

A hand holding a syringe with the word HONEY overlaid. The word HONEY is written in large, bold, yellow capital letters. A registered trademark symbol (®) is located to the right of the letter Y. The background is a dark blue gradient. The hand holding the syringe is on the right side of the image, and the syringe is pointing towards the left. The word HONEY is positioned across the middle of the image, with the hand and syringe appearing to be part of the letter N.

HONEY®

REGIONAL SUPPORT STRATEGY

STRATEGY OVERVIEW

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Retail Asset Package

Apparel Asset Package

Retail Merchandising Guidance

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Annual HONEY Pot Awards



THE GOLD STANDARD.

OUR PROMISE

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THE GOLD STANDARD.

Our promise.

Marketing Asset Package

Brand partner will be provided with region-specific designs for the web, which include social media assets and online banners.



THE GOLD STANDARD.

Our promise.

Retail Asset Package

Brand partner will be provided with region-specific designs for the retail, which include posters, flyers, banners, and sell sheets.

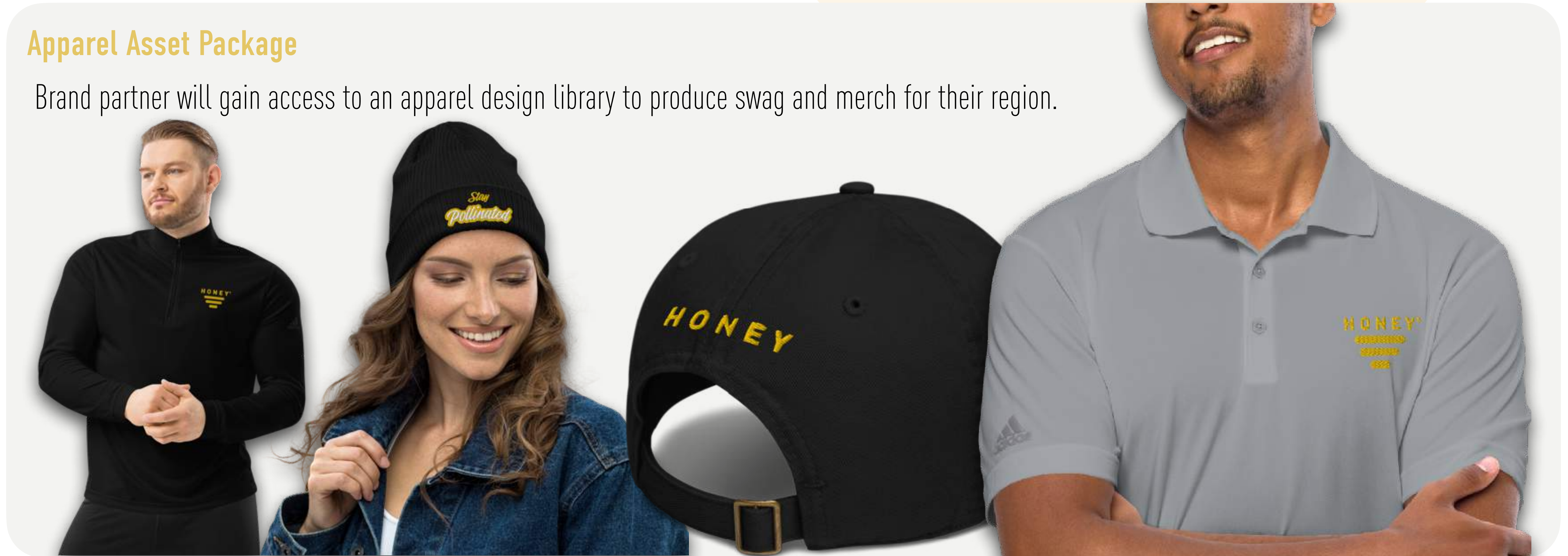


THE GOLD STANDARD.

Our promise.

Apparel Asset Package

Brand partner will gain access to an apparel design library to produce swag and merch for their region.



