



DEMAND
BRANDS



CANNABIS
OUTLET



DEMAND BRANDS

Cannabis Rollup



OTC: DMAN

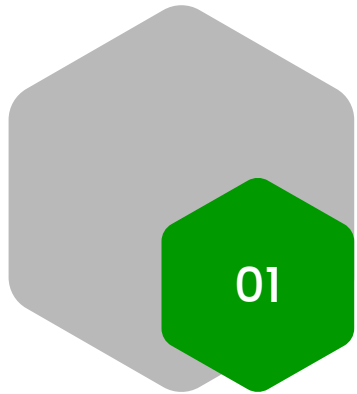
Operating under the brand name Lucky Chief

This document includes 'forward-looking statements' within the meaning of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended. In addition to statements which explicitly describe such risks and uncertainties, readers are urged to consider statements labeled with the terms 'believes', 'belief', 'expects', 'intends', 'anticipates', "projects" 'will', or 'plans' to be uncertain and forward looking. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in the company's reports and registration statements filed with the Securities and Exchange Commission.



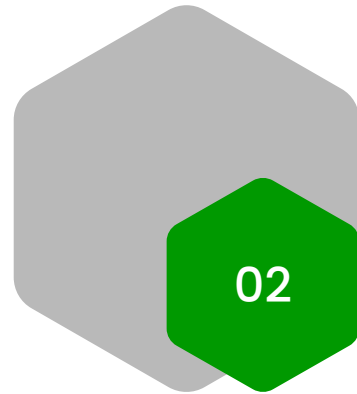
Executive Summary

Lucky Chief is the rollup of existing businesses and assets in the cannabis sector. Our vertically integrated company has value in terms of IP (“Cuts from the Stars”), operating businesses, and hard assets, some of which do not “touch the plant”.



