

# BLUMA WELLNESS INC.

A Cannabis Growth Story  
Under Cultivation



**BLUMA WELLNESS (BWEL.U)**

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Bluma Wellness is a cannabis growth story set to lift the value of this company significantly higher.

The company's medical cannabis business in Florida is currently on course to generate over US\$27m in revenue in 2020, and potentially over US\$60m in 2021, with the growth coming from three main areas:

1. A significant increase in the available premium cannabis product to sell to its customers after recent investment in its own cultivation and processing facilities in Florida,
2. The expansion of its strategic retail and delivery locations in Florida from 3 at the start of this year to 10 by the end of 2020 and to 15 by the end of March 2021, and
3. The continued growth in new customers in Florida's expanding market of medical cannabis users.

The current controlled regulatory environment in Florida allows Bluma Wellness a unique opportunity to build out assets with limited competitors and high barriers to entry to new entrants.

The company benefits from being a fully integrated producer of cannabis and selling high quality branded products to its growing customer base in Florida.

The use of medical cannabis in North America and Florida continues to grow and is now accepted as a legitimate option for patients who suffer from medical problems like chronic pain or seizures.

Total legal cannabis spending in regulated dispensaries in the US was US\$12.2 billion in 2019 and is forecast to grow to over \$30 billion in 2024 (a compound annual growth rate (CAGR) of 23%).

According to a recent survey, 67% of Americans believe the use of marijuana, for medical and recreational use, should be legalized across all of the US. The longer-term potential is also strong.

Bluma Wellness appears undervalued relative to its Florida cannabis peers and its share price will benefit significantly from the strong growth story and a potential re-rating in the next 12-18 months.

Newly formed **Bluma Wellness (BWEL.U)** is the latest company to join Canada's cannabis sector with experienced management and mature US cannabis assets.

Bluma Wellness is now a vertically integrated, licensed medical cannabis company operating in the State of Florida under the trade name One Plant. The company remains one of the original 14 licensed medical marijuana treatment centers (MMTC) in Florida that operate from "seed to sale".

One Plant currently operates 78,000 square feet of cultivation facilities, and four retail dispensary sites in Florida. It has recently invested significant capital in its cultivation and processing facilities to increase its cannabis production and is rapidly expanding the number of dispensaries and distribution hubs to 15 increase its customer network.

One Plant also aims to provide top-quality, best-in-class cannabis and cannabis-derived products for its customers. Its products sell at a premium to average market prices.

It concentrates on the production and delivery of that cannabis through an efficient operations model, strategically located dispensary and delivery hubs, and a commitment to quality and customer service.



# CULTIVATION & PROCESSING

Bluma Wellness is significantly increasing its available premium cannabis product to sell to its customers after recent investment in its own cultivation and processing facilities in Florida.

Bluma Wellness as One Plant cultivates its product at the company's new 54,000 square foot Nexus greenhouse facility in Indiantown, Florida, and at its 24,000 square foot Ruskin, Florida greenhouse facility.

As part of its current growth strategy, it recently completed upgrades of its processing, extraction and distillation laboratory at the Indiantown Facility. One Plant has also expanded this facility by constructing an 88,327 square foot indoor tilt-up cultivation, processing, lab and kitchen facility.

“Through our commitment to honouring the fullest expression of each seed, we aspire to cultivate an exceptional experience.”

The total cost of the construction and development of the expansion of the Indiantown Facility has been US\$19 million and has been funded, in part, with the proceeds of a loan.



**BLUMA WELLNESS AS ONE PLANT BLOOM GREENHOUSE AT THE INDIANTOWN FACILITY**

The first harvest from its new Nexus Greenhouse in Indiantown is expected to reach One Plant dispensaries and delivery hubs in mid-July 2020.

As a result, the company will transition from harvesting approximately 300 lbs of flower per month to 1,300 lbs per month, and its retail locations and delivery fleet will ramp up to match this supply increase.

An important competitive advantage for Bluma Wellness is that One Plant has established itself as a premier supplier of cannabis products in Florida. The company has set a high standard of cultivating top quality medical cannabis in Florida with a very experienced cannabis cultivation team.

One Plant aims to grow the best cannabis in Florida, and its products sell at a premium to average market prices. With consistent quality control in place, it has consistently produced premium product, free of pesticides, fungicides, fungus, contaminants, and any bacteria.

