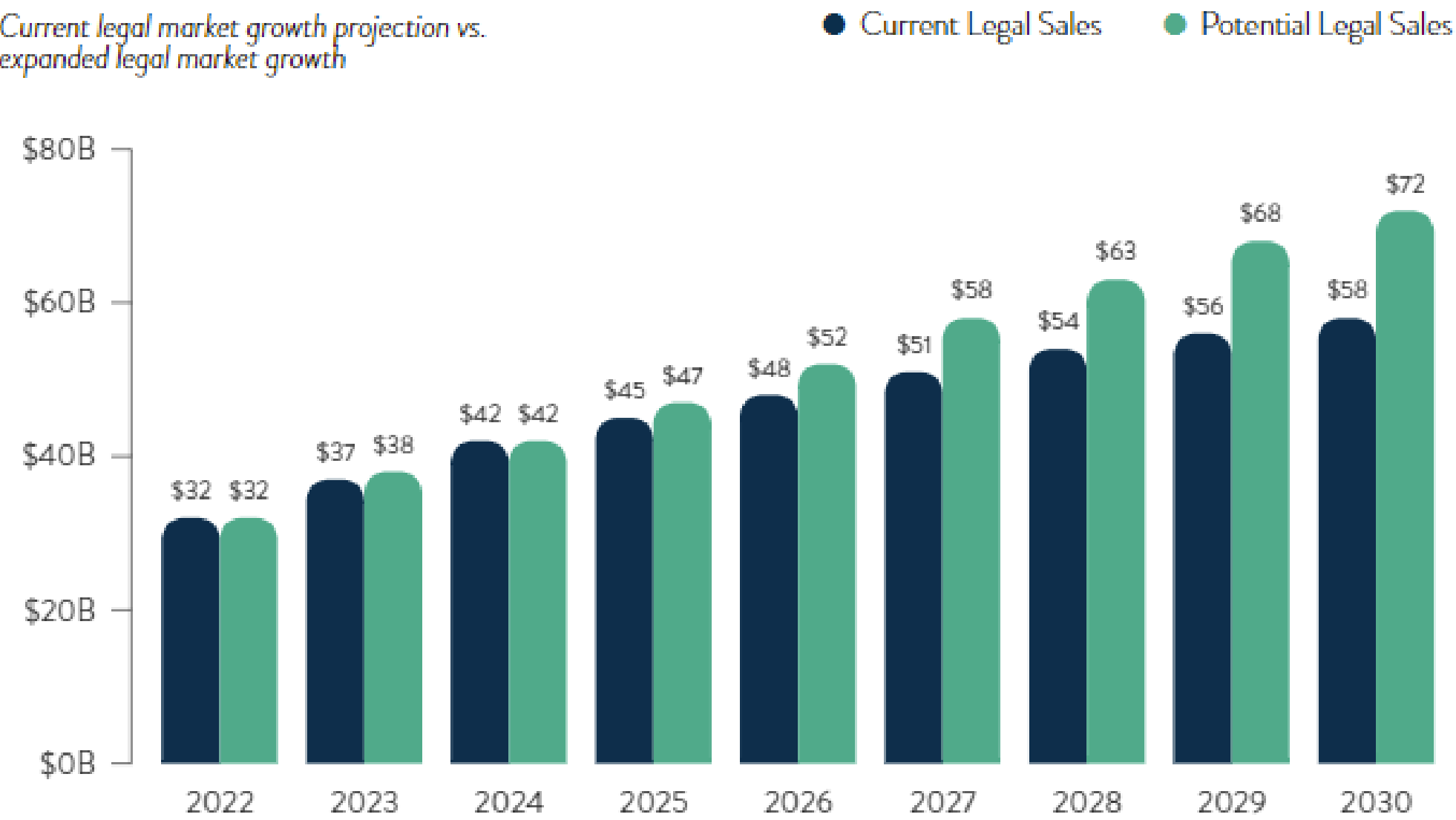




# The \$72 Billion Cannabis Market

## Legal Cannabis Sales Growth

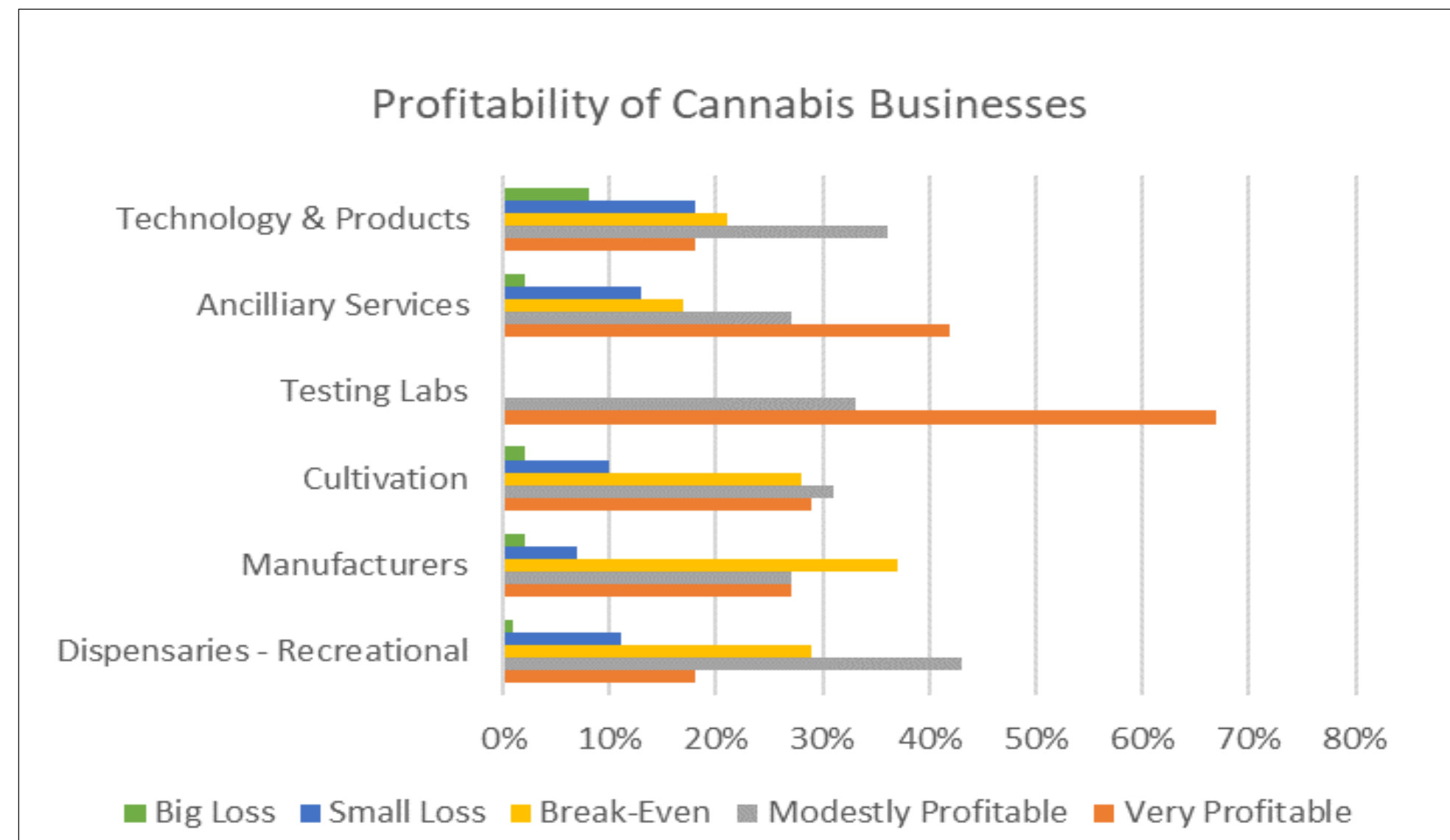
Current legal market growth projection vs. expanded legal market growth



Note: Historically, states which legalize adult-use cannabis on top of existing medical markets experience declines in medical market patient participation.

