

A hand holding a pen is positioned over a map of Florida, which is faintly visible in the background. The word 'HONEY' is written in large, bold, yellow letters across the center of the image. A registered trademark symbol (®) is located to the right of the 'Y'.

# HONEY<sup>®</sup>

## FLORIDA SUPPORT STRATEGY

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# PARTNERSHIP & STRUCTURE.

## *Vision & Purpose*

When supporting our brand partners, it is essential to recognize their organizational structure to strategize and support their internal and external customers effectively.

### B2B

This brand partner operates in their territory with manufacturing/processing permits and distributes to retail/non-storefront retailers.

### B2C

This brand partner operates in their territory as a retail/non-storefront retailer and sells to customers directly.

### Hybrid

This brand partner is set up to both distribute and sell to retail/non-storefront retailers and direct to consumers.



# STRATEGY OVERVIEW

## OUR GOLDEN TOUCH

Marketing Asset Package

Retail Asset Package

Apparel Asset Package

Retail Planogram Guide

## AVAILABLE TRAINING

Bud-Tender Training

Retail Support Training

Customer Engagement Strategies

## ADD-ON SUPPORT

Territory Management

Retail Support Team

Social Media Management

Domain Creation & Website Management

## CUSTOMER METRICS

Sales

Conversion Rate

Likelihood to Recommend

## THE FUN STUFF

Events

HONEY LIVE (PADs)

Quarterly Sales Recognition

Annual HONEY Pot Awards

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# THE GOLD STANDARD

OUR PROMISE

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# THE GOLD STANDARD

## Marketing Asset Package

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

The image displays six distinct marketing assets for HONEY, arranged in a grid-like fashion. Each asset features the HONEY logo and a 'LEARN MORE' button.

- Arizona Banner:** A blue banner with the text "ARIZONA, YOUR DIAMOND IS BACK. HONEY NOW IN AZ." and an image of hands exchanging a small object.
- Nevada Banner:** A black banner with the text "SIN CITY, MADE SWEETER. HONEY NOW IN NV." and an image of a woman exhaling smoke.
- Oklahoma Banner:** A white banner with the text "BEE READY, OKLAHOMA." and images of HONEY High-Life products.
- California Banner:** A dark grey banner with the text "STAY POLLINATED, CALIFORNIA." and images of HONEY High-Life Gummies.
- Social Media Ad (Top Left):** A blue square with the text "ARIZONA, YOUR DIAMOND IS BACK. HONEY NOW IN AZ." and an image of hands exchanging a small object.
- Social Media Ad (Bottom Right):** A dark square with the text "FEEL THE THUNDER." and an image of a woman in a black jacket.

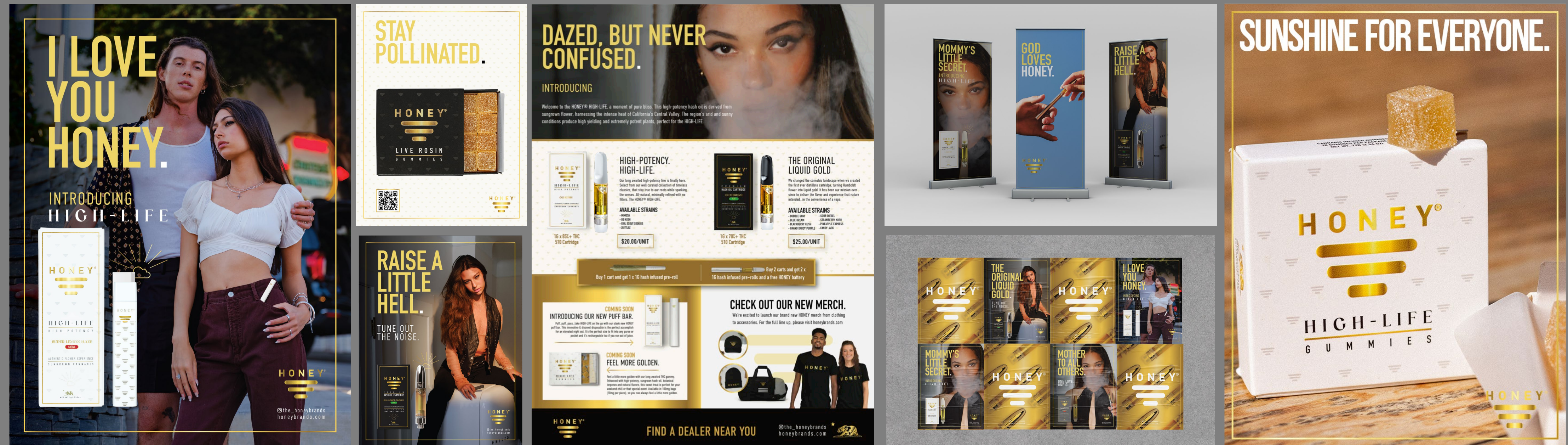
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# THE GOLD STANDARD

