

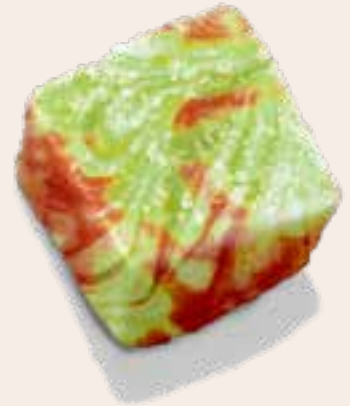
*Glenn's*TM

BRAND GUIDELINES

08.13.22

THE BRAND

Glenn's™



Glenn's is the "old skool" high quality gummy edible that creates a ripple effect on a community craving consistency in cost savings, rewards and happiness from the stressors of everyday life in Canada.

Brand Persona: TheProactive Dad

Emotionally intelligent and tuned in, he opens the conversation with practical tools to support your resilience and your future. He engages by observing and calling out the bull-shit to help you be your better self. Loved for his radical honesty and wisdom he has a "real" point of view. Naturally entertaining-Will he tell you he's a 100% right? He doesn't have to, you sense it. He evokes trust, confidence and respect.

Interactions with him provide moments of reflection. Support is felt through caring rewards (deals, giveaways) to empathize with challenging circumstances (current issues, stressors, mental fatigue, grief).

Principles: Values belonging, care and inclusivity, quality, happiness, dependability, respect, security, service to others.

Proof: Glenn's has always been community oriented, and in the legal market we'll continue our goal to support men's mental health and prostate cancer initiatives. We're eager to send ripples of care, support and kindness through our consumer community. This would include activation of a charity golf tournament bringing together the industry and other affiliates.

Brand Style: Practical. Simple. Nostalgic.

A true classic: comfort and function come first.

The Customer

This value approach is desirable to a curious, non-loyal customer (Primarily Males: Millennials 26-41; Secondary: Generation X), and helps boost sales for retailers who are struggling to make a margin on product sales; One Plant, Sticky Nuggz, Hemisphere Cannabis Co., Canna Cabana, Malibu Road, and more.

Brief Product Description

Glenn's is a value-priced, high-quality, THC/CBD edible in gummy form, whose product promises combine low prices, an extensive offering of true-confectionary flavours, a unique texture, and scientifically proven manufacturing and dosing. Each trial-incenting mini-cube offers a current maximum 10 mg of THC/CBC, with the goal of increasing dosages for more experienced consumers as OCS regulations allow. Bonus: Glenn's offering will also include a distillate product line, a sativa-rosin line and an indica-rosin option. These will be formatted in a 10 pack at 1 mg per gummy (in 10 different flavours), a 2 pack with 5 mg per gummy and a 1 pack with a 10 mg gummy.

THE BRAND

get the ripple effect™

The Ripple

1. A particular feeling or effect that spreads through someone or something.
2. A type of ice cream with wavy lines of coloured flavoured syrup running through it.

Pop a gummy and enjoy the ripple effect from our top-quality ingredients. Start vibing with friends and, as the joy spreads, feel the ripple effect in the community.

Our proprietary molding technique allows us to create edibles with a rippled appearance. Combined with our ability to produce nearly endless flavour combinations, this allows Glenn's to stand out in the quality-value edibles space at the OCS.

Glenn's is all about an "authentic, old-skool, candy experience." And while we understand that we cannot refer to confections in our branding materials, or promote imagery that may appeal to those under 19, we are confident we can — through our product appearance and