Livewire’s business model pursues a carefully selected approach of acquiring self-contained and permitted real estate properties for the development, licensing, and distribution of its products, avoiding the complications and high start-up cost of the typical large “Growing” operations, instead of 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 \$32 Billion in 2022 to \$72 Billion by 2030. The combined legal medical and recreational market has reached \$6 Billion in 2018, according to The Marijuana Business Factbook, projected to top \$32 Billion by 2022. 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.



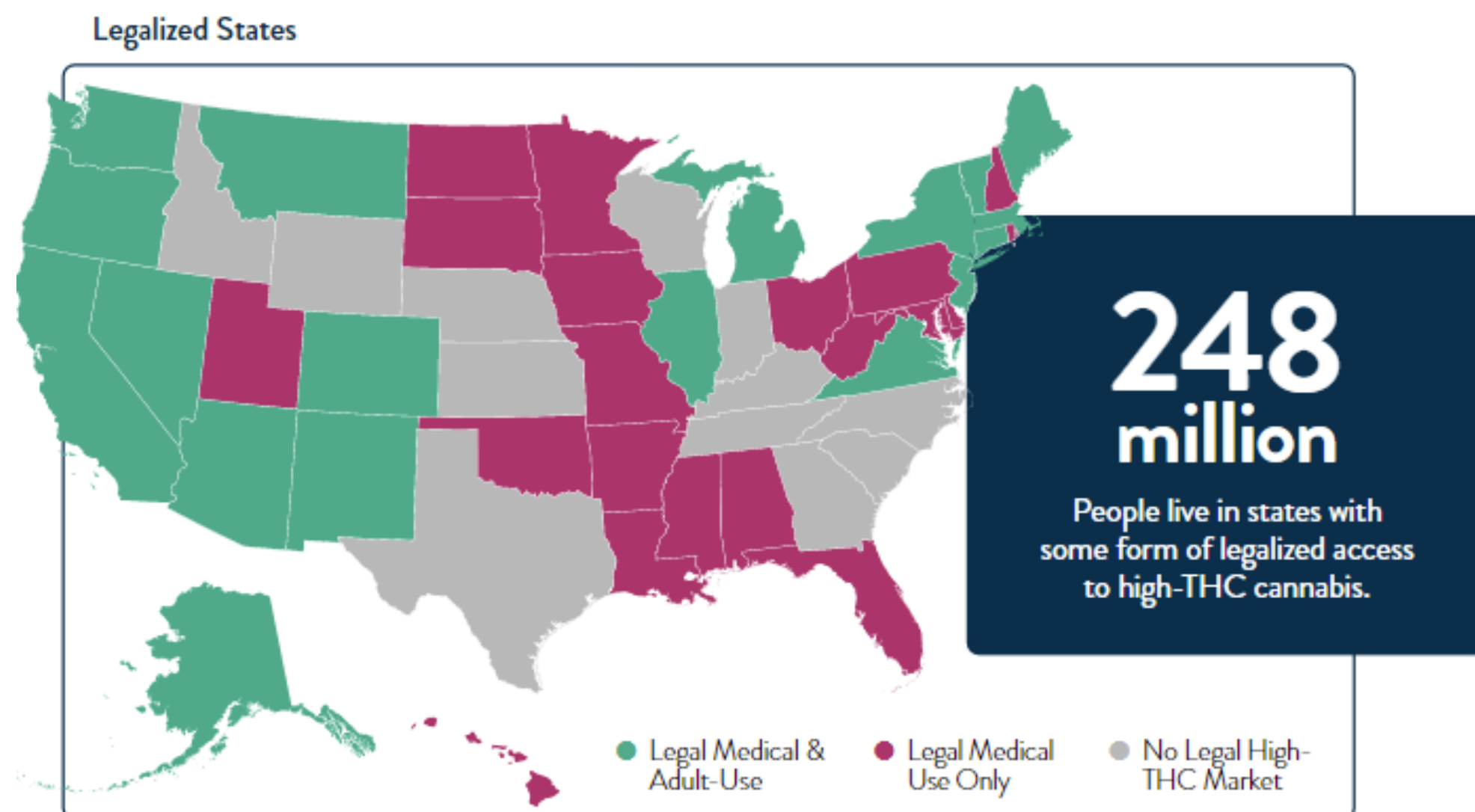




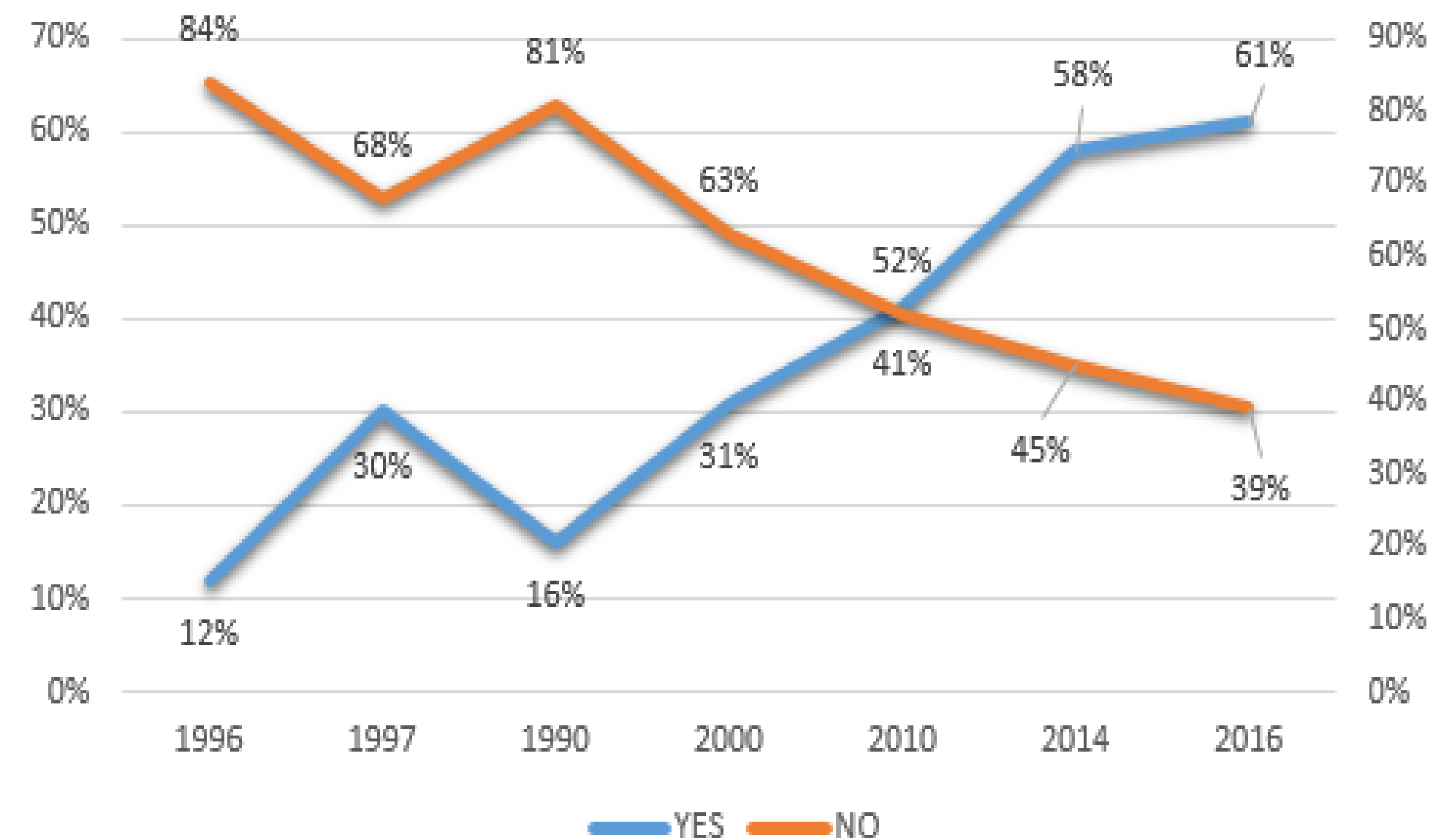
# Legalization Trends

34 US states, districts, or territories have legalized some form of cannabis use, with 13 states having approved recreational use. Congress now allows states to set their medical marijuana and hemp policies without interfering from a Federal level. There are indications that marijuana may soon be removed as a Schedule 1 substance at the federal government level. Supporting this change, public opinion has begun to shift towards further legalizing 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-four (64%) 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, in effect since January 1, 2018 and will have a considerable impact on revenue generation.



