

EVERYONE HAS A GAMEDAY.



GAMEDAY
CANNABIS

Created by Pro Athletes

What is GAMEDAY?

It's What You Work For.

Created by athletes that know the sacrifices a player makes to get paid, the benefits of cannabis, and the struggles to find a safe cannabis investment.

GAMEDAY

Created by Pro Athletes
Championed By Pro Athletes
Invested by Pro Athletes.



GAMEDAY
CANNABIS

Created by Pro Athletes

Preamble: Pro Athlete Cannabis Opportunity

THE GAMEDAY SPEECH

The market we are facing is big, strong, and growing fast. If not prepared it will hurt you. We have built a strong team and have established a solid Game Plan - our business model. Our job now is to execute. The Game Plan is to build the Brand – *which is the work before the game*, establish National Distribution through partnerships – *its like getting the ball to a proven player with good stats; Falcon International*, and to acquire assets - *get points on the board*. We will face many challenges in our pursuit to success but if as a Team, we execute the **GAMEDAY** Game Plan...We Will Win.



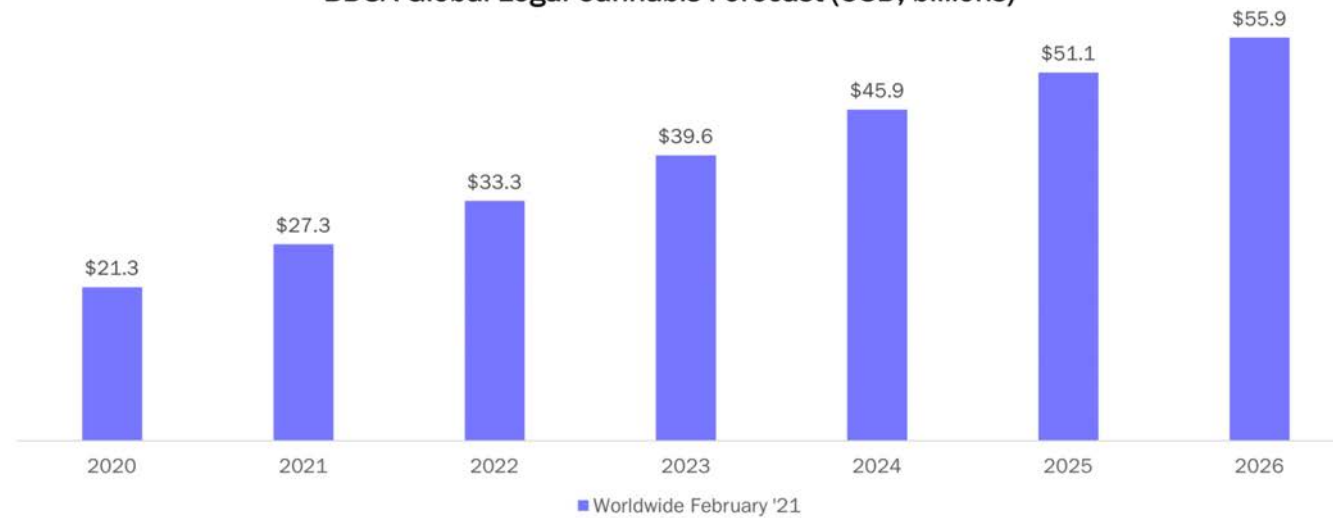
The Largest and Safest Pro Athlete Cannabis Opportunity

- **GAMEDAY** Corporation is building a global brand, securing licensing partnerships, and acquiring appreciating assets.
- **GAMEDAY** is partnering with the Largest Private Cannabis company in the World; **Falcon International Corp.**
- **GAMEDAY** is acquiring equity in **Falcon** and expanding its cannabis real estate assets.
- **GAMEDAY's** powerful team, solid game plan, partnerships with proven companies and secure assets makes this the safest Cannabis investment to date.

Cannabis Market

BDSA PREDICTS A \$56B GLOBAL LEGAL CANNABIS MARKET IN 2026

BDSA Global Legal Cannabis Forecast (USD, billions)



