

LIVEWIRE
ERGOGENICS



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Facilities

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

Business Model

Acquire or partner with third-party operators to discover, develop and distribute high-end, hand-crafted and organically grown cannabinoid products under a unique revenue-sharing business model.

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

Utilize existing, secure and maintain new 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 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 services.

The Vision and Opportunity

Vision

LiveWire Ergogenics, Inc. (OTC:LWVV) has been operating in the health and wellness industry for several years. The Company is focused on acquiring special purpose real estate properties conducive to discovering and developing high-end, organically grown cannabinoid products. The Company has extensively researched the legal and environmental conditions of the sector throughout California, has identified the ideal location and acquired a 256-acre ranch for its cannabis operation and 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 elaborate process of acquiring, owning and maintaining 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 significant return of investment in a competitive environment for years to come. LiveWire manages the real estate it owns, and through its subsidiaries, obtains and maintains all operational permits. Additional cultivation and production sites and strategic alliances may be established on the Estrella property.

Revenue-Sharing Model

LiveWire has entered a first definite agreement with QDG Agriculture, Inc. to design and construct a self-sustained scalable grow facility with all necessary build outs required for operations on the Estrella property. The build-out process is in the advanced stage. QDG will cultivate and sell hand-crafted and organic cannabis strains as allowed per California Law under a unique revenue-sharing model with Livewire.

The Market Opportunity

Most leading industry analysts believe that 2020 will reverse the current turbulent trend and should lead to significant growth in total cannabis sales, presenting investors with a clean slate for new beginnings in the marijuana industry, with the first signs already visible. At LiveWire, we believe that well managed US companies offering unique and high-quality products via legally and environmentally conscious operations, will be able to take advantage of the rapidly growing demand in the industry and deliver significant and consistently improving returns to investors for years to come. This is the same fast-growing cannabis industry selling billions of dollars of product annually in the illicit market, a multiple of the legal sales. It is not unrealistic to expect these sales to steadily transition to legal channels over time, as an increasing number of consumers insist on high-quality, organically grown and thoroughly tested products from reliable sources. 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, by choosing their investments carefully and reap the benefits that lay ahead.

The Opportunity - Achievements

Acquisition of Estrella Ranch Property - “Estate Grown Weedery”

Through its subsidiary Estrella Ranch Partners, LLC, Livewire has acquired a 256-acre historic ranch property in Paso Robles, the center of the world-renown California wine country. The Company has begun to transform this exceptionally beautiful property into the world’s first “Estate Grown Weedery”, developing it into a facility for the cultivation of high-end organic cannabis products. Estrella Ranch has a longstanding history, was once owned by the Hearst family and 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, half-way between Los Angeles and San Francisco, and is surrounded by hundreds of world renown wine yards. The Company is entering strategic alliances with experienced cultivators to operate on the Ranch. The Paso Robles location is being developed into the central hub for all Livewire operations.

Revenue-Sharing Business Model – QDG Agriculture

At the core of our vertically integrated “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. Livewire has entered a first definite agreement with QDG Agriculture to operate on the Ranch. QDG has begun to design, construct and manage all necessary buildouts required for Phase One of a self-sustained scalable growth operation on our Estrella Weedery facility. LiveWire owns and manages the real estate and owns and maintains (through its subsidiaries) all intellectual property and operating permits under an innovative revenue-sharing business model with QDG.

Organic Farming – Ultra Efficient

QDG is an agricultural company that specializes in state-of-the-art cannabis cultivation practices backed by academia and proven results with a long track record of success. QDG uses a propriety premium soil blend that is 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 operators on the Ranch. 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 100% organic, "tractor-less farming". QDG will produce marketable cannabis strains as allowed per California Laws under a unique profit-sharing model.

The “Estrella Weedery”

Over the past year, LiveWire has been accelerating its plan to develop 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 sectors of the cannabis and wellness industry. Operators will have to meet the high level of 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.

Taking full advantage of this property with abundant and well-suited buildings with over 148,000 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. The operation may also be focusing on providing a comprehensive and unique cannabis related experiences for public consumption; all while maintaining the beauty and serenity of one of the most gorgeous landscapes in California.

Watch Ranch Video Here



Watch QDG Video Here



Compliance – Doing it Right

Legal and Environmental Compliance

The legal landscape in the cannabis industry is still rapidly evolving with drastic differences in rules, regulations and taxation between different municipalities, even within the same State. The complexity of regulatory compliance, combined with significant cost for the permit application process, has proven to be a major stumbling block for many small cannabis startup companies.