### Should Marijuana Be Legal







# Peer Group Analysis

Livewire is still in its advanced development stage. Accordingly, we have refrained from generating a valuation model based on the typically used discounted cash flow analysis (DCF), which would be meaningless at this point, especially considering the recent turbulent developments in the industry. Instead, we have included a relative evaluation analysis with its peer group of relevant companies in the industry, examining revenues and market cap during the last twelve months and the resulting share prices, which have seen considerable increases over the last six months.

The companies compared are all selling hemp-derived CBD and cannabis-related products, including nutraceuticals, pharmaceuticals and others. The significant market potential of cannabis-based products seems to be the driving force behind most valuations that have increased drastically over the last six months. Livewire trades at a significant discount to its peer group.

COMPANY	SYMBOL	REVENUE	MARKET CAP	PRICE	AVG VOLUME
Green Thumb Industries	GTBIF	648 Million	7 Billion	\$ 16.40	445,356
Canopy Growth	CGC	546 Million	7.5 Billion	\$ 5.73	8,807,139
Aurora Cannabis	ACB	267 Million	1.5 Billion	\$ 3.23	8,833,106
Innovative Industrial Properties	IIPR	138 Million	5.5 Billion	\$ 164.08	359,624
Acreage Holdings, Inc	ACRHF	128 Million	378 Million	\$ 1.23	98,895,852
Medical Marijuana	MJNA	33 Million	104 Million	\$ 0.02	16,015,600
Tilray	TLRY	513 Million	6.4 Billion	\$ 5.41	48,529,476
Golden Leaf (Chalice Brands)	CHALF	23 Million	34.7	\$ 0.28	19,852,214
Organigram Holdings	OGI	75 Million	803 Million	\$ 1.58	5,870,430
Curaleaf Holdings	CURLF	790 Million	8.4 Billion	\$ 6.14	3,885,740
Cresco Labs	CRLBF	588 Million	2.7 Billion	\$ 5.50	1,511,449

As of April 20, 2022



# Investment Opinion

We believe it is high time (no pun intended) marijuana should be elevated to its proper position among other legal recreational intoxicants such as fine wines, liquors, beers, cigars, etc. There is an overwhelming amount of anecdotal (and increasingly scientific) evidence supporting this philosophy. We believe that the fast-advancing legalization of medical and recreational cannabis will move cannabis out of the grey market and transfer the large illicit sales volume to legal companies and help unlock the plant's substantial power as a medicinal treatment for a range of different ailments. This is expected to significantly impact both human and veterinarian applications, as indicated by current leading opinions and anecdotal evidence in the medical field.