Source: BDSA Forecast, as of February 2021

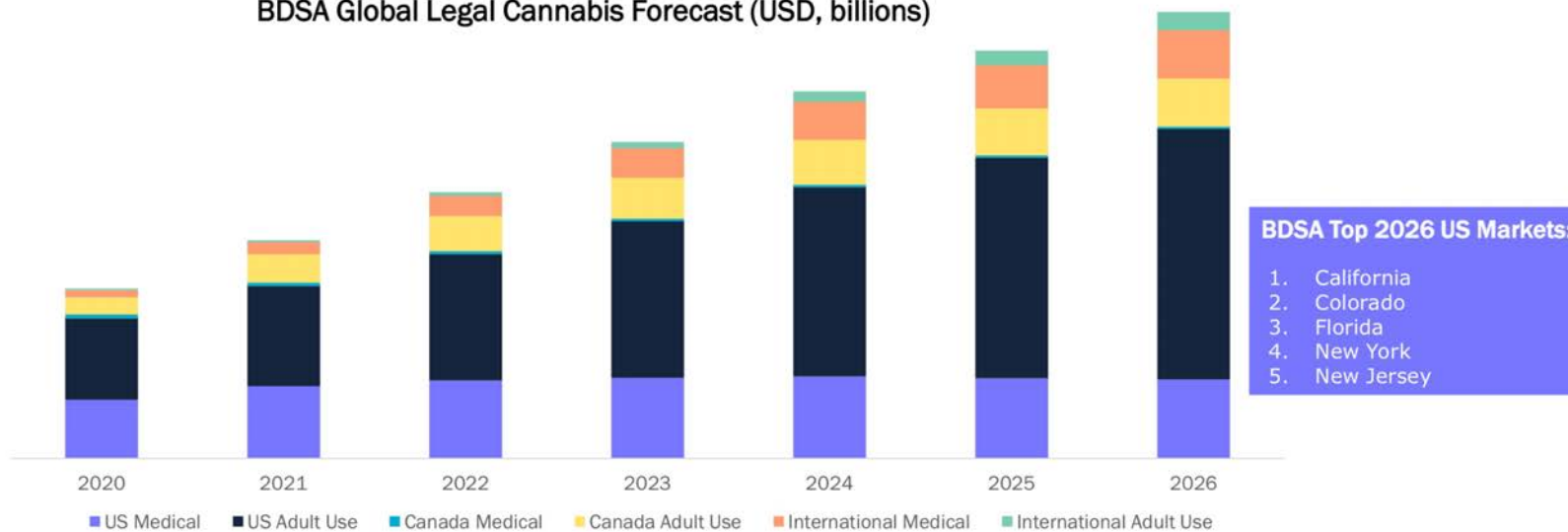


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Cannabis Market

THE US REMAINS THE LARGEST LEGAL MARKET—DRIVEN BY ADULT-USE, DRIVEN BY CA

BDSA Global Legal Cannabis Forecast (USD, billions)



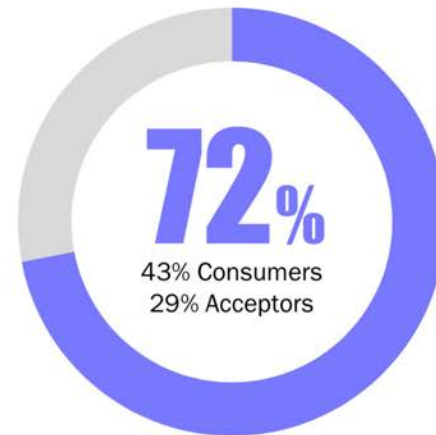
Source: BDSA Forecast, as of February 2021



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IN FULLY LEGAL STATES, ~75% OF ADULTS ARE “BOUGHT IN” TO CONSUMING



65% in CANADA

...of adults 21+ in fully legal U.S. states consume cannabis or are open to consuming cannabis

28% are Rejecters
(would not consider in the future)

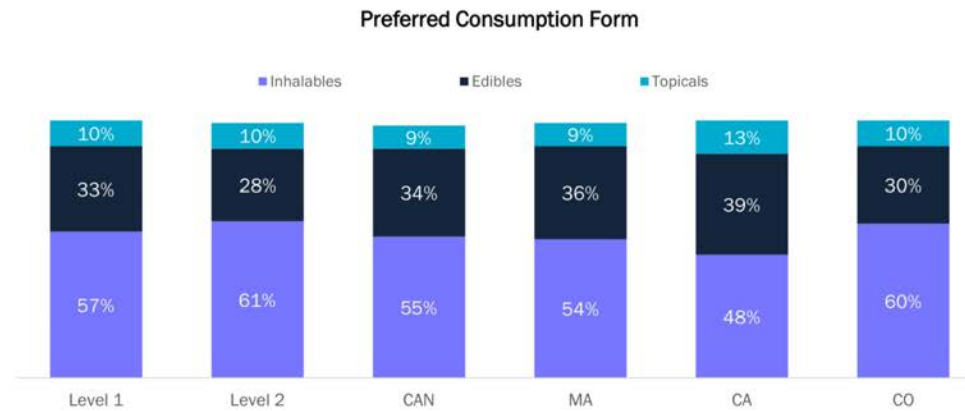
Source: BDSA Consumer Research: Q3 2020 U.S. Adults 21+ in Legal Level 1 States



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CONSUMER ADOPTION GREW IN 2020, AND CONSUMERS CONSUMING ACROSS MORE FORMS AND MORE FREQUENTLY