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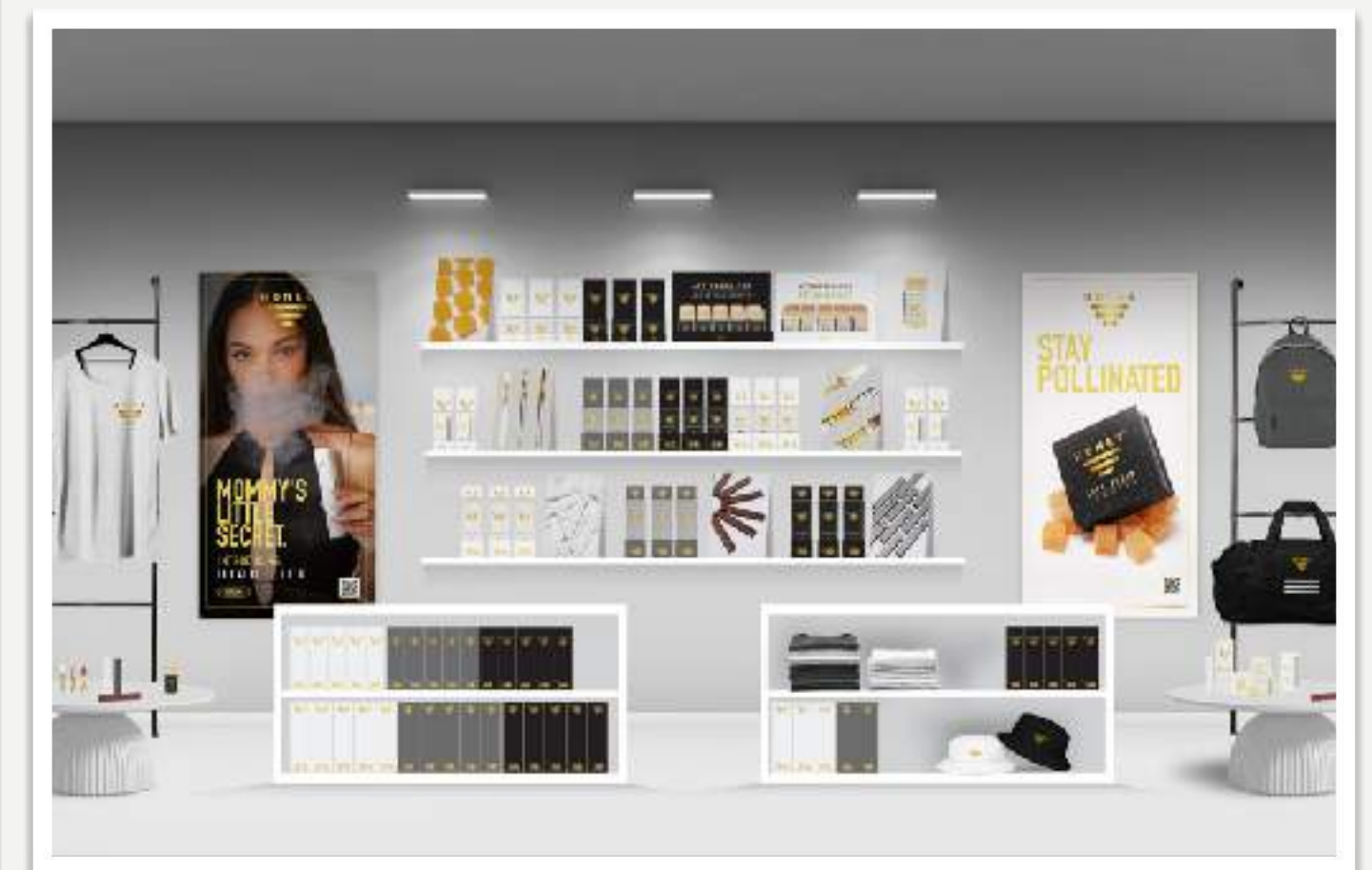
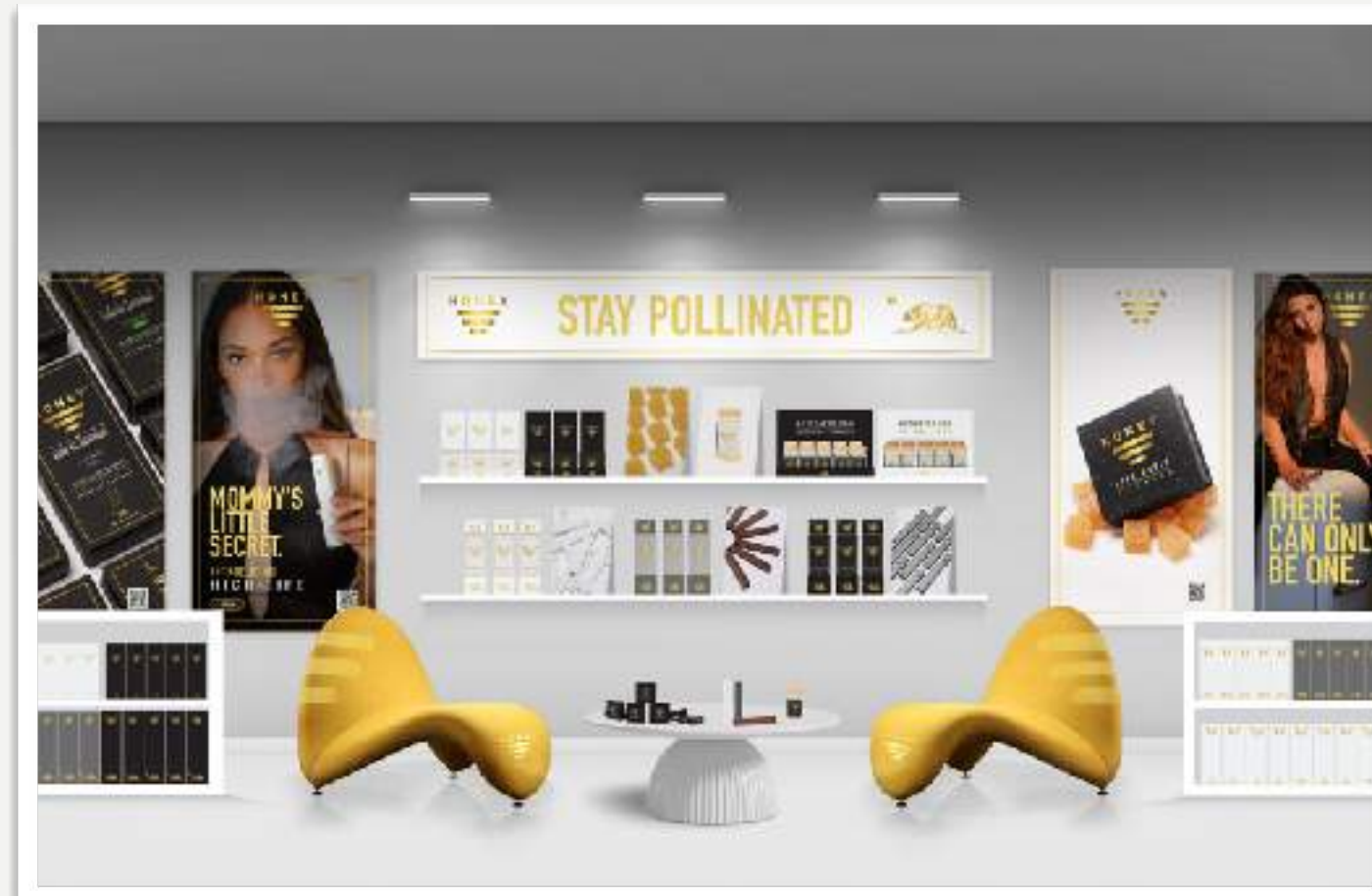