## Retail Asset Package

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



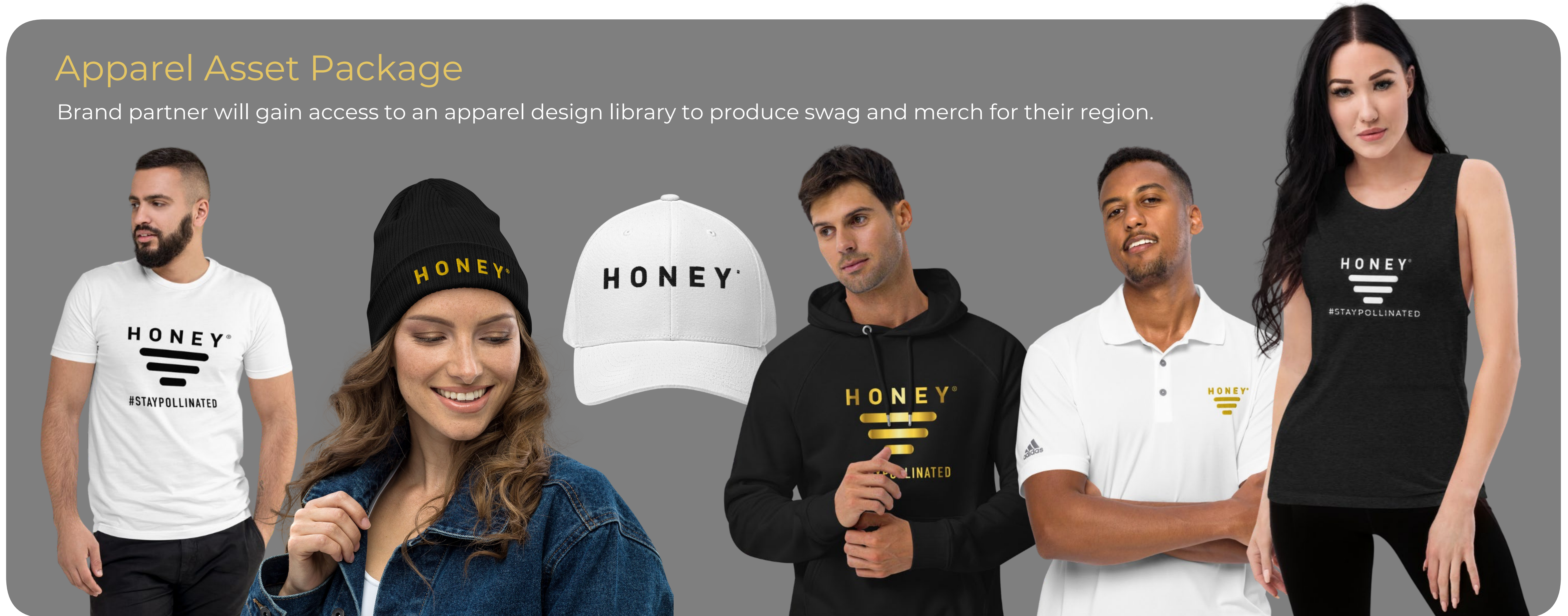
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# THE GOLD STANDARD