One Plant's business emphasis in cultivation is on continuous incremental improvement, continually upgrading cannabis genetics, processes and procedures. One Plant has a world class genetics bank of superb cannabis and chemovars.

One Plant	Ruskin Tampa	Indiantown (Mixed light)	Indiantown (Indoors)	Total
Building Size ( Sq.ft)	24,000	54,000	35,000	113,000
Cultivation Capacity (lbs/y)	4,019	13,877	13,547	31,353
Operational Status	Active	Active	1Q 2021	
Annualized retail value	US \$18.1 million	US \$62.4 million	US \$69.5 million	US \$150 million

# FLORIDA DISPENSARIES

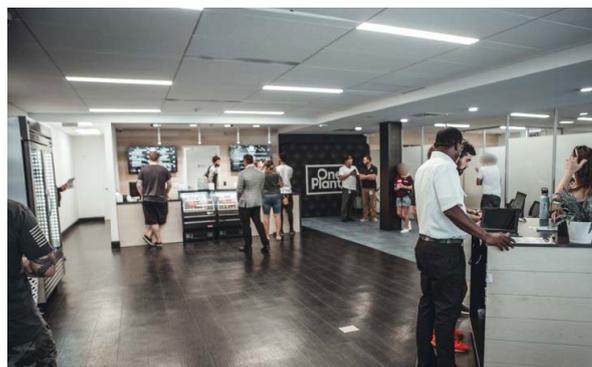
Bluma Wellness as One Plant is expanding its network of retail dispensary units. It plans to increase the number from 4 currently to a total of 15 retail dispensary hubs state-wide in Florida by 1st March 2021.

Its four current retail dispensaries are located in Boynton Beach, Jacksonville Beach, St. Petersburg, and Port St. Lucie. One Plant anticipates that the cost of opening the network of retail dispensaries or dispensary hubs will total about US\$3.5 million.

The retail dispensary sites have been carefully selected to promote efficient delivery of premium flower to Florida's patients. In addition, they are located in safe and highly visible areas. The number of stores could rise to 21 in time (incidentally the same number of hubs that Fed-Ex has in Florida).

Its most recent dispensary retail location and delivery hub in Port St. Lucie, Florida was opened on 26th June 2020. In early July 2019, One Plant commenced home deliveries throughout Florida with a fleet of 13 delivery vehicles. One Plant expects to have 25 delivery vans by the end of 2020.

All retail dispensaries and dispensary hubs are expected to carry a diversified range of cannabis and cannabis-related products. One Plant's aim is to provide top-quality, best-in-class cannabis and cannabis-derived products for its customers. It hand-picks its premium cannabis flower, which is



sold either as flower, pre-rolls, distillate or in concentrate form.

Offerings include prime and rare strains of cannabis flower such as Mac1, Runtz, SherbD, ChemD, Chem91, I75, Fish Whistle, Dirty Lemons, and Ebony and Ivory, among others. It also sells vaporizers, vaporizer accessories, and vaping cartridges.

Along with its in-store, call centre, and on-line ordering, One Plant recently started Florida's first approved cannabis curb side pickup network, and an innovative next-day door-to-door e-commerce home delivery service. This curb side model was an immediate response to the COVID-19 pandemic and was approved via variance from the State Department of Health, OMMU.

Orders can be placed online, and customers can use CanPay and cash for payment. A loyalty rewards program is offered as well. Consumers must have a medical marijuana card to purchase products.



*One Plant has the exclusive right in the State of Florida to use and publish Chem Dog's trademarks and service marks as part of One Plant's sales and marketing.*