THE GOLD STANDARD.

Our promise.

Retail Merchandising Guidance

The brand team will work with the brand partner to uphold visual standards, ensuring that HONEY shines brighter than the rest.





AVAILABLE TRAINING.

HERE TO SUPPORT YOUR TEAMS

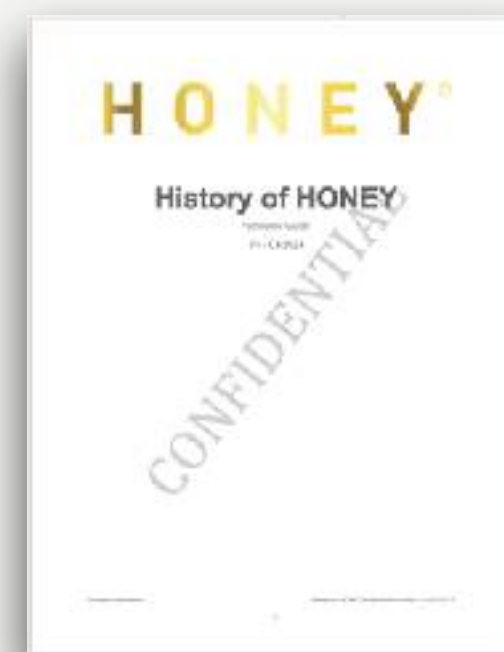
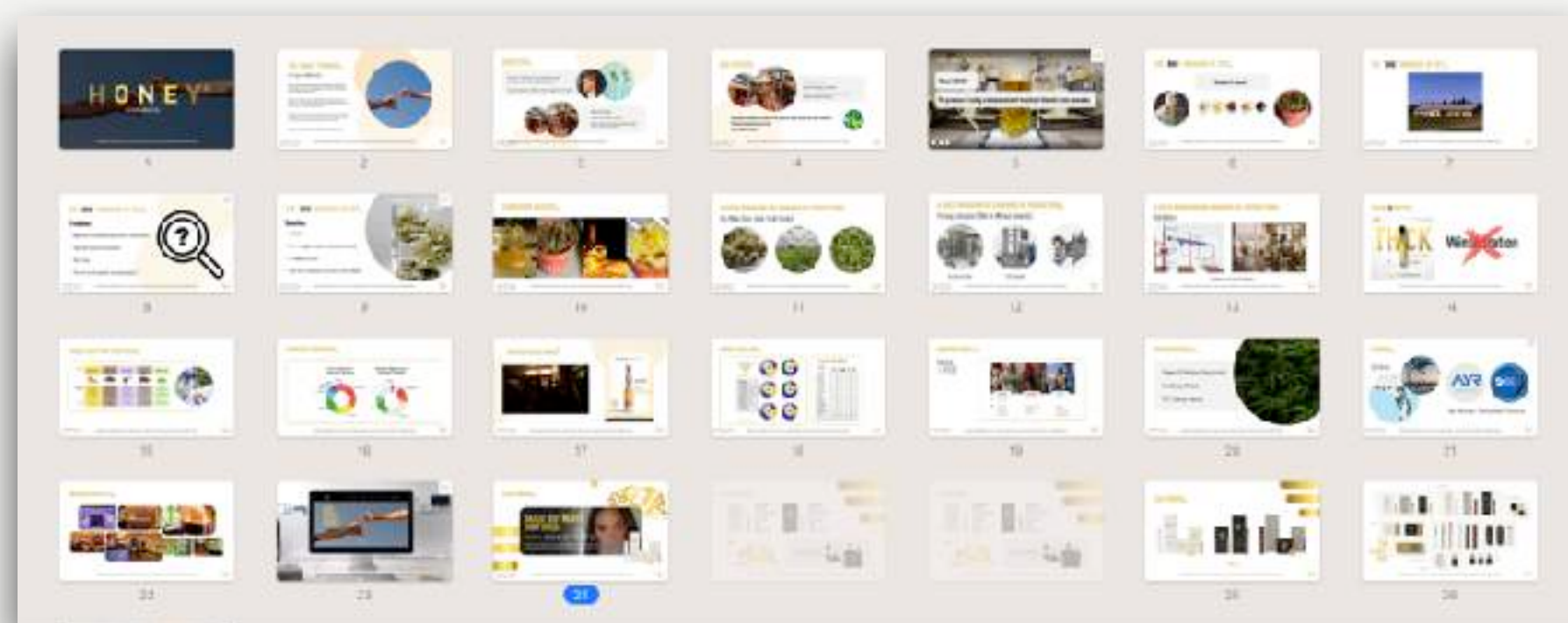
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AVAILABLE TRAINING.

Here to support your teams.

Bud-Tender Training

We've created a comprehensive training program that includes an introduction to HONEY deck and a facilitator guide. The deck details our history as the creators of the first-ever THC distillate cartridge, our journey across multiple regions, and our initiatives to give back to the world. We'll also review sales incentives, store visitation opportunities, exclusive swag giveaways, and receiving samples.



B2B Our accompanying facilitator guide ensures that your entire sales team is armed with consistent messaging and will cut uncertainty when closing the deal.

B2C With the help of your territory manager and/or your retail support team, we'll ensure that all of your bud-tenders are excited about the brand and have the tools to make the sale.

AVAILABLE TRAINING.

Here to support your teams.

Retail Support Training

With our B2B partners in mind, this training walks territory managers, sales teams, and retail support teams through the importance of understanding each and every individual account in order to ensure that orders not only remain consistent but also grow as we add more products to our lineup. Our retail support training covers everything, including account management tactics, bud-tender support, and a customer success plan, and is based on The ABCs of Cannabis Retailing strategy developed by HONEY.



AVAILABLE TRAINING.

Here to support your teams.