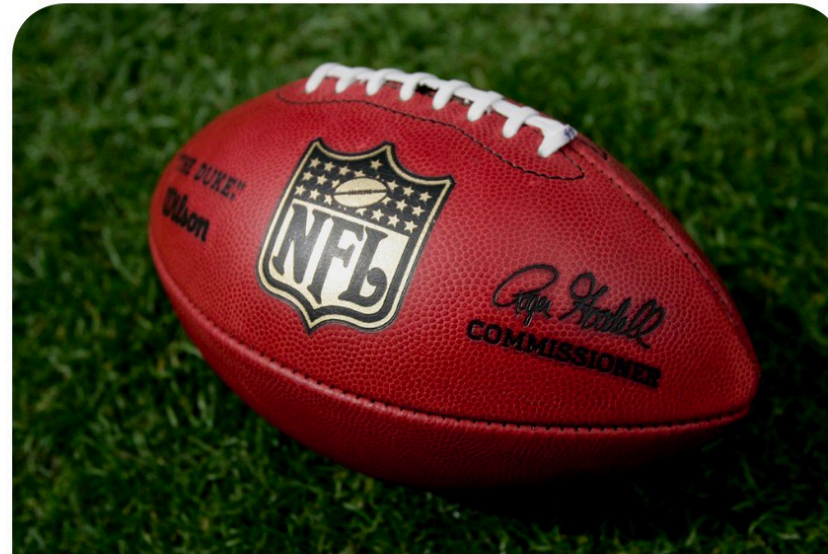
Source: BDSA Trending Consumer Insights, 2H 2020



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Everyone wants to play in the Cannabis Market



**NFL Pledges \$1 Million to Fund
Cannabis Research for Pain Relief**

[bloomberg.com](https://www.bloomberg.com)

After Years of Investing in Cannabis...

- Building a Brand determines success.
 - Very few dominate brands.
 - No brands targeting sports consumers.
 - Small players LOSE. *Size does matter.*
 - Distribution is key to growth.
 - Own strategic industry assets.
- Biggest lie –
*“we are going to
setup lights,
grow cannabis,
and make
money”*
- Producing your own grow is capital intensive, has significant costs/risks, and is not a required first step.

GAMEDAY “Game Plan”

1. Build a Brand – **GAMEDAY** brands
1. Establish National Distribution – through licensing partnerships with proven production and distribution companies.
2. Own strategic assets – acquire equity in partnership companies that are producing and distributing **GAMEDAY** products; real estate; cannabis licenses; trademarks; and more.

First Licensing Partnership



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GAMEDAY + Falcon International

- Immediate brand rollout in the largest cannabis market, California
- Statewide production and distribution of cannabis products
- Multi-State/National Rollout Strategy
- IPO Q4 2021



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We Win With Falcon

- Largest Private Cannabis Operator in the World
- \$100MM + Annual Revenue in Last 3 Years
- Dominates Production and Distribution in the Largest U.S. Market; “California”
- Owners of 3 of the Top 10 Current Brands in California
- IPO Planned Q4 of 2021
- Multi-State + National Scale Plans

Partnership Terms

- **Falcon** will produce and distribute **GAMEDAY** cannabis products.
- **GAMEDAY** has right to purchase **\$15MM** of pre-IPO shares.
 - Equity Purchase Terms *(Falcon term sheet available for review)*
 - Purchase equity held by current shareholders
 - Equity valuation is \$400MM



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Falcon Plans to go Public

Falcon targets a \$500MM+ IPO at Q4 2021

GAMEDAY purchases shares at \$400MM valuation pre-IPO

Falcon market cap after IPO would reach almost \$1.1 B valuation

*Based on its current revenue and average US multiple for publicly traded cannabis companies

Metric	Falcon Actual/ Projection	Current Public Company Multiple	Implied Valuation
LTM Revenue	\$110 million	9.9x	\$1.089 billion
Forward Revenue	\$178 million	5.6x	\$0.997 billion
Forward EBITDA	\$52 million	21.1x	\$1.097 billion

FALCON

*See current public cannabis trading multiples – next page

Industry Average Multiple

Publicly Traded Cannabis Companies

(\$ in millions)

