

# Investor Presentation



# About NVG



Nass Valley Gateway Limited is a publicly-traded company currently listed on the CSE ("NVG.CN"), OTC Pink ("NSVGF"), and Frankfurt ("3NVN") stock exchanges. Nass Valley Gateway Limited was formed to address a growing unmet need of high quality, trust-worthy, and FDA compliant CBD products in the marketplace. Under-capitalized companies have flooded the market with inferior products made from cheap and untested ingredients. In late 2018, Nass Valley Gateway agreed to merge with Advanced Bioceuticals Limited, a New Jersey LLC focused on the cultivation, extraction, and sales of organic, non-GMO hemp-based, CBD products. These products are sold under the "Nass Valley Gardens" brand. Nass Valley Gardens was founded with the purpose to revolutionize the market, creating a variety of premium, third-party tested CBD products made with the finest ingredients providing consumers with a CBD brand they can trust every time they make a purchase.

# Our Core Values

As the CBD products industry matures and consolidates, we believe that establishing our business practices and values to the highest standard from the beginning is paramount. We desire to be the benchmark in the industry and will follow certain company values to achieve our goals.



## **Our purpose:**

Our purpose is to promote better alternative healthcare outcomes for all consumers. By doing so, we will also drive enterprise and shareholder value.



## **Our vision:**

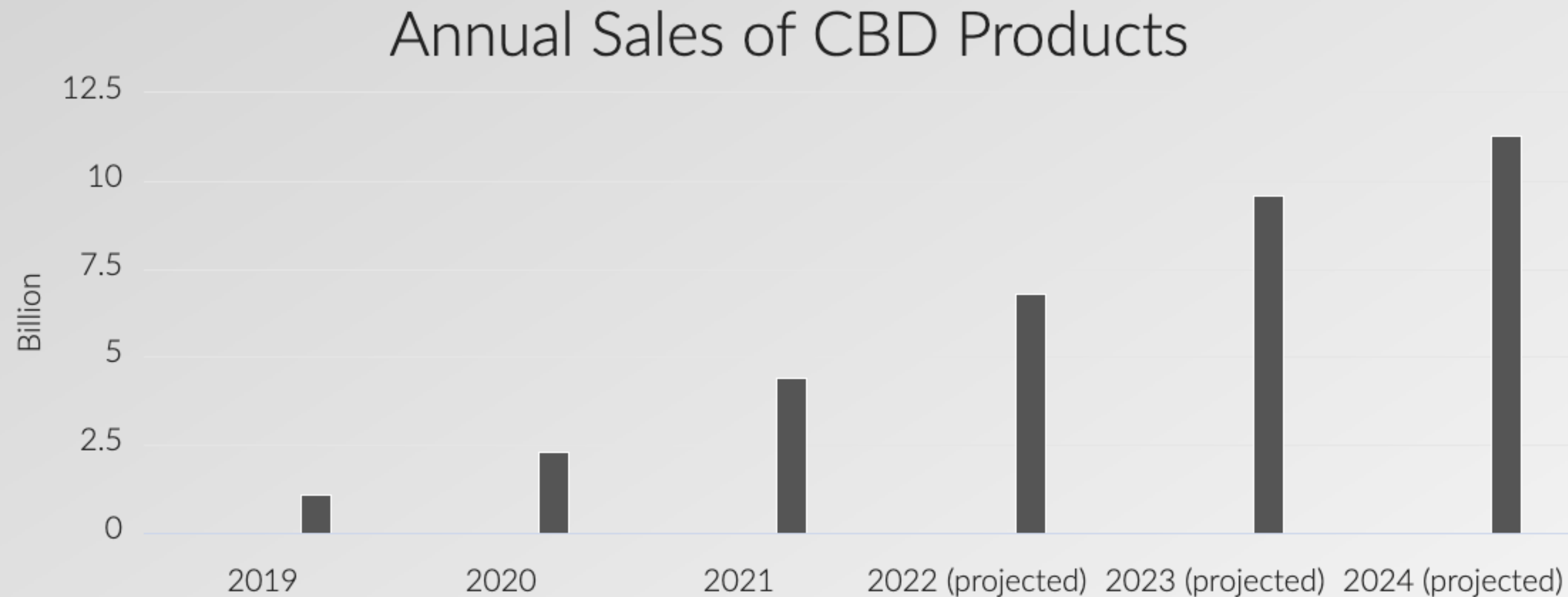
Our vision is shaped by the enormous commercial opportunity CBD presents. It will be realized by creating a fully-integrated CBD enterprise via organic sales growth, strategic acquisitions, and consistently executing our business plan.



## **Our mission:**

Our mission is to help the greatest number of people possible to feel better by providing them with the highest quality CBD-based therapies. We will accomplish this mission by becoming the leading CBD producer and supplier to retailers and wholesalers worldwide.