SOURCE: FLORIDA OFFICE  
OF MEDICAL MARIJUANA



MMTC Name	Dispensing Locations	Medical Marijuana (mgs THC)	Low-THC Cannabis (mgs CBD)	Marijuana in a Form for Smoking (oz)
Trulieve	51	69,591,787	1,354,438	25,178.932
Surterra Wellness	39	13,348,862	2,038,656	4,052.935
Curaleaf	29	11,610,724	250,342	2,783.224
Liberty Health Sciences	26	7,344,273	126,141	4,365.044
AltMed Florida (MüV)	23	14,476,950	190,423	3,096.825
Fluent	20	7,620,948	246,620	1,600.461
GrowHealthy	16	4,170,205	24,078	2,040.134
VidaCann	14	3,942,891	69,446	917.169
Columbia Care Florida	13	219,460	15,600	796.055
MedMen	10	901,220	12,181	149.147
Harvest	6	1,010,066	9,479	742.694
GTI (Rise Dispensaries)	6	920,197	15,806	669.399
One Plant	4	2,299,277	845	447.831
The Botanist	1	0	0	99.961
Revolution Florida	0	0	0	0
Perkins Nursery, Inc	0	0	0	0
The Source	N/A	N/A	N/A	N/A
D&D Accounting Services	N/A	N/A	N/A	N/A
Sanctuary Medicinals, LLC	N/A	N/A	N/A	N/A
Tree King-Tree Farm, Inc	N/A	N/A	N/A	N/A
Bills Nursery, Inc	N/A	N/A	N/A	N/A
Mount Dora Farms, LLC	N/A	N/A	N/A	N/A
<b>Total</b>	<b>258</b>	<b>137,456,860</b>	<b>4,354,055</b>	<b>46,939,811</b>

The table above shows the MMTC dispensations for the week of 2-9 July 2020, and amount of active ingredient THC and low-THC cannabis ingredient cannabidiol (CBD) in Florida.

“Our business objective is to scale cultivation, dispensary and delivery operations throughout the State of Florida”

With increased cultivation and processing capacity, the expansion of its dispensary locations and an increased delivery fleet, One Plant aims to grow the business in Florida. It aims to increase market share by focusing on the production and sale of premium cannabis flower and flower-derived products.

It is clear from the table above that with an expansion to 20+ dispensaries and a more than quadrupling of its production capacity One Plant will become a serious competitor in the Florida cannabis market.

Much like other competitive retail products, the cost of medical marijuana is market driven. While many of its competitors offer a large range of discounts, One Plant only offers discounts to veterans and for bulk purchases. It is able to maintain this position because

of the high quality of its product. This enables One Plant to maintain price per pound in excess of US\$4,500/lb blended.

In early July 2019, One Plant Florida commenced home deliveries throughout Florida along with its on-line store. Each dispensary is first and foremost a delivery hub. It employs the assistance of route optimization software and proprietary designed middleware specifically built for delivery.



The quality of its cannabis products is expected to become even more important in time, because customers typically tend to focus more on quality as the market matures.

Bluma Wellness reports that it is open to expanding into other states in the future if value enhancing strategic opportunities arise.

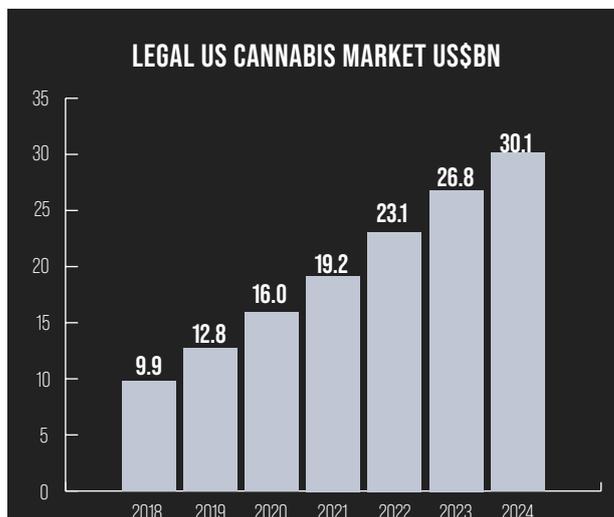
# THE NORTH AMERICAN CANNABIS MARKET

Consumer spending on cannabis is growing strongly in North America, as its acceptance increases and the number of US states legalising the product for medical and recreational use increases. Sales in the US are expected to continue growing at 23% per annum out to 2024.

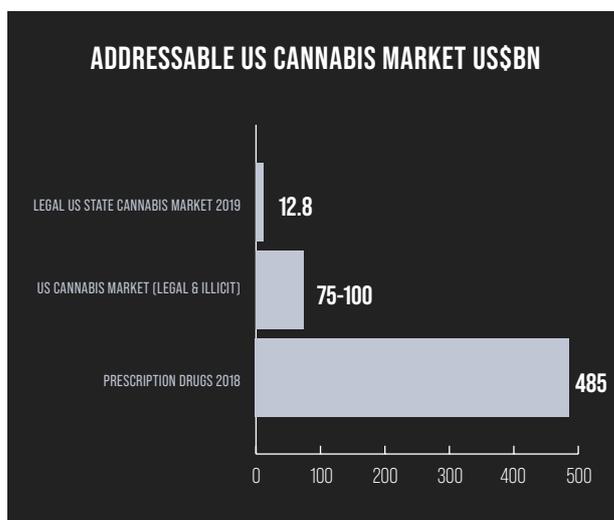
California was the first state in the US to legalize medical cannabis in 1996. Today in America 33 states now allow medical use of cannabis, and 11 have legalized the recreational kind (also called adult-use). More than 3 million patients have registered with state medical cannabis programs.