## Differentiation and Marketing

LiveWire is in the second stage of implementing a sophisticated and tightly focused business plan based on the premise of "Doing it Right" to take advantage of this rapidly evolving landscape. The Company is establishing a business model strictly following legal, environmental, and quality requirements combined with a unique holding company and revenue-sharing model, a credible approach that will set it apart from the competition. LiveWire is run by experienced managers, consultants, and development teams and operates to satisfy typical financial industry due to diligence requirements. While still in the advanced development stage, the Company has already successfully implemented its business plan core sections. The Company is now accelerating its marketing strategy of establishing a unique, high-quality "Estrella Weedery" brand of organic cannabis products.

## Estrella Ranch

As the most significant milestone, LiveWire, via its subsidiary company Estrella Ranch Partners, has acquired a 265-acre, \$6 Million ranch property in Paso Robles, California. The Company is in the process of transforming this magnificent property into the world's first "Estate Grown Weedery" and developing it into one of the largest, vertically integrated, high-end facilities in California, producing hand-crafted organic cannabis. The Company will also establish a dedicated section for medical cannabis research. All local and state authorities have approved the Company's operation application for the Paso Robles Weedery. The custom build-out of the Ranch has entered the second stage, and the first harvest produced on the Ranch has been delivered.

## Financial Compliance

Financial audits for the two operating years of 2017 and 2018 are being completed, the annual report for 2019 and 2020 and the Q1, Q2, and Q3 Reports for 2021 have been filed with the OTC, keeping the Company's OTC filings up to date. An application for up-listing to OTCQB will be submitted soon. The Company's first Reg A Offering Circular, qualified by the SEC, has been successfully concluded. Based on the positive response, the Company has filed a second Offering that has been certified by the SEC.





# Investment Highlights

## Achievements

- Acquired 265-acre Estrella Ranch property in Paso Robles, California
- All land-use and operational permits have been issued
- Entered into a definitive agreement with experienced grower QDG Agricultural to build a self-sustained scalable grow the facility at Estrella Ranch and operate the cultivation process
- Preparing financial statements for audits to begin OTCQB up-listing process
- Delivered first harvest to processing
- The Company's first Reg A Offering Circular has been qualified by the SEC
- Reg A Offering is fully subscribed and closed out
- The Company's second Reg A offering Circular has been certified by the SEC

## Achievements and Outlook 2022

- Finalize construction process of Phase-2 build-out in the advanced stage
- A new State permit for Phase 2 (three acres total) has been applied for
- New State Permit review process in the last stage - Scientific Review
- Continue to centralize all LiveWire operations on Estrella Ranch as the Central Operation Hub for all operations and subsidiary operations
- Commence with marketing campaigns for "Estate Grown Weedery" brand as the leading "hand-crafted" cannabis brand
- Enter distribution agreements with major cannabis distributors
- Expand Growing operation to max acreage in the next two years
- Acquisition of synergistic companies
- Acquisition and lease-back of additional cannabis properties
- Preparations for interstate transactions

# Investment Structure

## Reg A Circular Offering #2

Livewire has received qualification for a second Tier 1 Reg A Circular Offering for 125,000,000 shares from the SEC to secure additional working capital required to accelerate its plans. Based on the success of its first Offering, the Company believes that it can avoid extraordinary dilution for its existing shareholders. This should make the Company an attractive target for investors. The Company is committed to measured spending on R&D and marketing as required and justifiable, capturing new markets and increasing revenue rapidly via JVs and acquisitions and REIT lease-back projects while keeping overhead as low as possible.



## Investment Structure

Private Placement via Security Purchase Agreement  
under a Reg A Offering Circulation

## Use of Funds

1. Increase cultivation area to triple current output
2. Utilize statewide distribution agreements
3. Explore new acquisitions
4. Additional Operation Permits
5. Scale to max capacity
4. General working capital



# Questions ?



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