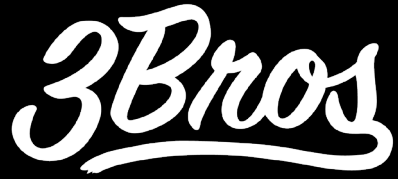




CRM2020-017 2445 S WATNEY WY



# 3 BROS MISSION STATEMENT

We believe it is our responsibility to offer only the highest quality, cannabis products at an approachable price and in a sustainable manner. Cannabis is medicine but we plan to use it to heal more than just people; from climate-positive business practices to community care initiatives, we strive to assist in the healing of our planet.

**T H E V I B E S A R E R E A L !**



# UNDERLYING MAGIC

## THE VIBES ARE REAL!

- Proven Team
- Strong Brand
- Pro-Surfers
- Family Owned
- Track Record
- Tracking / Compliance
- Data & Metrics
- Sustainable Goals
- Self-Funded Initial Dispensary
  - Investor Funding for 2<sup>nd</sup> Dispensary
  - Continued Future growth prospects





# 3Bros Fairfield Operations

## David Baron

Local Partner and Sponsor



David Baron – Local sponsor, partner and lifelong Fairfield business owner (ABCO Laboratories) and resident. David Baron has partnered with 3Bros as an investor and advisor. David is providing proof of capitalization and has committed to covering all costs associated with tenant improvements to the building and all equipment costs associated to both the retail and manufacturing operations. Mr. Baron’s financial investment will serve as a loan to 3Bros Fairfield. Mr. Baron has reached out to local leaders and neighbors, like Jelly Belly, and gained their support for our anticipated operations at this facility.

## Alida Lehman

VP Retail / Ops



You could say that Alida grew up physically, academically and professionally in the cannabis industry. In 2009, Alida got her first job in the Cannabis industry as a receptionist for a Dispensary operating under Prop 215. From 2012 to 2016 Alida put herself through college managing dispensaries and graduated Summa Cum Laude with a B.S. in Health Communication focusing her studies toward Cannabis related research. Utilizing her education and years of experience in managing she created a cannabinoid and terpene education training for multiple dispensaries that still utilize these platforms today. During the change to recreational Cannabis from 2017 to 2018, Alida helped to build a successful retail store that brought in 800 to 1,000 customers a day in San Diego, Ca. Shortly after this she was promoted to lead the deployment team and successfully executed the openings of 4 new Cannabis stores across the state. After being introduced to 3 Bros she knew they had something special and felt she could help them to become a top brand in the Cannabis space, she has been employed with 3 Bros since July of 2019 and has worked with the team to create significant efficiencies throughout the company.

## Chad Maxwell

CEO / CFO



Chad Maxwell has 20 years’ experience developing and managing market-based solutions as an entrepreneur, business professional and management consultant to SMEs and Fortune 500 companies. Chad recently served as a Director of Investment and Asset Management for a family office, where he served on the BOD and he led investment feasibility studies. Prior to the FO, Chad served as the Director of Enterprise Management for Barrick Gold Corporation, where he led investment identification of greenfield and agricultural development opportunities for underutilized assets. He is a former Partner and Senior Consultant for Global Mining Corporation and Director of Livestock for Niman Ranch. He has launched, run and exited his own start-up enterprises. He has managed 210 employee operations; controlled USD \$20M ops budgets; structured \$100M value chain investment targets for the EU and restructured \$9B entities across several continents and diverse operational environments. Chad has an MBA from the University of South Dakota (Beta Gamma Sigma) and speaks English and French.



