



Herbology Cannabis Co. Detroit

AU-MEO-000159

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

ROYAL HIGHNESS PC4, LLC
DBA-Herbology Cannabis Co. Detroit
Social Equity Plan

Section 8 of the Michigan Regulation and Taxation of Marihuana Act (MRTMA) requires the Cannabis Regulatory Agency (CRA) to promulgate rules including “a plan to promote and encourage participation in the marihuana industry by people from communities that have been disproportionately impacted by marihuana prohibition and enforcement and to positively impact those communities” (MCL 333.27958, 2018 IL 1). Royal Highness PC4, LLC has developed this Plan to actively address all potential social equity issues.

Social Equity is important to us, which is why we’ve committed to active participation in the Detroit area and surrounding communities. Active participation in our communities will allow our company to seamlessly integrate into any business community. Social equity has become a term of art in the marihuana industry; however, social equity implies much more than assistance disproportionately impacted communities.

In addition to creating opportunity within disproportionately impacted communities, the Company wants to expand social equity to community involvement. This includes commitments to giving back to the community and relevant organizations every year, hiring from within our community, targeting those previously considered low income for higher paying jobs, and creating a promote from within culture. All the while, staying compliant with Federal, State, and City employment practices.

We’ve committed to hiring at least twenty-five (25) percent of its workforce from communities which have been disproportionately impacted by marihuana prohibition. The Company will conduct recruitment seminars and active job fairs in areas that are disproportionately impacted, to allow for ease of access to Company applications. Our main recruitment follows the careers page on our website. We feel privileged to offer a sustainable career to those in the service industry.

We’ve also committed to partnering with various community organizations that are near and dear to our hearts and our home.

In accordance with MDHHS and MIOSHA policy, it is also our mission to facilitate a culture of equal opportunity regardless of age, color, disability, height, weight, genetic information, marital

status, national origin, partisan consideration, race, religion, sex, and sexual orientation as defined by applicable laws.