Customer Engagement Strategies

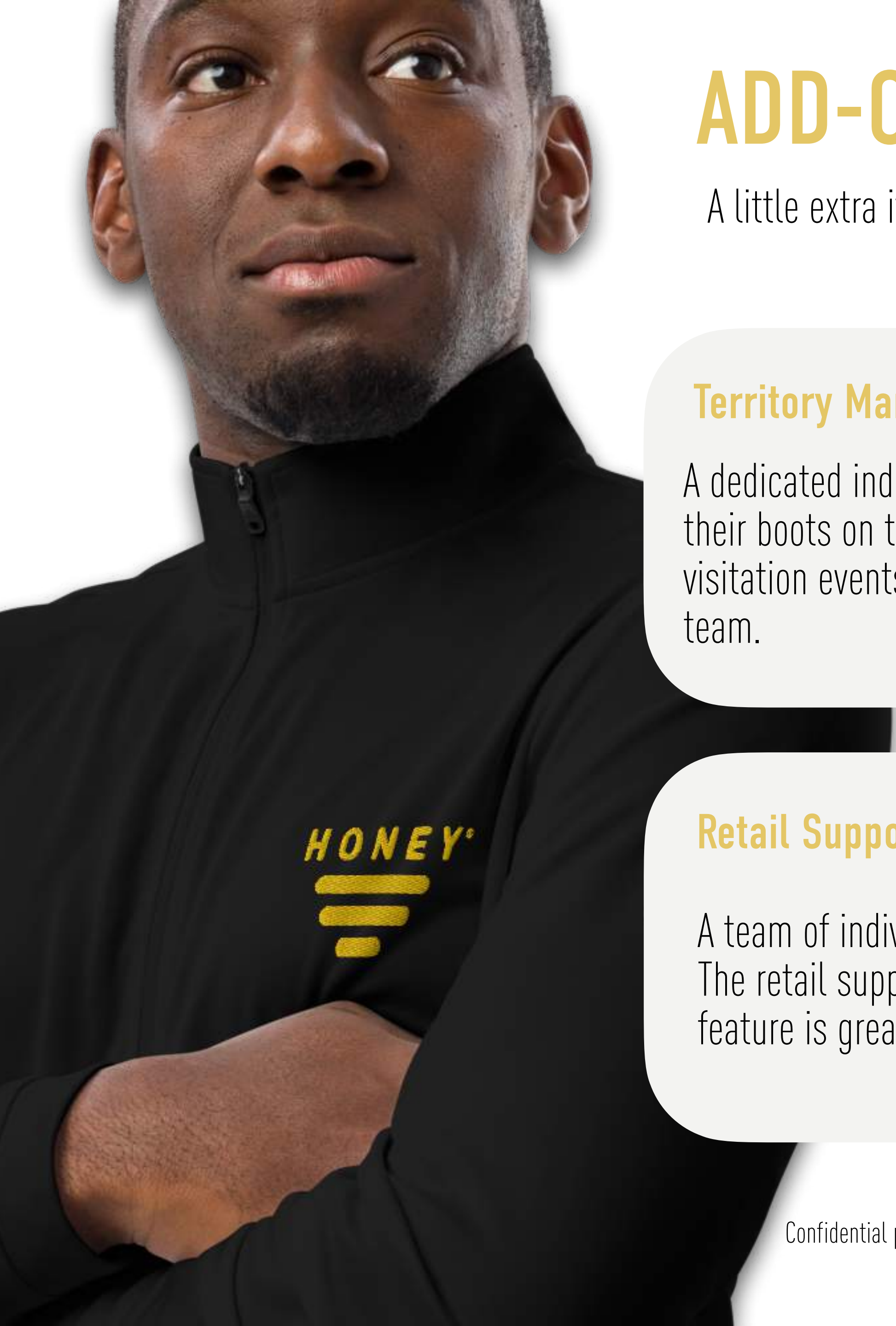
Using The ABCs of Cannabis Retailing with our B2C partners in mind, we walk retail teams through the importance of creating a plan surrounding the customer purchase process and customizing a tactic for individual stores. Tactics include HONEY LIVE days, giveaways, and digital marketing.



ADD-ON SUPPORT.

A LITTLE EXTRA IF YOU NEED IT

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ADD-ON SUPPORT

A little extra if you need it.

Territory Management

A dedicated individual part of the brand team that is local to the region. The territory manager will have their boots on the ground to support all aspects of keeping each retailer happy and may take part in visitation events. This support feature is great for brand partners who are B2B and have a smaller sales team.

