



# Purple Lotus

## About Purple Lotus

Purple Lotus was established in 2010.  
Purple Lotus is a top tier Dispensary located in San Jose , CA.  
Purple Lotus is Family Owned, Self Funded and Profitable.  
Purple Lotus thrives under its core values of HUMILITY - EXCELLENCE - RESILIENCE.

## Quality & Customer Service

At the Purple Lotus, our goal is to provide quality service, a comfortable atmosphere, and top quality product choices for every budget. All of our staff are highly trained to ensure every time you walk through our door you receive the experience and quality you deserve.

**28000**

Monthly  
Customers

Located in the heart of San Jose, Purple Lotus attracts new and returning customers monthly and outputs 3x the Bay Area average.

**1000**

Daily Transactions

Purple Lotus surpassed 900 transactions per day and continues its YoY growth of 25%+.

**2.4**

Products per  
Purchase

Purple Lotus is still growing at enormous rates through our curated and perfected business model and our custom training for sales techniques.

**72**

Average Order  
Value (AOV) in \$

Purple Lotus' customers' average spend per visit easily surpasses 70\$ for the past 5 years.

## Our Business is Different

Our curated cannabis collection for patients and recreational users started as a patients only initiative in 2010. Since then, word of mouth and patient-friendly deals have elevated Purple Lotus to the #1 on-site dispensary in San Jose. More than anything, our numbers speak for themselves.



Founding Year  
**2010**



2020 EBITDA  
**\$5.2m**



2020 Revenue  
**\$22m**



2021 Revenue  
**\$25m**



Selling Retail Cannabis  
**11+ years**



Vertical Licenses  
**5**



Delivery Technology  
**In-House**



Marketing Budget  
**\$1.2m/month**



Customer Service  
Expertise  
**20+ years**



Cannabis Delivery  
Expertise  
**5+ years**



Multichannel  
Approach  
**Delivery**



Direct to Consumer  
Experience  
**Digital**

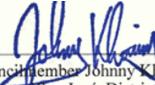
## Certificate of Recognition

Presented to

**Purple Lotus**

in honor of 10 years of business success as a thriving and local contributor to the San José economy.

August 20, 2020

  
Councilmember Johnny Khamis  
City of San José, District 10



## Over \$15 million in taxes to City of San Jose

Our mission is to improve our community through cannabis excellence, community focus, and consistent professionalism while being a strong economic partner to communities across California.

### Statewide Expansion

1. PL 2<sup>nd</sup> retail location, 2022
  - Expand to our unannounced 2<sup>nd</sup> location in Silicon Valley
  - 3,000,000 potential customers / 3 million potential customers
2. Acquiring Assets
  - Purchasing select retail assets that fit Purple Lotus' strategic plan.
  - Leverage our operational expertise and long-standing methods of profitability.
3. Delivery Augmentation, Development & Enlargement
  - Burlingame Delivery License - Acquired ✓
  - Oakland Delivery License - Acquired ✓
  - LA Area Expansion - Negotiation for terms of Licenses ✓

As we acquire licenses organically throughout California we will use retail locations at HUB SPOTS to exponentially reach and service our communities - up to a 70 mile radius. The "Ice Cream Truck" Model combined with a proprietary state of the art technology platform - we can service 100's of customers per day in each zone with ease



### Demonstrated Strengths

#### Brand Strength

- Quick access to market and data to leverage our assets for success
- Ability to launch products quickly and efficiently
- PLPC has been a well-known and respected dispensary in Northern California since its inception in 2010
- The Lotus model is designed to find the best products in every category

#### Data Collection

- 10 Years of Data Collection coupled with Looker BI
  - One of the only dispensaries to utilize big data analytics
  - First mover data advantage
- The Data Advantage:**
1. Full Transparency of Customer Base
  2. Ability to Predict Sales
  3. Driving Force of Weekly Revenue
  4. Opportunity for 0 Aged Inventory
  5. Target Market Segmentations for increased market share
  6. Efficient product development through data analysis and fast surveying