## Apparel Asset Package

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



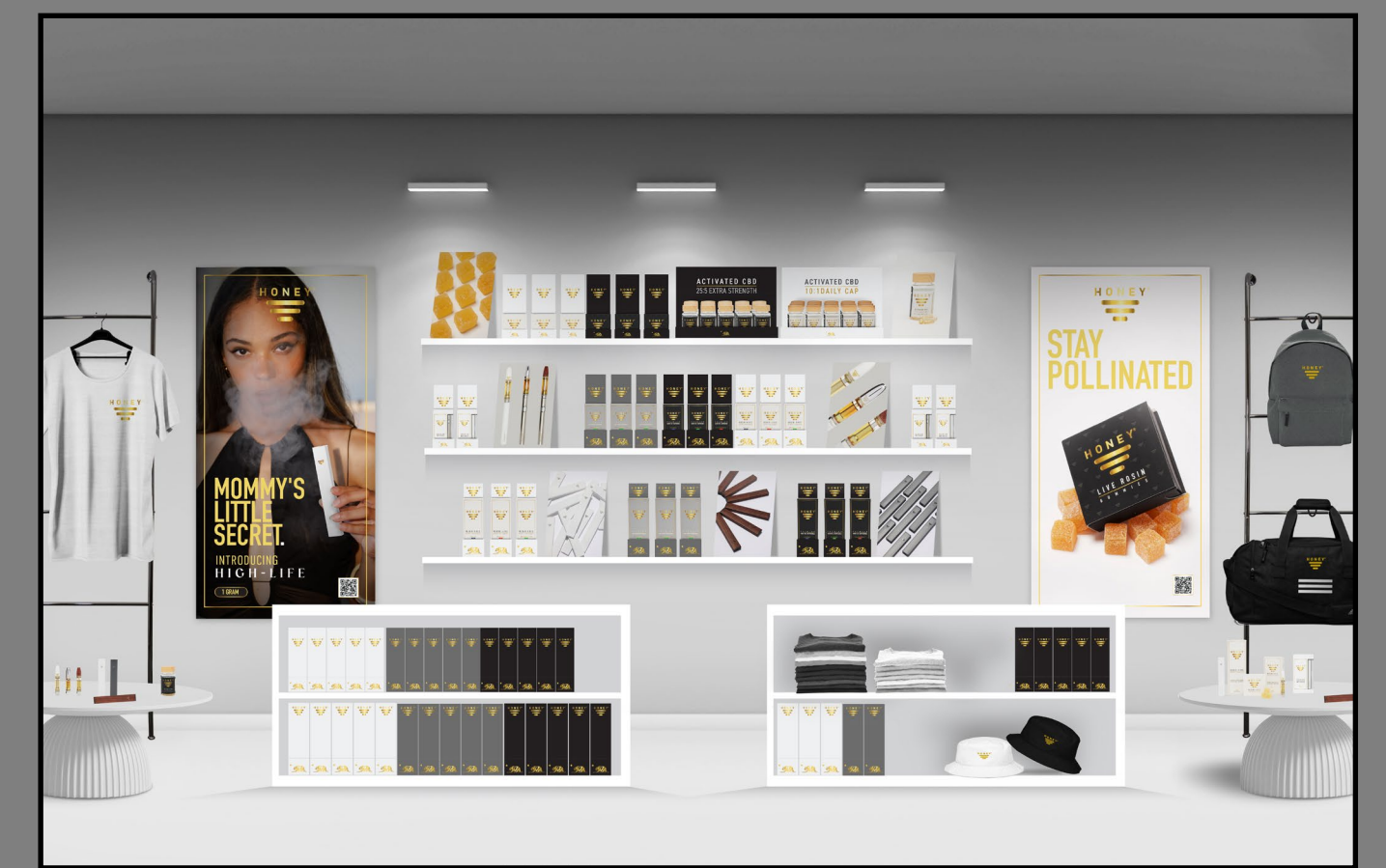
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# THE GOLD STANDARD