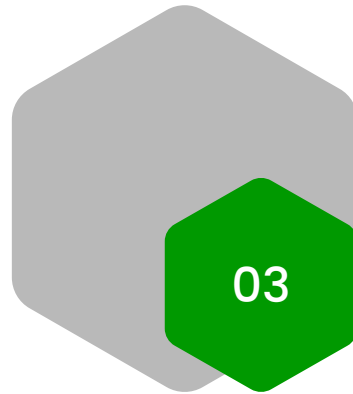
IP

- Strains/Genetics
- Microbials
- Drying
- Oakland Lab



Grows

- Greenhouses
- Outdoors
- Indoors



Retail

- Dispensaries
- Cannabis Outlet – Atwater



Real Estate

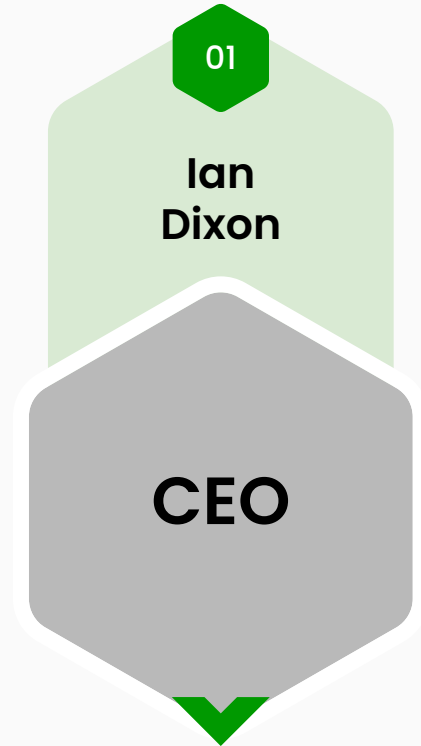
- Atwater, CA
- Choctaw, OK



Merch

- Lucky Chief

Exec Team

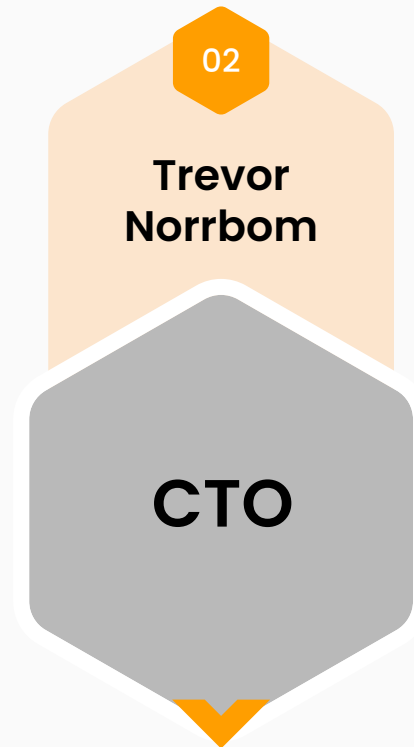


01

Ian Dixon

CEO

This profile card features a light green background with a white border. At the top is a green hexagon with the number '01'. Below it, the name 'Ian Dixon' is written in bold black text. The main title 'CEO' is centered in a large, bold, black font within a grey hexagonal area. A small green downward-pointing triangle is at the bottom center.

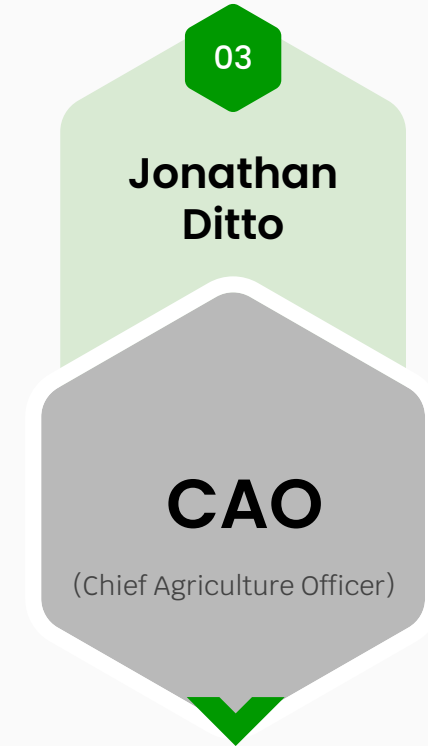


02

Trevor Norrbom

CTO

This profile card features a light orange background with a white border. At the top is an orange hexagon with the number '02'. Below it, the name 'Trevor Norrbom' is written in bold black text. The main title 'CTO' is centered in a large, bold, black font within a grey hexagonal area. A small orange downward-pointing triangle is at the bottom center.



03

Jonathan Ditto

CAO
(Chief Agriculture Officer)

This profile card features a light green background with a white border. At the top is a green hexagon with the number '03'. Below it, the name 'Jonathan Ditto' is written in bold black text. The main title 'CAO' is centered in a large, bold, black font within a grey hexagonal area, with '(Chief Agriculture Officer)' in smaller text below it. A small green downward-pointing triangle is at the bottom center.

