



# DIEGO PELLICER WORLDWIDE

## StockWatchIndex Summary Research Report

OTCQB:DPWW

### A Unique Business Model in a New Economy

Diego Pellicer Worldwide (Diego) is a real estate development company focused on developing Diego Pellicer as the world's first all encompassing "premium marijuana brand". Diego is building and leasing out custom designed facilities for the cultivation and/or retail of both high-quality cannabis and non-cannabis products. At this time DPWW will only operate in states where the sale of cannabis is legal. Diego does not grow or sell marijuana or marijuana infused products in the early stages of its business plan.

The company's initial focus is to secure and develop legally compliant real estate locations for the purpose of leasing them to state licensed companies in the cannabis industry. Finding these locations and complying with all existing laws, rules and regulations of operation is complicated and beyond the expertise of most marijuana start-ups. Diego has a team of highly skilled experts that will provide a complete turn key system to its tenants. At the time of the lease, select tenants are obligated to enter into an agreement with terms for the acquisition of the tenant companies at DPWW's sole discretion, once marijuana has been legalized federally.

In the fast growing and turbulent marijuana industry, Diego Pellicer Worldwide Inc. has established itself as the clear leader, implementing a unique business plan.

- First-to-Market with a well developed and advanced Premium Brand Strategy
- High Rent Revenue as a Landlord to legal Cannabis Operations, 31.5% Cap Rate.
- Pre-negotiated Contracts to acquire the Tenant Business at DPWW's option. Instant addition of Cannabis Revenue once Federal Legalization occurs.
- Production and Sale of Premium Signature Branded Products and Apparel, including patented Devices through its Network of Locations and DPWW Web Site
- Provide all encompassing Guidance and Consulting to Tenants by DPWW's world-class Experts in Legal, Safety, Medical, Agricultural and Retail, assuring the highest Standards for Quality, Consistency and Brand Integrity.

The DPWW business model addresses an essential need and a large void in the MJ industry, an industry that is quickly moving towards further legalization and rapid growth. This will result in fast growing revenues and profits and subsequently increasing share prices for well-managed and well-funded public companies such as Diego Pellicer Worldwide.



***“Legal marijuana is the fastest-growing Industry in the U.S.”***

- ***Huffington Post***

***“The marijuana industry could be bigger than the NFL by 2020”***

- ***Washington Post***

### In This Report

- Unique Business Model
- Cannabis Real Estate
- Premium Merchandise
- Market Size
- The Team
- Global Market Leader
- Legalization
- Capitalization

## REAL ESTATE

Diego's initial revenues derive from designing, building-out and collecting premium lease revenue from the tenants occupying Diego's customized marijuana production and retail properties that legally grow and/or sell marijuana products

## PRODUCTS

Diego will provide its tenants with Diego premium signature cannabis-related and other consumer merchandise for sale and provide administrative and marketing advise

## CONSULTING

Tenants have access to Diego's management team with expertise in real estate, retail management, agriculture and USDA compliance, legal, marketing, creative branding and product development

## ACQUISITIONS

With the lease of every retail and/or production property Diego enters into pre-negotiated acquisition contracts with carefully scrutinized Diego tenants that produce and sell marijuana

### INVESTMENT THESIS

DIEGO offers great value to operators and investors alike as a vehicle that gives both the ability to enter an emerging market with a leading brand. The initial value proposition of Diego consists of a standardized approach to the build-outs and leasing of real estate holdings, customized for premium and legal marijuana growth and retail operations. The build-out model is optimized to maximize resources while minimizing costs and overhead. This allows DIEGO to command premium lease revenue. DPWW is one of the few companies that have the all-around real estate, legal and marijuana industry expertise to establish itself as the market leader. Securing real-estate locations that are compliant with all rules and regulations that differ from state to state requires considerable expertise and credibility. DPWW provides this expertise to its carefully scrutinized tenants.

### Pre-negotiated Acquisitions

With each location build-out, Diego pre-negotiates acquisition contracts with its licensed growth and retail tenants at its sole discretion. This unique business model will result in immediate ownership of fully operational prime locations from seed to sale once the Federal Law changes. This positions the Company to grow revenue drastically, basically overnight, once Federal legalization occurs.

### LOCATIONS - Grand Opening

Presently, Diego holds six (6) qualified properties across 3 US states and has signed several key tenant agreements. The Company's flagship location in Seattle is scheduled for a Grand Opening on May 4, 2016.

- Retail Location in Seattle, WA
- Retail Location in Denver, CO
- Retail Location in Denver, CO
- Cultivation Facility in Denver, CO
- Cultivation Facility in Denver, CO
- \* Springfield, Oregon

## Location Openings | 2016



### CAPITALIZATION

Symbol	DPWW
Exchange	OTC QB
Current Price	\$0.89
52 Week Range	\$0.45 - \$0.89
Average Volume	70,000
Shares Authorized	100 Mill
Shares Outstanding	34,717,935
Float	5.6 Mill
Market Cap	28 Mill

## THE MARKET Estimated at \$110 Billion

The US marijuana industry is an emerging market with annual revenue estimates ranging from \$80 - \$110 billion for the entire marijuana market. The market is projected to grow by 39% during the next 4 years. ArcView Angel Investors forecasts the medical marijuana market alone at \$4.6 billion in 2015 and expects it to grow to \$10.2 billion within a period of 4 years.

While the entire medical marijuana market is expected to grow to \$10.2 billion by 2018, the present US market is dominated by two states, California and Colorado, which account for ninety two percent (92%) of the present market share. Oregon is in third.