# KEY ACTIVITIES & PROFIT CENTERS



## RETAIL

Established  
California Surf Lifestyle  
Brand

Existing  
1 – Operational (\$5M Rev)

Approved  
1 – County CUP/State  
License Pending

Pending  
Multi-Site and State  
Oppty



## GROW

Existing  
5,268sf / 178Lights  
(\$2.5M Rev)  
18,000sf Nursery under  
management

Pending  
24,980sf / 949 Lights  
3,000sf/CUP w/State  
License Pending

Total  
30,248sf / 1,127 lights YE



## MANUFACTURING

Existing  
1 Micro Biz License  
(\$0.6M Rev)

Pending  
1 Micro Biz  
Packaging/CUP w/State  
License Pending

1 Large Scale Manuf.  
w/highly exp. Partner in  
Final Interview Stage



## DISTRIBUTION

Existing  
1 Micro Biz License  
(\$2.5M Rev)

2 – County CUP/State  
License Pending



## MANAGEMENT SERVICES

MSA Service Agreement

3%-6% Net Sales

Executive and Sales and  
Marketing Oversight

Exclusive Brand Licensing

Brand & SKU  
Development

Supply Chain  
Management

# BUSINESS PLAN

*3Bros*

3Bros

3Bros Fairfield



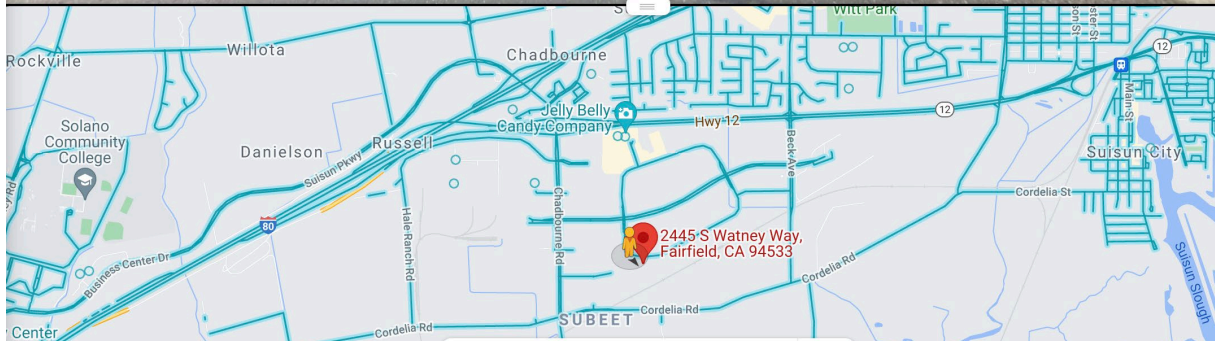
- **Open Floor Plan**
  - Low pressure shopping environment.
  - Increased product engagement
- **Dedication to Staff and Consumer Education**
  - Staff education comes first prior to helping customers.
  - Vendor trainings through customer engagement events, demo days, and bi-monthly staff trainings.
- **Strong Company Culture**
  - A focus on Staff Retention and Education Support
- **QC protocols to ensure customer satisfaction and compliance**
  - All products QC checked 4 times prior to arriving on the retail floor.
  - New product training given to staff prior sale
- **Security and loss prevention practices**
- **Full Operational SOP's**
  - Guided by state compliance standards



