



CANNDESCENT™

CALIFORNIA

JULY 2, 2020

DEAR STAKEHOLDERS,

On May 25, 2020, George Floyd was forcibly restrained by police officers and died as a result of inexcusable brutality. What happened in those 8 minutes and 46 seconds can only be described as cold, premeditated murder as the perpetrators persisted despite repeated warnings, they were committing a crime. No doubt, the events of that day have darkened our world forever, but out of darkness, light always comes.

We unequivocally stand for and take a knee with BIPOC communities. Categorically, black lives matter, and our brothers and sisters have identified that they cannot breathe in the current climate. Accordingly, it's our moral obligation to share oxygen, reconstitute the atmosphere, spark change and spread light. That is the CannDESCENT standard, and reaching for this standard, we have chosen to avoid the drive-by virtue signaling of a quick hashtag, donation, or fleeting post. Ultimately, transformative change requires the uninterrupted application of renewable energy.

Having recognized this requirement, CannDESCENT has arrived at a meaningful solution that will allow us to apply the green energy of the cannabis plant to empower those most affected by its prohibition. More than just taking up the deeply worthwhile causes of expungement, social equity and educational empowerment for BIPOC communities, we intend to hardwire those causes into a self-perpetuating economic engine for social justice. Our goal is to create a cannabis-enabled motor to illuminate awareness and transform outcomes.

As a group of 200+ cannabis professionals, our organization commits to building this self-sustaining engine for social justice. We're in this together, with you, and are beaming with excitement to share what we're working on.

CANNDESCENTLY YOURS,

Adrian Z. Sedlin
CEO