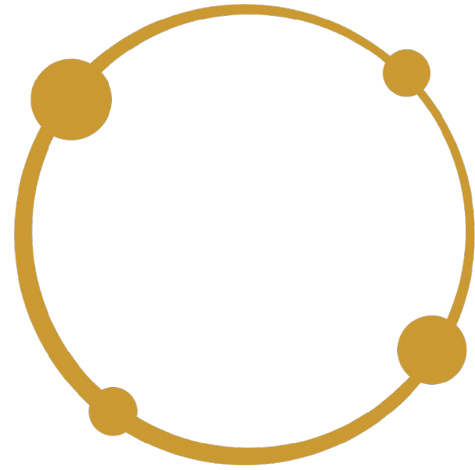


investor deck



HOUSE OF KUSH





Mission – The new standard in cannabis delivering top-shelf genetics, we are working to transform the cannabis narrative through an unwavering commitment to quality, transparency, and innovation. We are elevating the industry’s reputation by producing premium products that inspire trust and challenge outdated stigmas, all while setting the benchmark for excellence and education in cannabis culture.

Strategy



1. **Legacy Genetics** – we have secured multiple high-quality genetics from top breeders in the industry. Our focus on rigorous genetic selection and cultivation techniques supports our reputation for exceptional products.
2. Our strategy leverages **licensing agreements to create robust distribution channels**. Our partners manage the cultivation, packaging, and distribution processes, while we provide essential genetics, sales, and marketing expertise. This approach allows us to scale rapidly and efficiently, receiving royalty revenues from each sale.
3. Our strategy is centered around a **"House of Brands" model**, with House of Kush as the anchor brand and an expanding portfolio of sub-license partnerships. Our approach to sub-licensing is selective and experience-driven, focusing on collaborations with pro athletes, celebrities, and musicians who are actively engaged in brand promotion. This ensures each brand under our umbrella reaches its target market effectively.

Executive Summary

“Shovel-ready” cannabis investment

Revenue-generating and currently in 120+ stores in 4 of the top markets in the US (Missouri, Maryland, Michigan and Ohio) with established licensing partners.

Over 175,000 units sold = \$3.5m+ in sales of flower and carts

Multiple award-winning strains in different markets.

Multiple additional markets ready to go with funding (MN, NJ, IL, etc)

House of Kush is a House of Brands including multiple niche cannabis brand partnerships.

Adding new SKU's including infused coffee, and hot chocolate with funding



Opportunity

Now is the time to scale from 120 stores to 500 in the next 12 months.

Sales would grow from \$2m to \$6-7m+ in 2025. (roughly 10% to our bottom-line)

Minimal personnel required.

Go from a \$5m valuation to a \$20-25m valuation in the next 2-3 years.

Use of Funds

Activation in each of the 4 markets, additional IP protection, sponsorship, budtender training and incentives, marketing campaigns, sales team activation, pop-up teams, appearances, etc

Our Year 1

- **Maryland – Launch Jan 23, 2023 with SunMed Growers.** During our first year in the market, we sold flower only and our products were in 20-45 stores. We did roughly \$650,000 in sales, generating around \$40,000 in royalties.
- **Missouri – Launch Feb 3, 2023 with OXG.** During our first year in the market, we sold flower and carts. Our products were in 20-50 stores. We did roughly \$1,600,000 in sales generating around \$135,000 in royalties.
- **Michigan –** we signed an exclusive agreement with Pleasantrees in Michigan with the intention to launch in Q3 of 2024, which we did (see next page).

- **Ohio –** we signed a non-exclusive agreement with Ancient Roots (a craft grow) in Ohio with a plan to launch in 2024.
- **International –** We signed an agreement with Clever Leaves, based in Columbia, to be our exclusive international partner. We began the process of delivering genetics to Columbia with the hopes of beginning to grow plants in Q1 of 2025.
- **Mega Robot/Bored Ape Yacht Club –** we signed an exclusive licensing deal with Mega Robot as our infused pre-rolls and concentrates line of products in each state.