Company	Market Cap	Enterprise Value	EV/Sales		EV/EBITDA	
			LTM	C2021	LTM	C2021
US Cannabis Operators						
Columbia Care, Inc.	\$1,690	\$880	6.5x	3.0x	-56.5x	5.7x
Cresco Labs, Inc.	\$2,650	\$1,671	9.7x	5.7x	-23.6x	5.7x
Curaleaf Holdings, Inc.	\$8,896	\$3,173	13.4x	8.0x	-145.7x	8.0x
Green Thumb Industries Inc.	\$5,433	\$8,956	9.9x	7.3x	27.2x	7.3x
TerrAscend Corp.	\$2,068	\$6,374	22.2x	12.8x	-160.0x	12.8x
Trulieve Cannabis Corp.	\$2,654	\$1,333	4.8x	3.4x	15.8x	3.4x
US Average	\$4,412	\$5,555	9.9x	5.6x	-75.2x	21.1x
US Median	\$2,650	\$4,600	9.7x	5.7x	-56.5x	19.2x
Canadian Cannabis Operators						
Aurora Cannabis Inc.	\$1,689	\$1,508	7.6x	6.5x	-5.4x	-30.2x
Harvest Health & Recreation, Inc.	\$1,023	\$1,891	6.9x	4.7x	-39.9x	18.3x
HEXO Corp.	\$763	\$703	8.4x	5.1x	-8.6x	73.5x
OrganiGram Holdings Inc	\$825	\$818	15.1x	11.6x	-6.9x	-58.7x
Sundial Growers Inc.	\$1,431	\$654	15.3x	13.1x	-10.9x	2340.1x
Tilray, Inc.	\$7,273	\$6,892	33.4x	13.3x	-72.1x	340.0x
CAN Average	\$2,167	\$2,078	14.4x	9.1x	-24.0x	447.2x
CAN Median	\$1,227	\$1,163	11.7x	9.0x	-9.8x	45.9x
Cannabis Industry Average	\$3,033	\$3,530	12.8x	7.9x	-40.5x	233.6x
Cannabis Industry Median	\$1,879	\$2,422	9.8x	6.9x	-17.2x	19.6x

Making a Safer Investment

- Owning equity in proven companies that produce and distribute **GAMEDAY** products provides security and liquidity.
 - Equity acquired through our licensing partnership.
- Licensing reduces risk and capital for production and distribution.
- Faster and larger market penetration builds greater brand value.
- Real estate assets create revenue and value with mitigated downside.

GAMEDAY Gets Paid

1. Revenue through licensing partnerships.
2. Through owned assets.
 1. Partnered Company Equity - value, distribution and exit.
 2. Real Estate – value, lease revenue, sale.
 3. Trademarks and Brands – brand value, higher licensing fees, and exit

Use of Funds

- Licensing Partnership with **Falcon**
 - Establish production and distribution by **Falcon**
 - Purchase shares of **Falcon International** from existing shareholders pre-IPO
- Real Estate build to lease expansion
 - Construct two new buildings on owned land and lease as grow facilities in Oklahoma
- Pro Athlete led brand engagement, influencer and marketing campaigns
- Execute **GAMEDAY** licensing partnerships with other companies



FALCON

GAMEDAY Investment

\$20 Million

Investment Vehicle is a convertible note for common stock into GAMEDAY Corp.

- **Convertible Note Terms.**
 - **\$35MM cap**
 - **20% discount (80% discount rate)**

Convertible Note documents to follow. Additional information is available upon request.

FOR MORE INFORMATION, PLEASE CONTACT
JASON@THEATHLETEGROUP.COM
719.510.1087



Bigger. Stronger. Faster.

Keep Winning and Make It Safer

1. Team, knowledge, and experience makes it safer.
2. Our Game Plan mitigates risk and accelerates value.
3. Real Pro Athletes resonate globally and they know how to win.
4. We win by executing the **GAMEDAY** Game Plan again and again.



GAMEDAY Brands

Pro Athletes Are Authentic and Resonate Globally

GAMEDAY embodies characteristics, qualities, and values of the highest performing humans on the globe – **The Pro Athlete**

GAMEDAY has **Real Athletes** with **Real Stories**

EVERYONE HAS A GAMEDAY

Keep Going and Growing

Repeat the GAMEDAY Game Plan with Others



Created by Pro Athletes



Created by Pro Athletes



Created by Pro Athletes

GAMEDAY + PharmaStrip

1. Optimized Bioavailability & Absorption

Our oral dissolved film strips offer optimized bioavailability and absorption compared to food, beverage and transdermal products.

2. Portability and Convenience

Each PharmaStrip is individually foil-wrapped and packaged in a re-sealable 10 strip package. Perfect for active individuals on the go.