# Market Today



The Hemp & CBD Industry Factbook states that retail sales of CBD in the U.S. surpassed \$1 billion in 2019 – a 133% increase over 2018 sales – and may eclipse \$10 billion by 2024.



# Our Target Markets



Pet CBD is expected to make up a \$1.7 billion market by the end of 2025.



CBD skin care market is projected to reach \$3.48 billion by 2026.



CBD market is estimated to reach \$13.4 billion by 2028.

# NVG Products



CBD, CBG, and Delta 8 Tinctures



CBD & Delta 8 Gummies



CBD, CBG, Delta 8, and CBN Soft Gel Capsules

# NVG Products



CBD Topicals And Bath & Beauty  
Products



CBD For Pets



CBD And Delta 8 Smokables



# Competitors





# SWOT Analysis



## Strengths

- Public company
- Nass Valley Direct
- Experience of Executive Management
- WASI partnership
- Large variety of High Quality CBD Products



## Weaknesses

- Competitive marketplace
- No major capital partner
- Early stages of building topline revenue
- Covid-19 Pandemic



## Opportunities

- High quality products
- Founders control 80% of shares
- High growth industry
- Major retail distribution potential
- Global market



## Threats

- Possible changes in product testing requirements
- Major global economy slowdown
- Competitive market
- Possible CBD legal changes
- Agricultural threats to hemp production

# Marketing & Sales Strategy

The marketing and sales strategy of Nass Valley Gateway is a multi-tactic approach based on leveraging the power of e-commerce and direct sales which allow for targeted retail and wholesale customer acquisition. By promoting our CBD products through our various sales channels, we will methodically build a national base of retail and wholesale customers who will enjoy our unique, high quality CBD products. Our goal is to build market share through organic sales while also acquiring companies aligned with our mission and culture that will also be immediately accretive to our earnings. We will leverage our customers' desire to use natural, non-pharma beauty and lifestyle therapies and provide them with our high-absorption CBD products. The results will increase market share, revenue acceleration, and shareholder value.





# Sales Channels

- **Direct to Consumer Sales**

- Amazon, Walmart, and Wholesale Central online platforms.
- Digital paid advertising
  - Facebook
  - Google/ Bing
  - Influencer macro and micro
- Outbound & Inbound call center campaigns

- **Nass Valley Direct**

- In Q2 of 2021 NVG will launch its direct sales program to the public. NVG plans to enroll 5k to 10k associates in the first 12 months.

- **Direct B2B**

- NVG is currently communicating with multiple major US distributors. Company is in the process of landing its first PO for \$10.5 M.





# Our Executives



Gavin Collier  
CEO

Gavin Collier, CEO, is an experienced scientist, attorney, business executive, and provides the Nass Valley Gateway team with competent, proven leadership. Mr. Collier provides a thoughtful critical thinking approach, which is an asset to the many successful businesses he has co-founded, founded, and sold.



Jordan Erskine  
COO

Jordan Erskine, COO, is a highly motivated entrepreneur who has co-founded & sold many successful businesses. Jordan has over 17 years in the personal care/skincare industry. He has spent his entire career in the manufacturing and R&D world. Jordan has worn many hats in R&D, manufacturing, and formulations throughout his entire career. Mr. Erskine is a true professional and a proven operational leader.



Michael Semler  
CFO

Michael Semler is Chief Financial Officer and a member of the Board of Directors of Nass Valley Gateway Ltd. He also sits on the Audit Committee. He has worked in finance and marketing in the healthcare and wellness business for the last 15 years. He led the capital fundraising for Advanced Bioceuticals Ltd prior to its merger with Nass Valley Gateway and maintains financial relationships with NVG's banking, private equity, and investor partners.



# Directors



**Troy Dooley**

**DIRECTOR**

Troy Dooley was named one of the most influential voices in the main-street business community by critics and proponents alike. He was founding member of the Association of Network Marketing Professionals, current Board Member of the Social Networking Association. He was the former interim-COO of Isodiol International, a pioneering group of companies focused on the advancement of cannabis globally.



**Jeff Rogers**

**DIRECTOR**

Jeff Rogers was first introduced to the Direct Sales Industry between 1988 and in 1995 when he co-founded his first direct sales company, launching him into a successful career of helping people reach their financial goals and live their dreams. His experience includes every facet of the industry, from company owner to field leader to expert consultant since 1995.



**Jeanine Behr Getz**

**DIRECTOR**

Ms. Getz worked with TwinLab, a supplement company, during the launch of their Hemp products line. She was directly involved in creating communications, education, as well as marketing and business strategy for Hemp products in the Sports, Beauty and Vitamin Supplement divisions of TwinLab.

