



**FAIR TRADE CANNABIS**

# Perception *Farms*

- Successfully incubated over 30 Social Equity Individuals and 2 Veterans in Illinois since 2019.
- Successfully got 11 Social Equity Individuals and 2 Veterans “Perfect Scoring” license applications.
- PFI put up all capital for incubation including legal, consulting and application fees.
- PFI won (through ownership in PCCS) 1 dispensary in the uber competitive “Tied Applicants Lottery”
- PFI may still win (through ownership in PGC) 1 craft grow license before the end of 2021.





# Perception Cannabis Chicago South, Inc.

**Status:** License Winner

**BLS Region:** Chicago-Naperville-Elgin

**Vertical:** Retail

PFI  
51%

Social  
Equity  
Individuals  
49%

PCCS





# Perception Gardens Chicago, Inc.

**Status:** Licensing Finalist (Results By Dec 31st 2021)

**BLS Region:** Chicago-Naperville-Elgin

**Vertical:** Craft Grow

PFI  
51%

Social  
Equity  
Individuals  
49%

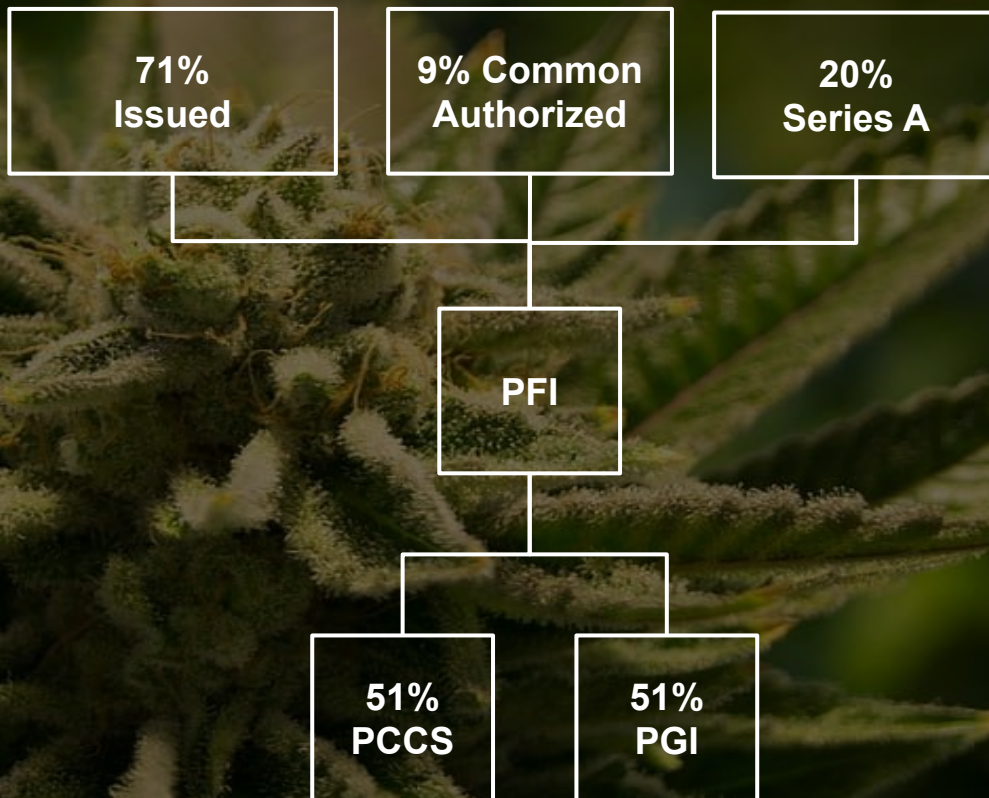
PGI







## Stock Issued & Assets



# Near Term Opportunities



- Product Deals With Craft Grows
- New Jersey: Agrify + CHT + PFI
- New York
- Round 2 Illinois