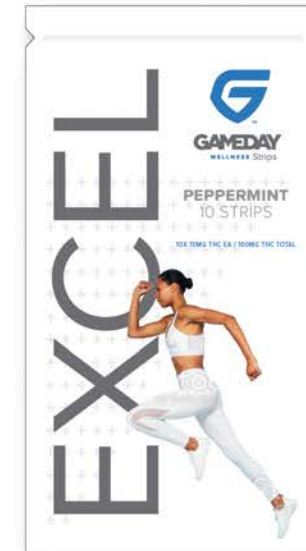
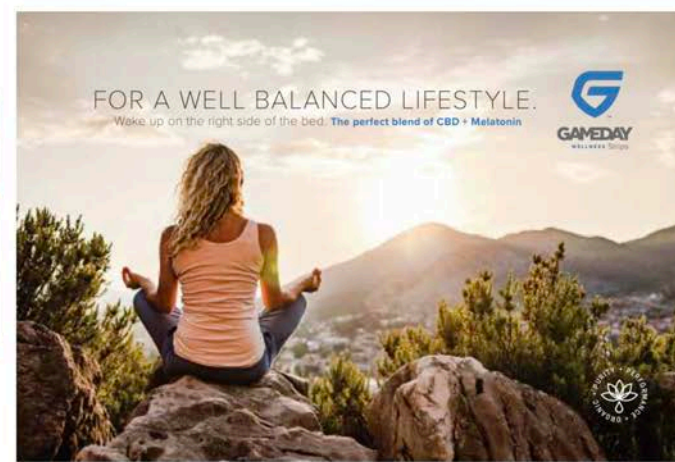
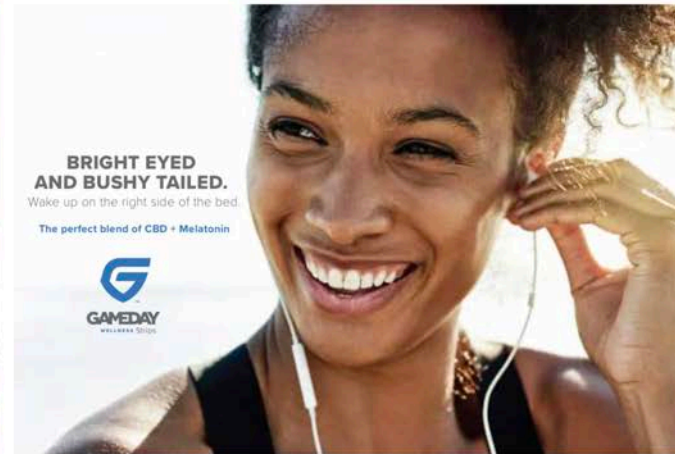
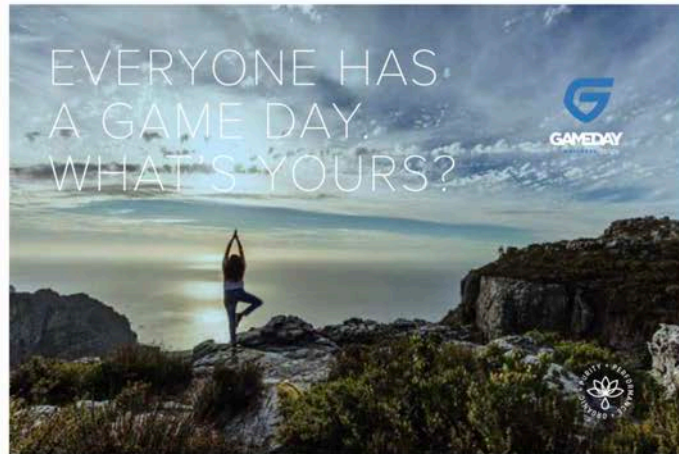
3. Precision Dosing

Oral dissolved film strips deliver a more precise dose when compared to tincture drops.

Example Brand Marketing: GAMEDAY Wellness



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Example Brand Marketing: GAMEDAY Cannabis