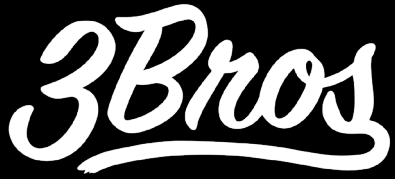




## RETAIL LOCATION

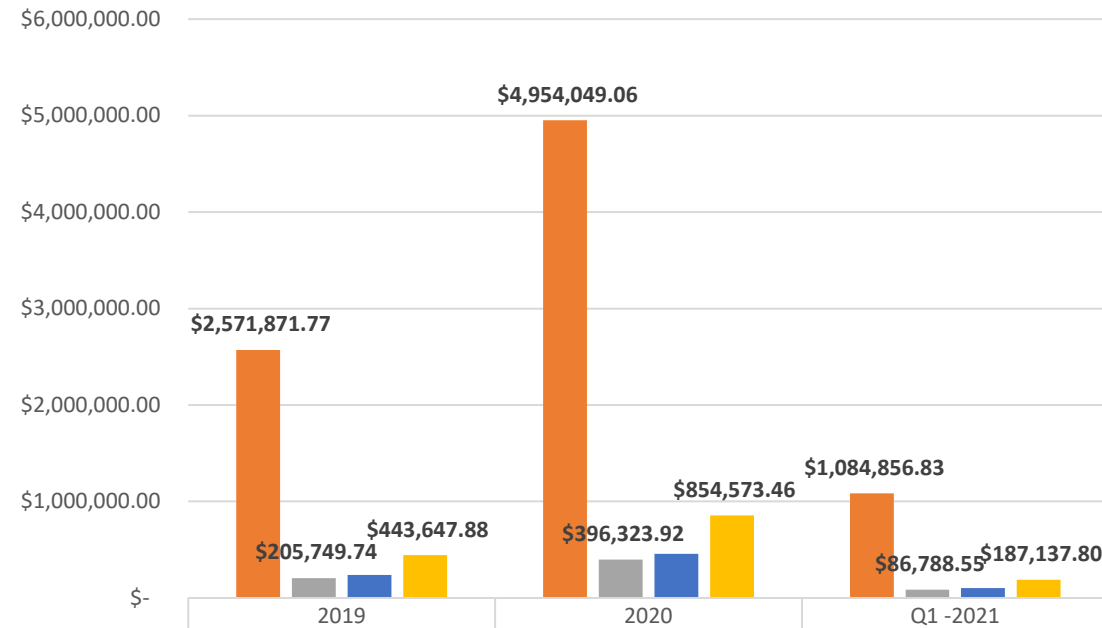


- **3,000 Sq ft Retail Space**
  - Showroom window to see product production.
  - Waiting Area with secured entrance doors.
- **10 Point of Sale Locations**
  - Floating registers for busy days
- **29,440 Daily Vehicles** within .5miles of location (S Watney Way, Courage Dr., and Chadbourne Rd.)
  - Less than 1 mile from both I-80 and HWY 12 on-ramp. Chadbourne Rd. Exit.
  - Approximately 1.5 miles from major shopping centers.
  - Off the beaten path but close enough for general consumer traffic.
- **50 Dedicated Customer Parking Spaces**
- **Approximately 115k population total**, with 55k potential customers per dispensary (2 potential licenses)



# Expected Revenue & Taxes

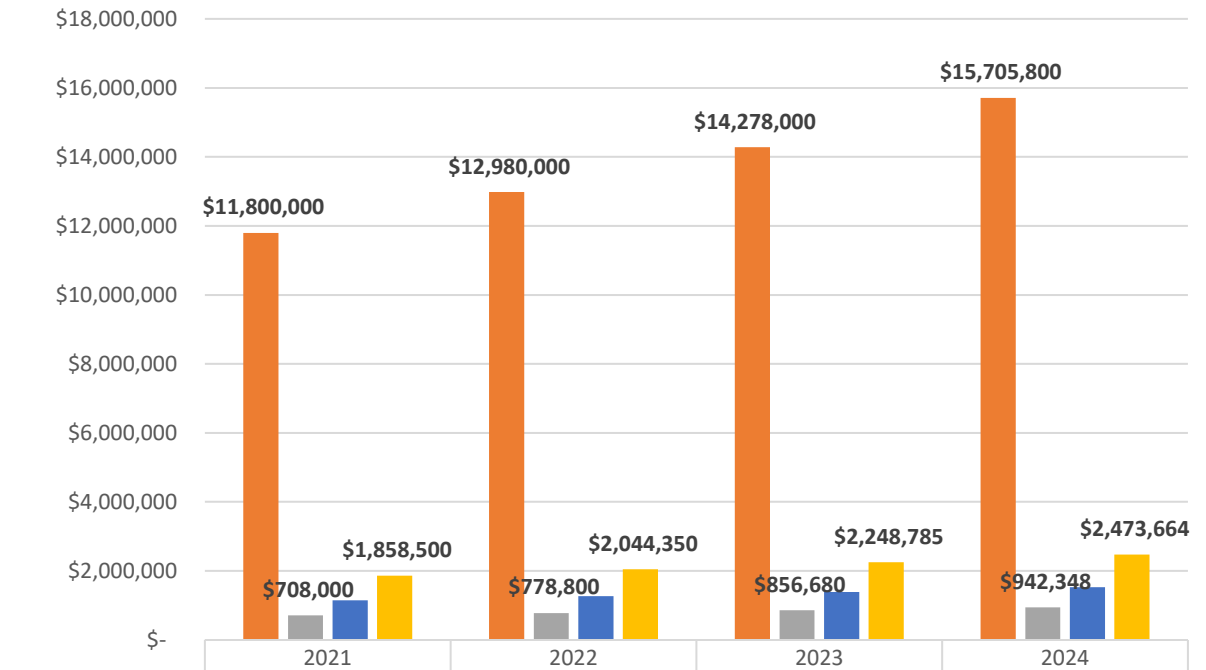
### Single Store 1,000Sq Ft. Santa Cruz City



