



## Cannabis Industry in Trouble? We are on the Offensive - Always

It's no secret that the cannabis industry in the US, especially in California, the bellwether state, has been through tough times in the last few years. The number of active business licenses in the state, as reported by the DCC, has dropped to 9,900, a decline of 28.5% since July 2022, and the number of inactive or expired cannabis cultivation and retail licenses increased by 48%. Many small companies closed shop because of oversupply, lower wholesale prices, and the unreasonable tax burden. Several larger MSOs (Multi-State Operators) have cut down in size, and some have left California altogether.

### IN TROUBLED TIMES LIES OPPORTUNITY

Bill Hodson, Livewire's CEO, states, "We have seen choppy waters and consolidation coming for some time. Over the past four years, in cooperation with our subsidiary and affiliate partners, we have built a significant, well-functioning, low-overhead operation and established one of California's top sun-grown cannabis cultivation operations at Estrella Ranch in Paso Robles, California. Establishing a multi-prong marketing approach focused on wholesale and retail, running a tight ship, and producing exceptional products will prevail. We are ready to aggressively apply our experience and take advantage of the leveling playing field with diminishing large-player competition. We expect 2024 to be our breakthrough year".

### FRESH TEENS PLANTED



Actual image as of March 14, 2024

### RETAIL OFFENSIVE COMING



Sneak Preview

### The Livewire Estrella Ranch Weedery

Estrella Ranch is a historic ranch property in Paso Robles, the center of California wine country. Together with its subsidiary Estrella Ranch Partners, Livewire has transformed this stunning

property into the world's first "Estate Grown Weedery™," with three acres for cultivating high-end, organic, sun-grown cannabis products and ample room for expansion. Estrella Ranch is the central hub for all Livewire operations in California. The Estrella "Estate Grown Weedery" cultivation process focuses on the cost-effective production of the best quality organic-style cannabis in California while generating the smallest possible carbon footprint using as few of California's energy resources as possible. Visit <https://estrellariverfarms.com>.

#### **About LiveWire Ergogenics Inc.**

Livewire focuses on acquiring, managing, and licensing well-qualified cannabis real estate locations of fully compliant facilities to produce exceptional cannabis-based products for statewide distribution in California. This includes developing and licensing organic-style grown cannabinoid-based specialty products and services to create the high-quality "Estrella Weedery™" brand. These products are cultivated by Livewire's subsidiary/affiliate companies, Estrella Ranch Partners and Estrella River Farms, and distributed by major California cannabis distributors and retailers. LiveWire Ergogenics does not produce, sell, or distribute products that violate the United States Controlled Substances Act.

For more information about LiveWire Ergogenics, visit [www.livewireergogenics.com](http://www.livewireergogenics.com). Follow LiveWire Ergogenics on Twitter @livewireLVVV or go to [www.stockwatchindex.com/livewire-ergogenics](http://www.stockwatchindex.com/livewire-ergogenics) for non-material updates.

**Forward-Looking Statements.** This release contains forward-looking statements within Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934. All forward-looking statements, predictions, and projections are inherently uncertain as they are based on current expectations and assumptions concerning the successful execution of planned events or the Company's general future performance. Readers are cautioned not to rely on these forward-looking statements, which are only predictions and speak only as of the date hereof. In evaluating such statements, prospective investors should carefully review various risks and uncertainties identified in this release, the Company's Social Media postings, and matters set in the Company's SEC filings. These risks and uncertainties could cause the Company's actual results to differ materially from those indicated in the forward-looking statements.

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