



Lords

OWN THE JOURNEY

## Forward Looking Statement

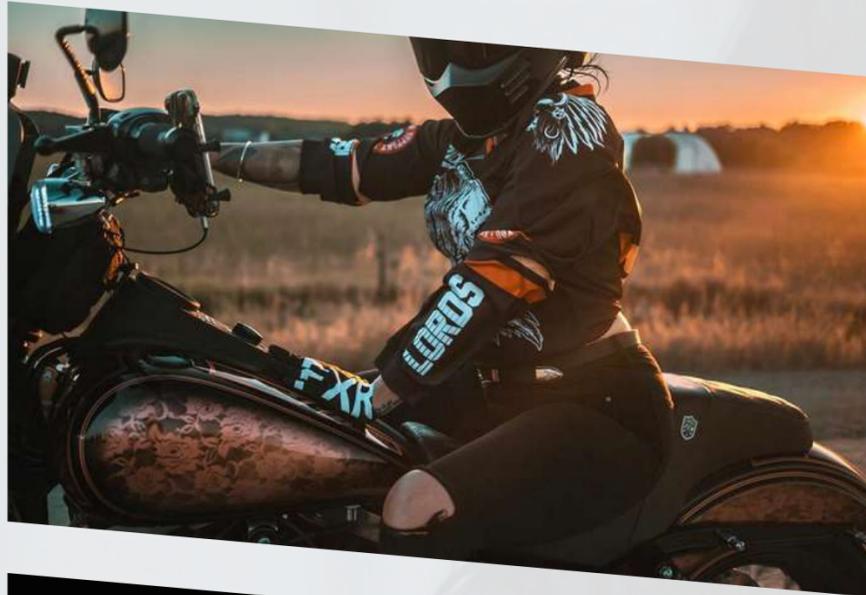
Certain information set forth in this presentation contains “forward-looking information”, including “future-oriented financial information” and “financial outlook”, under applicable securities laws (collectively referred to herein as forward-looking statements). Except for statements of historical fact, information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of the Company; (ii) completion of, and the use of proceeds from, the sale of the shares being offered hereunder; (iii) the expected development of the Company’s business, projects and joint ventures; (iv) execution of the Company’s vision and growth strategy, including with respect to future M&A activity and global growth; (v) sources and availability of third-party financing for the Company’s projects; (vi) completion of the Company’s projects that are currently underway, in development or otherwise under consideration; (vii) renewal of the Company’s current customer, supplier and other material agreements; and (viii) future liquidity, working capital, and capital requirements. Forward-looking statements are provided to allow potential investors the opportunity to understand management’s beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment.

These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements.

Although forward-looking statements contained in this presentation are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. The Company undertakes no obligation to update forward-looking statements if circumstances or management’s estimates or opinions should change except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.

# Company Overview

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**Lords** brand develops, produces, and markets lifestyle apparel and natural health products through our eCommerce platform to B2B and B2C consumers in North America, South America and Europe utilizing its proprietary platform. Strong partnerships with fulfillment centers in Canada, US and Nicaragua allows Lords to increase its strong footprint in apparel, hemp and health & wellness product markets.



