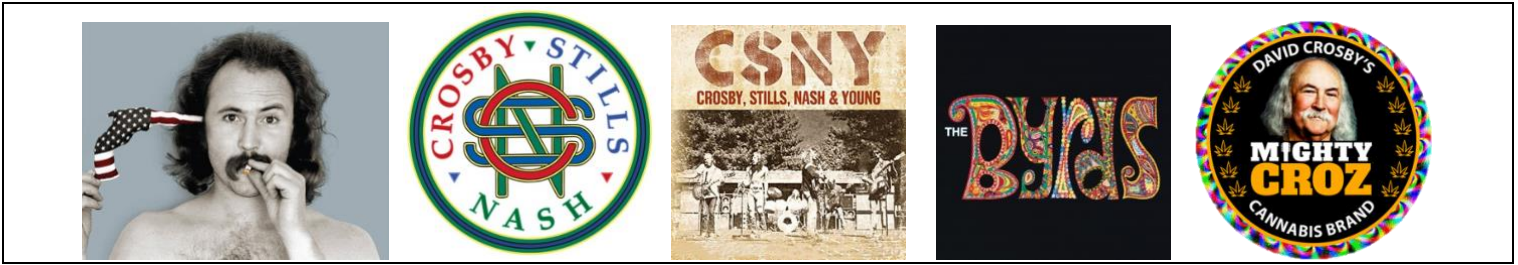


OPPORTUNITY: Exclusive Right To License The Iconic “DAVID CROSBY” Name In Cannabis Industry

THE GLOBAL MUSIC LEGEND IS ALSO KNOWN AS A SERIOUS CANNABIS CONNOISSEUR TO MILLIONS OF BABY-BOOMERS



Exclusive Licensing Opportunity:

THE EXCLUSIVE RIGHT to produce and sell branded Cannabis products with the iconic “DAVID CROSBY” name and likeness • **DAVID CROSBY** to advise Licensee in developing products and serve as Global Brand Ambassador. All terms dependent on a definitive agreement.

About DAVID CROSBY:

DAVID CROSBY is known to millions of baby boomers worldwide as a founding member of two of the most successful bands ever: **CROSBY, STILLS, NASH & YOUNG** and **THE BYRDS** • Two-time Rock & Roll Hall of Famer, Grammy winner, 35 million+ albums sold. Iconic CSNY Byrds and songs heard by millions worldwide daily including: “Wooden Ships” | “Deju Vu” | “Ohio” | “Guinevere” | “Suite Judy Blue Eyes” | “Southern Cross” | “Teach Your Children” | “Our House” | “The Lee Shore” | “Love The One You’re With” | “Wasted On The Way” | “Almost Cut My Hair” | “Long Time Gone” | “Eight Miles High” | “Mr. Tambourine Man” | “Turn Turn Turn” | “Woodstock” |

Un-Matched Authenticity:

“THE VOICE OF A GENERATION” AND A 50+ YEAR CANNABIS CONNOISSEUR: To America’s 75 million baby boomers, **DAVID CROSBY** “*epitomizes the cannabis culture.*” He’s a cannabis legend known for having “*the best weed*” • In fact, **THE BEATLES** looked to their friend **DAVID CROSBY** to point them to the highest quality cannabis. • The founder of Privateer Holdings / Tilray called **DAVID CROSBY** “*The Pied Piper of Cannabis*” • Unlike celebrities-of-the-moment rushing to affiliate their names with cannabis products, **DAVID CROSBY’S** decades of authenticity is un-matched in the minds of millions of serious cannabis consumers. • In cannabis branding terms: “*DAVID CROSBY is to Cannabis what Michael Jordan is to Sneakers*” •

Market Validation:

FACT: CELEBRITY CANNABIS BRANDS SELL. According to Chris Walsh, of Marijuana Business Daily: “*Celebrities influence cannabis buying decisions like no other force. Consumers are willing to pay an average of a 25% markup over the same type of cannabis product that does not have a celebrity name on it.*” • According to CNN, “*One of the largest segments of cannabis buyers is baby boomers.*” • **DAVID CROSBY** particularly appeals to the baby boomer demographic.

Mass Media Exposure:

GLOBAL CANNABIS SALES INFLUENCER: When **DAVID CROSBY** speaks, the press writes! • As a global celebrity/musician/activist/author in the public eye for over six decades and a constant topic on various platforms seen by tens of millions, **DAVID CROSBY** enjoys first tier access to the global press which can be leveraged for mass media campaigns to support sales and brand awareness. In 2018, **DAVID CROSBY** was invited to join **NORML’s** National Advisory Board.

Product Specifications:

BRANDED PRODUCTS AND PACKAGING TO BE TOP QUALITY • Licensee shall design, produce and sell top quality “**DAVID CROSBY**” branded cannabis products which can include, but are not limited to: Flowers/Buds, Vape Pens, Vape Cartridges, Pre-Rolled Joints, Cannabidiol (CBD), Concentrates, Edibles, Extracts, Terpenes, Tinctures, Topicals, Grow Supplies, Pipes/Bongs, Seeds, Hemp Products, Oils, Apparel, Food/Beverage Products, Logo Items, Accessories and other products TBD. Prospective licensee must operate legally and have a multi-state, national or international presence. • The name “Mighty Croz” is suggested, but not required.

LICENSING PROPOSAL INSTRUCTIONS:

PROSPECTIVE LICENSEE MUST START BY PROVIDING A ONE-PAGE SUMMARY including: 1.) The proposed branded products to be produced and sold. 2.) The proposed selling region(s). 3.) A Marketing Plan summary including total marketing budget. 4.) The company’s current annual sales and financial condition. 5.) A non-binding Letter of Intent (LOI) stating your company’s offering in cash, stock and celebrity royalty percentage on sales.

Send Letter-of-Intent To:

Steven R. Sponder, CEO, Mighty Croz™ licensing at steven@mightycroz.com t. (954) 304-4000 and Donald Belovich, Partner, Stikeman Elliott LLP, Toronto dbelovich@stikeman.com

Additional information is at <http://www.mightycroz.com/>