Despite looser regulations at the state level, the US cannabis space is largely fragmented because the drug still remains illegal at the federal level. Historically, this has limited the capital available to industry companies. This changed in 2018 when Canada legalized full adult-use of cannabis and the listing of US cannabis companies on Canada's stock exchange.

Total legal cannabis spending in regulated dispensaries in the US was US\$12.2 billion in 2019 and is forecast by Arcview Market Research and BDS Analytics to grow to US\$16.0 billion in 2020 and to over \$30 billion in 2024 (a compound annual growth rate (CAGR) of 23%).



SOURCE: ARCVIEW MARKET RESEARCH AND BDS ANALYTICS



SOURCE: ARCVIEW MARKET RESEARCH AND BDS ANALYTICS

Total cannabis demand in the US is estimated to total US\$75-100 billion, including sales serviced by the illicit market. If the legalization of cannabis spreads as many forecast, medical and adult-use cannabis consumption is expected to capture market share from the illicit market. Growth of consumption per capita is also expected as new product forms, such as edibles and vapes, also lead to greater proliferation of use.

According to the latest round of consumer research from BDS Analytics, the number of cannabis consumers in the US and Canada is growing. It is reported that 25% of adults, in adult use and/or medically legal states, have stated they had consumed cannabis or cannabis products within the past six months.



# CANNABIS IN FLORIDA

The commercial medical marijuana industry in the State of Florida is a relatively new industry. Florida residents voted to legalize medical marijuana in November 2016, although smoking medical cannabis was only approved in March 2019. The Bill (SB 182) also allowed patients to receive 2 ounces of cannabis flower per month.

Florida has not yet legalized recreational cannabis but has been loosening product restrictions and adopting a more free-market approach to licensing. Under the laws, Florida residents with physician approved debilitating medical conditions have safe, legal access to medical marijuana products.

Florida has over 367,000 qualified medical marijuana patients and about 2,500 qualified physicians, according to the Office of Medical Marijuana Use (OMMU). The patient count is a small percentage of Florida's population of over 20 million, but the number of cannabis consumers has been steadily growing since the drug was legalized in the state. The patient registration volume has grown significantly as more supply has become available and as access to the growing number of physicians who are qualified to recommend medical cannabis has expanded. This has resulted in more than a quadrupling of registered patients since the beginning of 2018.

Patient volume is expected to continue increasing at a rapid pace considering the expanded medical

uses, the broad availability of high THC products, and the more recent introduction of smokable flower products to the Florida market.

Florida is the fourth largest economy in the US and has favourable aging demographics in greater need for cannabis use and Florida has a broader list of addressable medical conditions that can be treated with cannabis than in many other states.

Arcview Market Research and BDS Analytics put the value of Florida's medical cannabis sector at US\$0.77 billion in 2019 but expects legal cannabis spending to rise to US\$1.74 billion by 2022.

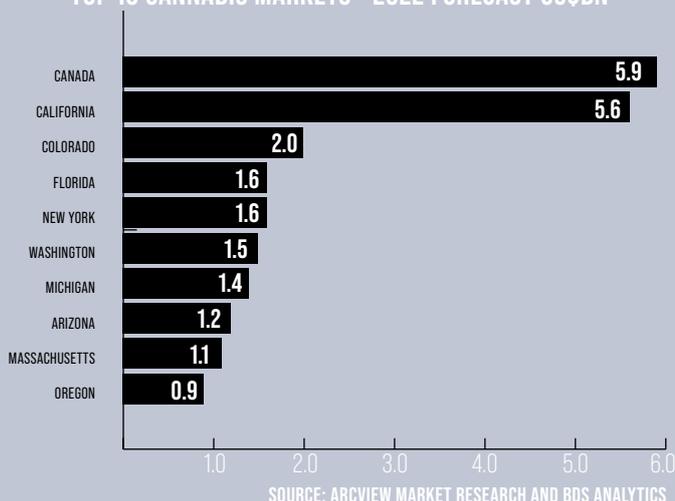
## BARRIERS TO ENTRY

The number of companies involved in the cannabis market in Florida remains low. The state has issued 22 licences but so far only 14 companies have opened dispensaries. One of the reasons is that firms are required to be vertically integrated to operate in the state. Only companies who have been able to develop cannabis production, manufacturing and distribution capabilities can compete in the marketplace.

