



# **VICTORUM**

C O R P O R A T I O N

"VICTORY FOR HEALTH"

## **INVESTOR PITCH DECK**

2022





## MISSION STATEMENT

We are a fully integrated health company operating in the hemp and cannabis markets, for the individual looking to take control of their health.



## OUR VISION

To be the number one trusted global provider for cannabis and hemp solutions.



## CORE VALUES

We are committed to our employees, our community and our clients by making products focused on life and health with integrity, compassion and commitment.



**VICTORUM**  
CORPORATION

# MANAGEMENT TEAM



**VICTORUM**  
CORPORATION



**ROBERT MARSHALL**  
CEO/CMO

Experienced leader focused on financial planning, forecasting and leveraging consumer research with Mobil Oil, ACNielsen, McDonalds and Kerry Foods.



**LAURENT BENSAÏD**

President | VP of Operations & Distribution | Founder

30 yrs experience as a entrepreneur. Expertise in building and selling businesses in a variety of industries. His latest venture is the launch of a CBD company supplying wellness products.



**MICHAEL BENSAÏD**  
VP of Strategy & Development

Entrepreneur buying and selling businesses & real estate. He has helped grow over 30 successful multi-million dollar companies.



**ACE CRAWFORD**  
Director of Development

30 yrs in textile & consumer goods, managed \$35 million in construction projects as CEO of Mount Pisgah United Methodist Church.



**DAVID BANKS**  
Chief Marketing Innovation Officer

25 yrs in marketing with fortune 500 companies. Experience is focused on strategy, research, product development and innovation.



**NATE KAUP**  
Brand Development & Business Sales Director

25 yrs in marketing with fortune 500 companies. Experience is focused on strategy, research, product development and innovation.



**CHRISTINE SCOTT**  
Corp. & Special Accounts Sales Dev. Director

Combined 30 years experience working in high net worth sectors & professional sports across multiple industries. Published author and Summa Cum Laude graduate.



**MARCY PITTMAN**  
Vice President of Consumer Relations

Successfully ran 3 customer service call centers with over 20 yrs experience with Fortune 500 sales & services.

# MANAGEMENT TEAM



**VICTORUM**  
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**JAQUELINE BENSAÏD**  
Sales Manager - Special Channels

Bachelor degree in creative media. Marketing director for hawaii's top radio stations focusing in digital marketing, optimization & social media.



**MICHAEL BERGMAN**  
Director of Cultivation Development

15 yrs combined experience cultivating original strains with a focus in genetics. Co-founder of a genetics cannabis nursery.



**REW POPP**

Corporate Equity Officer & Community Liaison

Considered and branding solution specialist focused on equity by providing access to Cannabis genetics, resources & knowledge for those most affected by prohibition



**IVAN ALVAREZ**  
Art Director

Created brands & product designs since '97 for companies like Nike, Mattel, Mr. Pink Energy, Ford & many rock bands and clothing companies.

# UNIQUE ADVANTAGE

Victorum Corporation, LLC. specializes in the growing, manufacturing and distribution of cannabis and hemp products. The key advantage for our company is our team and it's 235 plus years experience along with the personal insight our founders have while maneuvering through the early days of the legalization process. This is not only a strategic advantage for setting operational direction but also allows Victorium to guide their brands in directions where others have already failed. Our plan is to merge the greatness of Humboldt terroir and appellation production with the efficiencies and scale of a well-run organization. And operating from our facilities in Orange and Humboldt counties, we will be able to focus our production and distribution efforts while maintaining overall corporate synergies.

With the strength of Victorium's vertically integrated structure, we will be able to leverage our team's industry experience and create a profitable portfolio of cannabis businesses without many of the operational pitfalls associated with earlier failures within the industry. Our company is unified and focused in our mission internally and operates with clarity of voice externally. Our plan is designed to make us immune to economic downturns and industry disruptions due to our fully integrated business and community engagement plan. This is embedded in our corporate culture.

It is our commitment to facilitate the personal growth of our employees, the success of the business, and the development of community relationships in order to establish trust among our consumers and investors alike. Our farms, services, and brands will naturally flourish through these community partnerships along with a deep understanding of the health and recreational needs of our customers. Relentless execution of these principles, we believe, will deliver results above and beyond industry standards..

- Victorium

# SWOT ANALYSIS

**Strengths** – vertically integrated, branded products, production facilities, product quality, manufacturing process, people, industry knowledge, distribution network. Operation advantages - 1M gallon retention pond, power substation, 200K SQFT of solar roof paneling, 14K LED grow lights, low cost producer.