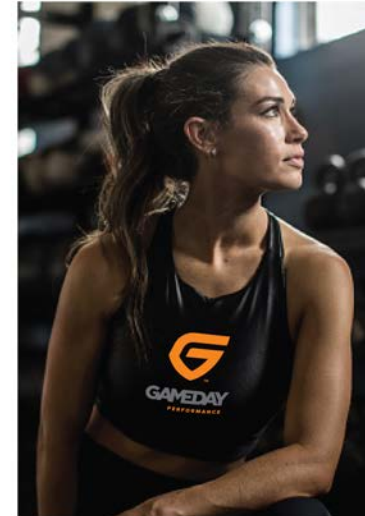
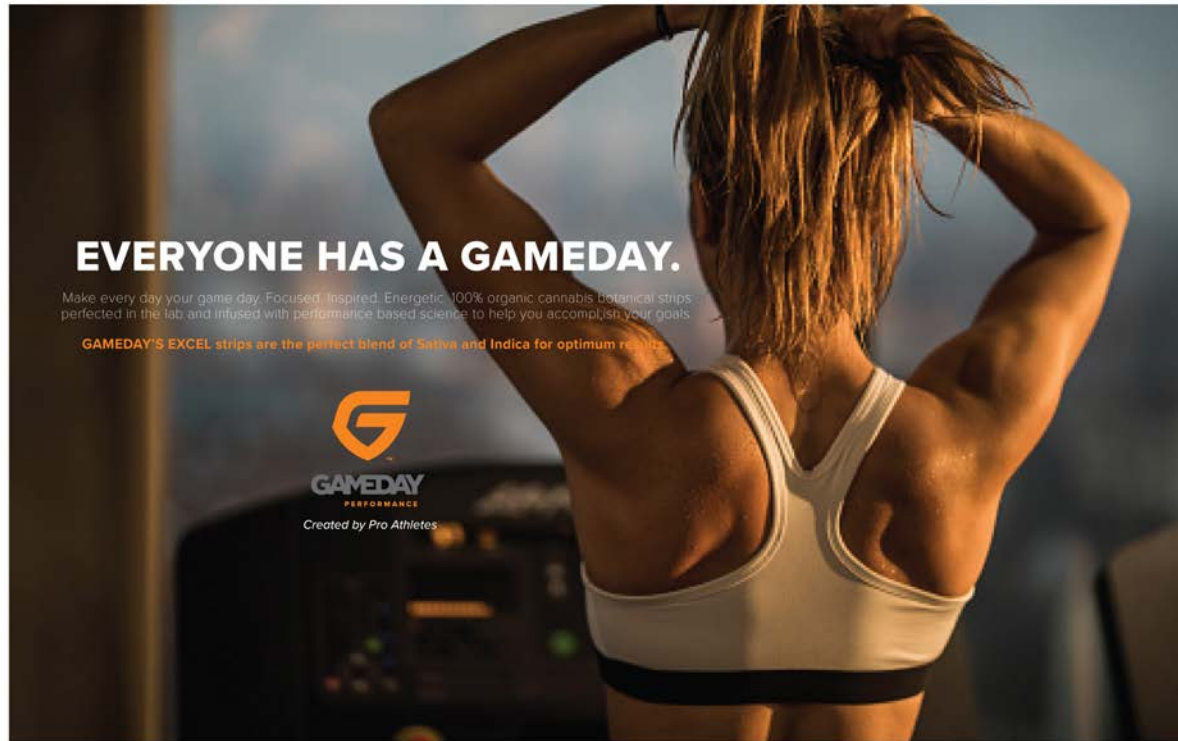
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Example Brand Marketing: GAMEDAY Performance



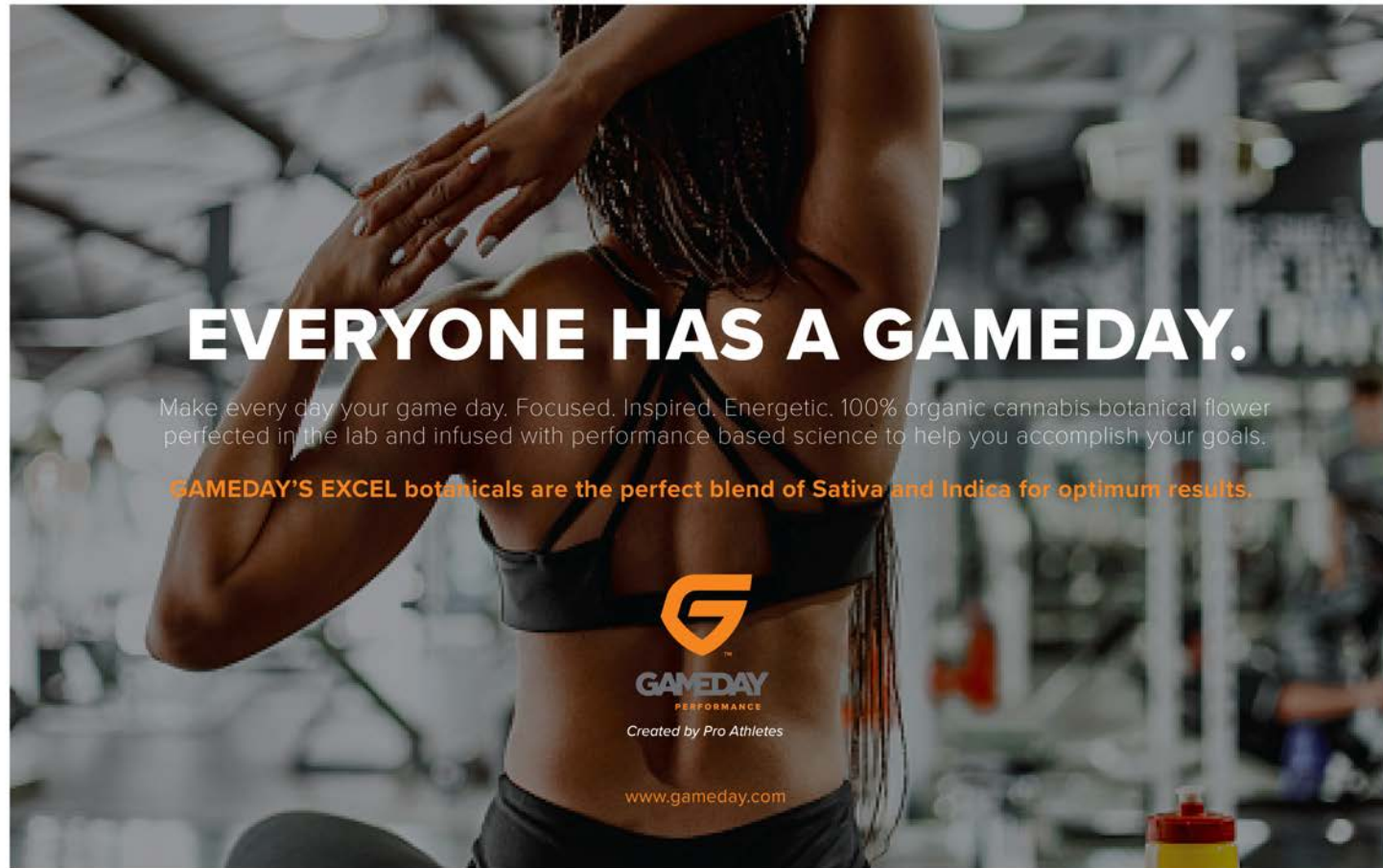
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Example Brand Marketing: GAMEDAY Performance