## Retail Planogram Guide

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



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# AVAILABLE TRAINING

HERE TO SUPPORT YOUR TEAMS

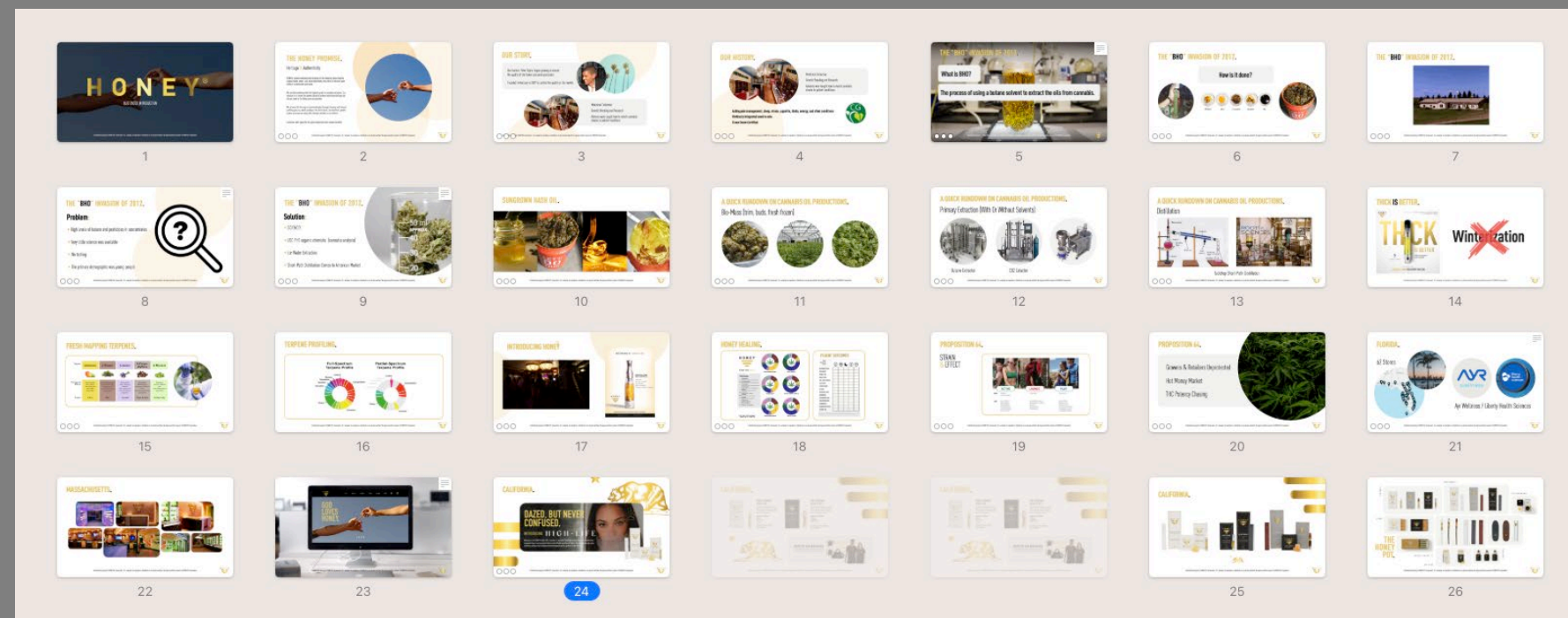
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# AVAILABLE TRAINING