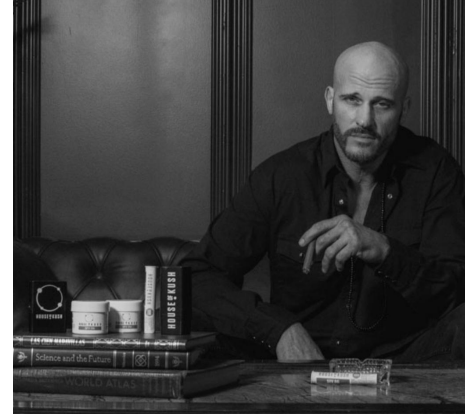


How about year two?



- **Maryland** - Launched new genetics in to rave reviews. Our strain, Red Velvet Kush, won a fan voted 'Strain Madness' bracket in March. We expect to finish this year growing from \$650,000 in sales in our first year to more than \$1.1m in our second year. We will also begin to expand our product offering to include carts and concentrates in addition to flower by the end of 2024.
- **Missouri** - After transitioning to a new cultivation partner that can provide much more flower (Navarro Farms), we are expanding our product offering to include carts, concentrates and coffee in addition to flower. We expect to grow from \$1.6m to over \$2.5m with a 6 month slow-down due to the transition of cultivators. We are projecting sales to grow to \$200,000 per month by January to get us to \$2-2.2m in sales by the end of year two.
- **Sub-licensing deal with G-Love & Special Sauce** signed to create a line of pre-rolls for him to promote
- **Ohio** – We launched small batch offerings into 25+ stores the last week of March. We have done roughly \$30,000 in sales generating a bit over \$2,000 in royalties. Ohio passed adult-use for the state this past summer and we will be prepared to launch with multiple new products by the end of the year. We expect to generate \$500k in sales in our first full year and expect year two to more than double that.
- **Michigan** – We launched in August of 2024 exclusively in the 5 Pleasantrees-owned stores to rave reviews. We positioned our wholesale efforts for Q4 to pursue the other 350 stores they distribute to in the state. We project to be in 30+ stores by end of 2024.

Our upcoming opportunities



- **Kansas (home state)**– we expect Kansas to vote for medical (at least) in 2025. We are doing the necessary prep work to apply for licenses (dispensary/delivery/events). This will require a significant fundraising round to be completed.
- **New Jersey & Illinois**– we have multiple opportunities to bring our House of Kush brands to dispensaries and cultivators in these rapidly growing markets. We expect to have a signed licensing agreements by the end of 2024.
- **New states** – we have multiple connections in several other states including Minnesota, Vermont, Nevada, Florida, Massachusetts, Pennsylvania, Arkansas, Kentucky and Mississippi among others. With enough capital, we have a compelling enough story that we can get into pretty much any other state of interest in the next 12-18 months.
- **Sub-licenses** – Again, with a completed raise, we have several significant pro athlete groups and musical artist groups we are connected with where we could drop their brands underneath the House of Kush in our current and future markets.

FROM OUR GREENHOUSE TO YOUR HOME:

House of Kush legacy strains. OG Kush genetics.

SFV OG
Indica dominant with vibrant notes of lemon and pine, paired with a sweet but skunky citrus aftertaste.

Purple Sunset
Indica dominant with fruity floral and sour citrus notes and a sweet but spicy aftertaste.

Bubba/Chemdawg
Indica dominant with a sweet and spicy herbal coffee flavor and a rich woody aroma to match.

Killer Cupcake
Balanced hybrid with notes of sweet citrus and spicy diesel. Vanilla overtones offer a complex aftertaste.

GMO
Heavily indica dominant with a savory garlic flavor and a pungent spicy aftertaste.

SUNMED GROWERS
Medicine from the Sun

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HOUSE OF KUSH

Legacy Strains. Modern Chemistry.

House of Kush legacy strains and OG Kush genetics are now available in Maryland.

HOK's iconic strains are consistently ranked in the top 10 of Leafly's 'Top Strains of All Time.' Experts, reviewers and cannabis connoisseurs alike call their Bubba Kush and OG Kush strains "must-haves."

Medical cannabis is for use only by a qualifying patient. There may be additional health risks associated with the consumption of cannabis or cannabis products for women who are pregnant or breastfeeding. Consumption of medical cannabis may impair your ability to drive a car or operate machinery. Please use extreme caution. Keep out of the reach of children and animals.