Over the last two years the LiveWire team has gathered an expert team with extensive knowledge of regulatory and environmental compliance, the due diligence process and the acquisition of Conditional Use and Distribution Permits for the Livewire cannabis facilities. This Livewire team, along with other qualified subcontractors, including certified and licensed architects, attorneys, engineers and designers, has over 30 combined years of legal, consulting and project management experience in the cannabis, environmental engineering, and remediation industries.

Permits

LiveWire obtains, holds and manages all permits required for the operation of all divisions of the Company. The Company's application for the operating permit of the Ranch has been accepted "as complete" by the San Luis Obispo county authorities and the site inspections have been completed. The application process is in its last phase and the Company expects it to proceed as planned. All Livewire operations follow California State law and local ordinances.

Distribution Network

The Company sells and markets through a legal network of State-wide Distributors and Delivery Services in California with a focus on Los Angeles and Orange County and owns a minority position in a distribution company. The Company constantly expands this network, and plans to eventually sell its products beyond California, once legally possible.

Doing it Right

At Livewire, we never expected "easy and quick" and accordingly, the Company has always have 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 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 low overhead and debt burden, is 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 to focus on the different sections of our business plan. The Company outsources services whenever it makes business sense and enters strategic alliances whenever possible and beneficial.

Our “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 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. We believe this to be a prudent approach that will allow us to implement our ambitious plan without requiring excessive amounts of investment that would create unreasonable shareholder dilution. We are positioning LiveWire to reap maximum benefits from the slowly emerging turnaround of the industry in general.

Financial Reporting

LiveWire has updated all financial filings with OTC Markets, including two years of audited financial statements, the annual report for 2019, the reports for Q1 and Q2 2020 and has received qualification from the SEC for its Reg A Offering Circular. The company is in the process of preparing its application for up-listing to the OTCQB and will maintain all future filings as required by the OTC, providing full transparency to its shareholders. Livewire 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 and the progression of its core business strategies and plans. This presentation does not claim to be complete and the company will make reasonable efforts to update it with material events.

SEC Offering Circular

In order to incent potential investors and make the investing process completely transparent, the Company has executed and filed a Reg A Tier 1 Offering Circular that has been approved by the SEC. All shares issued to investors will be issued under this offering circular with investors benefitting from the scrutiny, rules and regulations of its terms.

Livewire Expertise and Expansion Strategy

Knowledge

During the last two years, LiveWire has gathered a depth of knowledge regarding the still evolving and often changing compliance laws, local ordinances and environmental requirements concerning cannabis operations and the complex permit application process in California. LiveWire has contracted experienced consultants, contractors and legal advisors 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 Acquisition. 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 lease-back to qualified operators.



Own the Real Estate and Permits

Owning the Real Estate and intellectual Properties

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

Permit Process

Livewire is still in the revenue generating start-up phase and expects to begin full revenue generating phases on Estrella Ranch in the 4th quarter of 2020, subject to the completion of the permitting process as anticipated. Our application for the operation permit has been accepted “as complete”, the site visit by the county authorities has been completed successfully and the approval process has moved into the final phase. Based on the positive feedback we have received from all departments involved, we expect the process to proceed in a timely manner, but we cannot with certainty establish a definite date for approval yet.

Scaling Operations in Increments

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

Revenue – Low Overhead and Net Income

Revenue from Estrella Ranch Operations increases as cultivation acreage will be added in accordance with additional permits issued over time. Livewire is operating as the “Holding Company” for operations and all subsidiaries. Accordingly, Livewire overhead can be kept low, while the largest portion of operating expenses is being covered by the operators and on the subsidiary level. This will allow the Company to generate significant net income on a sustainable basis, without the need for significant additional investment.

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 extraction specialists. This team applies the latest knowledge and technology to its projects and the manufacturing process to assure the delivery of strictly quality controlled and 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, 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 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 of 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 the design and construction of 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 his 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 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.

Michael Corrigan

Attorney at Law

Mr. Michael L. Corrigan, Esq., is a legal professional at the Law Offices of Michael L. Corrigan. Mr. Corrigan 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 a broad range of industries, including computer hardware and software, telecommunications, multimedia and cannabis.

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 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

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 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

The Advisory Board

Jeff Dole

Jeff grew up in a household of executive 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 more 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.

William Riley

William Riley spent most of his career as an institutional trader on the NYSE based out of 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 experience in financial management, consulting, client relationship management and speculation in the commercial and residential real estate industry.