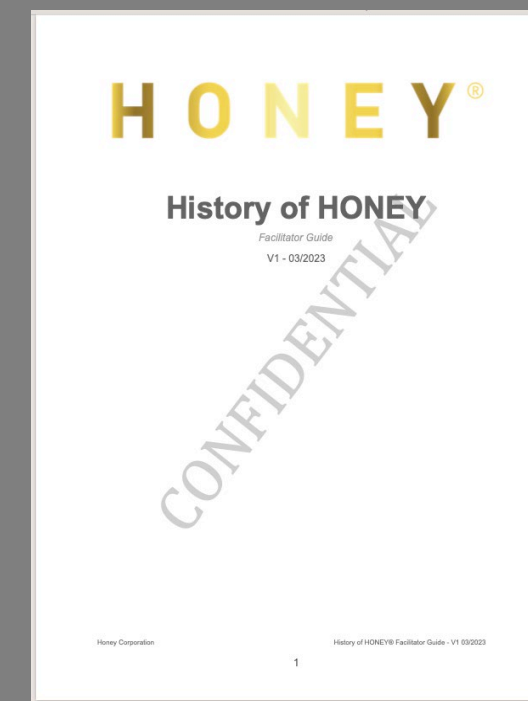
## Bud-Tender Training

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

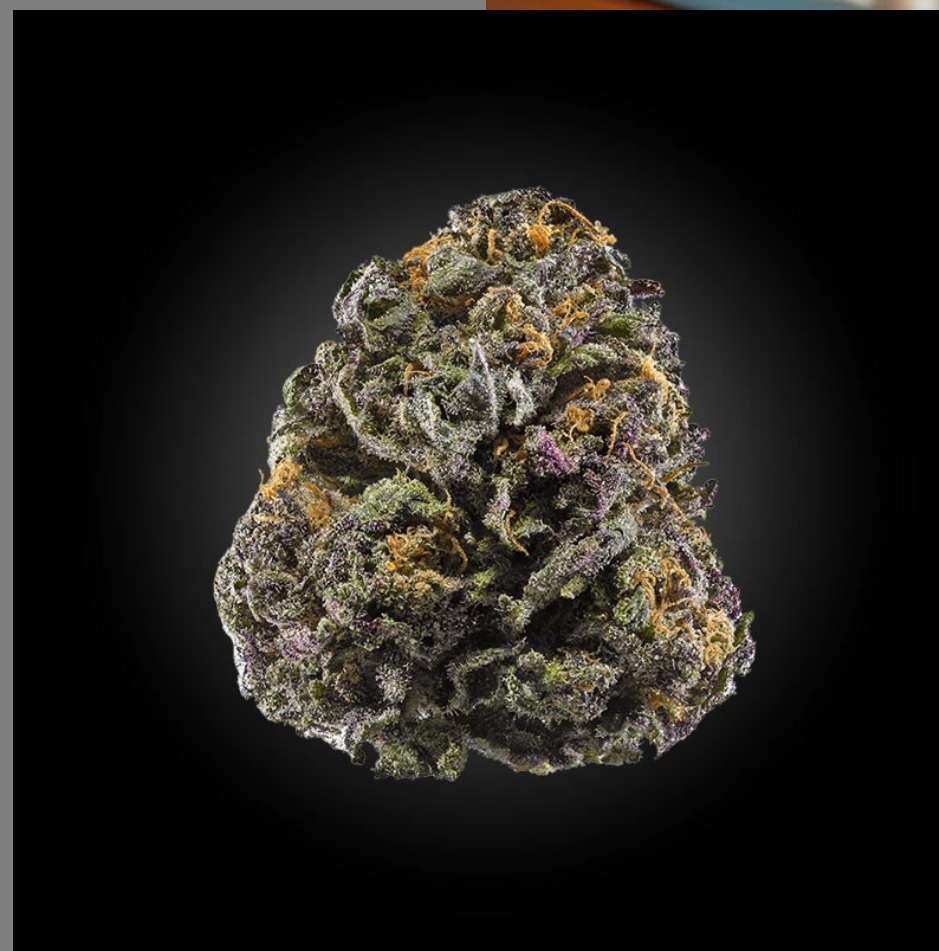
With the help of your territory manager and/or your retail support team, we'll ensure that each of your bud-tenders are excited about the brand and have the tools to make the sale.