**Strategically positioned to capitalize on high-growth sectors of an engaged and loyal following with a trusted brand**

**(CSE: LRDS) (OTCQB:LRDSF) (FSE:4XM)**

**Lords**

# Strong Diversification

Lords®



BIOPHARMA™  
A 22ND CENTURY GROUP COMPANY

Lords®

*eCommerce*



LORDS OF  
**GRASSTOWN**  
ESTD 1979

Lords®

**Gastown Apparel**

Lords®

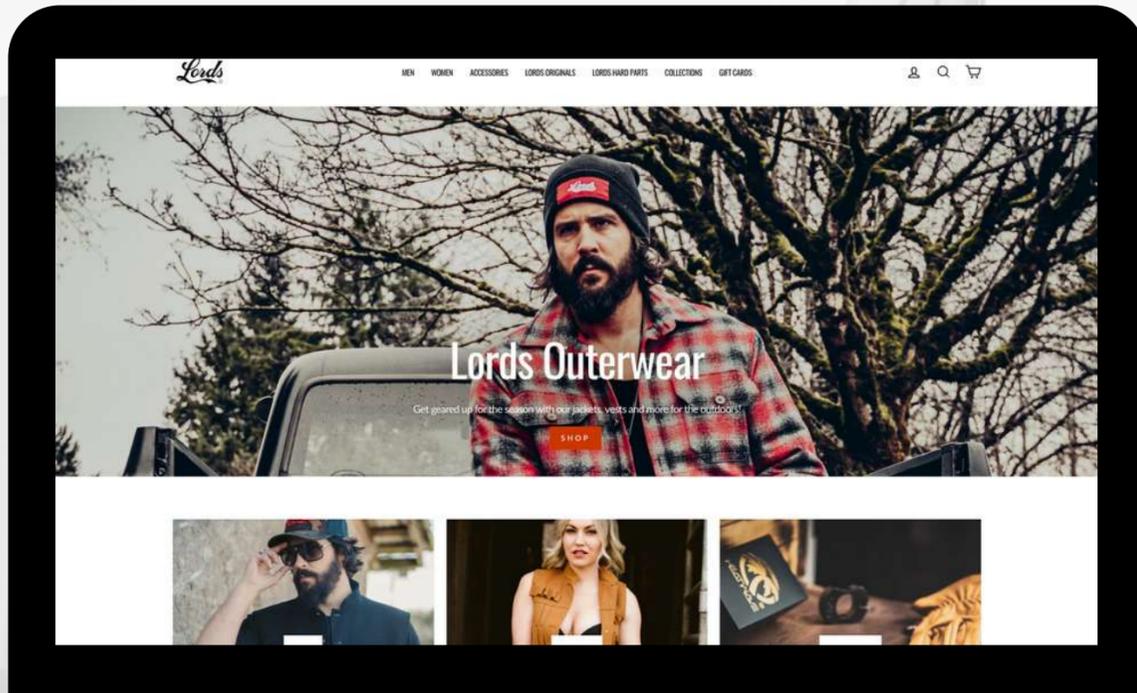
*Rock Creek Farms*

# Lords of Gastown Apparel catering to lifestyle and sporting and motorcycle consumers.

Lords online e-Commerce is a rapidly growing organization focused on aggressive expansion in the cannabinoid dietary supplement, natural health, and branded apparel product market.

Powered by its proprietary technology platform, the company has created an e-Commerce Ecosystem to scale its brands and achieve profitability targets through data analysis, strategic customer acquisition and supply chain management.





## Direct to Consumer Sales

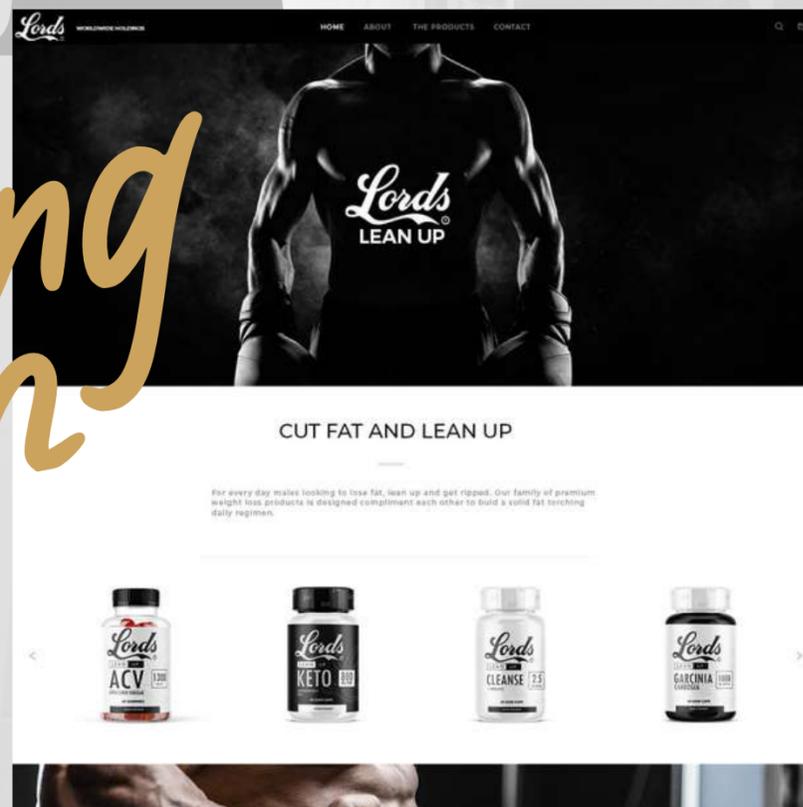
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Powered by its proprietary technology platform, the company has created an e-Commerce Ecosystem to scale its brands and achieve profitability targets through data analysis, strategic customer acquisition and supply chain management.