Investment Scenario

Investors Take Notice

The cannabis industry still does not have a dominant presence in the public market in the U.S., but with a few leading public US companies emerging, investors can gain useful information by examining the filings and financial reports of the companies that are publicly traded on an US trading platform such as the “Over The Counter” Marketplace (OTC). Lead by a few credible and responsible companies, the cannabis market is now in the process of maturing into a rationally developing sector that over time will be measured with the typical yardstick for financial analysis, the same as any other sector of the financial markets. During the last six months, leading publicly traded companies have again seen significantly increasing share prices and market caps.

Questionable and overextended companies and stocks will no doubt continue to be weeded out and this process will provide a clean slate for investors in the years ahead, 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 beginning 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 CBD from the Schedule 1 will accelerate the sector growth even further. The currently existing uncertainty, combined with 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 is expecting to generate significant revenue through cultivation and new property acquisitions, licensing and lease-backs and expects to remain a viable investment opportunity for years to come. 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 and approval of the pending permits.

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.

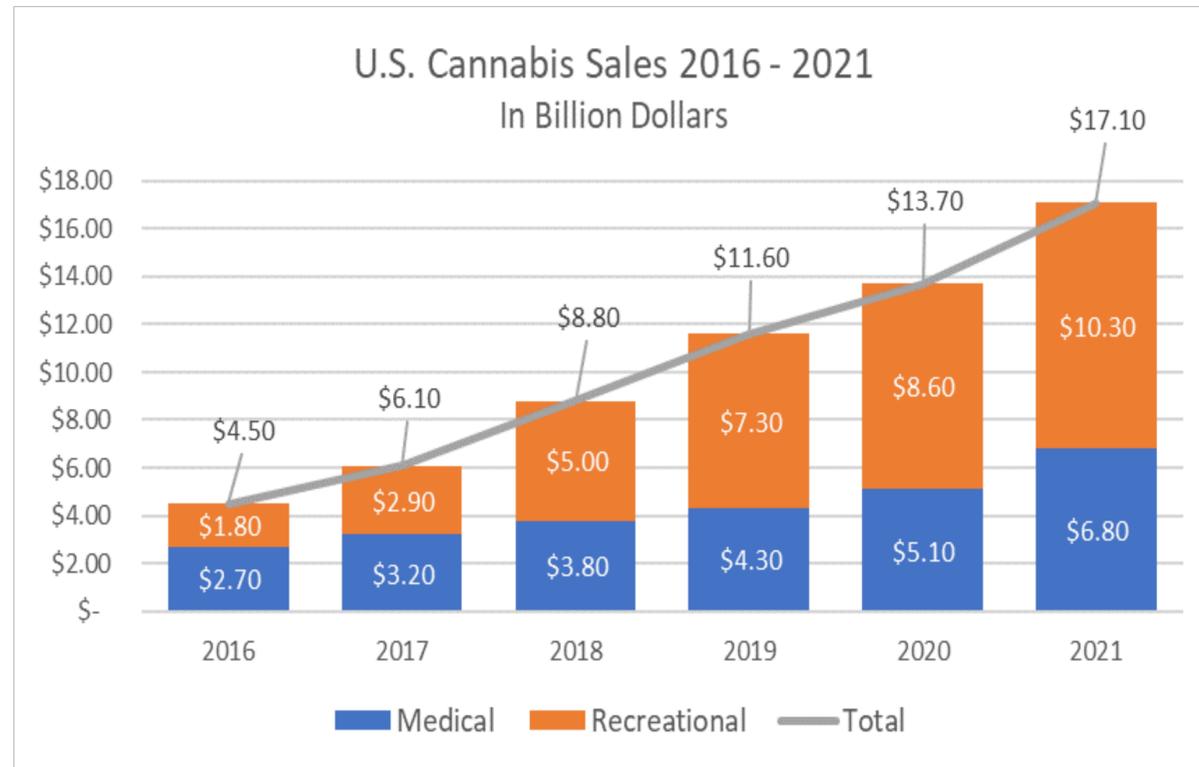
Legalization

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.

