Common Citizen

AU-G-C-000137
AU-G-C-000141
AU-G-C-000142
AU-G-C-000162
AU-G-C-000163
AU-G-EX-000109
AU-G-EX-000110

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

CANNABIS
REGULATORY AGENCY

Social Equity Plan

1.3 by 2023

Reinvest $1.3 million in direct + impact dollars by 2023

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CORPORATE SPEND PLAN

3%

Target: We aspire for at least 3% of our operational expenses to be with diverse suppliers*

Diverse suppliers defined in document

100 Develop 100% of leaders around diversity competence through training

3 Citizen Culture Groups - Women, LGBT, Multiculturalism

50 Hours Paid Volunteer Time Policy (per employee)

COMMUNITY INVESTMENT PLAN

Our total community reinvestment shall be ~2% of forecasted annual revenue.

2%

.5 Percent of Revenue - Common Care program

.5 Percent of Revenue - Community Engagement through paid service

1 Percent of Revenue - Principle Fund & Accelerator

Elevating Community Film Screening in Battle Creek, MI

Internal Drivers of Impact

Increase diverse representation across all levels in our company

Increase diversity of suppliers across our supply chain

1.3 by 2023

Develop 100% of leaders around diversity competence through training

1.3 by 2023

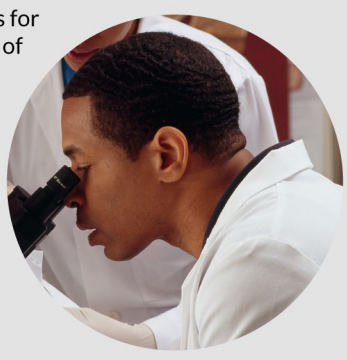
Create 3 Citizen Culture Groups to strengthen employee experience

Implement company-wide and paid volunteer opportunities

External Drivers of Impact

Implement company-wide and paid volunteer opportunities Principle, the Common Citizen Community reinvestment fund will donate 100% of wholesale profits to communities. We anticipate that these direct dollar contributions will be about 1% of Common Citizen's forecasted total revenue .

Implement a clinician-led wellness program that subsidizes the cost of care and cannabis for qualified patients and supports ongoing research on medical benefits of cannabis. The estimated cost of program discounts for patients is about $500,000 or about .5% of forecasted revenue for the year.



MPM dba Common Citizen Social Equity Plan

Common Citizen is a movement that fights for safe and equal access to high quality, safe and affordable cannabis products, and the acceptance of the great quality of life it helps make possible. We understand the importance of giving back to the local community in which we operate and beyond and understand that driving social equity must be integrated into each of our value streams across our enterprise.

As a social equity qualified enterprise, Common Citizen understands the nuanced history of our industry and is proud to be an exemplary model of what restorative justice can create and sustain for those of us affected and impacted by unjust criminalization.

Common Citizen is committed to being a leader and change maker within cannabis and acts as responsible member of the community through partnership, resource sharing and providing our patients and guests and the broader community with accountable, transparent, and professional support services through our business practices.

Below is a synopsis of our tSocial Equity plan. This plan is broken into two key components, our internal efforts and external efforts. This plan lists our accountability metrics that drive our goal impact and the key performance indicators which are grounded in 3 key areas of social impact:

1. Social Equity to stimulate economic vitality
2. Community & Culture Engagement
3. Accessible and Informed Care

Vision for Social Equity - 1.3 by 2023: We are aiming to reinvest $1.3 Million in impact dollars by 2023.

INTERNAL DRIVERS OF IMPACT/CORPORATE SPEND PLAN:

A - Increase diverse representation across all levels in our company

Common Citizen is committed to hiring and maintaining a diverse, multi-ethnic, and multi-cultural workforce that is reflective of the communities in which it operates and the nation at large. Not only do we prioritize diversity across race, gender, and ethnicity in our hiring, but we also prioritize hiring within communities that have been disproportionately impacted by cannabis criminalization, including those who carry permissible convictions within the LARA/MRA and State of Michigan hiring requirements.

We foster an inclusive culture that is organized around employee engagement, individual responsibility, and individual empowerment to express diverse opinions and perspectives, all aligned with the Company's core vision to empower the health and wellness of those around us.

One of the most beautiful aspects of being a large vertically integrated organization is our ability to hire and sustain diverse teams. According to research, diverse teams outperform less diverse teams across the board. To optimize the advantages of diversity we will:

•Measure and report team demographic data utilizing EEO standards
•Set diversity targets for recruitment and hiring using state census data to ensure that our team diversity is on track with state-wide demographic make up
•Leverage innovative recruitment strategies including outreach and partnership with community organizations that optimize recruitment and ensures that we have effective channels to reach diverse talent.

B - Increase diversity of suppliers across our supply chain

Common Citizen has the opportunity and responsibility to support a plethora of diverse suppliers throughout our supply chain and with meaningful contracts at scale. From contractors on new construction projects to businesses offering services required to sustain operations, we will aim to contract with diverse and locally owned suppliers.
To ensure that we contract with diverse suppliers we will:

- Create a Diversity Participation Report that reports the number of diverse suppliers we currently work with using supplier provided diversity certifications and credentials.
- Establish a target percentage of operational expenses that can procured through diverse suppliers.