**Weaknesses** – Access to traditional sources for capital, stringent regulations on production/development, safety and protection of distribution network

**Opportunities** – industry growth, market size and access, consumer product awareness, recession proof business, diversification, acquisition, mergers, synergies, industry consulting, improve messaging

**Threats** – black market, vaping issues, changing government regulation and limitations, investor cautiousness, industry reputation

MANAGED ENTITIES



**VICTORUM**  
CORPORATION



HUMBOLDT BAY COMPANY  
CANNABIS OPERATIONS

SEPAV INC.  
HEMP MARKET OPERATIONS





## GREEN HOUSE/INDOOR GROW

75K Sq. Ft. of green house  
224K Sq. Ft. of indoor



## PROCESSING

Extraction CO<sub>2</sub>, Ethynol, and Solventless.  
Terpene extraction and formulation  
Private label formulation



## MANUFACTURE

Producing branded THC Products  
Packaging and fulfillment  
Private Label



## DISTRIBUTION

Distribute throughout Ca.  
Retail and 3rd party  
Multi State prep



- 261K SQFT indoor grow canopy
- 60K SQFT of greenhouse
- Processing level 7
- Manufacturing
- Distribution
- Testing
- Cannabis research facility
- 1M gallon retention pond
- Power substation
- 200K SQFT solar roof paneling
- 14K LED grow lights



**SITE PLAN**

22x34 SHEET: 1"=150'  
 11x17 SHEET: 1"=300'  
 0 75 150 300





# CANNABIS COMPANY BRANDS



## THE COMPANY

Humboldt Bay Company owns and operates cannabis cultivation, manufacturing and distribution facilities in Humboldt County, California. We build brands designed to dominate a particular targeted market segment to meet the diverse needs of the consumer.



## HUMBOLDT BAY COMPANY

Our flagship American inspired brand aimed at a free loving market with uncompromising quality. HBC is a non-traditional brand that defys the industry's norm of how cannabis companies should look and feel.



## 707 BUD

707 Bud is our value based THC brand offering traditional cannabis products for the purist and enthusiast. For those who seek out the cleanest and purest products without the premium price.

[libertyleafco.com](http://libertyleafco.com)



## ISLANDER LEAF

This company is a natural cannabis full spectrum CBD/THC brand targeted to the beach loving paradise seekers who live the tropical lifestyle. If you love life, and are free spirited, then Islander Leaf is for you.

[islanderleaf.com](http://islanderleaf.com)

# HEMP COMPANY BRANDS



## THE COMPANY

Sepav Inc. owns and operates quality hemp manufacturing facilities in Los Alamitos, California and manufactures its own flagship brands that offer wide range of quality organic essential oil products.



## APPLE CBD PLUS

A lifestyle brand that benefits the mind and body holistically by using all organic high quality Broad Spectrum CBD. We formulated and tested each of our very own Apple CBD Plus products. This ensures we produce a safe and consistent brand.

[applecbdplus.com](http://applecbdplus.com)



## XS SPORTS CBD

This is a premium sports brand specifically formulated for the body's peak performance. Our pure ingredients support any athlete for endurance, focus and pain management. Used by pro athletes like Bernard Hopkins, Davi Millsaps & Tom Milone.

[xssportscbd.com](http://xssportscbd.com)



## ISLANDER CBD

Islander CBD is a Full Spectrum CBD, CBG, and CBN line that enhance your mind and body. Our tropical blends are a compliment to your favorite health drink. Use our tropical CBD blends to help you rejuvenate your mind, body and spirit. (2020)

[islandercbd.com](http://islandercbd.com)



# BRANDING DESIGN



## HUMBOLDT BAY COMPANY

[humboldtcompany.com](http://humboldtcompany.com)



## 707 BUD

[707bud.com](http://707bud.com)



## ISLANDER LEAF

[islanderleaf.com](http://islanderleaf.com)



## APPLE CBD PLUS

[applecbdplus.com](http://applecbdplus.com)



## XS SPORTS CBD

[xssportscbd.com](http://xssportscbd.com)



## ISLANDER CBD

[islandercbd.com](http://islandercbd.com)

## RESEARCH

Victorum's long term vision within Humboldt county is to find sustainable solutions for everything from the common cold to cures for cancer. As we develop our relationship with Humboldt university, this will allow us to find focal points of study



## DEVELOPMENT

Victorum has always used its resources to its advantage, which is why housing a development unit to work in conjunction with our research team is crucial. This is where miracle medicines will be developed.



## RELATIONSHIPS

Victorum focuses on today's needs to advance us to tomorrow's technology. We are currently building a robust advisory board that will include scientists, doctors, FDA, DEA, college professors, Silicon Valley industry professionals and more like-minded people to be the future of medicine.



## APPELLATION STATUS

Victorum strategically chose its location to operate its business boasting logistics, community, history and growth for safe medicines in the future. Part of this will have to do with the Appellation status currently being white papered in Humboldt County, CA., home to Humboldt Bay Co.