Another factor is that cannabis sales are highly regulated, and cannabis cannot be moved across state lines. This means that The Florida Department of Health (DoH) requires that any licensee establish, maintain and control a computer software tracking system that traces cannabis from seed to sale and allows real-time, 24-hour access by the Florida DoH to this data.

The tracking system must, at minimum, include notification of when marijuana seeds are planted, when marijuana plants are harvested and destroyed and when cannabis is transported, sold, stolen, diverted or lost. Additionally, the Florida DoH maintains a patient and physician registry, and One Plant must comply with all requirements and regulations related to providing required data or proof of key events to the tracking system.

TOP 10 CANNABIS MARKETS - 2022 FORECAST US\$BN



“We closed our stores in April 2020 because of COVID-19 to protect our team members. However, we still set sales records that month, a testament to our product quality, as well as next day delivery service and our first-to-market curbside pick-up.”

One Plant records the number of milligrams dispensed, the category of cannabis, and whether a delivery device such as a vaporizer has been authorized. It is all recorded in the registry for each patient transaction. One Plant also records the level and frequency of transactions to give it a granular insight into its sales and customer base.

All of these factors create barriers to entry for new competitors in the Florida market.

**Qualifying Conditions:**

<b>Cancer</b>	Medical conditions of the same kind or class as or comparable to those listed
<b>Epilepsy</b>	
<b>Glaucoma</b>	A terminal condition diagnosed by a physician other than the qualified physician issuing the physician certification
<b>HIV/AIDS</b>	
<b>Crohn's disease</b>	
<b>Parkinson's disease</b>	
<b>Multiple sclerosis (MS)</b>	Chronic nonmalignant pain caused by a qualifying medical condition or that originates from a qualifying medical condition and persists beyond the usual course of that qualifying medical condition
<b>Post-traumatic stress disorder (PTSD)</b>	
<b>Amyotrophic lateral sclerosis (ALS)</b>	

SOURCE: FLORIDA OFFICE OF MEDICAL MARIJUANA USE



# MEDICAL CANNABIS

Today 33 states permit the use of medical cannabis, although the medical cannabis marketplace in Florida is in its early stages. There is now growing acceptance of the cannabis plant as a legitimate option for patients who suffer from medical problems like chronic pain or seizures.

This is mostly thanks to cannabidiol (CBD), one of the naturally occurring cannabinoids found in cannabis plants. CBD is generally well tolerated, with a good safety profile. In humans, CBD exhibits no effects indicative of any abuse or dependence potential and is non-psychoactive.

To date, there is no evidence of public health related problems associated with the use of pure CBD. It is sold as an ingredient in oils, oral sprays, creams, pills, or edibles like gummies and lollipops.

It is anticipated that legal changes that will allow edible cannabis products to be sold in Florida sometime in the near future.

Qualified patients can use medical marijuana at home or on private property. Public use is illegal, except for low-THC cannabis. Medical marijuana may not be smoked in public or an indoor workplace. The demand for smokable whole marijuana flower is higher in Florida than other states. This is believed to be due to smoking's greater effectiveness for pain relief than any other form of cannabis.

Product quality, performance, new product innovation, packaging, and customer experience are important differentiating factors.

Being vertically integrated like One Plant, with ownership of the entire supply chain, mitigates third party risks and allows One Plant to completely control product quality and brand experience. This results in high patient retention and brand loyalty.

At the moment, insurance does not cover the cost of medical marijuana products due to marijuana remaining an illegal controlled substance under federal law.



# RECREATIONAL CANNABIS

In 2014 the American states of Colorado and Washington began sales of recreational cannabis; today 11 states, including California, have legalized recreational use.

Allowing medical cannabis forces governments to build regulatory structures to control the legal supply to patients. Once this happens, it appears that it is easier for societies to accept the idea of recreational use.

