



Cannabis for the Workweek

Retail Partnership





Cannabis For The Workweek

The CBD Retail Solution

- ❖ An authentic cannabis product, created from exotic hemp genetics, free of isolates and distillates.
- ❖ A natural 25:1 CBD/THC ratio for function and wellness
- ❖ 1-2mg THC allows for effective and convenient microdosing
- ❖ Strain specific extracts and terpenes create a functional experience





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The CBD Retail Solution

TARGET CUSTOMER

- ❖ Active and productive lifestyles
- ❖ Ratio consumers and medical patients
- ❖ Health and Wellness consumer
- ❖ Age 30+

GOALS

- ❖ Create demand for W.M. Hemp products
- ❖ Build awareness that hemp is cannabis
- ❖ Provide value added marketing opportunities to retail partners

METHODS

- ❖ Retailer Pop-Ups
- ❖ Cultivation Tours
- ❖ Budtender training & incentives
- ❖ Digital merchandising
- ❖ Strategic Partnerships





Cannabis For The Workweek

Features For Partners

LAUNCH POP-UP

- ❖ Stimulating brand engagement with consumers
- ❖ Bring added value to dispensary/retail partners

MARKETING DELIVERABLES

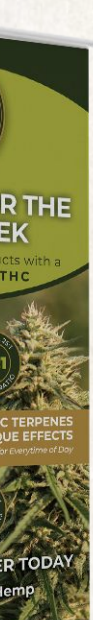
- ❖ Infographics and POS displays
- ❖ Placement on website via retailer locator
- ❖ Participation in promotional activations

STAFF TRAINING & INCENTIVES

- ❖ Launch and quarterly training plus commission for budtenders

DIGITAL MERCHANDISING

- ❖ Brand and products available on Dutchie and Jane (Ad opportunities on Jane)





Authentic Cannabis Products

Our microdose THC products look, smell, taste, and works like premium cannabis

PRODUCT ASSORTMENT

- ❖ 25:1 CBD:THC Strain Specific Drops
- ❖ 25:1 CBD:THC Strain Specific Vegan Capsules
- ❖ Botanically Infused Topicals
- ❖ Sun Grown Pre-Jarred Eighths
- ❖ Pre-Rolled 5 - Packs





Authentic Cannabis Products

Comparing Choices In the Market

Low THC Brand Comparison	Western MA Hemp 25:1 Capsules	WANA 20:1 Gummies	Treeworks Gentle Drops	The Pass CBD Gummies	Betty's Eddies Cherry
CBD / Dose	25	20	15	20	20
THC / Dose	1	1	1.5	0	5
Strain Specific Extracts	Y	N	N	N	N
Free of Isolate and Distillate	Y	N	N	N	N
\$/mg TAC (before-tax)	\$0.05	\$0.13	\$0.05	\$0.05	\$0.07



Summary of Partnership Benefits

CANNABIS FOR THE WORKWEEK CAMPAIGN OFFERS:

- ❖ An innovative and authentic product, rooted in quality and process
- ❖ A differentiated message for retail partners and sales professionals
- ❖ Product category focus, designed to increase consumer engagement

WMH OFFERS:

- ❖ A partnership, supported by mutual goals and respect
- ❖ Consumer engagement and retention
- ❖ Co-branding opportunities and value-added content



How Do We Get Started?

- 1) Our team will create for you an opening order, deliver to you a POS display and share marketing materials.
- 2) Collectively, we will schedule a staff launch training.
- 3) Schedule an introductory pop-up event to generate initial awareness
- 4) Calendar monthly check-ins on sales, inventory, and strategy