Retail Support Team

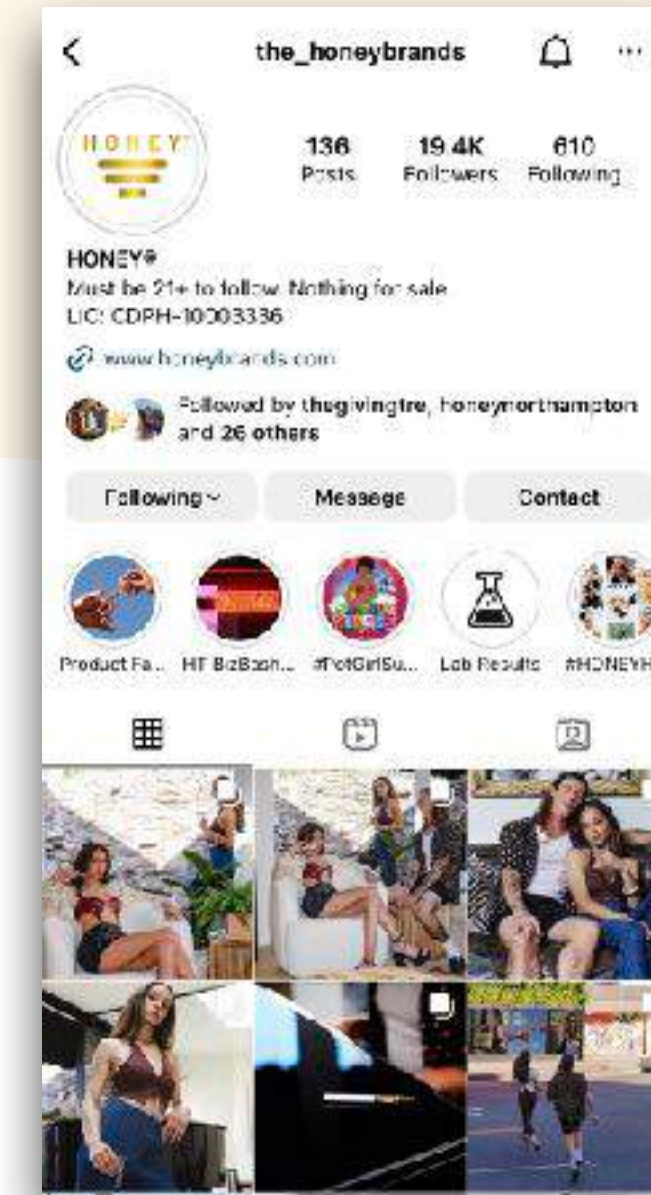
A team of individuals led by a territory manager who is part of the brand team that is local to the region. The retail support team will work with the brand partner to service and support each retailer. This support feature is great for brand partners who are B2B and are in more than 50 stores.

ADD-ON SUPPORT

A little extra if you need it.