Lords D2C model allows the company to bypass intermediaries and interact directly with their customers.

- Brand loyalty
- Detailed customer data
- Improved margins

Coming  
Soon



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# Lords Health and Wellness focuses on meeting its engaged audiences needs for achieving optimal physical fitness and overall wellness.

The global vitamin market was valued at USD 55.3 billion in 2020 and is expected to reach USD 74.4 billion by 2027,



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## Health and Wellness

Lords Health and Wellness are focused on optimizing men's health utilizing dietary supplements and natural health products.

- Lords Lean Up was developed to help people lean up and cut fat. Proven ingredients and fat-reducing formulas designed to help boost metabolism, burn fat and reveal buried lean muscle mass.
- Lords Man Up brand was developed to meet the industry demand for quality male enhancement supplements. With three main flagship products, Libido, Testosterone and Nitric Oxide, Lords Man up is specifically designed to give everyday males the supplements needed to maximize drive, ambition, testosterone and libido.



# Lords of Grasstown



Lords Rock Creek Farms houses the cultivation, extraction, processing, and distribution of whole flower and derivative hemp-based products.

Lords of Grasstown is an iconic lifestyle brand that blends the legal cannabis lifestyle and motorcycle culture.



**3X increase yield**



**GMP Certification**

**Established Partnerships**

**B2B premium medical grade**

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# BIOPHARMA (NASDAQ: XXII)



**BIOPHARMA™**  
A 22ND CENTURY GROUP COMPANY



Lords has a supply agreement with GVB Biopharma, a 22nd Century Group, Inc. company (Nasdaq: XXII), which allows Lords to expand its existing product offerings in the CBD, dietary supplement and natural health and wellness products. GVB Biopharma has seven product lines with over fifty categories, some of which are lines that Lords Brands already sells.

GVB Biopharma, a 22nd Century Group, Inc. company (Nasdaq: XXII), a leading biotechnology company dedicated to improving human health with reduced nicotine tobacco, hemp/cannabis, and hops advanced plant technology, today announced the acquisition of privately held GVB Biopharma. As a contract development and manufacturing organization (CDMO), GVB is one of the largest providers of hemp-derived active ingredients for the pharmaceutical and consumer goods industries worldwide based on total tonnage.

GVB has industry leading market positions and expertise in all facets of the hemp/cannabis industry, which include:

- **Research and genetics**
- **Proprietary cryogenic hemp extraction**
- **Refining, conversion, and product formulation technology** Leading supplier of Active Pharmaceutical Ingredients (API) Low-cost, scalable manufacturing capabilities
- **Regulatory and compliance expertise**

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# Lords of Grasstown



## **Expand production capacity via acquisitions and supply off take agreements**

- Buildout medical cannabis production and expand hemp cultivation facilities in Rock Creek to increase yield by 3x
- Grow through strategically sourced accretive acquisitions of brands

## **Streamline operations**

- Leverage GMP certification in the NA and establish CBD products within regulations.
- Increase intercompany cross border exports & expand CBD product presence beyond Canada to the US utilizing Lords B2B and B2C platform.