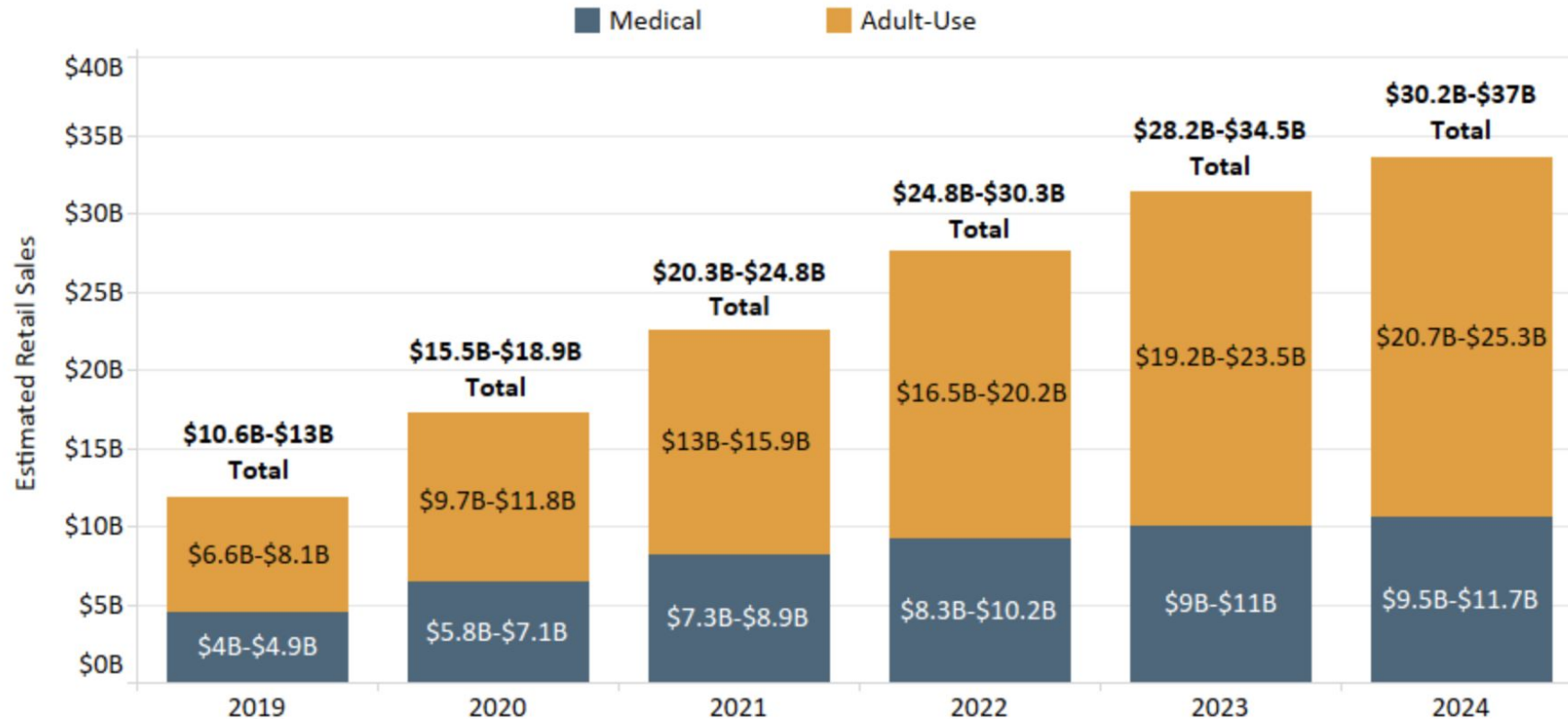
CANNABIS Industry Statistics



Chart of the Week

Marijuana Business Daily[®]