■ Gross	\$2,571,871.77	\$4,954,049.06	\$1,084,856.83
■ City Taxes	\$205,749.74	\$396,323.92	\$86,788.55
■ State Sales Tax	\$237,898.14	\$458,249.54	\$100,349.26
■ Total Taxes	\$443,647.88	\$854,573.46	\$187,137.80

■ Gross ■ City Taxes ■ State Sales Tax ■ Total Taxes

### Fairfield Projected Revenue



■ Gross	\$11,800,000	\$12,980,000	\$14,278,000	\$15,705,800
■ City Tax	\$708,000	\$778,800	\$856,680	\$942,348
■ State Sales Tax	\$1,150,500	\$1,265,550	\$1,392,105	\$1,531,316
■ Total Tax	\$1,858,500	\$2,044,350	\$2,248,785	\$2,473,664

■ Gross ■ City Tax ■ State Sales Tax ■ Total Tax



# RETAIL PRODUCT

- **Ability to create products onsite allowing transparency to consumers**
  - Through infusion pre-existing products and ingredients from food ingredient partner purchased in bulk and infusing with cannabinoids. Utilizing David Baron from ABCO labs as an outside consultant to ensure quality control and processes from a food standard point of view.
  - View-through Show-Room Manufacturing Room
- **Wide range of SKU Varieties to support a large target audience**
  - Pricing maintained to allow accessibility to products from a wide variety of demographics.
  - SKU varieties allow us to hit a large Target Market.
- **Commitment to sourcing Women, BIPOC, and locally owned brands to support the surrounding community as well as equity brands**
  - Fairfield Local Corner to support brands in localities within and surrounding Fairfield



LABOR & LOCAL  
ENTERPRISE PLAN

*3Bros*



## EXPECTED EMPLOYMENT

- **20-40 Available Jobs**
  - To start, will expand as production and retail traffic increases
- **\$60k-120k** Management Annual Salaries
- **\$17.00-\$25.00**
  - Entry Level Retail Employees Starting Wages
- **100% Local**
  - Locally hired Retail, Manufacturing and Security
  - Strong Training and Leadership Plans
  - Promote from within philosophy
- **Health Benefits**
  - Offer benefits to all full-time employees
- **Diversity**
  - Plan to work with Equity programs to support under-privileged communities.
- **Female Leadership**
  - Working with staff to develop training protocols that allow diversity and create pathways for female leadership in a male dominated industry.
  - **66%** - Management Roles Female Staff (current)
  - **70%** - Female Staff (current)





# Current Store Management

**Julia Rousseau**  
General Manager



Julia is a cannabis enthusiast and advocate, with roots planted on both the east and west coasts. She grew up primarily in Santa Cruz California, where she was initially drawn to cannabis for its medicinal benefits as an herbal anxiety reliever. Julia's experience with cannabis prompted her to become involved in the industry, just as it became recreational in January 2018. Since then, she has held positions as dispensary receptionist, budtender, shift lead, and is now currently a General Manager for 3Bros's premiere retail location in Santa Cruz CA. Julia is passionate about cannabis and has helped to develop training programs to positively effect our staff's knowledge and plans to continue her growth within the industry for her foreseeable future.