## **Activate additional channels of distribution in NA**

- Add pharmacy distribution networks and drug distributors in the US medical market
- Increase retail awareness of CBD products in Canada and the US
- Establish partnerships with CBD distributors

## **Develop iconic brand portfolio**

- Made in Canada CBD brand (B2C and B2B)
- Research backed cannabis & hemp genetics (B2B)
- Cultivation of Premium medical grade cannabis (B2B2C)

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# Lords of Grasstown

- Lords acquired iconic Lords of Grasstown lifestyle brand that blends the legal cannabis and motorcycle cultures. Lords of Grasstown was born from the vision of Tyler Hazelwood, founder and director. Grasstown is an established freedom-focused brand rooted in the Pacific Northwest's motorcycle culture.
- Through Lords of Grasstown's strategic partnerships and alliances in the motorcycle and legal cannabis communities, the recent launch of Grasstown USA in California has been well accepted and recognized by the brand's loyal following.
- Lords and Grasstown are excited to build on the initial momentum and expand the brand and offerings through the alliances and partnerships in the region. The acquisition is undoubtedly significant in terms of broadening out Lords product portfolio, it also heralds Lords entry into the lucrative United States legal cannabis market.



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# Lords

Rock Creek Farms

FINANCIAL POST

Business Trends

## With industry-shattering yields, Pac Roots is developing the future of genetics

*The company's success is bolstered with the help of its strategic partners: Phenome One, Rock Creek Farms and the Speakeasy Cannabis Club*

### Cultivation

- Lords Rock Creek Farms has a 100-acres hemp cultivation and is processing the application for an industrial hemp . This will permit Lords to cultivate, sell, possess, and process industrial hemp.
- The 2020 and 2021 crop yielded over 200 kg of crude of its 2020 with 87 bales from the 2020 crop and approx. 138 bales of the 2021 crop are ready for processing cultivation.

### Extraction

- RC Frontier Labs agreements provide all equipment necessary to allow Lords to enter the cannabis concentrate market immediately.
- Lords outdoor crop is perfectly suited to create high-quality value-added products and with its low cost, gives Lords an advantage in the market.

# Gastown Apparel

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Lords of Gastown was established in 2011 in Vancouver, Canada by Founder and Creative Director Tyler Hazelwood, born from the motorcycle culture of the Pacific Northwest. The Company emphasizes function over fashion, and all products have been rider-tested on over 100,000 miles of highway throughout North and South America. The premium Lords Originals line of riding gear and clothing is 100% designed, built, and hand-sewn by the Company's skilled team at the Lords Workshop in Vancouver. All other products are designed by Lords in Canada and made in Canada, the USA, or Nicaragua. Original brands include Lords of Gastown, More Trees Less Assholes, and Lords of Grasstown.

The Company sells their products through both direct and indirect channels. Lords sells directly to consumers through their retail storefronts or event pop-ups and their online website. The Company also sells indirectly by allowing other retailers to purchase their products at wholesale prices. Having multiple distribution channels allows Lords to increase brand awareness and gives consumers multiple avenues to find and purchase their products.





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## eCommerce

**Lords** rapidly growing e-Commerce organization focused on expansion in the cannabinoid, dietary supplement, natural health, and branded apparel products market. Powered by its proprietary technology platform, the company has created an e-Commerce Ecosystem to scale its brands and achieve profitability targets through data analysis, strategic customer acquisition and supply chain management.

- affiliate marketing programs
- complete supply chain management
- international business development
- customer service and customer retention
- technical operations of the business
- merchant processing capabilities
- product and fulfillment operations