U.S. Cannabis Retail Sales Estimates: 2019 - 2024



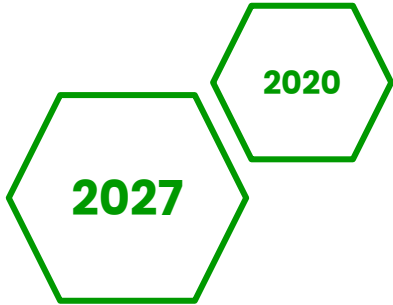
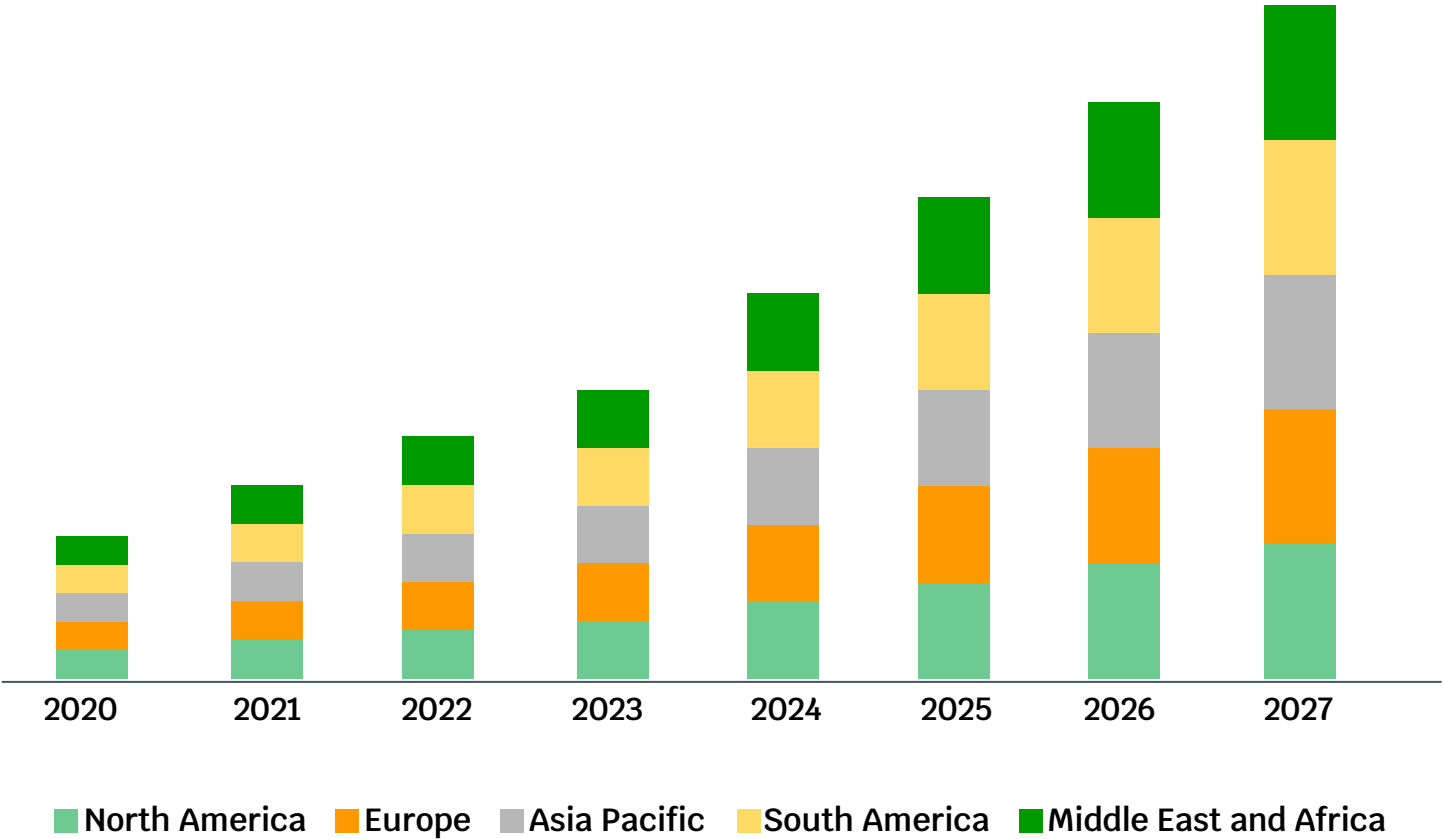
Source: Marijuana Business Factbook

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CANNABIS Seed & Genetics Statistics

Global Cannabis Seeds Market is Expected to Account for USD 723.77 Million by 2027

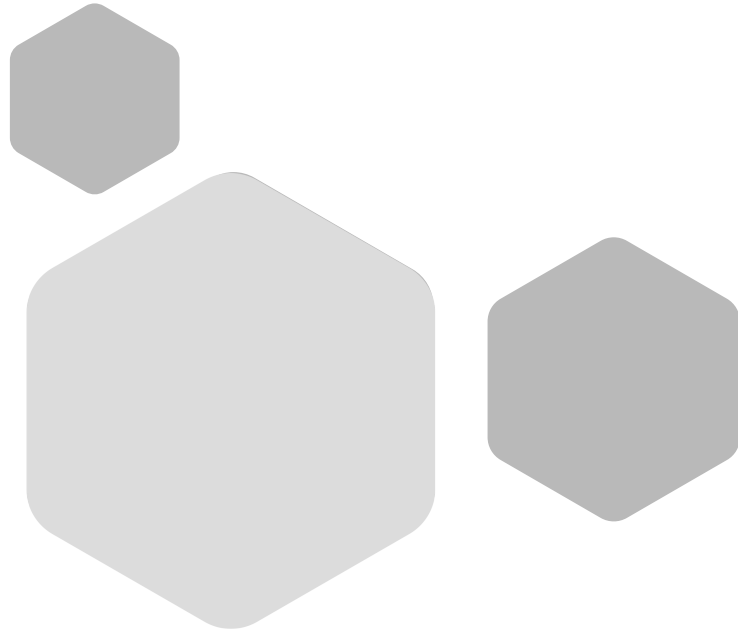
Global Cannabis Seeds Market, By Regions, 2020 to 2027