In October 2018, the sale of recreational cannabis also became legal across Canada. The aim of the Canadian government has been to keep cannabis

controlled and out of the hands of minors and to try and eliminate the illicit business.

Cannabis firms have much in common with traditional consumer businesses. To cope with bans on interstate commerce, some producers license their brands and production methods to third parties in particular states.

Similarly, companies are processing the basic ingredients into tasty, more profitable snacks, for example, lots are processing plants into biscuits, drinks, gummy candies, tinctures and oils.

Recreational cannabis is not yet legalized in Florida, but a group called Make It Legal Florida aims to get the recreational initiative on the 2022 ballot.

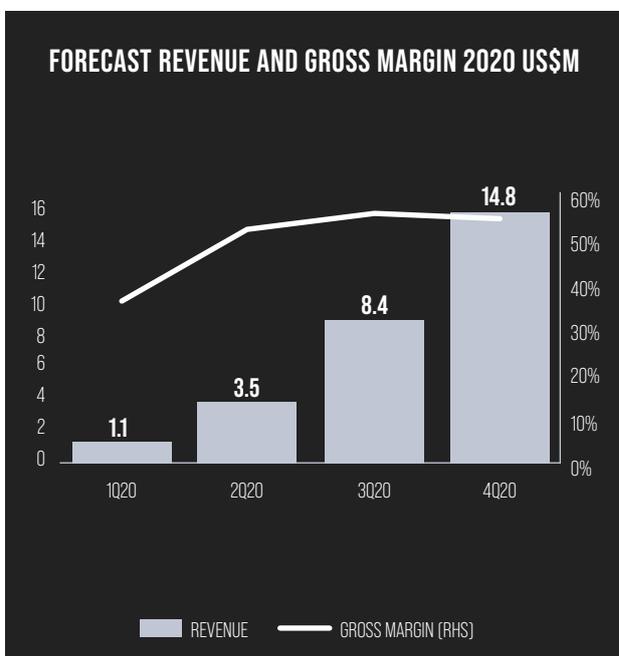
# FINANCIALS & VALUATION

Bluma Wellness is a newly listed junior company within the cannabis sector. It currently has a market capitalisation of some US\$31m (C\$0.52/share) and an enterprise value of about US\$40m. However, the market capitalisation is likely to increase as the business succeeds in its growth plans over the next 12 months and the valuation multiples expand.

As it expands from 4 to 15 dispensaries planned by the end of March 2021, the company will likely become a serious competitor in Florida.

Overall, the cannabis industry in North America has been consuming capital, partly because it has been investing heavily in equipment, dispensaries and cultivation, but also because the majority of companies continue to operate at a loss.

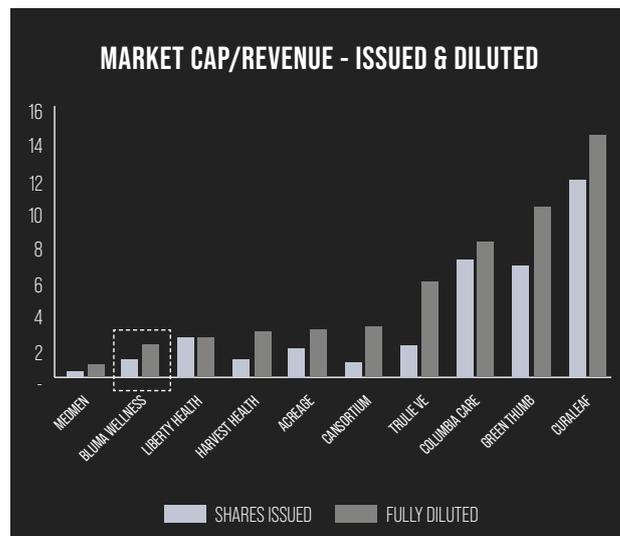
Bluma Wellness management forecasts revenue of US\$27.8m for 2020 and a small positive EBITDA by the end of the fourth quarter of 2020 as revenues continue to grow.



As a result of most companies reporting losses, many investors focus on revenue growth for valuation rather than earnings.

The chart below shows the market cap divided by the 2019 revenue of nine listed cannabis companies operating in Florida, along with Bluma Wellness. The comparison is not completely accurate because the

revenue for Bluma Wellness is based on the forecast for 2020, but this is the only data available.

