

MARKET LAUNCH

18-Month Overview

2020 - 2021 Launch Strategy

Business Objective

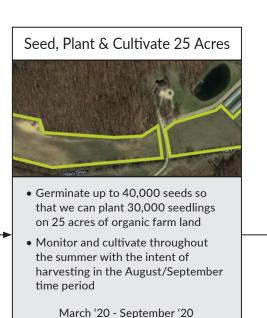
Safe Source Meds, LLC, a Michigan Limited Liability Company, doing business as SafeSourceHemp is dedicated to processing high quality, reliable CBD products for human and animal consumption and will be a leader in the development of environmentally friendly alternative hemp uses.

SafeSourceHemp was organized in 2018 and is the collaboration of five professionals from diverse and unique industry specific backgrounds that have combined their knowledge and insight to make an undervalued product more accessible to a diverse population. As acceptance continues to grow for this natural product that brings relief and sustainable options to millions of people around the world, SafeSourceHemp will be at the forefront of providing products that are safe, effective and affordable.

Our Vision

The property in the Monroe County Opportunity Zone will be the first of its kind in southeastern Michigan. When fully developed, our corporate landscape will include multiple facilities dedicated to the processing of industrial hemp for numerous alternative uses. Initially, the company will focus on its CBD product lines for human and animal consumption, but will quickly move into facilitating the growth of the supply chain servicing the building materials and automotive industries. Expansion into other uses of hemp fiber for textiles, paper, fuel, pet products, etc. will occur as opportunities and capital come available.







- Engage with a designer and writer to develop branding for wellness oriented CBD products • Partner with a wholesaler to private
- label a basic line of CBD products • Establish a social media presence
- and engage with buyers online April '20 - June '20



- Engage an architectural firm to pull drawings for improving both sites
- Break ground on improvements to both properties; upgrades to Summerfield and complete rehab of Wood Road facility
- Order decorticator: schedule install April '20 - January '21

In-Market Launch CBD Brand

- Launch eCommerce site; fulfilling wholesale partner's products
- Begin digital marketing media buy to promote e-commerce site
- Introduce loyalty program to secure recurring revenue from customer hase

July '20

First Harvest & Processing • Hire seasonal help to assist with our first harvest

- If SafeSourceHemp lab is operational, we'll extract and process our own **CBD** products
- Contingency contract in place with processor to fulfill order

September '20 - November '20

Promote & Secure Fiber Contracts



- Meet farmers in local coop to discuss '21 contracts for processing and biomass
- Promote services to all farmers within 100 mile radius of our facilities to secure processing and biomass contracts for 2021
- Develop industrial distribution chain November '20 - March '21

Market Launch Pet Bedding



- Introduce first non-CBD product to the market in the form of a new brand of pet bedding and related products
- Launch eCommerce site, promoting through social and digital media
- Sell wholesale to national retailers

April '21

18-Month Time Line

