



2018 LOS ANGELES ANNUAL REPORT



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Our Vision

The People's Dispensary (TPD) is a catalyst for community empowerment. Our vision is to provide a brighter future for communities through cannabis, to challenge past stereotypes and ideas about cannabis use, and to empower and transform communities historically harmed by the criminalization of a product that study after study shows is extremely beneficial to healing, general health and well-being.



Strategy

Reflecting on our Business

TPD LA represents what true equity should look like in Los Angeles. Our equity applicants are a representation of black and brown people of all communities that are underrepresented in the new cannabis industry. Here is a snapshot of the progress we've made:

1. April 2018 - The People's Dispensary National partnered with Mike de la Rocha, co-founder of Revolve Impact, to launch The People's Dispensary Los Angeles (TPD LA) and apply for seven licenses in the Los Angeles area.
2. August 2018 - TPD LA closed its first round of micro investors and raised over \$250,000 dollars.
3. September 2018 - TPD LA hired KV&K Attorneys at Law to represent TPD LA.
4. October 2018 - TPD LA partnered with seven social equity applicants in preparation of applications being released in the 3rd or 4th quarters of 2019.
5. December 2018 - TPD LA has secured one location and has identified six other potential dispensary locations in preparation of applying for the licenses.

Keeping our Eyes on the Prize

2019 will be a massive year of growth for us in the LA market. We are prepared and busy working on the following:

1. TPD LA is continuing to work with our 7 equity applicants to train and prepare them to own and operate their dispensaries.
2. TPD LA is preparing to finalize leases on several locations for retail stores.
3. TPD LA is also planning to apply for dispensary delivery licenses, in addition to retail licenses, to round out the LA market needs.
4. TPD LA is preparing an advertising campaign to launch both a national and regional public awareness and marketing campaign.
5. TPD LA is building a new website to coincide with the marketing campaign.
6. TPD LA anticipates opening retail stores by 2020.



Finance

Financial Highlights

- TPD National, the parent company of TPD LA, has opened its first seed round of investment in March of 2019. The goal is to raise \$5,000,000 from accredited, or macro investors, to support the growth of Los Angeles and our other California markets. If you know an accredited, values-aligned investor that you think would be a great fit for The People's Dispensary, please send them Christine De La Rosa (christine.delarosa@mytpd.com) or Chaney Turner (chaney.turner@mytpd.com).
- In April of 2018, we spoke to a small group of investors that believed in our mission and our values. We are very proud to say from that mixer TPD LA has raised over \$250,000 from micro-investors for Los Angeles.
- With plans to open seven cannabis businesses through our Social Equity (SE) applicants, TPD LA is re-opening the Los Angeles raise in 2019; please share this great news with your family and friends. If they are interested in investing, send them to Mike de la Rocha (mike.delarocha@mytpd.com) or Christine De La Rosa (christine.delarosa@mytpd.com).
- To view a snapshot of our 2018 Financials, you will receive a link in a different email from OneHub inviting you to view our financials report. If you don't receive it, please check your spam folder.

*Please note all financials are proprietary and confidential.



Social Equity

To obtain a cannabis license in Los Angeles, companies must be partnered with individuals who meet the criteria set forth by the cannabis commission for the city. We have spent the last quarter identifying values aligned Social Equity (SE) applicants and we are extremely excited to partner with some of the leading trailblazers in Los Angeles.

Meet our SE Applicants



Pete White is the Founder and Co-Director of Los Angeles Community Action Network (LA CAN), one of the leading nonprofits in Los Angeles that builds indigenous leadership with the Central City East community to address the issues confronting the neighborhood's extremely low-income, predominantly African American residents. LA CAN focuses on housing and civil rights, healthy food access, women's rights and violence prevention.



Antoine McCoy, better know as "Big Chunk," is a DJ, artist manager and tastemaker who was born and raised in South Central Los Angeles and has studied under some of the biggest businesses moguls in music. Starting his career at Interscope Records, Chunk is currently a Staff Mixer at iHeartRadio station Real 92.3 in Los Angeles. He is an Executive Producer of two of the leading Hip-Hop and open format weekly mix shows on the internet and he DJ's for different mainstream artists touring worldwide.



Juan Carlos Venegas is a first-generation Mexican-American born, raised and residing in South Central Los Angeles. He developed a passion for community organizing and social justice at 13 years old as a member of Community Coalition's South Central Youth Empowered Through Action (SC-YEA) program. Juan has worked with local labor unions and within higher education with the goal to help underserved people of color access resources that are not available to them in their communities. Juan currently works with South LA Transition Aged Youth that have been involved in the foster and juvenile justice systems.



Social Equity

Meet our SE Applicants



De'janae Evins is a budding entrepreneur, certified cannabis educator and cultivator. De'janae is the Founder of Green Goddess Glow, an education platform sparking culture-shifting conversation around cannabis and self-care. She is also the Co-Founder of High Tide Tours, a cannabis tour company empowering consumers to integrate cannabis into their lifestyles in an intentional way. She is also currently working with Los Angeles Southwest Community College to develop a cannabis curriculum. De'janae is a part of the West Hollywood Chamber of Commerce developing Standard Operating Procedures for onsite cannabis consumption to be submitted to the state of California.



Skipp Townsend is one of the leading violence intervention experts in the United States. He is the Co-Founder and Executive Director of 2nd Call, a leading re-entry and violence reduction nonprofit, and an original board member of the Southern California Cease Fire Committee. A much sought out expert on violence intervention and community-police relations, Townsend has been interviewed for several documentaries and movies regarding successful approaches to creating safe and healthy communities.



Doris Cervantes is a long-time California native and a proud resident of South Los Angeles. With a strong passion for helping others, Doris volunteers regularly at her church and is actively involved in her community. As an Afro-Latina who is bilingual in English and Spanish, she is active in civic engagement within both the African American and Latinx communities. Doris currently works as an Administrative Assistant at an Engineering Laboratory.



Carlos E. Vasquez was born and raised in Boyle Heights inside the Pico-Gardens housing development, owned and operated by the Housing Authority of the City of Los Angeles. Carlos is a knowledgeable broker who specializes in commercial real estate sales and the leasing of rental, office, industrial, multifamily and affordable housing properties. Carlos developed a passion for real estate and affordable housing early in his career and has translated that passion into an over 13 year career in commercial real estate. As a strong leader in his neighborhood, Carlos currently serves on the Homeboy Industries and Plaza Community Service Board of Directors and is Co-Founder of the David Isiah 3-on-3 Basketball Tournament.



Notes



Thank you so much for believing in us! We wanted to let you know that we are working extremely hard for you and are excited to work with such an incredible team of advocates and community leaders in Los Angeles. With every step we take, we are building value and true equity across the LA region.

From this point onward, we will be sending you quarterly newsletters with the latest information on TPD LA. This Shareholder's Report happens annually at the beginning of the year to give you an overview of the business.

After this report, this is the schedule of newsletters:

- **End of April covers January through March**
- **End of July covers April through June**
- **End of October covers July through September**
- **End of January is the shareholder's report regarding the previous quarter and year.**

There may be other times that we send out a special announcement newsletter if we have some great news to announce.

Please make sure to check your spam folder or promotions/updates tab in gmail if you have not gotten one of the newsletters during the times outlined here.

Mike and I appreciate you. We expect big things in 2019 and beyond!

Christine De La Rosa
Co-Founder, The People's Dispensary National

Mike de la Rocha
Los Angeles Co-Founder, The People's Dispensary LA