## FACILITIES

Victorum is preparing for its last and final phase that will be a state-of-the-art research, education and development facility featuring a new breakthrough patented technology, open work spaces, labs, a grand hall for on-site events and many more features that some will call the world's greatest location!



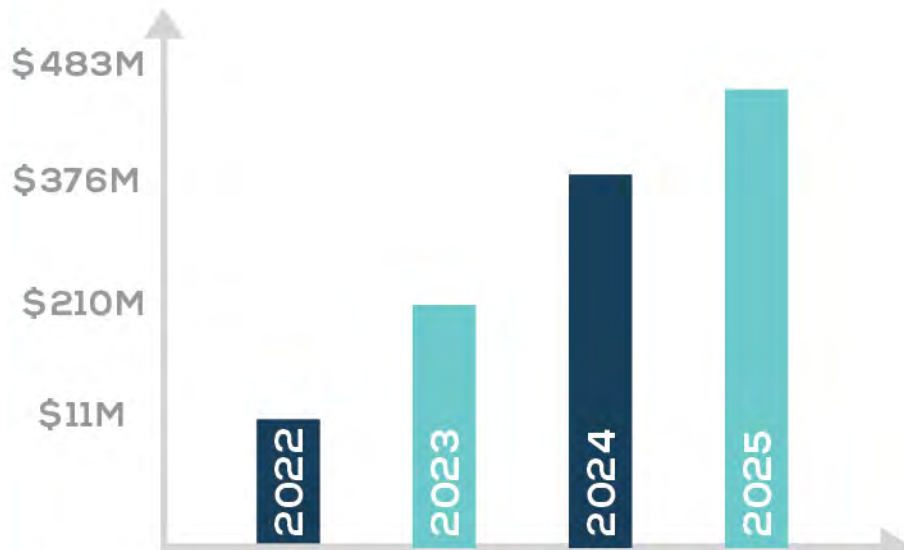
"If you build it, they will come."



**VICTORUM**  
CORPORATION

# VICTORUM CORPORATION

## 4 YEAR FORECAST FOR FLOWER ONLY



TOTAL SALES PROJECTED THROUGH YEAR 2025. THIS GRAPH SHOWS PROFIT CALCULATED IN MILLIONS FOR EACH YEAR.

## CANNABIS CULTIVATION

51K SQ FT GREENHOUSE (2,849 LBS)  
236K SQ FT INDOOR CULT. (36,877 LBS)

X 5 CROPS A YEAR AT \$1,500 PER LBS  
X 5 CROPS A YEAR AT \$2,500 PER LBS

EQUALS

2,849 LBS X 5 (CROPS) = 14,243 LBS/YR.  
36,877 LBS X 5 (CROPS) = 184,388 LBS/YR.

14,243 LBS X \$1,500 USD  
184,388 LBS X \$2,500 USD

EQUALS

**\$482,333,310 USD**

ANNUAL

- CANNABIS CALCULATION FORMULA REFLECTS CANNABIS PLANT (FLOWER) ANNUAL REVENUE ONLY.
- ADDITIONAL REVENUES WILL BE GENERATED FROM: MANUFACTURING, PROCESS, DISTRIBUTION.
- HEMP MANUFACTURING AND LINE OF PRODUCTS ARE ALREADY GENERATING REVENUES BUT NOT INCLUDED IN THE ABOVE CHART.



## FOUNDERS & COMPANY INTRODUCTION

Investors,

Victorum Corporation, LLC. is specialized in the cannabis sector. The key advantage for our company is the insight of our founders from the beginning of legalization. This is not only a strategic advantage for operational direction but also allows Victorium to guide their brands in directions that others have already failed.

Victorum's structure also provides for a winning formula. Under a vertically integrated umbrella of companies, we will leverage our industry experienced executive team and a talented team of professionals to create a profitable portfolio of cannabis businesses. Our company is about controlled expansion with a unified team under one vision.

It is our commitment to facilitate the growth of our employees, thus growing the business, opportunities and arenas we operate in. Our farms, services, and brands will naturally flourish through our committed team. We must empathize with our patients and understand our recreational customers, listen to our partners and support our shareholders, assist our brands and prioritize revenue streams.

In health and Prosperity,


Laurent Bensaid  
Founder  
Victorum Corporation, LLC



# VICTORUM

C O R P O R A T I O N

“INVESTMENT OPPORTUNITIES”  
(EMAIL OR SCAN)

 (310) 594 - 8258



 [opportunities@victorumcorp.com](mailto:opportunities@victorumcorp.com)

10851 BLOOMFIELD STREET | LOS ALAMITOS | CALIFORNIA | UNITED STATES OF AMERICA  
[WWW.VICTORUMCORP.COM](http://WWW.VICTORUMCORP.COM)



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