#### Delivery Operations

- By the numbers:
  - Average Daily Deliveries: 150
  - Average Cart Size \$: \$125
  - Average Items / Cart: 3.86
- Our growth strategy reflects a model that combines logistics and technology to enable targeted delivery services to various zip codes and regions, with all route logistics and inventory managed through sophisticated software
- Leveraging technology to scale delivery operations in a push for Statewide Delivery Expansion
- Real time flexibility to increase delivery sales based on location proximity
- Ability to leverage technology to control additional distribution networks through technology licensing

#### Corporate Governance

- Top notch legal and advisory team with 25+ combined years of cannabis legal experience
  - PLPC has local licenses and relationships that provide vital information for navigating the regulated marketplace
  - Annual state licenses have been acquired for Retail, Distribution and Cultivation
  - Our strong regulatory position provides supply chain security to our business and select priority business partners
- Financial Oversight:**
- Successful IRS 280-E Audit
  - Successful Yearly Third Party Audits
  - Successful Quarterly City & State Audits

## Bay Area & Beyond

- Partnering with the right locality that will create a symbiotic relationship for our communities
- Purchasing select retail assets that fit Purple Lotus' strategic plan.

## Statewide Delivery

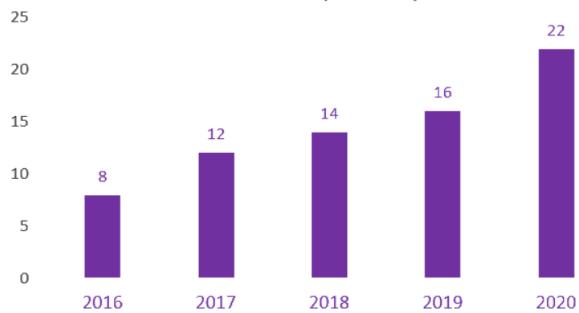
- Expanded reach through proprietary technology that will allow us to service the entire state
- Largest single-site dispensary in California with enormous shelf space

## A Commitment to Excellence

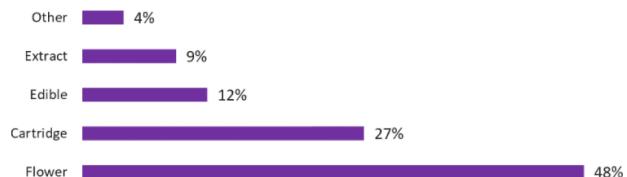
Purple Lotus is committed to providing excellence to its market and consumer. The partnership between Local Municipalities and Purple Lotus is set to grow its reach throughout the state. A perfect union is formed when quality and preparation meets opportunity.

- Purple Lotus is willing to commit to community improvement in every city we do business
- Purple Lotus is willing to commit to an open-door policy for our neighbors to voice their opinions and concerns
- Purple Lotus is willing to commit to donate to various organizations that will benefit our community

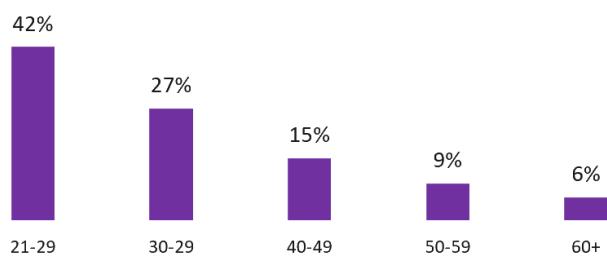
Annual Revenue (\$US in mil)



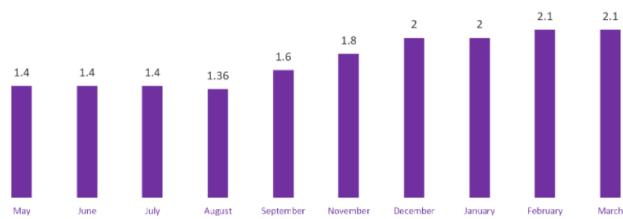
Product Category By Sales



Customer Profile by Age



Past 12 Months Revenue (\$US in mil)



Please contact us to see if  
you qualify for our first





## round of investment funding

We are curious about every aspect of cannabis from cultivation to retail. We understand that this nature of our company is of interest to many investors. Please leave us your email and we will get back to you.



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