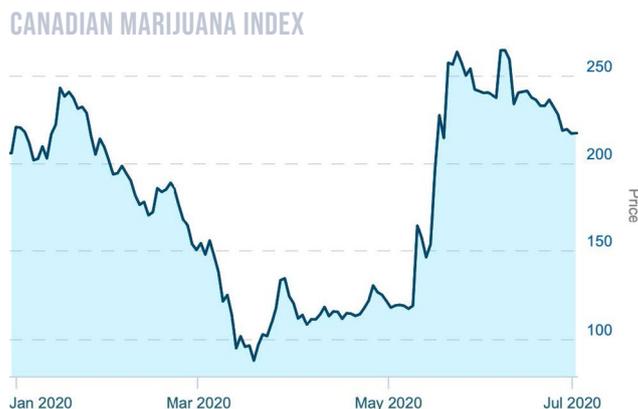


The market cap has been calculated on a shares issued basis and on a fully diluted basis with share prices as at 2 July 2020 on the Canadian Securities Exchange.

**The chart suggests that Bluma Wellness is undervalued relative to its peers on this valuation measurement.**

This means that the valuation is likely to firstly rise as the revenue increases, and secondly, due to its under valuation, it could rise even faster if the market re-rates it and puts it on a higher Mkt Cap to Revenue multiple.

Finally, it is worth noting the recent performance of the Canadian cannabis stocks, which have proven resilient in the recent market by making a sharp recovery post the decline caused by COVID-19. This can be seen in the Canadian Marijuana Index shown below.



SOURCE: THE MARIJUANA INDEX

# MANAGEMENT TEAM

Bluma Wellness has assembled an experienced management team to run the company.

In the high growth environment of the US cannabis market, an experienced team, access to capital and a premium quality product are the three key drivers of the expected success.



## BRADY COBB

Director & CEO

A cannabis pioneer, who uses his legal background to address marijuana policy reform, Brady Cobb cultivated his passion for the industry to found One Plant (formerly 3 Boys Farm, LLC) in October of 2018. Prior to founding One Plant, Brady has led market-setting strategic investments in the cannabis space as the CEO & Board Member of publicly traded SOL Global Investments Corp., including investments into Verano Holdings, DNA Genetics, GPen, Northern Emeralds, Haoma & Venice Cookie Company. He is a regular guest on Fox Business, Cheddar, & Yahoo Finance.

Brady's interest in medical marijuana began with his father, CW "Bill" Cobb, who in the late 1970s, helped smuggle \$300m worth of marijuana into Florida. Years later, cannabis was something that provided mental & physical release towards the end of his battle with cancer.

Brady formed his law practice, Cobb Eddy PLCC, where he was to be deeply embedded in policy-making both at the legislative & executive level including the inception of Florida's medical marijuana program. Brady also founded & served as the Chief Legal Officer of another MMTC & Florida's first publicly traded cannabis company, Liberty Health Sciences, Inc.



## MICHAEL BONDARANT

President & Chief Strategy Officer

Michael was Director of Florida & Chief Operating Officer for 3 Boys Farm LLC, a Florida based Medical Marijuana Treatment Center licensee.

Michael, a former Director at Sato Global Solutions, provided consultative services for supply chain, inventory management, transportation, packaging, postal, information technology, procurement and retail.

Michael has nearly 20 years in senior banking and finance. Is involved in real estate financing and closely hold businesses and money management in the eastern United States.

Michael is also a veteran of the Armed Services; having served in the United States Coast Guard from 1988 – 1993



## MIKE SMUTS

Chief Operating Officer

Mike managed the opening of Natural Remedies, the City of Denver's first 20 dispensaries. He also served in numerous roles across retail, cultivation and admin operations at Patient's Choice/Livegreen, and The Green Solution in Denver CO; The Boulder Wellness Center in Boulder CO; and Harvest House in Nederland CO.

Part of teams and processes to design, build, and run operations for Florida's 6th and 7th MMTCs. Served as VP of Operations of San Felasco Nurseries/The Green Solution in Gainesville FL and Director of Operations for GrowHealthy/iAnthus in Lake Wales FL.

Mike was appointed to the Florida Department of Agriculture & Consumer Services Medical Marijuana Committee under Commissioner Nikki Fried and Cannabis Director Holly Bell in 2019.



