

A stylized city skyline graphic composed of various rectangular blocks in shades of green and dark green, arranged to resemble a cityscape. The blocks vary in height and width, creating a jagged, urban silhouette against a light green background.

A HOLISTIC APPROACH To Pittsburgh

HOLISTIC INDUSTRIES & THE LIBERTY BRAND

LAUNCHED in 2011 to develop effective alternatives for sufferers of debilitating diseases and chronic conditions

UNCOMMON COMBINATION of entrepreneurial aptitude and scalable systems mindset, honed over seven decades building a successful retail/e-commerce business in a heavily regulated industry

LEADERSHIP TEAM with strong business and industry-specific expertise, supported by over 400 staff, investors and advisors

EXEMPLARY RECORD of security, compliance, healthcare, clinical research, outreach and education

SOPHISTICATED CAPABILITIES proven by operating 8 dispensaries in 5 states and the District of Columbia. With expansions of our PA, MD & MA cultivation facilities and buildout of 8 additional dispensaries, we're growing

LOCAL PARTNERS Holistic joined with Sunrise Organic Wellness of Haverford PA to successfully apply for this license

LIBERTY IN Lawrenceville

- Our investment begins with our team, the return reflected in our superlative products and exceptional customer service
- Opening with 12 employees including the Manager & Assistant Manager
 - 8 full time
 - 4 part time
- Average hourly wages of \$16 plus with an gross payroll of over \$420,000/yr
- New full-time employees are eligible for health, dental and vision coverage on the 1st of each month minimizing lag
- All employees participate in the bonus pool, subject to guidelines, which on average can add up to 2 weeks wages
- Holistic Industries has a dedicated process to promote from within. Combined with our industry leading training we encourage our employees to move up the organization