## LEGALIZATION: A DRASTIC CHANGE

The marijuana industry in the US and Canada is moving consistently towards legalization. Twenty seven (27) states in the United States have already legalized medical marijuana and more are following suit. Five states have approved recreational use and more are to follow, while the public sentiment continues to change in favor of legalization. Only twelve percent (12%) supported the legalization of marijuana in 1996 with eighty four percent (84%) opposing it. The pendulum has now swung to the other side. In 2014, fifty eight percent (58%) of the population supported legalization of marijuana versus forty five percent (45%) opposing it, a drastic change. The support for legalization keeps growing nationwide and the experts expect Federal legalization to change soon.

## DIEGO - Global Market Leader

The worldwide MMJ market is as fragmented as the US market and is not clearly dominated by one or two large companies. This creates significant opportunities for well-structured companies with experienced



management teams that are sufficiently funded and capable of operating globally. DIEGO has the capacity to provide its all encompassing services on a global basis. We expect that DIEGO will capture a significant percentage of the burgeoning global marijuana market. DIEGO is run by a high-pedigree management team and supported by an exceptionally credible scientific and financial advisory board with decade-long experience in the marijuana industry as well as in the financial markets.

### Alan Valdes - Chairman

Sr. Trader at NYSE for 37 years. Past Director of Trading Floor Operations for DME Securities at NSYE. Chairman of Wall Street Capital Partners. Senior Partner at Silverbear Capital Limited. Past veteran floor trader for Goldman, Sachs, Bear Sterns, Morgan Stanley and many other large Wall Street brokerage firms. Past Advisory Board Member at the Water Energy Board of the United Nations. Board member at The Strang Cancer Prevention Center and member of the World Air League. Broadcasts to millions for the major networks such as CNN, CNBC, FOX, Bloomberg and many others as an expert from the Floor of NYSE on a weekly basis. Educated at Seton Hall, New York University and Harvard.

### Douglas Anderson - Founder, Vice Chairman, Sr. VP Strategy

Serial entrepreneur, formally trained underwriter and investment banker. CEO of Wall Street Capital Partners. Board Director of U.S. Veterans Cemetery and The Strang Cancer Prevention Center (invented the PAP Test). Advisory Board, United Nations, Global Agriculture Forum. Veteran elite USMC Recon, also served in the U.S. State Department. Education: University of Washington, Texas A&M, Harvard.

### Ron Throgmartin - CEO

Serial entrepreneur. Public company experience in retail and brand development; assisted families business to \$2.4BN revenue and onto the NYSE. Real estate experience; developed over 3.5MM sqft. of commercial real estate across 3 states. Agriculture experience; partner in building largest privately held beef cattle herd in U.S. spread across 6 states. Cannabis industry experience; developed both grow and retail operations in Colorado. Education: Ball State.

### Christopher Strachan - Chief Financial Officer

30 years in corporate operations, marketing, securities, finance and 20 years of executive management experience. Mr. Strachan has served as the President of Helisports LLC, a business development consulting company. In addition, he served as the CEO of Rhodes Architectural Stone from 2011 to 2012, the Director of Marketing and Sales of Glasair Aviation from 2012 to 2014 and the Director of Flight Operations and R&D at RotorWay Helicopters from 2009 to 2011.

### Honorable, Steven L. Norris – Board Director

Mr. Norris was Co-Founder and President of Carlyle Group, one of the largest and most respected multinational investment banks in the world, with several hundred billion under management. He was also appointed by the President of the U.S. and confirmed by the Senate as Board Director of the Federal Retirement Thrift.

# DIEGO PROFIT OPPORTUNITY

## DIEGO PELLICER LOCATIONS - Grand Opening In Seattle

DPWW seeks to establish growth and retail locations in all states where such locations are, or will be legal. DPWW currently has secured six locations as the parent company to its state locations in Colorado, Oregon and Washington with its flagship location on 4th Avenue in Seattle, Washington scheduled for a Grand Opening on May 4, 2016. Diego has begun the build-out of all locations, two locations in Denver are operational and the company has signed additional key tenant lease agreements. Once operations commence, the tenants in these states may legally profit directly from cannabis sales, but DPWW will not participate in these revenues. Current state laws and federal regulations deny interstate cannabis sales. For these reasons, DPWW does not grow, process, sell or profit directly from cannabis until such operations would be legal on a Federal basis. Once legalization occurs, Diego will take immediate possession of its fully operational and revenue generating prime locations across the U.S., establishing a significant advantage over the competition.

## DIEGO TENANT SELECTION

Diego's tenant selection process is demanding. Diego will apply the stringent quality standards of its brand and location build-outs to the partnership with award-winning legal growers and retailers throughout the country, where the cultivation and sale of recreational and/or medical marijuana are permitted by State law. As a tenant of Diego, these operators will have access to Diego's experienced management team with expertise in real estate, retail management, agriculture and USDA compliance, as well as legal, marketing, creative branding and product development. This will assure the high-quality product level and maintenance of Diego's luxury retail locations selling premium Diego products to a demanding clientele expecting the highest level of quality and service.

## DOMINATE THE GLOBAL MARKET

Diego Pellicer Worldwide's goal is to dominate the Global legal marijuana marketplace. Diego's unique business model positions the company as the first fully integrated marijuana premium brand, known for its beautifully designed and consumer-friendly luxury retail stores, offering the finest quality products at competitive prices. At current the company's current main objective is the pursuit of the acquisition, build out and control of legally compliant locations. Diego is an early mover in an industry that is projected to exceed \$10.2 billion by 2018 and will soon rival that of traditional markets such as tobacco and alcohol.

## DIEGO—THE “STARBUCKS” OF MARIJUANA

Diego's vision is to develop Diego Pellicer as a premium brand that is valued and positioned to appeal to a broad and high level customer base. The goal is that the Diego brand will be perceived in the marijuana market what Davidoff is to cigars, Godiva to chocolate and Starbucks to coffee.



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