

Advertising and Marketing Guidelines

OVERVIEW

Communicating About Cannabis

Responsibly informing and engaging patients and consumers

At Green Thumb, we believe our patients and consumers have a right to wellness. In order to fulfill our mission of well-being through cannabis, we must communicate with our patients and consumers about cannabis and our cannabis products in a responsible and thoughtful way.

Through our advertising and marketing materials, Green Thumb strives to inform and educate patients and consumers about cannabis products that are available in the states where cannabis is permitted. We aim to foster patient and consumer loyalty to Green Thumb, Rise Dispensaries, and Green Thumb brands, while encouraging competition within the cannabis industry.



Principles that guide our marketing strategies

All of Green Thumb's marketing efforts and materials are intended to engage the perspective of the adult consumer who is not underage.

- › Cannabis advertising should not directly or indirectly propose that any laws pertinent to the sale and consumption of cannabis should not be complied with.
- › Advertising should adhere to general and industry standard advertising best practices.
- › Abuse or inappropriate consumption of cannabis should not be encouraged directly or indirectly.
- › Advertising themes and concepts should reflect that Green Thumb are responsible corporate citizens.
- › Advertising themes, concepts and visuals should not depict any imagery that may target an underage person or intend to encourage an underage person to consume cannabis.
- › In creating responsible advertising and marketing materials, Green Thumb follows applicable advertising guidelines and regulations set forth by all the states where we operate.

LIST OF REGULATORY SITES

State advertising and marketing regulations

- › National Association of Cannabis Businesses (NACB) National Advertising Standards
- › State by State Cannabis Advertising Regulations Guide from Leafly
- › California Advertising Regulations
- › Colorado Advertising Regulations
- › Connecticut Advertising Regulations
- › Connecticut Advertising Guide
- › Florida Advertising Regulations
- › Illinois Advertising Regulations
- › Massachusetts Advertising Regulations
- › Nevada Advertising Regulations
- › New Jersey Advertising Regulations
- › New York Advertising Regulations
- › Ohio Advertising Regulations
- › Pennsylvania Advertising Regulations

Do you have questions or suggestions about our marketing materials?

Contact us at integrity@gtigrows.com