**CHRIS POLASZEK**

Chief Legal Officer

Chris has 20+ years of experience in the legal industry with a strong background in Mergers & Acquisitions, Investor Relations, Capital Markets, Negotiations and Complex Commercial Litigation. Chris’s legal experience with companies in highly regulated markets led to his focus in the cannabis market. Most recently, Chris was the Chief Legal Officer and head of Mergers & Acquisitions for a multi-state cannabis company.

Chris has also worked with and counseled professional and Olympic athletes for a number of years. In addition to his professional career, Chris personally dedicates a significant amount of time to charitable, civic, and community organizations in Tampa Bay and the surrounding areas.



**HARRY ROSENFELD**

Chief Financial Officer

Harry started his career in 1984 in public accounting working for KPMG in the United States. He then had numerous accounting positions with both public and private companies including Ryder Systems, Inc, and Alamo Rental Car.

A United States CPA (Inactive Status) Harry has 35+ years of experience includes serving as a Chief Financial Officer with U.S. public companies across numerous industries including transportation, manufacturing, restaurants & distribution.

Harry is an accomplished financial strategist with exceptional analytical and transactional skills who communicates effectively with stock exchanges, regulators, bankers and other key stakeholders. He has extensive experience in investment banking and has facilitated the sales of numerous companies.



**CHRIS RICE**

Director of Marketing

Chris started his branding and marketing career as an associate over a decade ago by working for Heave Design based in Los Angeles CA until making partner. He was responsible for discovering a brands identity and website design as well as other deliverables for online marketing.

Chris then went to work for LTDSEO, a boutique SEO and online marketing firm based in Delray Beach, FL where he served as partner for 8+ years. LTDSEO manages 50+ small to medium size businesses. While working on strategic SEO implementation he redesigned client’s websites to be more search engine optimized.

With the heavy online cannabis advertising restrictions, Chris has developed successful digital strategies to touch, capture, convert and retain customers.



**CHRIS KELLER**

Director of Cultivation

Chris has over two decades of experience in cannabis, attaining his current position as a Master Grower. By using organic soil methods, Chris’ team is producing the highest premium cannabis in the state of Florida, which has received 99% passing GMP & GAP audit scores.

His experience and tenure in this industry has led to an extensive library of unique strains. An expert in all cultivation operations, Chris is well placed to lead in Florida and expand to other states.

Formerly with Incredibles, out of Colorado, Chris led the company in becoming one the most nationally awarded cannabis infused product businesses in the U.S.

# BOARD OF DIRECTORS

The board members of Bluma Wellness have experience within the cannabis industry as well as experience beyond the industry. In addition to Brady Cobb, Bluma Wellness’s board of directors consist of experienced professionals identified below.



**CHAD MOSS**

Chairman

Chad is a prominent ambassador for Moss & Associates and is known for building strong relationships throughout the United States. He is an effective and passionate advocate for building sustainability, new technology, and mentoring in the industry.

Chad co-founded family-owned-and-operated Moss & Associates after he began his 20-year career in operations. Chad serves as President of the Moss Foundation, a non-profit organization established to provide a platform for the South Florida community. The Foundation supports other non-profit organizations and partners, promoting the premise that Moss isn’t just about building structures, we are helping to build communities.



**ADAM WILKS**

Director

Combined with academic studies in Business Management, Adam brings over a dozen years of experience in the quick-service restaurant (QSR) industry having worked with brands including Yogen Fruz, Pinkberry, Cold Stone Creamery, and Buy N Bulk. Adam’s management responsibilities in the QSR industry have included operations, quality control, business development & new store development.

Adam currently serves as the Chief Operating Officer of One Plant & oversees the dispensaries & real estate portfolio in California.

Adam serves on the board of one of California’s leading cannabis brands, Old Pal, and on the board of Sacred CBD. Further, for the past 3 years, Adam has been involved with Serruya Private Equity, focusing on cannabis-specific investments. The latter including responsibility for due diligence regarding retail operations, cultivation, manufacturing, and distribution.



**ALEX SPIRO**

Director

Alex Spiro is a former prosecutor and well-known litigator. He has represented an array of disrupting companies across the globe. Alex is a graduate of Harvard law school where he continues to teach.

In addition, Alex serves as a strategic advisor and board member to companies - both private and public - and helps growth-stage ventures legally and operationally. Specifically, Alex has been a board member of Imedia Brands, Arrive (Rocnation’s venture capital fund), and Glassbridge Enterprises.

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