Financial Outlook

Projected Revenues	Core Business (canna product sales)	Merch/Events/	Non-canna products (pipes, Hologvisn, etc)	Total Wholesale Revenues
2024	\$3.6m		\$50-70K	\$3.65-\$3.67m
2025	\$7.2-9.8m	\$250-500k	\$100-125k	\$7.55m - \$10.425m
2026	\$15-19.3m	\$500k	\$200-250k	\$15.7m - \$20.55m



Reggie Harris
CEO & Co-Founder

After starting career as a consultant with Big Six accounting firms spent 20+ years as a senior executive in sports & entertainment including launching and serving as GM of 3 arena league football franchises.



Steve Gardner
CSO & Co-Founder

30+ years as a serial entrepreneur, advisor, investor in sports & entertainment, insurtech, hi-tech, legal, social ventures, business accelerators and dozens of brands with an emphasis on strategy, sales & marketing.



Kendall Gammon
Investor/Advisor

15-year NFL veteran, radio personality and entrepreneur



Jon Flatt
Board of Advisors

Founder/CEO of Red McCombs Media, grew from \$0-\$900,000,000, winning two Inc 500's. Repeated with KERV Interactive, a Top 50 brand in Silicon Valley, winning one Inc 500 and two Lumiere awards at Warner Brothers for excellence in AI and business growth.

The Ask

Original funds already raised as of Jan 1, 2023 - \$700k (\$600k via SAFE agreement, \$100k via partner investment (Steve & Reggie). Our current cap table has 12 total investors on it. Most are at \$25-50k investments.



Seed Round Funding Requirements

We are looking to raise \$750,000 in exchange for equity via a convertible note at a \$5m valuation.

Series A Funding Requirements (in the next 9-12 months)

\$50-75,000,000

We find ourselves in the middle of an enormous amount of deal flow including dispensaries, cultivations and manufacturing facilities looking to sell in multiple states. We can selectively choose the ones that fit our needs the best.



Use of Funds



With the \$750,000 it will enable us to greatly accelerate the activation and extension of our brand in all four markets. We have access to more than 1,500 stores in these 4 markets. We can sell all our cannabis products, but also quite a bit more.

As a brand, our primary expenses are sales & marketing, some basic operations (finance, admin support). Activating all our existing deals will require a variety of marketing campaigns, advertising, in-store appearances, budtender training, events, production, merch, etc. Our additional expenses include travel, procurement and delivery of genetics, cultivation/quality assurance, media/PR, legal (protection and expansion of our IP as well as compliance). When all our current states (MO, MI, MD, OH) are fully functional, we will require no more than 4-5 FTE and an additional 3-5 members of a promo team to help in each market. As we expand into additional states, there will be very small growth in the size of the team.

The Exit



As we expand our presence in the market, we anticipate numerous acquisition opportunities in the coming years. We're already aware of several companies that may have a strong interest in acquiring us due to the strategic fit. Furthermore, when federal legalization occurs, we expect our valuation to significantly increase as corporate investment flows into the cannabis market.

Short-Term

If we didn't expand into several more markets, but focused on our core 4, plus 2-3 more, we believe we can more than 3x the return in the next 18-24 months. Assuming we are successful in expanding our markets and grow sales in the way we think we can, we could see a 10-15x in the next 3-4 years. Our current pre-money valuation via the convertible note is \$5m.

Long-Term

We are planning on developing the company into a major brand in the industry with distribution channels in 15-20 states over the next 3-5 years. Assuming we don't raise a large fund for acquisitions, this should put us in position to generate \$45-50,000,000 in annual revenues. We believe at these levels we will be able to sell the company for close to 2x revenues, and possibly more based on the market timing and the mix of our products in the market. This could create a 5-50x return on the investment, depending on several variables.

With a large raise of \$50-75m where we acquire multiple assets (cultivation, mfg, retail), we believe we can get the valuation to well into the mid 9-figures in the next 5 years.