# Brand Manufacturing

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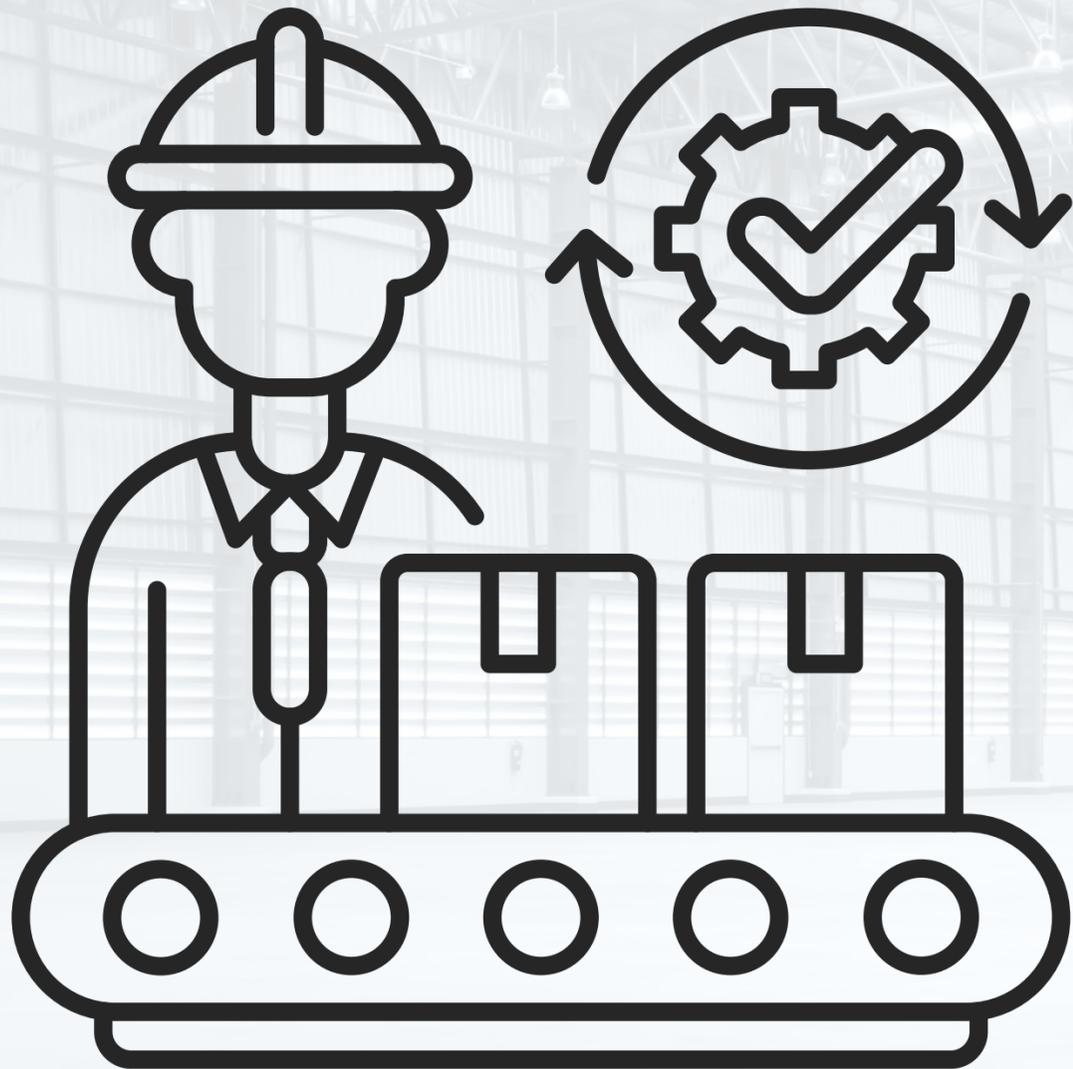
Since opening their doors in Nicaragua, Lords has set a precedent in flexible manufacturing.

As of today, their contractor has grown to over **4,500 employees** which includes **over 30 years of experience** in every aspect of the manufacturing process.