# AVAILABLE TRAINING

## Bud-Tender Training

With our B2B partners in mind, this training walks territory managers, sales teams, and retail support teams through the importance of understanding each account 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, a customer success plan, and is based on The ABCs of Cannabis Retailing strategy developed by HONEY.



# AVAILABLE TRAINING

## 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 sales strategy for each store. 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

## 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 is based on performance milestones, cost may vary.

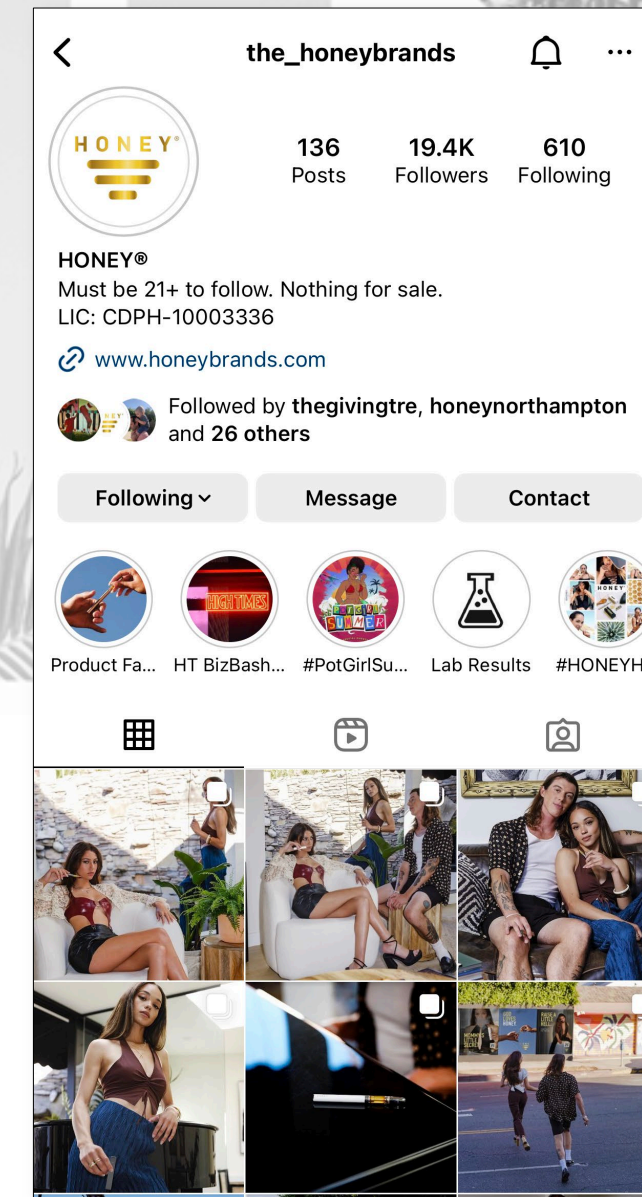
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# ADD-ON SUPPORT