Appendix: Who Uses Cannabis & Why

State by state breakdown reflects similar numbers

43-49% of users are Millennials and Gen Z

45-55% of users are Gen X and Boomers

Silent Generation is typically around 1%

- Flowhub Market Research

91% of cannabis users use it for medical reasons

- Forbes Magazine

US Approval Rating

70% For legal and Medical use

21% For Medical use only

9% Should not be legal

- Pew Research

The Big Picture

79% of Americans live in a county with at least 1 dispensary

50% of consumers have increased their use since the start of the pandemic

Cannabis earns higher tax revenue than alcohol in 9 states

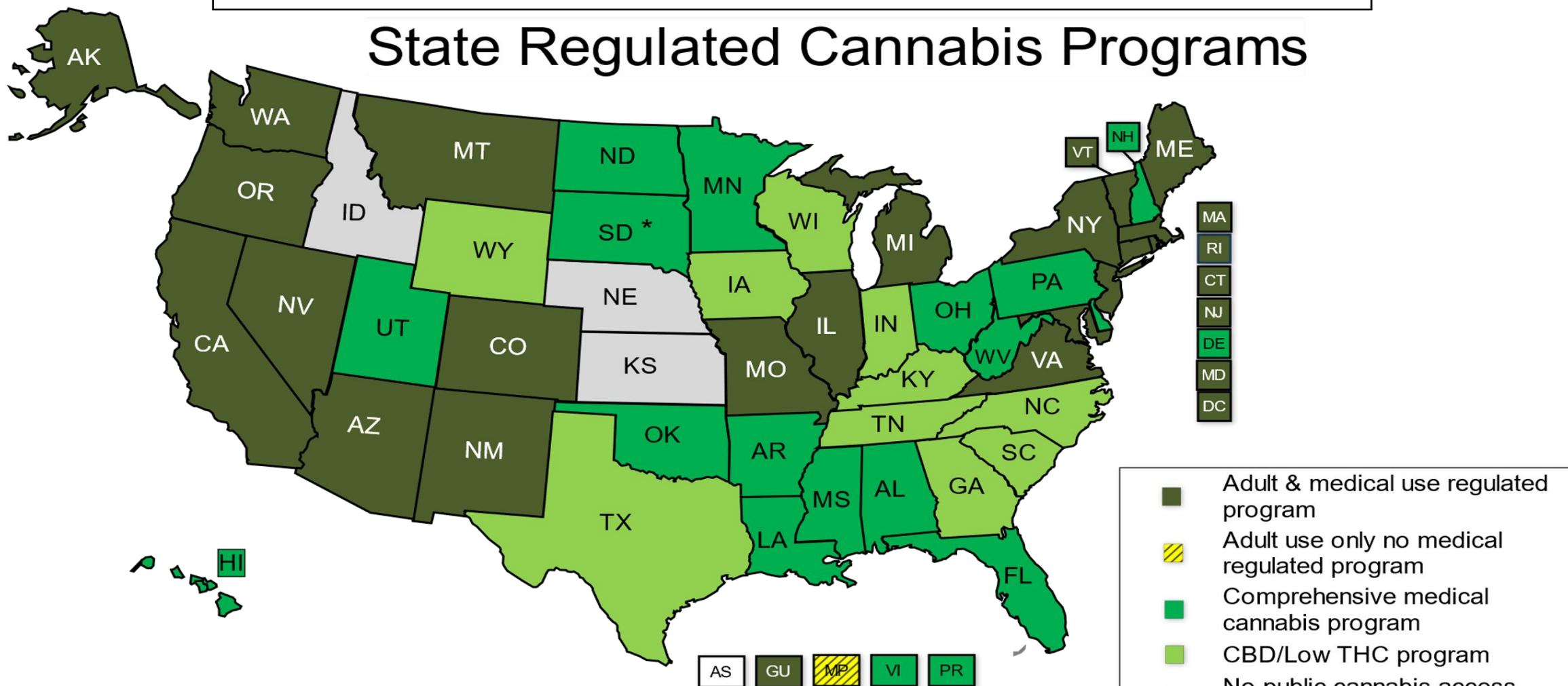
Cannabis sales to female customers increased by 55%