LIBERTY IN Lawrenceville



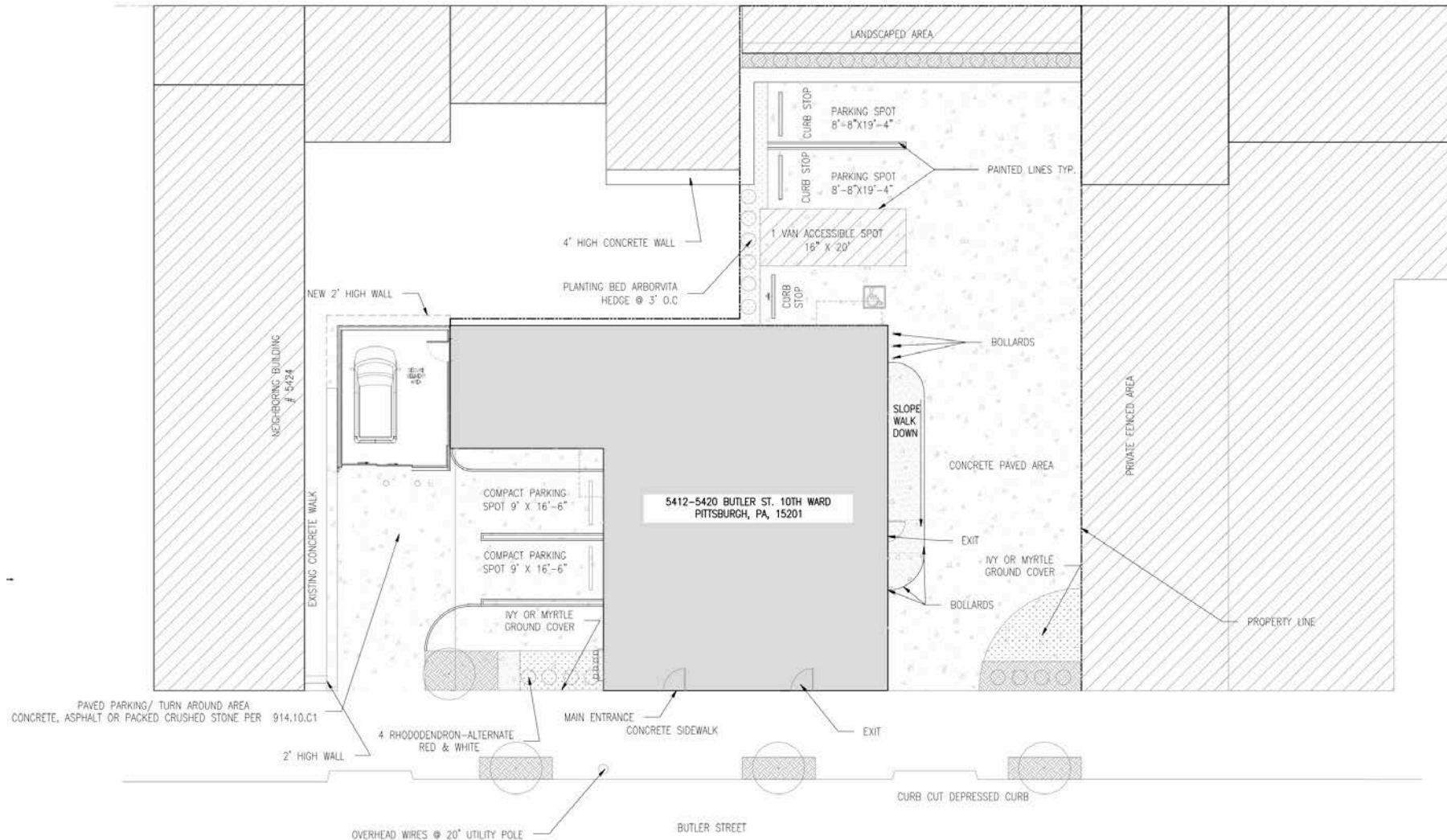
LIBERTY IN Lawrenceville



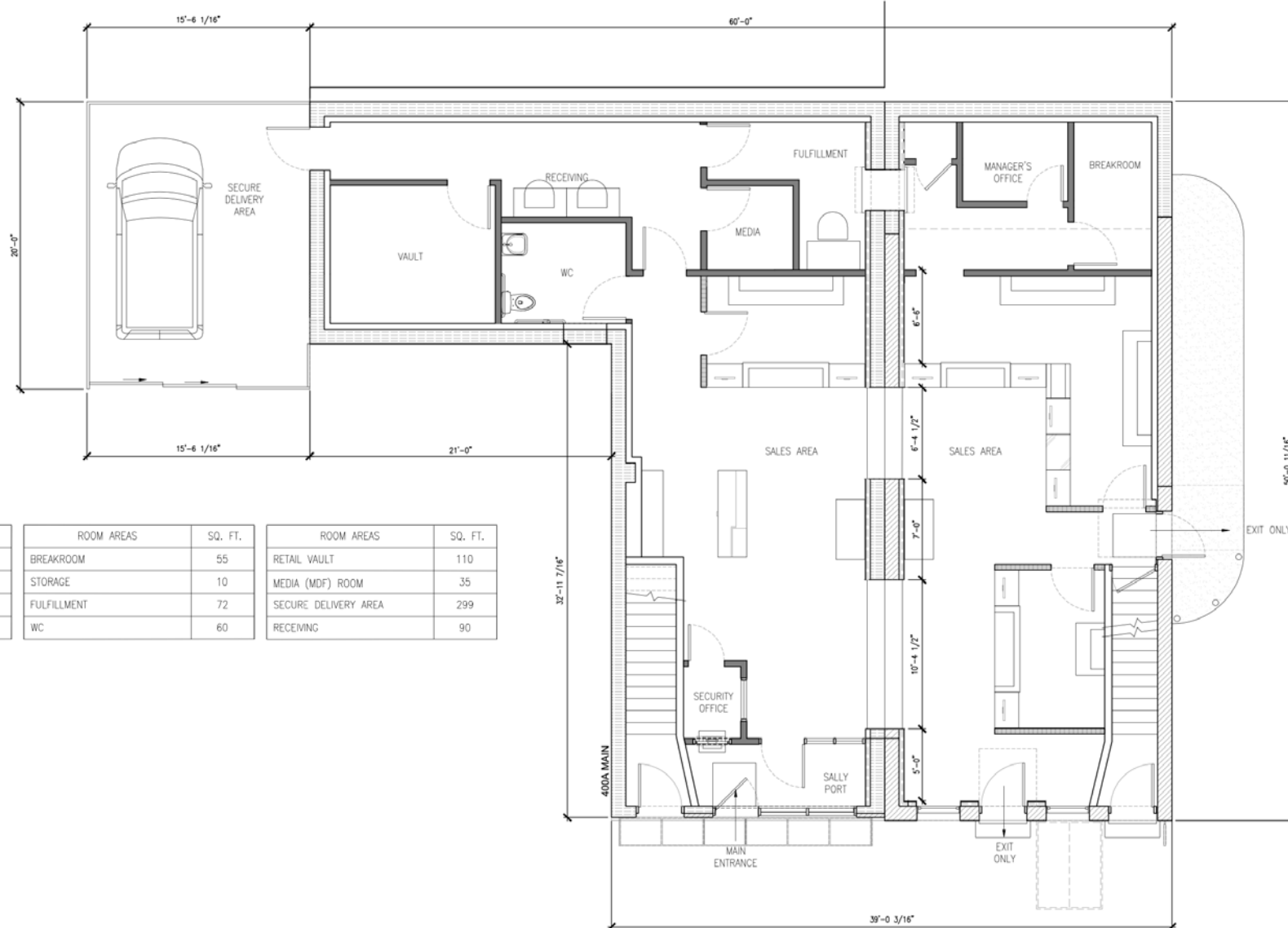
LIBERTY IN Lawrenceville



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ROOM AREAS	SQ. FT.	ROOM AREAS	SQ. FT.	ROOM AREAS	SQ. FT.
ENTRY SECURITY OFFICE	19	BREAKROOM	55	RETAIL VAULT	110
SALLY PORT	51	STORAGE	10	MEDIA (MDF) ROOM	35
SALES AREA	1026	FULFILLMENT	72	SECURE DELIVERY AREA	299
MANAGER'S OFFICE	40	WC	60	RECEIVING	90

LIBERTY IN Lawrenceville



OUR COMMITMENT TO SECURITY

We work closely with law enforcement.

Security measures include surveillance cameras, high tech biometric devices, controlled access devices, 24 hour monitoring.

We meet or exceed the highest standards for security at all of our locations.

We strive to hire retired law enforcement and military professionals from the surrounding area.

Our locations are welcoming and provide a safe environment for our customers and the surrounding community.

Community partnership ensures concerns are quickly addressed.

OUR PROMISE TO CUSTOMERS



EXPERIENCE

Customer First

Holistic offers an uncommon standard of personalized care. We leverage longstanding business to customer expertise to create appealing retail spaces that welcome, engage and inspire loyalty among customers. And we are capturing increasing market share through the development of memorable brands that offer unique experiential characteristics and health benefits.



INNOVATION

Continuous Improvement

We continually engineer new strains of medical marijuana, adjusting terpene and cannabinoid profiles to relieve debilitating illnesses resistant to traditional medication. Our expanding variety of adult-use cannabis products is manufactured to the same pharmaceutical-grade standards as our medications and is equipped with multiple routes of administration.



COMMUNITY

Liberty Cares

Holistic provides ongoing support and funding for important medical research, including the Pennsylvania pilot study evaluating the impact of medical marijuana on opioid overdoses and mortality rates. We also serve as a responsible community partner through philanthropic efforts such as our pledge to the Gaudenzia Foundation to support drug and alcohol treatment and education in the Northeast U.S.