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# Brand Manufacturing

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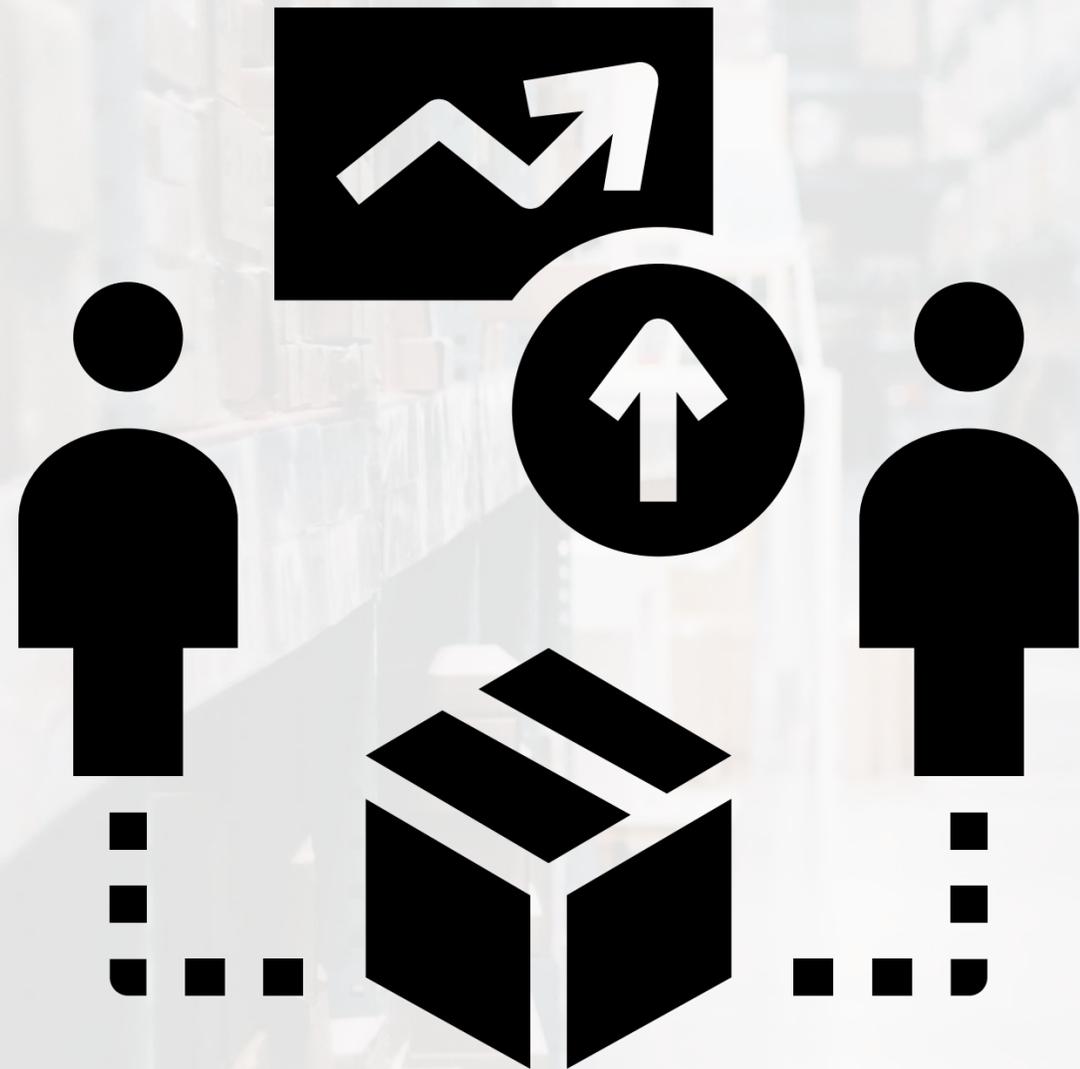
Lords' ability to adapt and stay current to new production processes has defined their ongoing flexibility and solidified their close relationships with their clients.

Currently, there are 7 buildings with **over 350,000 square feet** of combined production space that produces **over 150,000 garments a week**.

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# Brand Manufacturing

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Lords' warehouses can store over **2,000,000 yards of fabric** and trim items that cover their day to day production as well as their full package operation.

They have expertise in specialized areas such as design, development, cutting, sewing, laundry, pressing and finishing facilities as well as a vertically integrated circular knitting facility.