1 in 3 women over 21 consume cannabis

The cannabis industry now supports over 430,000 jobs

Appendix: Size of the Market

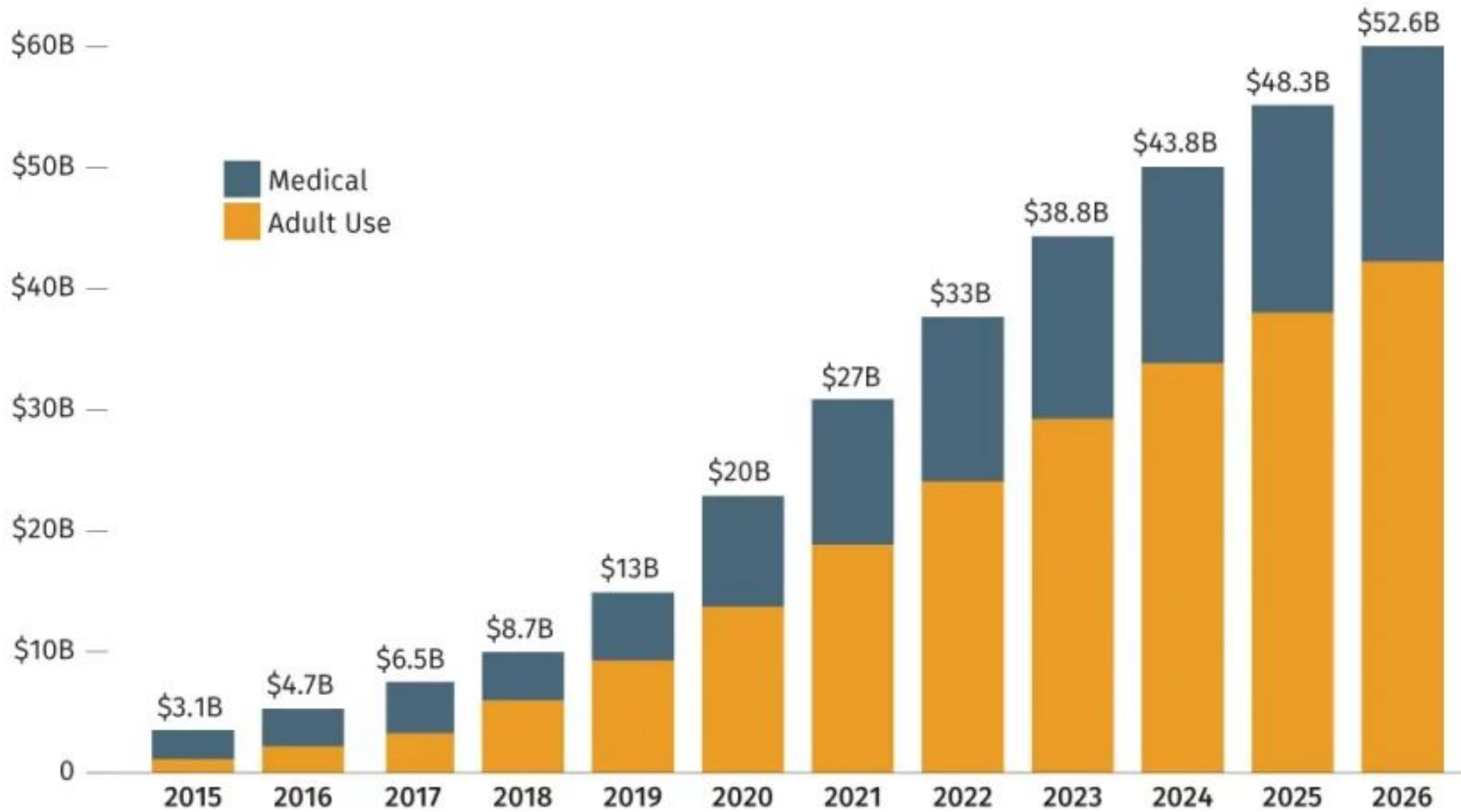
State Regulated Cannabis Programs



Limited adult possession and growing allowed, no regulated production or sales: DC

November 2022

U.S. Cannabis Retail Sales Estimates: 2015-26



Source: MJBiz Factbook

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THANK YOU!

Steve Gardner

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