# Directors



**Michael Racaniello**

**DIRECTOR**

Michael Racaniello is a co-founder of Nass Valley Gardens, and currently one of the directors sitting on the board of Nass Valley Gateway Ltd.

Michael's primary responsibilities include designing and executing sales strategies, data acquisition, and lead generation for Nass Valley Gardens.



**Armand Assante**

**DIRECTOR**

Ms. Assante has distinguished himself as one of the most elusive and yet prolific actors of his generation. Internationally he is sought after in the film industry as much as he has been the guest of leading industrialists and leaders around the world. Mr. Assante will be leading the influencer program for NVG.



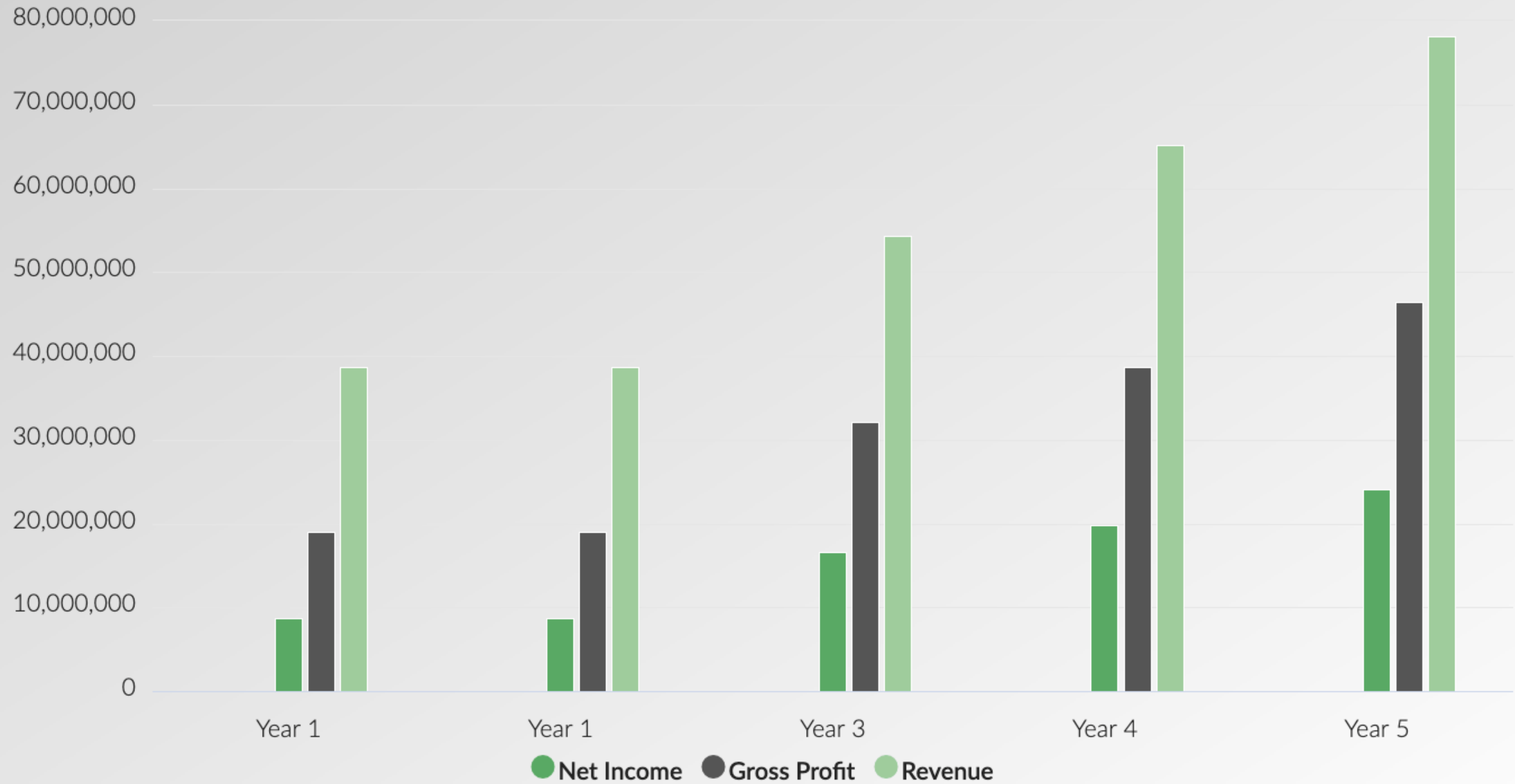
**Brandon Gil**

**DIRECTOR**

Brandon Gil directs the strategy and execution of Nass Valley's digital presence which includes website optimization, social media, search engine optimization, affiliate and influencer marketing, email campaigns, and paid advertising efforts.