DATA BRIDGE MARKET RESEARCH



BUSINESS VERTICALS



“Our in depth understanding and experience of cannabis vertical integration and genetics is what will lead us to the forefront of this market”

Ian Dixon, CEO



Intellectual Property (IP)

DMAN has a strains/genetics library with a flagship brand of Lucky Chief developed in our Oakland, CA lab. The Company will vertically integrate with Microbials and Extraction/Drying.



GROWS

DMAN has targeted acquisitions for large scale grows in both California and Oklahoma.



CANNABIS OUTLET

RETAIL

DMAN's Atwater location has the potential for all California licenses in one location including a dispensary with innovative décor and product placement. We are currently beginning the construction phase of the Dispensary and Distribution space.

LC CAMPUS

Behind the Cannabis Outlet store will
be the - 17 Acre

Lucky Chief Campus

Fully gated

Closed campus

Ample parking



Dispensary

Wellness Center

(1 on 1 CBD consultations)

Juice bar and lounge

Rosenthal Educational Center

REAL ESTATE

DMAN owns physical real estate in Atwater, CA (50%) and an option of Choctaw, OK(100%).

Atwater – 17 acres with highway frontage and billboard signage on SR-99 Highway

Choctaw Farm is 35 acres with an existing 5,500 sqft 5-bed 4-bath house with two more house plots ready to build on to create a full live in farming compound. The outdoor acreage has capacity for 45,000 plants.





Distribution

Lucky Chief has set up state wide distribution for both the CA and OKC market. We have a product that has good traction and we have developed our Custom LC Honey Dipped Hemp Rolling Papers that come with every pack or jar we send out.



Our Flagship Brand

Innovative packaging
- Grinder Top Jar -



OTC: DMAN

Operating under the brand name
Lucky Chief



GENETICS

Feminization

CUSTOM
Seed
BREEDING
Projects

CEO - Ian Dixon
Chairman - Chief Tarango
Wilton Rancheria Tribe



MANUFACTURING

DMAN owns 35% equity ownership in a full scale Type 7 Lab in Oakland Ca. Mr. Dixon was one of the first in the state to obtain his manufacturing license and raised 2.8M in order to complete the buildout.





MERCHANDISE

Lucky Chief is a lifestyle brand we plan to offer a range of merchandise that do not touch the plant.

Lucky Chief Hat's

Lucky Chief Designer Shirt's

Lucky Chief Hemp Jeans

Lucky Chief Hoodies

Lucky Chief Grinder Jar's

REVENUE Streams

DMAN has multiple revenue streams that are forecast to be \$20M to \$30M combined for Q4/21 to Q3/22:

- CA Distribution
- CA Genetics/Clones
- OKC Distribution
- OKC Fem Seed Production
- OKC Flower Production
- CA Manufacturing
- LC Merchandise
- CA Retail (Temporary Dispensary)
- Real Estate



SALES Forecast



Sales Growth

Sales are expected to start conservatively the first few months and increase steadily through the second, third and fourth quarters of the first year of operations.



Operating Needs

Cash will be retained in the business to cover cash operating needs as well as future expansion to meet the demands.

