



Pincanna

AU-R-000195
AU-R-000478
AU-R-000738

AU-R-001156
AU-R-001301

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

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Social Equity Plan All-Star Program

10.25.2024

Compassionate Advisors, LLC d/b/a Pincanna

Social Equity Plan
Compassionate Advisors, LLC d/b/a Pincanna
10/25/2024

Introduction

Compassionate Advisors, LLC d/b/a Pincanna (the "**Company**") has developed initiatives to demonstrate its dedication to assisting those who have been disproportionately impacted by marijuana prohibition and enforcement. The Company has already opened four facilities in communities harshly affected by marijuana prohibition: Pinconning, Mt. Pleasant, East Lansing, and Kalamazoo. In each of these communities, we have hired, trained and provided competitive compensation to community residents who have been disproportionately impacted. We believe our initiatives will encourage entrepreneurship, support workforce development, and provide those employees with opportunities to improve their skills while being able to comfortably support themselves. We plan to make an ongoing assessment of these initiatives, and further update them, so that additional opportunities for recruitment, employee training, and community outreach projects are suitably explored.

Providing Job Opportunities

The Company has opened Retail and Provisioning centers in Pinconning, Mt. Pleasant, East Lansing, Kalamazoo, and Kalkaska. The Company also has plans to open a store in Saline within the next year or two. Opening such facilities throughout the State creates extensive job opportunities for those residing within disproportionately impacted communities; whether they live within the communities where the stores are located or reside in neighboring locales.

Our stores throughout the state plan to implement our social equity goals. This work will include advertising job openings that target community members that have been more harshly affected by marijuana prohibition. In Kalamazoo, for example, we have partnered with the Kalamazoo Social Equity Cannabis Chamber as a vendor for their Cannabis Job and Resource Fair. We also post job listings on local community job boards and encourage not only local residents to apply, but those with prior marijuana-related convictions to apply. As many as 50% of our current employees in our Kalamazoo store self-identify as part of a social group, or as members of communities, that satisfy the CRA's requirements for eligibility to its Social Equity Program. Apart from the benefits such diversity of employment has provided to these persons, employment diversity has proven to be "good business". The unique insights, perspectives, knowledge and passion for the industry, demonstrated by these individuals, are of service to our customers and benefit our business. As our business in these communities grows, we expect further opportunities for employment and job growth to be provided to eligible community members. We understand the importance of giving back to those communities that have previously endured harsher treatment. This is why we intend to ensure having a positive impact in every city in which we operate.

Our hiring process supports the importance of an all-inclusive culture and complies with the State of Michigan screening process. We do not discriminate against any individuals who were previously disproportionately impacted by marijuana enforcement. In fact, we encourage those with prior marijuana convictions to apply for job openings at our stores.

Incorporating Training Opportunities

Implementing training opportunities in marijuana operations and sales help provide our employees with the skills and knowledge needed to perhaps one day be able to operate their own businesses. This will help the development of the marijuana industry by educating those who may later enter the industry as business owners. Not only are employees being trained in the marijuana products themselves, but they also receive training in business operations which includes, but is not limited to, sales, customer service, business management and leadership training. This training takes place as a part of the onboarding process as well as on a rolling basis. We have developed our own training platform where employees can find on-demand training modules, company SOPs, and any other important employment information they may need.

Employee Benefits

Employees are provided with competitive pay together with a compensation package which includes PTO and sick leave for all team members including qualified part time hourly staff. This allows our staff to comfortably support themselves and gives them the financial freedom to focus on other important aspects of their lives such as education, health and community relations.

In addition to PTO and sick leave, we offer our full time employees health insurance, including dental and vision insurance. Our company contribution to health insurance ranges from 67.5% to 86%, depending on the plan. We are also always willing to work with any of our employees should any emergencies come up in their personal lives. We encourage taking time off to address personal issues so that our employees are in the right mindset when they show up to work.

We provide financial resources to all of our stores to ensure they are financially capable of implementing our company-wide social equity goals. The Company aims to ensure that each employee's life is enhanced through their employment with the Company. This benefits the Company as well as the employee.

Community Reinvestment

Pincanna takes great pride in volunteering our time, supporting local businesses, and making donations to organizations across all of our communities. Examples of our community reinvestment initiatives include:

- Frequent donations to Community Homeworks to help with Critical Home Repairs in the Kalamazoo area.
- Frequent donations of highly critical items to YWCA in Kalamazoo including diapers, personal items, blankets, and towels.

- Compensating our Kalamazoo staff their normal hourly rates for attending and participating as a vendor at Pride Day.
- Frequent donations to Child and Family Charities in East Lansing.
- Hosting an annual holiday sock drive in Kalamazoo.
- Compensating our Kalamazoo staff their normal hourly rates for participating and volunteering in Loaves and Fishes, an annual food drive.
- Partnering with local businesses and those in disproportionately impacted communities to source our inventory, including Harbor Farmz North, LLC, a Kalamazoo-based grow, D&K Ventures, LLC, a Pinconning-based Processor, and CLDD, LLC, a Jackson-based Processor.
- Donation to Glass Art Kalamazoo.
- Donations to Fraternal Order of Police
- Donations to the Kalkaska County Sheriff's Office
- Membership with the Pinconning & Linwood Area Chamber
- Donation to Suckerfest
- Opting for local media outlets for our marketing efforts, including City Pulse and Pride Source Media Group

Spending

We believe approximately 14% of the Company's current operational expenditures are with diverse suppliers of goods and services, including minorities, women, LGBTQ, and individuals and businesses that have been disproportionately impacted by marijuana prohibition and enforcement.

Pincanna commits to continue spending at least 10% of the Company's corporate spending to diverse suppliers of goods and services. Examples of our diverse suppliers include:

- Mexico Mexico LLC - Facility Designer for Kalamazoo, Pinconning, and Mt. Pleasant stores
- Mason Jar Plant Store - Local Interior Designer
- SteelGuard Security Services - Facility Security Services
- Korotkin Insurance Group (KIG Insurance) - Insurance Provider
- Urban Roots- Inventory supplier
- Brooklyn Outdoor – Signage purchased for interior décor
- Fello Cannabis – Inventory supplier
- Premier Meds, LLC – Inventory supplier
- Pride Source Media Group – Marketing
- Serendipity Media – Marketing
- Seven Point Supply – Inventory supplier
- Primitiv – Inventory supplier

Conclusion

Pincanna is committed to improving the livelihood of those more deeply affected by marijuana prohibition and enforcement through its support of the Social Equity Program and its

implementation of social equity principles. As the Company continues to expand, we intend to provide additional opportunities to counter the disproportionate effect of previous prohibition. We plan to continually assess whether we are doing everything we can to promote our social equity goals. The Company is dedicated to leading the way toward mitigating damage caused by the disparate treatment of marijuana prohibition and enforcement.