

The
**Awareness
Group**



INVESTOR PRESENTATION

October 2024

OTC: FHLD





FORWARD-LOOKING INFORMATION AND RISK ACKNOWLEDGEMENTS

This document contains certain “forward-looking information” within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company’s beliefs and assumptions regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company’s control. Generally, forward-looking statements include information concerning our possible or assumed future results of operations and expenses, business strategies and plans, competitive position, business environment, and potential growth opportunities. Forward-looking statements include all statements that are not historical facts. In some cases, forward-looking statements can be identified by terms such as “anticipates,” “believes,” “could,” “estimates,” “expects,” “intends,” “may,” “plans,” “potential,” “predicts,” “projects,” “seeks,” “should,” “will,” “would,” or similar expressions and the negatives of those terms. This forward-looking information is based on certain assumptions made by management and other factors used by management in developing such information. Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. Risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company, as applicable, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking information. The forward-looking information and forward-looking statements contained in this presentation are made as of the date of this presentation, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf are expressly qualified in its entirety by this notice.

REVERSE MERGER DETAILS

TAG became a publicly traded company by merging with Freedom Holdings, Inc. on 9/18/24

Immediately upon close:

- TAG gained ~90% majority ownership
- TAG CEO Pablo Diaz, TAG BoD and management took control
- Company engaged auditor to audit prior two year's financials

OTC Pink: FHLD

Shares O/S: 58.4M

Recent Price: \$0.16

**Warrants/Converts:
None**

**SEC Filer: Yes
FYE: Sept**

THE AWARENESS GROUP (TAG) OVERVIEW

We bleed passion for the alternative energy industry and our unbendable values

*TAG innovated **THE TAG GRID**, a comprehensive national platform for alternative energy services and solutions targeting commercial and residential solar service providers that brings together an **ecosystem** of companies across the alternative energy space.*

*The TAG GRID is structured for **organic growth** and is complemented by a highly synergistic corporate development strategy focused on expanding current business lines and adding innovative technologies.*

THE TAG GRID – A UNIQUE SOLAR ECOSYSTEM

TAG sits at the center of the TAG GRID

- Retail + Commercial Projects (\$0.5 - \$5M in size)
- TAG oversees entire project - controls financing, materials, funds distribution
- TAG serves as guarantor

TAG GRID ecosystem

- TAG proprietary owned finance products
- Arranged finance partners and funds for programs and projects
- Technology platform for ease of use
- Strong procurement relationships
- Constantly expanding sales/lead gen, EPC and broker networks

TAG's differentiation

- First in market to offer financing to non-contractors
- Will also provide services/own assets in each part of the TAG GRID as well

TAG receives fees on every project

- TAG earns margin on every project from each part of the TAG GRID
1. TAG sources deals
 2. TAG funds deals
 3. TAG procures material
 4. TAG manages C&I

The cumulative of all fees constitutes TAG's revenue

THE DEEPLY EXPERIENCED TEAM BEHIND THE TAG GRID



Pablo Diaz
CEO

Chairman of the Board

Pablo Diaz was senior executive at two successful publicly traded companies. Since 2011, he has been party to over 14,000 alternative energy installations and has structured over \$400 million dollars for alternative energy projects throughout the U.S. and Canada. A recognized industry expert, he has been featured in over 30 publications and media outlets, including the Washington post, Houston Chronicle, and Yahoo Finance. In 2020, Pablo was awarded the Top Dynamic CEO by CEO Magazine.



Nadia Conn
CFO

Board Secretary

Nadia Conn serves as Chief Financial Officer and strategic business partner for TAG, bringing over 30 years experience leading the financial health, business strategy, accounting operations, and internal controls through a 360-degree business perspective. She previously served as CFO of several renewable energy companies, Jacobs Engineering. She has a masters in economics from Tajikistan University and a B.S. in Accounting from Western International University.