OUR STANDARDS OF CARE



TEAM

Compassionate Experts

The Holistic team is comprised of professionals from within and outside the industry who share our passion for advancing the cannabis movement. The team builds out vertically-integrated assets using a scalable formula to win licenses, launch production and establish a significant market presence.



QUALITY

Impeccable Execution

Holistic is committed to crafting industry-leading, medical-grade products based on the most progressive science in the space. By utilizing a systems approach, we can assure consistency, efficiency and productivity.



COMPLIANCE

Security & Regulatory

Holistic is proud of our infraction-free compliance record, maintained across multiple states since 2011. We build collaborative relationships across the U.S. and have received official recognition from states for our proactive approach, responsiveness and exemplary compliance history.

OUR FOUNDER



Josh Genderson
CEO, Founder

Josh Genderson has risen to become one of the luminaries in the medical marijuana industry. He is the Chief Executive Officer of Holistic and oversees our operations in Maryland, Massachusetts, Pennsylvania, Washington, D.C., and California. Josh's facilities in Washington, D.C. breed the high-CBD strains that patients have come to rely upon to treat their children's seizure disorders. Notwithstanding the stringent limits the District places on plant count, under Josh's management, our industrial-scale nurseries produce sufficient quantities of pharmaceutical-grade medicinal marijuana products to service our patients, all while maintaining an exemplary compliance record. As a consequence, the District recently solicited Josh's counsel on how to refine the municipality's rules and procedures in order to nurture more CBD strains and to further its marijuana program's medical mission. Under Josh's management, Holistic has enrolled tens of thousands of patients while forging a close rapport with program regulators, participating physicians,

and local law enforcement officials. Patients request Josh's strains by name, and his products carry the kind of cachet and goodwill that only the most esteemed and time-honored American brands typically bring. Josh is also often called upon to meet with and advise federal, state and local elected officials and lawmakers about issues relating to the marijuana industry and the adoption and implementation of medical and adult-use marijuana programs.

Josh did not develop his skills in a vacuum. As President of Schneider's of Capitol Hill -- the Gendersons' third generation family owned liquor store that is a staple of Washington, D.C. -- he has worked alongside his father, Richard Genderson, and played an instrumental role in the company's growth. Similarly, Josh is a civic leader and generous contributor to charitable causes. He belongs to the Young Presidents Organization, and he serves as a Board Member of Hearts Delight, a subsidiary of the American Heart Association and American Stroke Association.

OUR TEAM



Vince Canales
Chief Security Officer

Vince designed and oversees top-tier, reliable protection and transport for Holistic's grow/process and retail locations in Maryland, and directs the local safety and security protocol teams in Holistic's other markets. He currently serves as a member of the Bowie City Ethics Commission, is a member of the Maryland Police Training Commission, and is the President of the Maryland State Fraternal Order of Police. Vince served six years in the United States Air Force (USAF) and was awarded the National Defense Medal for Service during Operation Desert Storm. He is an alumnus of the prestigious Harvard Kennedy School Executive Education program.



David Cohen
Director of Pursuit

David oversees Holistic Industries expansion process in new & existing markets. That includes introducing Holistic Industries and the Liberty brand to new communities, understanding what local municipalities expect from our business and listening to community concerns and educating residents on what a Liberty dispensary brings to the neighborhood. David grew up in the Town of Wayland, Massachusetts and graduated from Emory University in Atlanta, Georgia. Having worked 20+ years trading bonds on wall street at both a large money center bank and smaller regional firm David transition to the cannabis industry in 2018 by joining Holistic Industries.

OUR TEAM



Sarah Stretchberry Director of Special Projects

Sarah studied Photography in San Francisco where she began her retail career. She proceeded to spend 13 years working for a large chain of natural grocery stores, developing her skills in team building and management, training, retail finance, retail operations, customer service, business management, production and retail merchandising. In 2018, Sarah made the leap from the natural foods world to cannabis retail and operations when she joined the team at Holistic Industries as the Director of Special Projects. Sarah has a passion for conscious leadership and a drive to help move the industry forward through education and growth.