Ultimately, 97% will be eaten by the owner. (10% of that value will have been redeemed on a coin which will later
need to be used to purchase edibles in Jerusalem.)

The other 3% will be given to a Kohen. (1% Being the Terumas Maaser, and 2% being Challah.

Under normal circumstances, the Maaser Rishon would have been given to a Levi, but since this is Demai, one may eat it because of the principle, "The one who wants to take something from his friend has the burden of proof (to show he is truly entitled to it.)"

The 9/10 of Maaser Rishon need not of given (in Demai) would normally go to the Levi Challah (actually 1/48th) given after the Terumas Maaser is Removed
Terumas Maaser. (Given to Kohen)

10%: Maaser Rishon. (1/10 of which becomes Terumas Ma'aser and given to the Kohen. In Damai, the other 9% can be eaten.