**Tiana Tate**  
Shift-Lead



Tiana Tate has worked in the cannabis industry since 2019. Upon leaving her hometown of San Diego in pursuance of her collegiate degree she joined 3Bros Santa Cruz. Coming into the industry with little to no cannabis knowledge she was able to learn quickly through the education programs created by 3Bros. And after 7 months she was promoted to Senior Budtender, where she was able to grow in her confidence and ability to manage others. She now serves as a Shift-manager which allows her to fuel her passion for community and service. Tiana is a great example of how we educate our staff and ensure each-individual gets quality hands-on training throughout their employment, from cannabis knowledge to management experience and training.

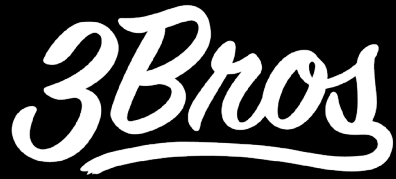
**Angelina Rodriguez**  
Purchasing Manager



Angelina is working at 3 Bros Dispensary as the Purchasing Manager where she coordinates purchases of goods sold by the company and day to day operations which include analyzing product sales and retention, managing vendor relationships, and monitoring inventory levels. Before joining 3 Bros she had worked as a general manager for multiple corporate retail stores for almost 20 years. She then joined the cannabis industry with the goal of doing her part to change these stigmas while bringing her skills working in retail. She was thrilled 3 Bros gave her the opportunity to join the team as a budtender in 2019, as they are working hard to change the way cannabis is viewed through education. As she has grown with 3 Bro's she feel's more empowered to make changes within the cannabis industry and reach her goal's. As the Purchasing Manager she is able to ensure we are purchasing from companies that are making a difference in multiple ways which included giving back to the community, using sustainable practices, partnering with BIPOC and Women owned businesses, and most importantly educating communities on cannabis.

COMMUNITY  
RELATIONS PLAN

*3Bros*



# COMMUNITY RELATIONS

## Family Owned / Family & Locally Oriented

### Community Outreach:

- Community Outreach / Education
  - Training Programs and Cannabis Education.
- Fairfield Community Services Foundation
  - Assist- A-Grad Donation
  - Other General Support

### Supporting Local Fairfield Non-Profits

- **.5% of Net Sales** Committed to local community programs such as, Fairfield Community Services Foundation, Food Bank of Contra Costa & Solano, and the Solano Community Foundation.
- **12 hours** of Paid Volunteer Engagement for Staff Annually.
- Starting with 240 hours annually.

### Social Equity Brands / Support:

- Super Nova Women's Group
  - Plan to Engage with their Equity Works Program for staff hiring in the future.

### Sustainable:

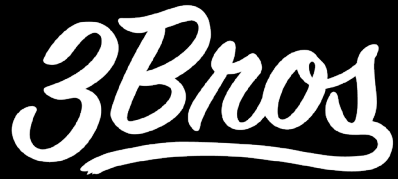
- Hemp Based Plastics
- Compostable
- Biodegradable

### Outreach Examples in Santa Cruz:

- Fire Relief Program
- Covid Relief Program
- Medical Give Away
- Beach Clean Ups
- Super Nova Women's Group







## Ensuring Safety of Youth

- Identification Check Procedures
  - 0% Youth Access at our facility
- Community Education on Benefits and Potential harms of Cannabis use
- Education on Safe Consumption and Access
- Location Supported by neighbors, including Jelly Belly



**3Broos**

**THANK YOU!**

**Alida Lehman | [alida@3brosgrow.com](mailto:alida@3brosgrow.com) | 818.422.5763**

**[3brosgrow.com](http://3brosgrow.com) | [3brossantacruz.com](http://3brossantacruz.com)**