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Story Behind the Largest Pro Athlete Cannabis Opportunity

THE ATHLETE GROUP (TAG) helps Pro Athletes vet and structure deals. We are Alternative Investment Protection for Pro Athletes

TAG and Former NFL Dallas Cowboy Nate Livings together were able to take a cannabis investment going bad and turn it into a game changing brand and what we believe to be the strongest most viable cannabis investment opportunity on the market.

After two and half years of deep diving into every potential cannabis investment, TAG and Nate came to realize that to achieve great success in the cannabis industry we would need to do two things. First, we would need to find a cannabis player that approached the game with the precision and sophistication of large-scale Consumer Goods Packaging operator and the discipline of a multi-national distribution and supply chain management company. Second, we would need to create a brand that personifies the characteristics of a Pro Athlete and could rise above the crowd to connect to consumers who are passionate about quality, purity, and performance of delivered results.

All the hard work has led us to our **GAMEDAY**. Today, with cannabis assets that include Oklahoma real estate, cannabis license, and a powerful brand, we stand ready to make a partnership through investment with the largest private Cannabis operator with 3 of the top 10 cannabis brands in California and are positioned to scale across the country in well-defined public market strategy.

Every Athlete has a **GAMEDAY**. We want to make sure that pro athletes wanting to invest in cannabis could have a **GAMEDAY** here too.

GAMEDAY Cannabis.



Currently Owns

- 11,200 sq ft building in Oklahoma
- 2.6 acres in Oklahoma
- Medical Marijuana License in Oklahoma
- **GAMEDAY** Brands
 - **GAMEDAY Cannabis**
 - **GAMEDAY Wellness**
 - **GAMEDAY Performance**
 - **GAMEDAY Strips**



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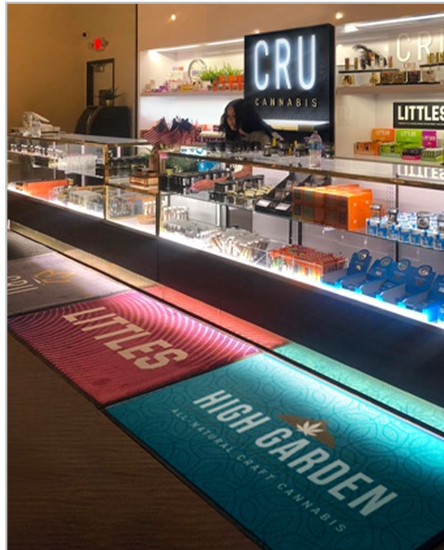
FALCON

Winner In The Biggest Cannabis Market

Beloved brands, CPG focus and statewide distribution forged the largest operator in CA

BELOVED BRANDS

Wholly owned, nationally recognized brands; 3 of the top 10 in California.



DOMINANT MARKET SHARE

Self distribution w/ statewide penetration; \$100MM+ per year in sales 2019, 2020 and 2021.



MASSIVE SCALE

Highly automated. 225 employees manufacture, sell and deliver millions/widgets/month.



PROPRIETARY PRODUCTS

Hundreds of SKU's, proprietary & proven formulas, genetics, and manufacturing.