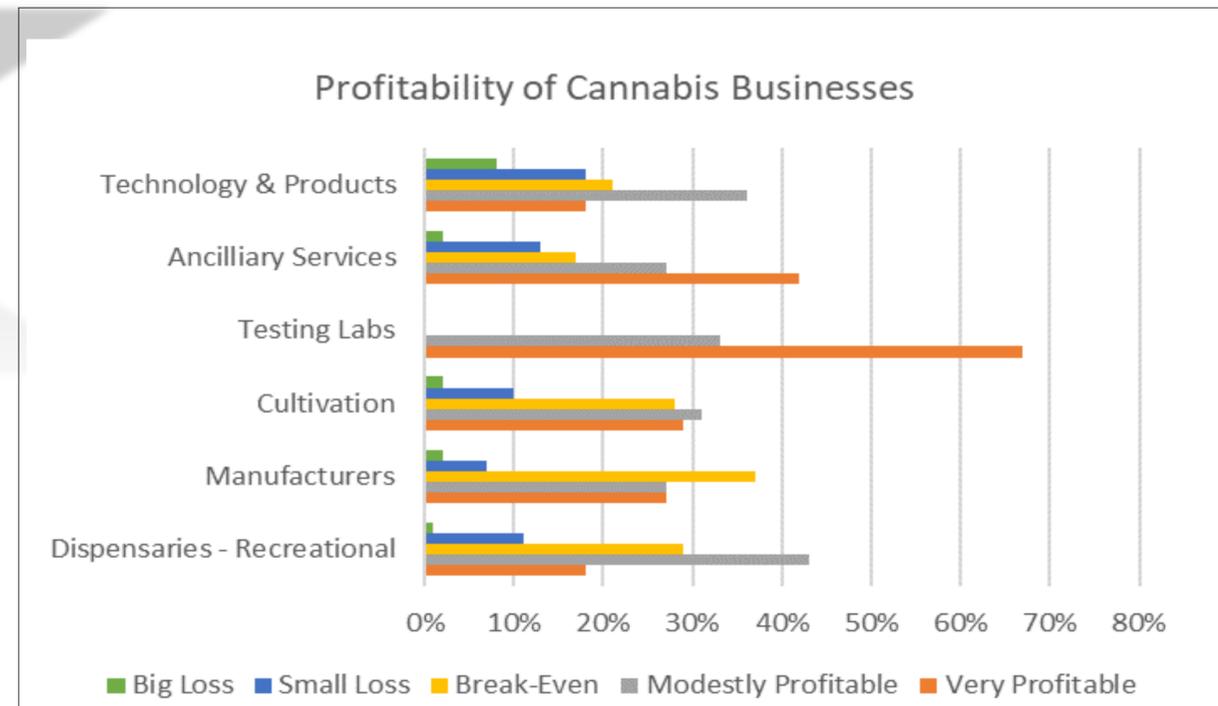
The \$17 Billion Cannabis Market



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.



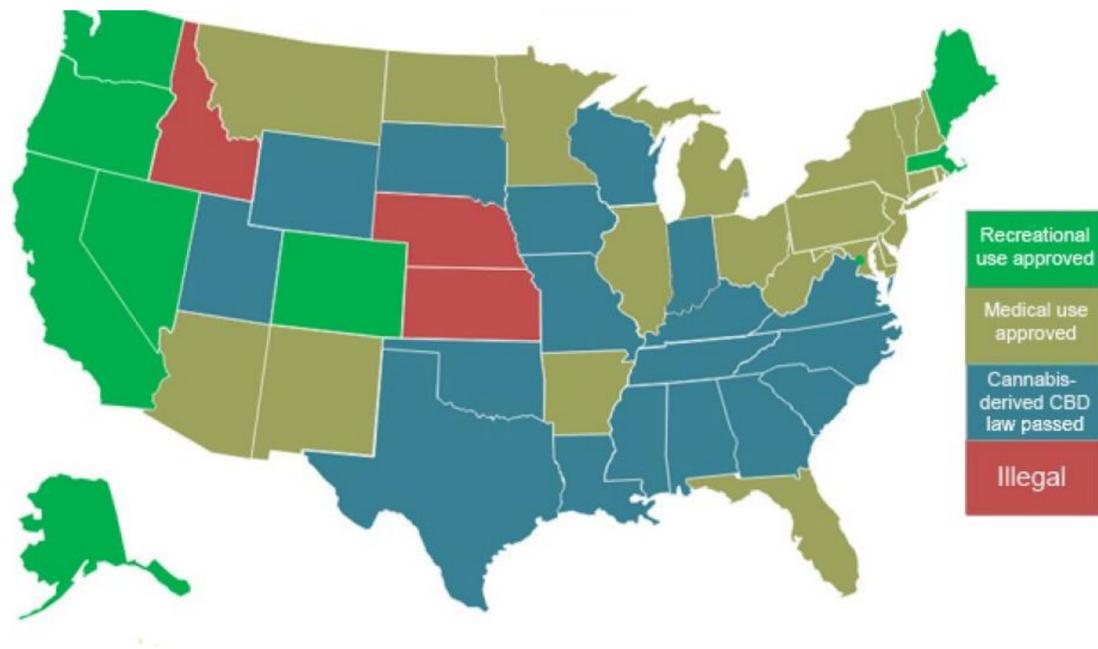
Livewire's business model pursues a carefully selected approach of acquiring self-contained and permitted real estate properties for development, licensing and distribution of its products, avoiding the complications and high start-up cost of the typical large "Growing" operations, instead focusing on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