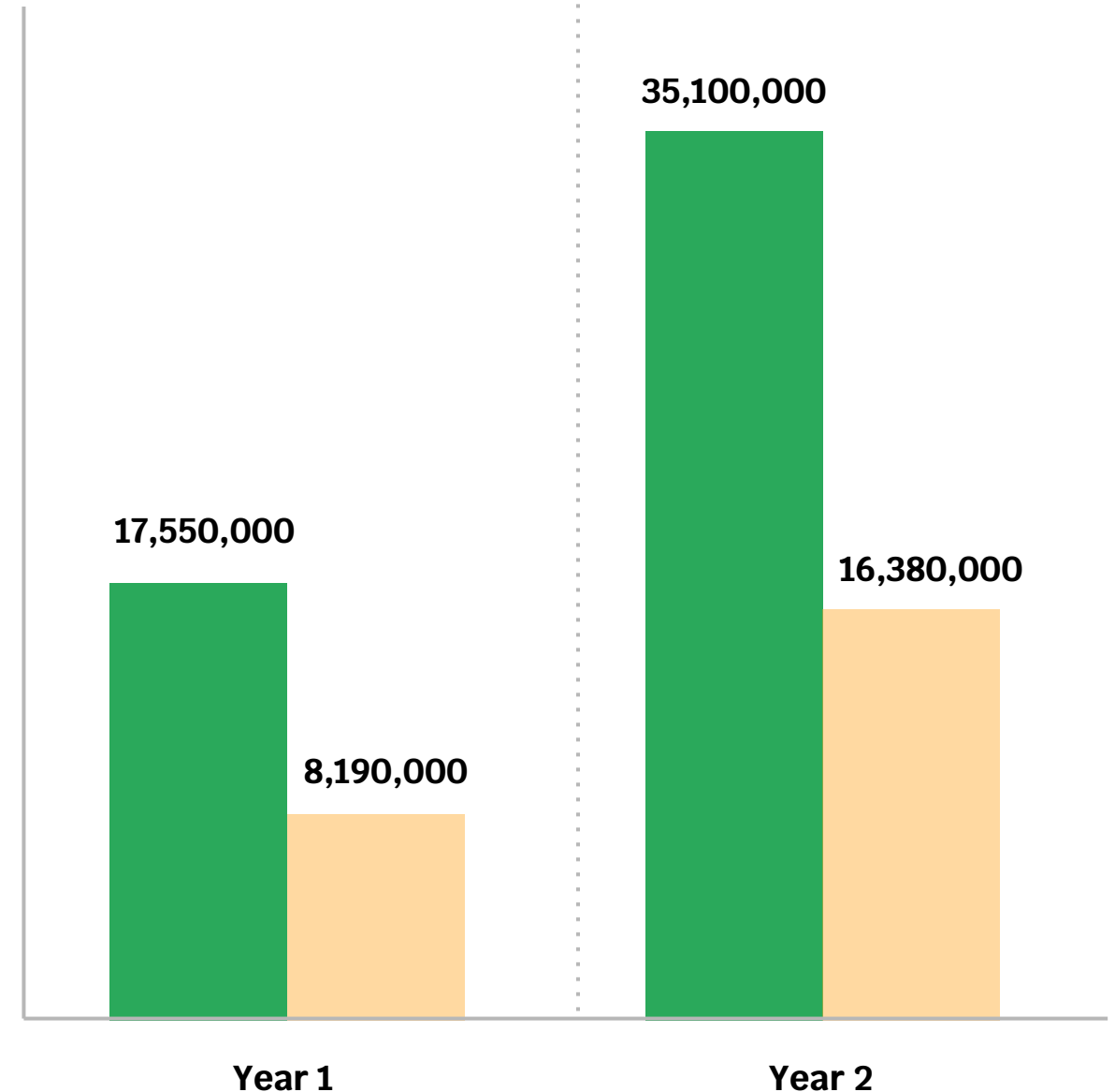


Expenses Cut

After the first year of operations, it is expected that Demand Brands will be able to trim expenses through realizing business efficiencies, gaining operational experience and industry knowledge.

\$52,650,000

Overall EBITDA
Distro & Retail EBITDA





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THANK YOU

Contact us for any questions
info@LuckyChief.com



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