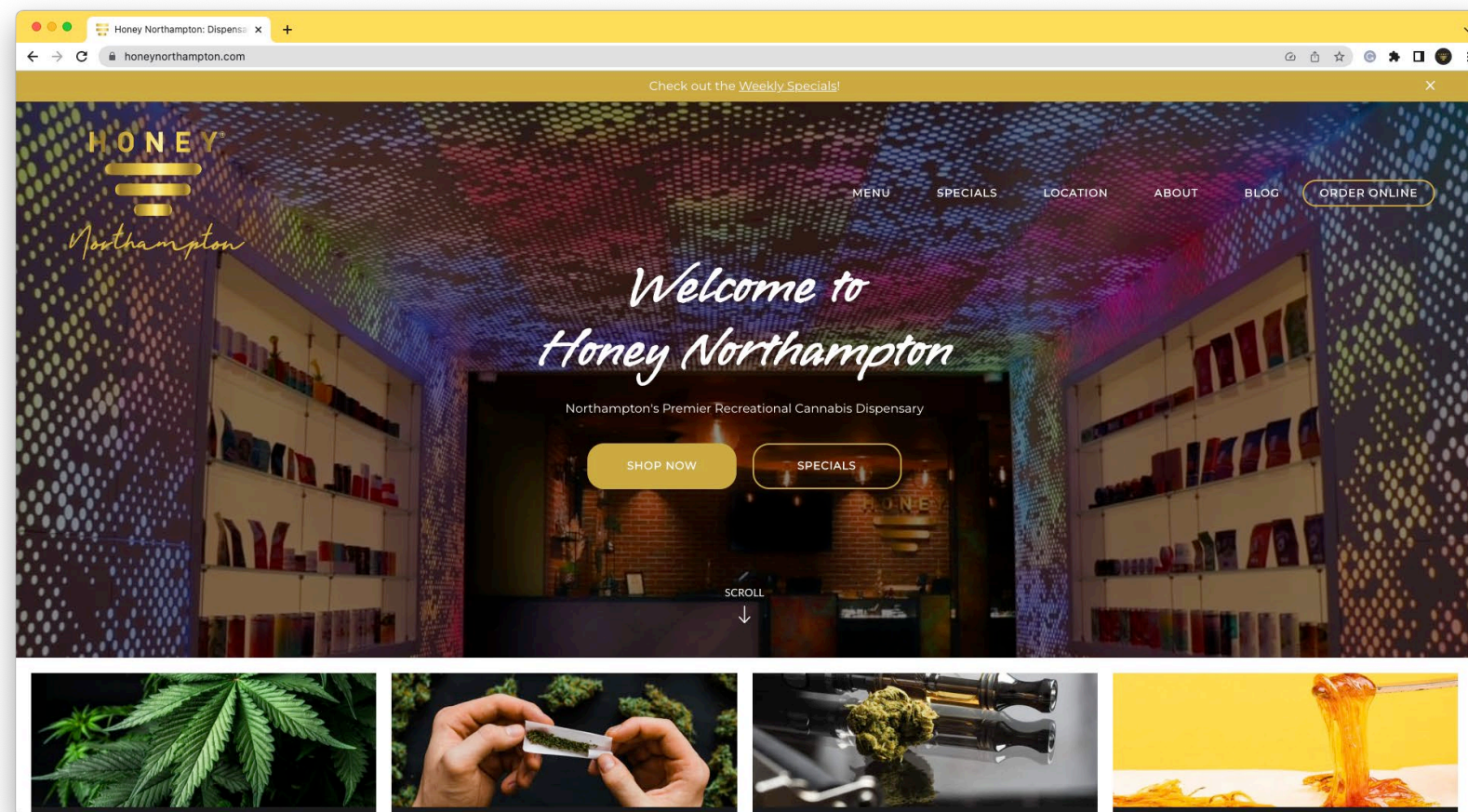
## Social Media Management

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 women sitting around a dark, reflective table in a modern office setting. The woman on the left is wearing a patterned blazer over a white top. The woman in the middle is wearing a white lace top and is looking down at a device in her hands. The woman on the right is wearing a dark red halter top and is looking towards the camera. The background shows office shelves and a stone wall. The text is overlaid on the image.

# CUSTOMER METRICS

WORKING TOGETHER TO INCREASE  
SALES AND ADDRESS FEEDBACK

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# CUSTOMER METRICS

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

## Sales

These metrics tell us how HONEY<sup>®</sup> is performing in your territory. The 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 partner. We value feedback and welcome new opportunities for development. For any regional concerns, we share feedback.

\*Data privacy and security is always a top priority. Access to gathered data is determined by brand partner/licensee.

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# THE FUN STUFF

WHAT MAKES US UNIQUE

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# THE FUN STUFF

## 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.



## HONEY LIVE (PADs)

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.

# THE FUN STUFF

## 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.



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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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