Frank Moreno
Chief Marketing Officer

Frank Moreno has a history of driving growth for energy sector businesses through the creation and delivery of unique, creative brand strategies, enhancing customer acquisition, and market position. Frank helps CEOs develop and implement strategic marketing and revenue growth initiatives. He brings an insights-based approach to digging into complex growth challenges, uncovering market opportunities, crafting growth-oriented strategic plans, and turning them into reality. He focuses on outcomes and on building impactful growth solutions with lasting value.



Brooks Holcomb
Board Member

Brooks Holcomb is a practicing attorney specializing in business law. He has been published multiple times by the American Bar Association and the State Bar of Arizona, and also has been recognized as a top 50 pro bono attorney, and Guardian ad Litem Attorney of the Year. Mr. Holcomb owns several fine dining restaurants, has interests in multiple recognized successful businesses in Arizona and is a founder and General Counsel for a national health based restaurant chain. He has served on multiple boards, including the Foundation for Burns and Trauma, Inc. and the Joyner-Walker Foundation, Inc. He serves as a Colombian Diplomat to the United Nations and is a United Nations Special Agent.



Marco Rubin
Board Member

Marco Rubin specializes in strengthening existing foundations within the professional investment community including venture capital, institutional investors, investment bankers, private equity and corporate venture groups. Also builds upon his existing track record with emerging technology investment operations at the local, state and national levels either through partnerships or new entity formations. Marco possesses unique experience dealing with federal venturing operations as well as leading edge research institutions. Examples include the National Science Foundation and the MITRE Corporation.



WHY INVEST IN TAG?

- Massive, Underpenetrated Market w/Favorable Regulatory Environment
- The TAG GRID Drives Organic and In-organic Growth
- Disruptive Assets Provides Optionality and Differentiation
- Highly Attractive Financial Return Potential

INDUSTRY MARKET POTENTIAL

**U.S. Residential
Solar Market**

\$181B

~5%
MARKET PENETRATION

**U.S. Commercial
Solar Market**

\$142B

<2%
MARKET PENETRATION

**U.S. Carbon
Credits Market**

\$20B

<1%
MARKET PENETRATION

"In the next half decade, the long-term tax incentives and manufacturing provisions in the IRA provide the market certainty needed to boost expected solar deployment by 38% compared to pre-IRA projections."

- Solar Energy Industry Association

OUR GROWTH STRATEGY

*Our strategy is centered around expanding **The TAG GRID** by:*

- Driving **organic growth** through our proprietary growth programs;
- Realizing **synergies** across the portfolio;
- **Acquiring** complementary alternative energy assets/companies to fortify our national footprint.

THE TAG GRID DRIVES SYNERGIES

Broker Program

- Refer/enroll sales orgs/contractors
- Earn recurring income
- TAG handles all training

National Contractor Program

- Installation
- Contract to PTO
- 100s of contractors today



TAG Financial

- Provides TAG GRID members with access to TAG proprietary financial products and third-party capital
- Monetizes ITC; services or monetizes TAG loan portfolios of TAG proprietary products
- Supports TAG GRID members from project concept through contract signing

National Dealer Program

- Sales
- Lead generation to Contract
- >500 sales agents

TAG Distribution

- Procurement deals w/major equipment providers & equipment financing companies

FUND MANAGEMENT FOR TAG'S UNIQUE PROPRIETARY FINANCIAL PRODUCTS

TAG FINANCIAL: TAG CAPITAL

- TAG Proprietary Products: Residential Prepaid PPA and Commercial Prepaid PPA
- Investment Tax Credit monetization
- Securitization/monetization of certain loan portfolios based on TAG's proprietary financial products
- Servicing of TAG PPAs



TAG FINANCIAL: TAG FINANCIAL SERVICES (TFS) Renewables FinTech Offerings

*TAG'S CAPTIVE FINTECH
ASSETS ARE A KEY
DIFFERENTIATOR AND DRIVER
OF VALUATION*

**Easy to use mobile + web-based
solutions enable sales organizations
or EPCs within the TAG GRID to
evaluate projects/apply for financing**

[Commercial App Link](#)

[Residential App Link](#)



- TAG proprietary products
- Traditional lenders
- Alternative lenders
- 30+ Institutional Funds

Optionality: Blockchain & Digital Marketplace



CandelaCoin

Decentralized cryptocurrency democratizing solar energy. Transactive energy system utilizes blockchain technology, microgrids, and IoT devices so people can buy and sell electricity without using the existing electric grid.