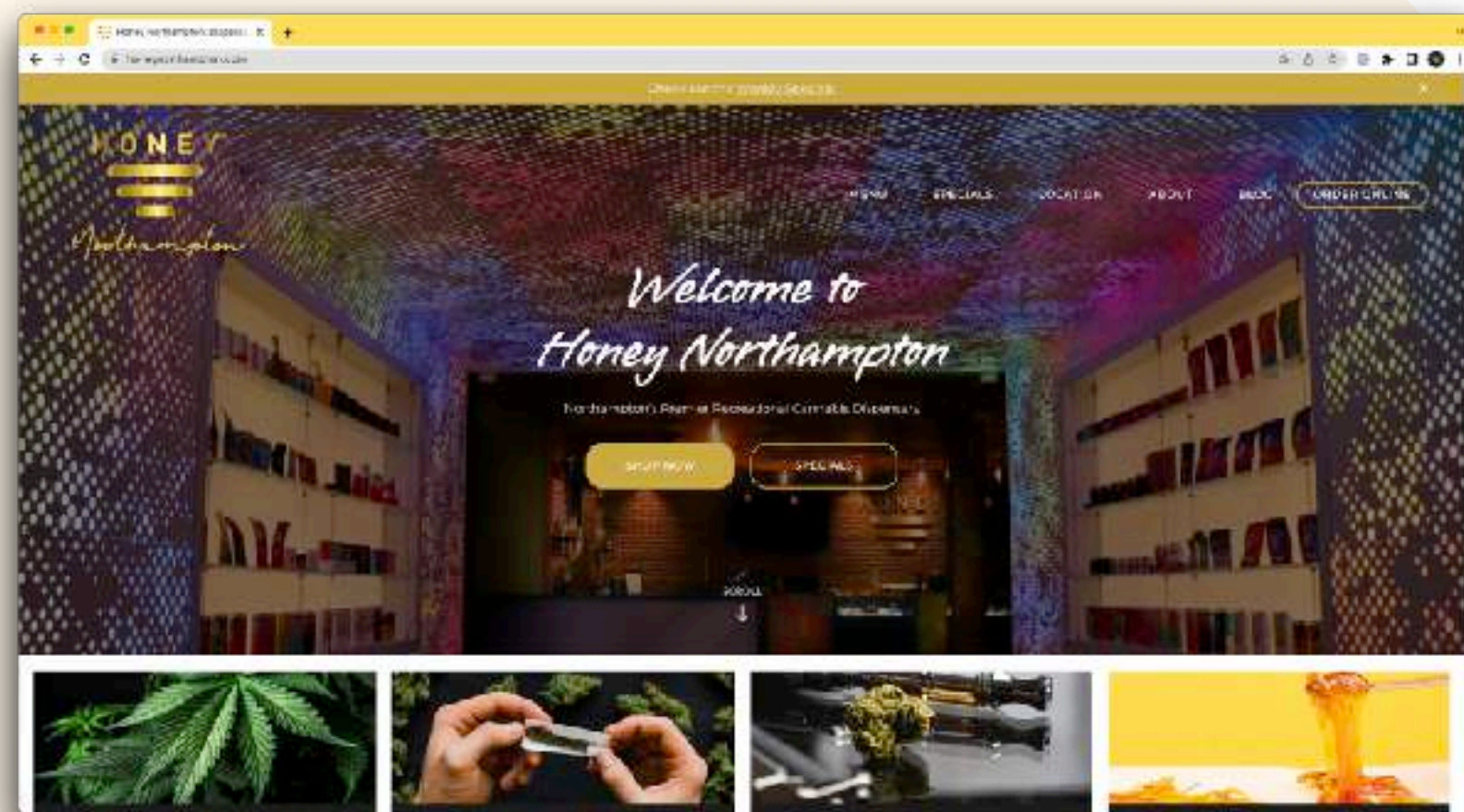
Social Media Management

A dedicated individual part of the brand team that will support your region with social media efforts. For a B2B, the social media manager can support marketing efforts across all social media platforms. For a B2C, the social media manager can create separate social accounts for each retailer and support retail management with store-specific promos, sales, and events.



Domain Creation and Management

Attract more business to your retailer by creating a region-specific domain that will be back-linked through the main HONEY website. We can suggest SEO tactics so that you make the most of your digital presence offering the highest ROI.



A photograph of three people sitting around a dark, reflective table in a modern office setting. On the left, a man with long hair and a patterned jacket looks towards the center. In the middle, a woman with long dark hair, wearing a white lace top, looks down at a device in her hands. On the right, a woman with long dark hair, wearing a dark red halter top, looks towards the camera. The background shows a stone wall and a window with blinds. The text 'CUSTOMER METRICS.' is overlaid in large, bold, yellow letters across the center of the image.

CUSTOMER METRICS.

WORKING TOGETHER TO INCREASE SALES AND ADDRESS FEEDBACK

CUSTOMER METRICS.

Working together to increase sales and address feedback.

Understanding data is essential for developing loyal customers. In order to understand the customer, the market, and what we can do to improve, we measure our success in three categories.

Sales

These numbers tell us how our partnership is going. Collected by the brand team from the brand partner, sales figures will be used to research and project market trends and address regional opportunities.

Conversion Rate

These figures show how well your team is performing. We ask your customers via survey (through a highly incentivized strategy) if their bud-tenders assisted them in making the switch to HONEY or if they were already planning to buy. This allows us to address any pain points in the selling process and help your retail teams feel confident in recommending HONEY.

Likelihood to Recommend

This data shows how we are doing as a brand. We value feedback and welcome new opportunities for development. For any regional concerns, we share feedback with our brand partners.

A man with long, wavy brown hair and sunglasses is sitting at a dark wooden table. He is wearing a white ribbed t-shirt under a dark blazer. He has a pen in his right hand and is resting his left hand on his forehead. The background is a plain, light-colored wall.

THE FUN STUFF.

WHAT MAKES US UNIQUE

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THE FUN STUFF.

What makes us unique.