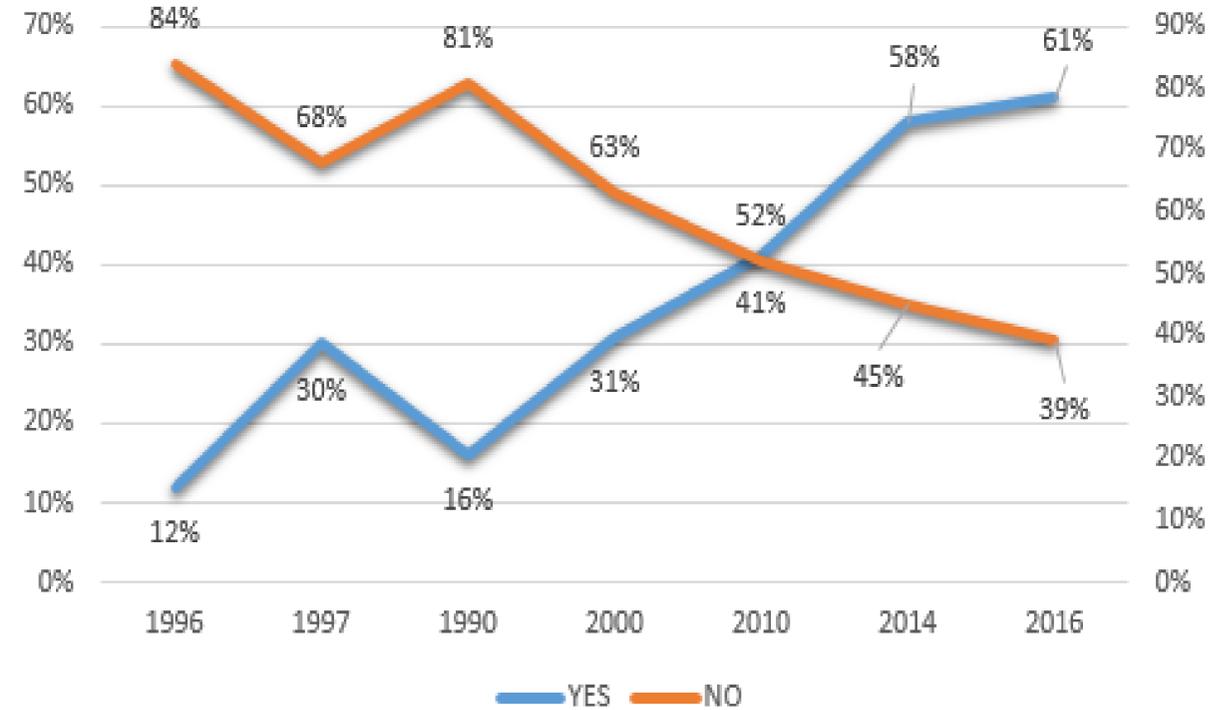
Legalization Trends

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.



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 cashflow analysis (DCF), which in our opinion 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, all of 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 large market potential of cannabis-based products seems to be the driving force behind most of these 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	291 Million	2.9 Billion	\$ 14.30	336,760
Canopy Growth	CGC	398 Million	6.6 Billion	\$ 17.77	6,180,335
Aphria	APHA	542 Million	1.3 Billion	\$ 4.66	7,340,357
Aurora Cannabis	ACB	305 Million	1.1 Billion	\$ 10.26	10,349,807
Innovative Industrial Properties	IIPR	44 Million	2.4 Billion	\$ 111.00	425,876
Acreage Holdings, Inc	ACRGF	85 Million	296 Million	\$ 3.07	342,951
Medical Marijuana	MJNA	33 Million	55 Million	\$ 0.01	16,054,082
Tilray	TLRY	196 Million	973 Million	\$ 7.80	9,213,331
Golden Leaf Holdings	GLDFF	17 Million	11.4 Million	\$ 0.02	639,534
Organigram Holdings	OGI	83 Million	243 Million	\$ 1.25	5,817,587

As of August 6, 2020

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 not only move cannabis out of the grey market and transfer the large illicit sales volume to legal companies but will also help unlocking the substantial power of the plant as a medicinal treatment for a range of different ailments. This is expected to have significant impact on both, human and veterinarian applications, as indicated by current leading opinions and anecdotal evidence in the medical field.