[Candela Coin Solar Incentive Intro Video](#)



The first-to-market digital credit platform to fully automate the registration, verification, certification, and monetization of carbon credits. Meets the highest global standards and adheres to the IREC protocol.



M&A COMPLEMENTS THE TAG GRID

EPC/INSTALLATION

- Captive assets provide strong, profitable revenue growth opportunities
- Enables TAG to be guarantor nationwide for all projects through the TAG GRID

STANDARD EC 

LEAD GENERATION



TAG FINANCIAL SERVICES

- Southwest Financial serves as the backbone for TFS by supporting projects by members of the TAG GRID



CandelaCoin

DISCIPLINED ACQUISITION



CRITERIA



Target Characteristics:

- Successful company that has hit a plateau
- Owner looking for an exit strategy or partner to scale
- TAG proprietary growth platforms must create 3-5X growth
- All execs must contribute 15 hours (minimum)/week to the corporate effort
- All execs/staff must be on payroll through one of TAG companies

Process:

- Acquire 51% stake upfront;
- TAG drives scale, resources and growth into the business over next 12 months;
- TAG acquires the remaining 49% in month 13 at 4X EBITDA

OUR SECRET SAUCE DRIVES M&A SUCCESS

The TAG GRID drives organic growth through our proprietary growth programs, executed by TAG management at two successful prior public ventures

- **Strategic Planning** to help identify growth opportunities
- **Strategic Capital** to help finance growth initiatives
- **Operational Expertise** for scaling business
- **Technology** to create productivity and efficiencies
- **Sales + Lead Generation** to drive revenue

WE HAVE THE RENEWABLES EXPERTISE TO CONTINUE TO EXPAND OUR NATIONAL FOOTPRINT



HOW THE ACQUISITION MODEL WORKS

EXAMPLE:

	<u>UPFRONT</u>	<u>MONTH 13</u>
Revenue	\$1.0M	\$1.0M
Acquisition's EBITDA	\$0.3M	\$0.3M
TAG EBITDA	\$0.15M	\$0.3M
EBITDA Margin	15%	30%

CASE STUDY

TAG RAN A SHORT PRE-LAUNCH TRIAL IN 2023

3

ACQUISITION
TARGETS

40

DAYS

\$0

GROWTH
INVESTMENT

Residential

155

SOLAR PROJECT
SALES

\$2.6M

REVENUE

Commercial

6

COMMERCIAL
PROJECTS

\$2.3M

REVENUE

Development

\$20M

REVENUE

*40 DAYS.... \$25M REVENUE PIPELINE ---
\$227M ANNUALIZED REVENUE*

Timeline: Creating Shareholder Returns

- ~~Closed foundational acquisitions~~
~~(Summer 2023)~~
- ~~Acquired publicly traded entity~~
~~(Sept 2024)~~
- FINRA approval for name/ticker change (2024/2025)
- Uplist to national exchange (2025)





SUMMARY: WHY INVEST IN TAG?

- **Massive, Underpenetrated Market w/Favorable Regulatory Environment**
- **Proven Strategy to Drive Organic and In-organic Growth**
- **Disruptive Assets Provides Optionality and Differentiation**
- **Highly Attractive Financial Return Potential**





The
**Awareness
Group**



INVESTOR CONTACT:

**Brian Siegel, IRC™, MBA
Senior Managing Director
Hayden IR**

346-396-8696

brian@haydenir.com