Growth Strategy

Leverage iconic brands & scale to become one of the worlds most valuable cannabis companies

Built Scalable Foundation 2017 - 2021

- Built iconic brands
- Exceeded \$100MM+ in sales
- Exceeded 1MM/units/month
- Optimized formulations
- Optimized technology
- Optimized ops at scale

Now Next 180 Days

- Engaging capital markets to facilitate growth
- Acquiring key pieces of supply chain to maximize profits

Execute & Expand 2022+

- Add fill-in products to the brand portfolio
- Expand retail footprint
- New markets beyond CA

House of Brands

3 of the top 10 largest brands in CA by sales, market penetration and volume

CRU
CANNABIS

**GRAND
CRU**

HIGH GARDEN
ALL-NATURAL CRAFT CANNABIS

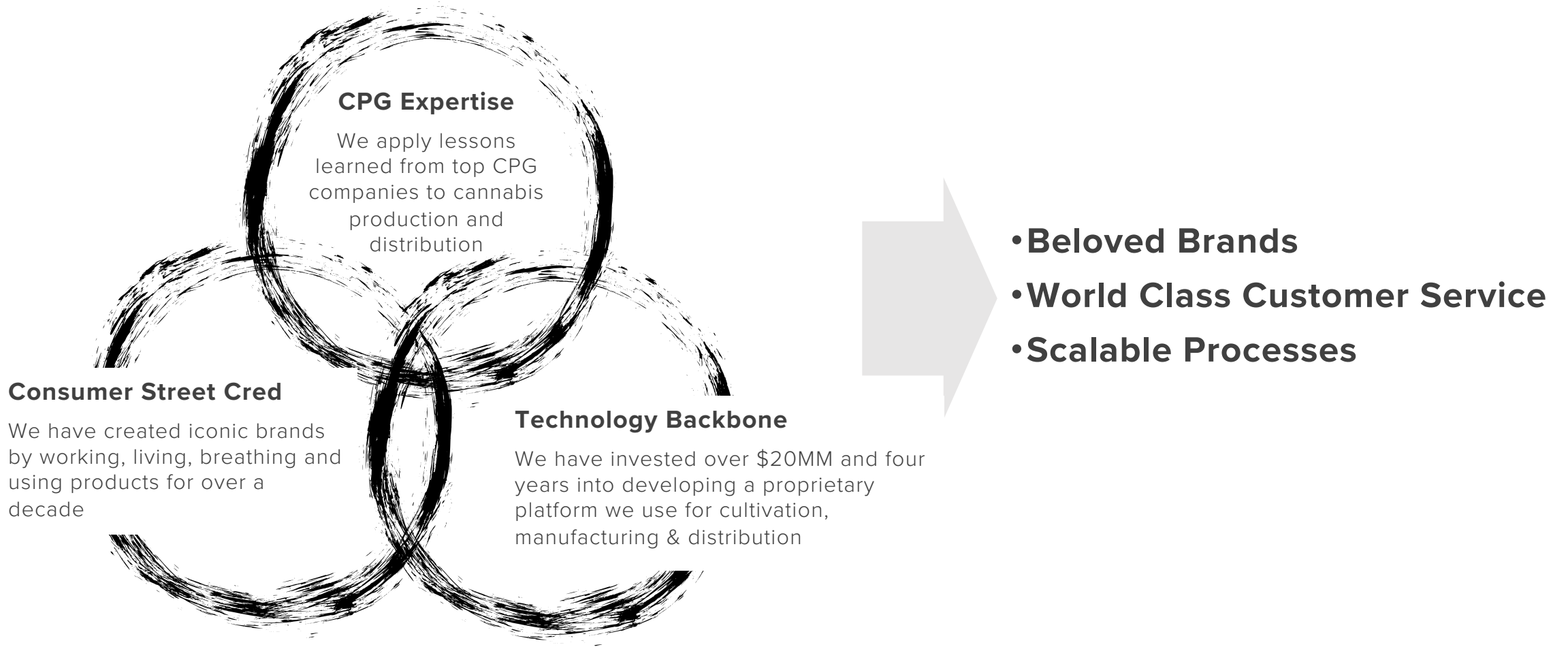
LITTLES
BIG WHERE IT COUNTS

JETPACKS
HOLLYWOOD



Why It Works

There is no other company that combines street cred + professionalism + technology



Team

Builders. Collaborators. Do-ers.

Our team has extensive experience in and out of cannabis. We have a particular focus in CPG, retailing and distribution.

We have advised and led some of the best-known companies in the world.



Contact:

Feel Free to Text, Call or Email

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719.510.1087

Your agent or financial advisors are encouraged to call with questions

**“Let’s Go Visit Falcon Headquarters and
Meet the Team in Orange County, California. LFG!”
Jason Adams**