  - Current state: ~2.1% of our operational expenses are with 9 diverse suppliers (minority owned, women owned, lgbt owned veteran owned entities) see current list of certified suppliers below:

Copper House Detroit, LLC
Design Team Plus LLC
MEGA / Monument Engineering Group Associates
Motor Shop Elec Const
OnStaff USA, Inc.
Promotion Concepts Inc
Try Hours Logistics LLC
Xcel Specialize

  - Target: We aspire for at least 3% of our operational expenses to be with diverse suppliers, and to increase the number of diverse suppliers we work with.

- Develop standards that require the inclusion of diverse supplies throughout the procurement process.
- Maintain consistent reporting on the following information: (i) the number of Minority (ii) the number of Women; and (iii) the number of Veteran owned subcontractors, suppliers, vendors consultants, and/or design professionals (collectively referred to as “suppliers”)

C - Develop 100% of leaders around diversity competence through training

Harnessing the power of diversity requires training and professional development to ensure that our workplace is inclusive and healthy. At Common Citizen we offer comprehensive jobs skills training and opportunities for our citizens to continue their education through educational partnerships, including:

- On-the-job training programs led by our continuous improvement team
- Either classroom or online training opportunities designed to improve core skill sets required for c onsideration for promotions and new opportunities

- Required Social Equity and Workplace inclusion training for all supervisory employees
- Offering apprenticeship and internships programs to provide real life training to local students from community colleges and recent colleges and university graduates.

D - Create Citizen Culture Groups to strengthen employee experience

Our Citizen Culture Groups provide professional and personal development opportunities for citizens and serve as an advocate regarding issues that impact them, at large, as citizens. In 2022, we will implement 3 citizen culture groups that will lead and develop programming to support our culture. These Citizen Culture Groups are:

- Honoring Women
    - Our honoring women CCG kicked off in March during women's history month and has since launched a community pantry to support citizens in need this pantry includes clothing and nonperishable food items and citizens are welcome to shop the pantry any time. The next program this CCG is developing is a master grow curriculum in conjunction with local educational resources and a community garden which will provide fresh produce to our pantry.

- Honoring LGBT
    - Our Honoring LGBT CCG kicked off in June during pride month and has implemented feed-back on inclusive culture and launched a wellness curriculum for fitness for citizens. These mindful exercise classes help give energy to citizens and provide a space dedicated to wellness.

- Honoring Multiculturalism
    - Our Multicultural CCG will kick off in September during Hispanic heritage month.

E - Implement company-wide and paid volunteer opportunities

Common Citizen will actively seek out local organizations with whom we can create partnerships. Citizens will be encouraged to contribute to and get involved in those local community programs and organizations, all of which will be posted at the facility and discussed in team meetings. And we will take this initiative one step further by requiring that each Common Citizen employee volunteer at least 50 hours of time per year to partnership organizations of their choosing. This time will be compensated at each employee's normal hourly rate, thereby ensuring that the cost of the associated community benefits is carried by Common Citizen, not its employees in their personal capacities. By ensuring these human workhours of volunteer time to a variety of local charities, Common Citizen will be helping to implement positive solutions and create positive outcomes in the lives of community residents.

This paid volunteer time accounts for approximately $500,000 or .5% of total annual revenue in impact dollars.

EXTERNAL DRIVERS OF IMPACT/COMMUNITY INVESTMENT PLAN:

Our total community reinvestment shall be ~2% of forecasted annual revenue. This is broken down into the below initiatives and programs in addition to resourcing Paid volunteer time with our team throughout the organization (detailed above).

A - Principle, the Common Citizen Community reinvestment fund will donate 100% of wholesale profits to communities. We anticipate that these direct dollar contributions will be about 1% of Common Citizen's forecasted total revenue.

In addition to the direct financial contributions, Common Citizen will provide Principle grant recipients with access to world-class technology, workspace, and executive mentorship valued at $350/hour. Each recipient will be awarded with approximately 15 hours of coaching and support creating about $525,000 of impact (.5% of our forecasted revenue).

Principle currently provides three microgrants that support arts and culture initiatives, early-stage businesses, and nonprofit organizations. To ensure that we reach diverse participants with this program we have targeted and prioritized in scoring initiatives and organizations within communities impacted by redlining and disproportionate criminalization (per CRA designation.) Our goal is to support 100 organizations throughout the state with this fund and accelerator. This program will:

- Support 40 startup stage businesses owned by diverse entrepreneurs annually through the start-up prototyping grant. The Common Principle Startup Accelerator supports early-stage businesses through prototyping, mentorship, and industry access. As the largest vertically integrated cannabis producer in Michigan, we have access to leading manufacturing facilities and retail locations. You will have access to tours, training, and coaching from Common Citizen's Leadership team.
- Support 20 artists and creative culture makers annually through the arts & culture grant. The For the Culture Microgrant will support arts and culture initiatives such as concerts, film screenings, gallery exhibits, and fashion shows. Public health research has confirmed that there is a positive relationship between creative expression and wellbeing. The For the Culture Microgrant supports community well-being by providing supplemental funding for arts initiatives that are often cut first in budgeting.
- Support 40 community-led initiatives that advance:
    - Workforce Development + Entrepreneurship: Incubation, job training, career readiness and skill development
    - Access to home ownership
    - Community-led infrastructure improvement
    - The policymaking process at the state and local levels

B - Implement a clinician-led wellness program that subsidizes the cost of care and cannabis for qualified patients (terminally ill, chronically ill, and low-income patients) and supports ongoing research on medical benefits of cannabis. The estimated cost of program discounts for patients is about $500,000 or about .5% of forecasted revenue for the year.