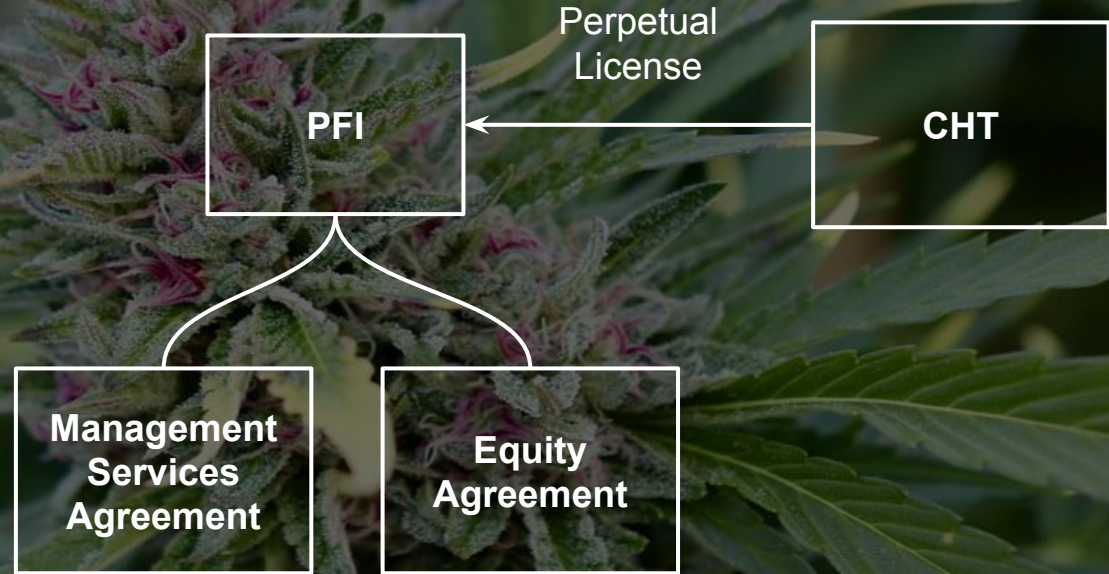
# Projections



- Illinois legal cannabis will produce \$1.2B+ of revenue in 2021
- Chicago region dispensary locations sell \$10M-\$20M+ annually.
- Profit margins are in the 20% range.



# Growth Strategies





# Management Services Agreement:

**Strengths:** Allows PFI to scale to MSO status by making deals with existing license holders who don't want to be operators.

**Weaknesses:** Limited to ROFR at 2 years in NJ and likely similar limitations in other Social Equity centric states.

**Opportunities:** NJ ROFR

**Threats:** Execution speed.



# Managed Services Agreement:

**PFI  
Provided  
Solutions**

**Legal**

**Accounting**

**Real Estate**

**Security**

**Compliance**

**HR**

**Inventory**

**Transport**

**Benefits**

**POS**

**Packaging**

**SOPs**

**Landing**

**Merchandise**

**Equipment**

**Product**

**Development**

**Staffing**





# Equity Agreement:

**Strengths:** More initial accumulated value for PFI as a license holder if it wins.

**Weaknesses:** Substantially higher initial capital investment and involvement means that these deals need to be carefully chosen. As much time spent on application development as actually running PFI operations.

**Opportunities:** NJ, NY, and any other states opening up application rounds.

**Threats:** Management Team may not be equipped at this point to be sufficiently involved in remote MSO operations.



# Application Incubation

**PFI**

Provides The Tools (CHT) To Generate

**Successful  
Application**



# PCCS Funding Needs

- Rent Through Development \$100k
- Management And Operations Payroll \$300k
- Build Out Capital \$500k
- Product Acquisition \$100k
- Legal And Consulting Services \$100k
- Equipment \$100k

**Total Funding Needs: \$1.2M**



# PCCS Funding Sources



- Rent Structured Buildout \$250k
- Social Equity Grants \$250k
- Friends & Family Fundraising goal **\$700k**



# Friends And Family Fundraising Round

- \$50k Equity Minimum (~½% stake)
- \$99k Equity Maximum (~1% stake, PO limit)
- Note Holder Conversions
- 20% Discount For Existing Note Holders





**Perception** *Farms*

