



Social Equity Plan

The MRTMA Emergency Rules state that: The applicant shall provide a social equity plan detailing 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. This Plan outlines how The WellFlower will implement its own and others participation in these communities.

Across all of The WellFlower facilities, we intend to promote social equity with three key efforts:

1. Conducting outreach and recruiting for direct employment opportunities with The WellFlower, and seeking vendors supplying goods or services from communities disproportionately affected by marihuana enforcement.
2. Positively impacting disproportionately impacted communities through job creation, community service, and investment in community infrastructure
3. Advocacy for criminal justice reform, cannabis education, and cannabis legalization

These initiatives are spearheaded by the local management team to best implement our social equity goals at each location, and tracked through our bi-annual performance management process.

Promotion of Employment Opportunities

Big Rapids is a community that meets the criteria for the social equity program. As such, the majority of our recruitment and hiring efforts will be focused on local residents. Additionally, we will conduct outreach for employment opportunities to communities with a marijuana related offense and professional organizations that aid such individuals. Our goal is to reach a 50% threshold for local, social equity qualifying employees within two years of adult use licensure as well as hiring at least one individual in the first two years of licensure who has a marijuana related expungable offense with a goal of increasing that number at least 100% in years 3-5.

We will seek out vendors from Big Rapids and other disproportionately-impacted communities that are able to supply quality goods or services to The WellFlower. Using such vendors allows The WellFlower to provide indirect employment opportunities on a broader basis than simply by a direct hire. Michigan's 2020 expansion of the number of

qualifying communities will provide a greater opportunity for The WellFlower to source appropriate goods and services from these communities.

Positively Impacting Communities

The WellFlower is committed to benefiting the local community. We will provide health care and a living wage for all our employees, each employee receives weeklong training including cannabis-specific education crafted by our Chief Medical Officer, Robert McCurren IV M.D. and also ensure that we are encouraging the growth and support of social equity applicants into the cannabis space. This facility is projected to contribute 8-14 full and part-time jobs to the local economy.

We will organize at least two volunteer days with staff at local charitable organizations in Big Rapids, a disproportionately impacted community. These organizations are identified at the outset of each year in a collaborative process between management and employees. We also will conduct ongoing charitable efforts throughout the year which will be selected and executed by staff to drive donations to charities of choice, based on product sales and customer preference.

It is our intent to promote products manufactured in MRA-identified disproportionately impacted communities and/or by social equity applicants with value incentives such as lower prices, regularly scheduled discount sales and, subject to MRA approval, hold in-house "vendor days" so that social equity identified providers can tell their story and explain the features and benefits of their products to our customers in a casual yet informative atmosphere. In some circumstances, this could be considered as a "guest budtender" presentation.

Finally, through investment in our facility and surrounding area we will raise the property value of not only our building, but also those around us, hopefully, bringing more foot traffic to the surrounding businesses. We are diligent in our efforts in reaching out to neighbor businesses to form open lines of communication, and to establish mutually beneficial partnerships to drive customers to their storefronts as well as ours.

Advocacy

Through our membership in the Michigan Cannabis Industry Association, West Michigan Cannabis Guild, and donations to organizations such as the Last Prisoner Project, we intend to advocate for criminal justice reform. By using our voice and monetary donations, we will advance the cause of expungement at a state and local level.

Through the efforts of our Chief Medical Officer and the organizations above, we intend to advance cannabis education and cannabis legalization in the communities we operate. We have found there to be significant misguided preconceptions around cannabis. Education on the benefits of cannabis and positive impacts to communities that allow regulated

cannabis business operations have proven to be an effective pathway to marijuana normalization, and more importantly, acceptance of those disproportionately impacted by its enforcement and years of illegality.

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