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Jan - March

Processing and winterizing 2022-23 hemp crop, est value \$4M

**Processing**

Jan - May

Expand products to wholesale and Lords eComm platform B2C consumers

**Cannabis**

Jan - May

Package under the Lords brand  
Expansion to US

**White-label**

Q1 - Q2

Lords of Gastown/UK  
Thread & Apparel

**Brand**

Q1

Integration of  
Manufacturing Nicaragua

**Integration**

Q1

Launch Spring Summer  
Line

**Branding**

# Management Team

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## **Chris Farnworth**

CEO - Director

A business management and corporate finance executive, Chris has over 35 years of experience in the public and private markets. He brings extensive worldwide high-level business development and financing structure experience, specifically in Europe, MENA and Asia along with sales and operational experience with large and small multi-national public companies focusing on business development, project management, strategic planning and partnership development.

## **Chad Clelland**

Business Development - Director

His experience in the sector dates to 2009 when he purchased Medicalmarijuana.ca. Chad and his team also consulted, designed, and submitted dozens of applications to the government under the MMPR, ACMPR and Cannabis Act. In 2011. He also co-founded Folium Life Science in 2013, an approved Canadian Licensed Producer. His roles in these organizations have included Chief Operating Officer, head of security, alternate master grower and alternate responsible person in charge.

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# Management cont'd

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## **Matt McGill**

Director

Mr. McGill has a strong background in both commercial and residential real estate and has played a major role in many development projects. Matt and McGill Realty have established a tremendous commercial and residential outfit servicing the Fraser Valley and the lower mainland. Matt is skilled at crafting strategic financing options for corporations and Lords brands.

## **Tyler Hazelwood**

Branding

Tyler Hazelwood is a Canadian entrepreneur and the founder, CEO, and creative director of Lords of Gastown Motorcycle Co., an apparel and lifestyle retail brand born from the motorcycle culture of the Pacific Northwest; the More Trees lifestyle and apparel brand; and the Lords of Grasstown cannabis brand.

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# Summary

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- A new generation of motorcycle enthusiasts have emerged in the past two decades and Lords is one of the very few who has their attention. The Lords brand caters to a new generation of riders by blending the legal cannabis and motorcycle cultures.
- Global motorcycle apparel market was value at 11.4B in 2021 and is expected to grow to 18.55B by 2029. Lords is positioning itself to be a global brand and to acquire a significant market share in apparel, health & wellness and cannabis
- Lords has experienced explosive revenue growth since going public in late 2021. Revenues in 2021 were \$400,000 and as of Q3, 2022 revenues are already at \$1.98M and will close out 2022 over \$2.6M for the full year
- Lords is projected to do over \$9M in 2023, based on the current pipeline of commitments
- Lords has partnered with Canada's largest Harley-Davidson dealerships Barnes Harley Davidson
- Expanding product lines and production output with a new distribution agreement with GVB Biopharma, one of the largest producers of white labeled CBD products in the US.

# Summary Cont'd

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- Lords has created extensive brand recognition and social media following through its Taco's and Tires Tuesdays, Barnes x Lords Strong and Free Shows, Strong and Free events throughout Canada. The Lords culture is growing globally, hosting Strong and Free rides in Canada, Mexico, Nicaragua and throughout the United States
- Lord's new generation of motorcycle enthusiast appreciate premium products and Lords delivers exceptional quality apparel, wellness and premium cannabis and cannabinoid products throughout North America.
- Lords boasts great customer reach utilizing retail partnerships, online and wholesale distribution channels with over 20 retailers around the world.
- Lords has received critical acclaim in the progressive fashion community and has also received support from the international bike community, most notable from California's "The Suicide Machine". In addition, notable celebrities seen wearing the brand are Jason Momoa, David Beckham, Mad Child, several Suicide Girls & NYC rap group "Lords of the Underground."

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# PHENOMENAL GROWTH FORECAST

	2021	2022	2023	2024	2025
Revenue	1,204,601	2,731,000	8,193,000	16,386,000	32,772,000
COGS	1,237,432	2,331,000	6,293,700	12,587,400	22,657,320
Gross Profit	90,406	637,031	1,899,300	3,798,600	10,114,680



# Lords®

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