Differentiation

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 that owns the real-estate, strictly follows legal, environmental and quality requirements in combination with a unique revenue-sharing model, a well-structured 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 diligence requirements. While still in the advanced development stage the Company has already successfully implemented core sections of its business plan.

Estrella Ranch

As the most significant milestone, LiveWire has acquired (via its subsidiary Estrella Land Partners) a 265-acre, \$6 Million ranch property in Paso Robles, California. The Company is in the process to transform this majestic property into the world’s first “Estate Grown Weedery” and develop it into one of the largest, vertically integrated, high-end facilities in California, producing hand-crafted organic cannabis and will establish a dedicated section for medical cannabis research. The Company’s operation application for the Paso Robles Weedery has been accepted as “complete” by local authorities, the application process has entered its last phase and the custom build-out of the Ranch has entered the second stage.

Financial Compliance

Financial audits for the two operating years of 2017 and 2018 have been completed, the annual report for 2019 and the Q1 and Q2 Report for 2020 have been filed with the OTC, bringing the Company’s OTC filings up to date. An application for up-listing to OTCQB will be submitted soon. The Company’s filing of a Reg A Offering Circular has been qualified by the SEC.

While the company’s strategic moves are not yet complete, LiveWire is well positioned, legally and operationally, in a sector of the industry with high barriers of entry. The Company has developed a branded strategy for the development of handcrafted organic products under a unique revenue-sharing model and the acquisition of new properties, setting itself apart from the competition that should be attractive to investors in the “new” cannabis industry.

Investment Highlights

Achievements 2019

- Acquired 265-acre Estrella Ranch “Weedery” property in Paso Robles, California
- Completed and submitted legal and environmental research reports for the Estrella Ranch property
- Application for operational permit accepted as complete
- Entered into first definite Agreement for lead operator on Estrella Ranch with QDG Agricultural
- Reported positive Net Income for the 3 months ending September 2019 and Q1 and Q2 2020
- Preparing financial statements for audits and began OTCQB up-listing process
- Expanded California distribution network
- Increased Revenue for the financial year 2019

Achievements and Outlook 2020

- The Company’s Reg A Offering Circular has been qualified by the SEC
- Entered into definitive agreement with experienced grower QDG Agricultural to build self-sustained scalable grow facility at Estrella Ranch and operate cultivation process
- Completing design and construction process of Phase-1 build-out in the advanced stage
- The submitted application for the Estrella Ranch Permit has been accepted “as complete”
- Site visits by the local authorities have been successfully completed and the application process has moved into its last phase
- Centralizing all LiveWire operations on Estrella Ranch as the Central Operation Hub for all operations and subsidiaries
- Establishing Estrella Ranch “Estate Grown Weedery” as the leading “hand-crafted” Nationwide family cannabis brand.
- Expand Growing operation to max acreage in the next two years
- Begin LiveWire research projects
- Acquisition of synergistic companies (consideration)
- Acquisition and lease-back of additional cannabis properties

Investment Structure

Reg A Circular Offering - SEC Qualified

Livewire seeks to enter to raise funds for up to \$2 Million under a SEC qualified Tier 1 Reg A Offering Circulation and/or other appropriate investment/debt vehicle in different tranches, to secure additional working capital required for the execution of its plans, while trying to avoid extraordinary dilution for its existing shareholders. This should make the Company an attractive target for investors. The Company is committed to measuredly spend on R&D and marketing as required and justifiable, capture new markets and increase revenue rapidly via JVs and acquisitions and REIT lease-back projects, while keeping overhead as low as possible.

The Company has been able to conclude the purchase of the \$6 Mill Paso Robles Ranch property in May 2019. The Company has made a \$500,000 down payment and secured a mortgage loan for the balance at favorable terms.

Investment Structure

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

Use of Funds

1. Built-out cost for Ranch facility
2. Expansion of statewide distribution
3. Ranch production start-up cost
4. General working capital

SEC Notice of Qualification

<https://www.otcmarts.com/filing/html?id=14368071&guid=x3J6UnksZwy1l3h>

Questions ?



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