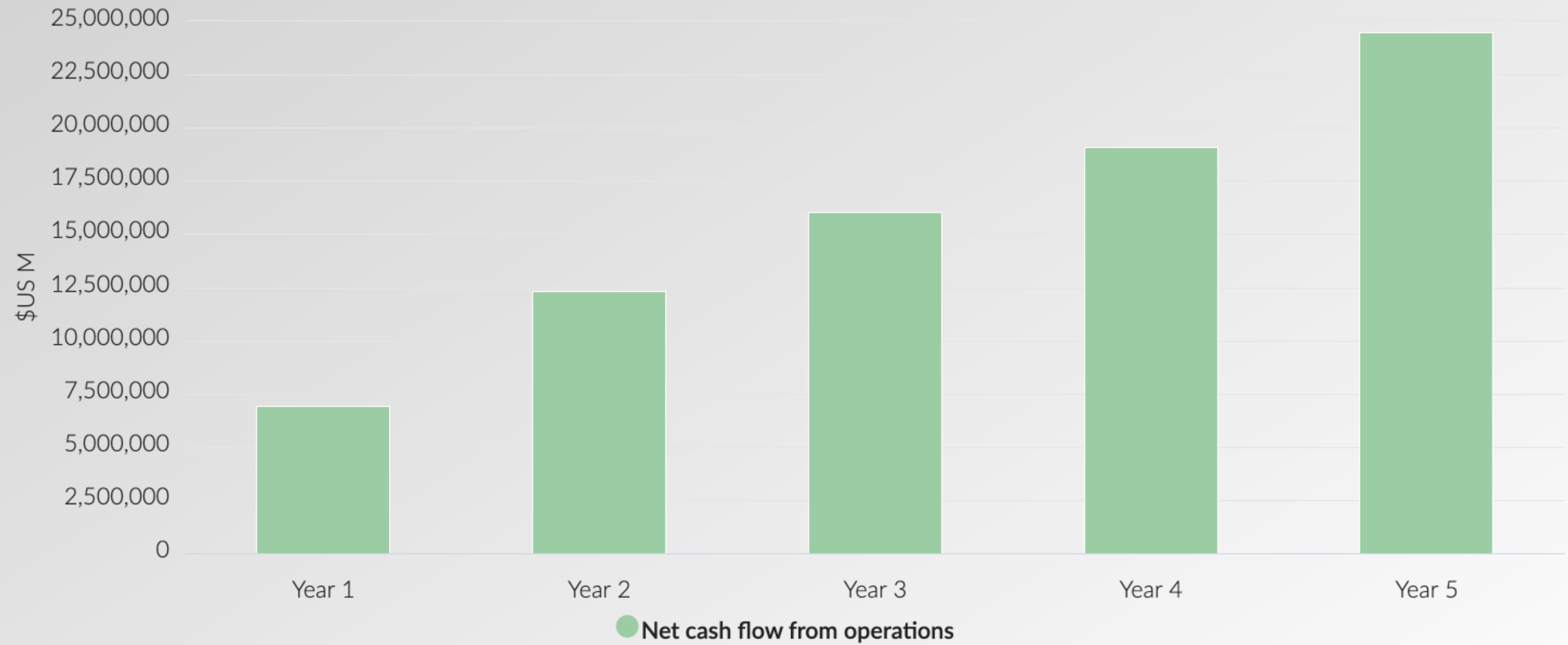


# Revenue Forecast



# NVG Cash Flow

## Cash Flow From CBD Sales



# Investment

## Use of funds



- Nass Valley Gateway Ltd will raise \$10 million dollars in 2021 per our plan. NVG currently has raised initial funds to purchase a first round of inventory which will support e-commerce sales channels and operations. Currently the company has a pending purchase order for our premium CBD cigarettes in the amount of \$10.5 million dollars. This purchase order will be split over the course of the first 12 months. The company needs its first round of \$5 million dollars to manufacture 1 million packs of CBD cigarettes to support the first half of the purchase order, marketing and advertising, hiring additional staff, and manufacturing our other CBD SKUs to prepare for the launch of Nass Valley Direct. In Q3 of 2021 NVG will need another \$5 million dollars to support inventory, marketing and advertising, and operational costs for new distributors, big box stores, and the projected growth of the Nass Valley Direct sales channel.

A large green circle with a tail pointing downwards, containing the text '\$10M' and 'Equity Investment'.

\$10M

Equity Investment

**Investment Needed**





## Contact Information

Michael Semler

[michael.s@nassvalleygateway.com](mailto:michael.s@nassvalleygateway.com)

Contact number: (609) 651-0032

Corporate website:

[www.nassvalleygateway.com](http://www.nassvalleygateway.com)

Product website:

[www.nassvalleygardens.net](http://www.nassvalleygardens.net)