



Endo

AU-R-000653

This entity qualifies for the Bronze level tier of
the Social Equity All-Star Program



Social Equity Plan

AU-SEA-002328

PC-000533
AU-R-000653
AU-R-001192
AU-G-C-000590
AU-G-C-001299
AU-G-C-001300
GR-C-000990
AU-P-000446

At Endo Life Inc. (Endo) and Herb of Life Inc, we're dedicated to fostering a positive impact on our communities while participating in building an accessible, inclusive cannabis industry. Our company is deeply rooted in Adrian, Michigan, a border community recognized as one disproportionately impacted by cannabis prohibition. Our businesses embody the *Endo Vibe*—a commitment to community empowerment, quality products, and a welcoming atmosphere. We believe cannabis can enrich lives and elevate communities, especially those affected by past inequities. Our vision extends beyond business success to making the cannabis industry a force for social equity, growth, and collective well-being.

Our founder, Don Lofton, has pioneered his team's journey, rooted in his personal commitment to social equity in all current and past business ventures. As a participant in the states Social Equity Program (AU-SEA-002328), Don brings a unique understanding of the barriers facing communities disproportionately impacted by cannabis prohibition. This experience helps shape the Endo team's mission to not only operate as a business but as a supportive force within these communities. His perspective drives our commitment to equity, inclusivity, and community empowerment, influencing every aspect of our company's growth and engagement in Michigan's cannabis industry.

This Social Equity Plan reflects our dedication to these goals and values.

I. Local Hiring and Career Pathways

Endo aims to foster economic empowerment and provide career opportunities to individuals from communities disproportionately affected by cannabis prohibition. This hiring focus not only supports local talent but also brings diverse perspectives and experiences into our workforce, contributing to a more inclusive company culture. Through targeted outreach, inclusive hiring practices, and open communication with local organizations, Endo creates accessible employment pathways, allowing people to enter the cannabis industry who may not have had these opportunities previously.

Annual initiatives may include any of the following, but are not solely limited to:

- Offering entry-level roles that include on-the-job training to ease new hires into the industry.
- Maintaining flexibility in job roles and schedules to meet the needs of diverse candidates.
- Reviewing hiring practices annually to ensure they are as inclusive and effective as possible.
- Posting job openings on community boards and local online platforms to reach underserved job seekers.
- Attending or hosting local career fairs to connect directly with potential applicants.
- Advertising job openings in community newspapers and neighborhood bulletins.

- Building partnerships with local organizations that support employment access in impacted communities.
- Hosting on-site hiring events at Endo locations to welcome applicants and provide real-time information.
- Coordinating with community workforce development groups for candidate referrals.
- Sharing success stories to inspire and encourage others in the community.

II. Community Service for Underserved Populations

Endo is dedicated to giving back to the communities in which it operates, with a special focus on supporting underserved populations. Community service activities enable Endo to address local needs, improve public perception of the cannabis industry, and reinforce its role as a responsible corporate citizen. Engaging in these activities has a positive ripple effect, benefiting local residents while enhancing community well-being and cohesion.

Annual initiatives may include any of the following, but are not solely limited to:

- Organizing food and supply drives in collaboration with local nonprofits to support families in need.
- Participating in community clean-up days to improve the neighborhood environment.
- Sponsoring holiday donation programs for under-resourced families.
- Collecting school supplies and donations for underfunded schools in the community.
- Supporting local charities through volunteer time and monetary contributions.
- Hosting facility tours to increase public understanding of cannabis and Endo's community values.
- Sponsoring wellness events like health fairs to promote overall community health.
- Partnering with shelters and other organizations providing essential services to vulnerable populations.
- Sponsoring recreational activities in public spaces, such as local parks or community centers.
- Coordinating book drives or literacy initiatives to support local libraries and educational programs.

III. Partnerships with Impact-Driven Organizations

Endo is committed to fostering business relationships with organizations located in disproportionately affected communities and those with a shared mission of creating positive social impact. By prioritizing partnerships with businesses that align with our values, Endo aims to contribute to the economic vitality of these areas while reinforcing a collaborative approach to industry growth.

Annual initiatives may include any of the following, but are not solely limited to:

- Sourcing products and services from vendors in impacted communities.
- Seeking local suppliers that support job creation and training.
- Collaborating with mission-driven organizations to co-host community events.
- Supporting minority-owned businesses by including them in our procurement process.
- Establishing partnerships with nonprofits focused on workforce development.
- Offering sponsorship or funding for community projects led by local businesses.
- Participating in industry networks with a focus on social responsibility.
- Sharing our resources and expertise with like-minded local startups.
- Including organizations with a strong social equity commitment in our vendor selection.
- Actively engaging with local business groups that promote economic growth in underserved areas.

These goals are embedded in the business decisions we make daily and a recap of the current status and general progress reporting can be made available by request.

Continued commitment to these actions will sustain and strengthen Endo's relationships with the communities it serves, create goodwill, and contribute to positive social change.