Events

In partnership with the brand partner, the brand team will coordinate activations in each region to attend the most influential cannabis and non-cannabis community events to help bring foot traffic to HONEY retailers.

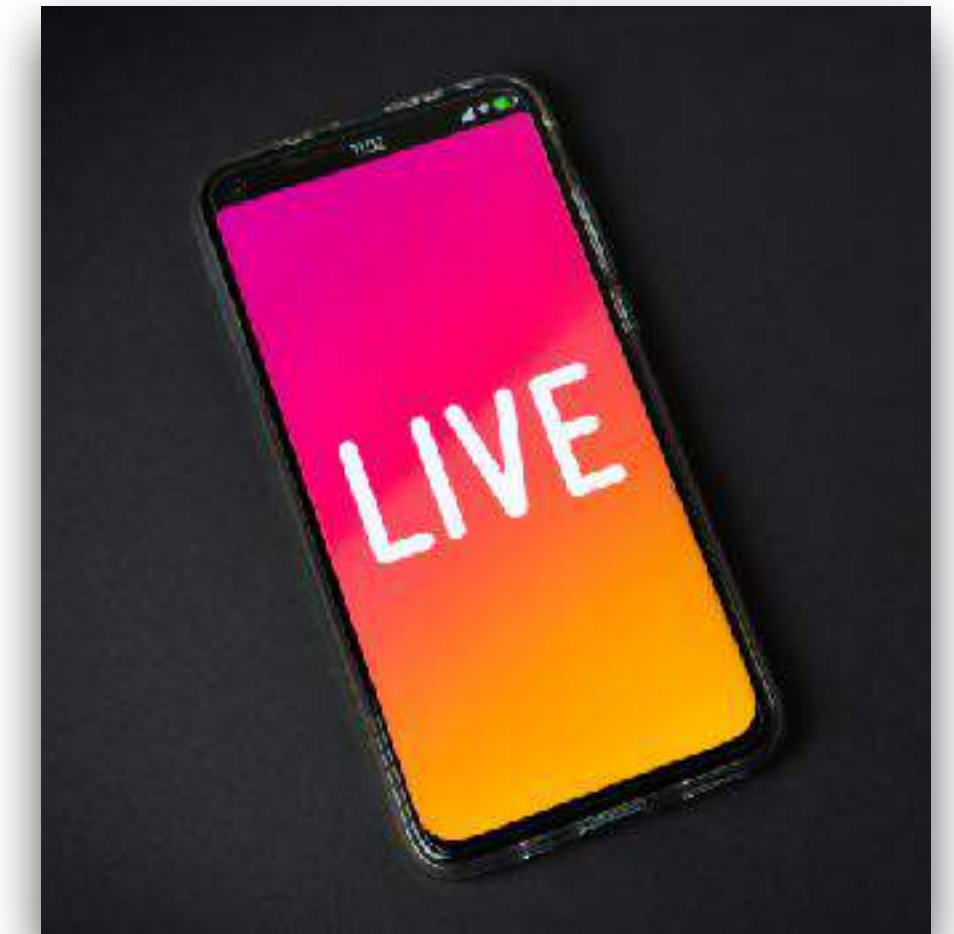


THE FUN STUFF.

What makes us unique.

HONEY LIVE

We will hold HONEY Hangouts at our retailers and corporate headquarters to build deeper relationships with our customers, and each event will be live-streamed. We'll work with each retailer to coordinate marketing and engage with customers so they can form a personal relationship with the brand.



Spotify Playlists (Beta)

Bringing customers together through the power of music. Culture is extremely important to us, and as a brand, we intend to share our passion for music with our customers. This initiative will connect us to our customers in a way that is unique to the market. More details to come.



THE FUN STUFF.

What makes us unique.

QUARTERLY RECOGNITION

We'll connect with your teams on a quarterly basis to recognize the top performers in the market. Top locations and individuals will be featured in our internal newsletter.



Annual HONEY Pot Awards

A toast to a job well done. Everyone is invited to an event hosted by the brand team in your market during the first quarter of each year! This is an opportunity for the HONEY brand team to become acquainted with yours. We will conclude the event with an award ceremony that will recognize both the store and the individual with the highest metrics (sales and conversion rate). Individuals who win will receive their choice of HONEY jacket and a patch commemorating the year they won the category, as well as an invitation to join the brand team at that year's BizBash event.



STAY POLLINATED.

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HAVE A QUESTION?.

If you have a question or need something specific for your market, please don't hesitate to reach out.

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