

OTC Markets

Joining us today is Jon Levine, the CEO and President of MariMed that trades on out OTCQB Venture Market under the ticker MRMD. MariMed is a leading multi-stage cannabis operator known for developing and managing state-of-the-art cultivation, production, and retail facilities. John, thanks so much for joining us today.

Jon Levine

Thank you, great to be here.

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Absolutely, so to start, tell us about how you got involved with MariMed and the core mission of the company.

Jon Levine

Yeah, well, I mean this is an exciting business to come into many years ago bob fireman and myself founded MariMed. and it was actually called something else at the time, but it was 15 years plus ago that we got involved with cannabis. And our mission was to help people through the use of our products to make their lives better every day, and we continued that mission even today. Our goal was to be able to produce precision dose products that our customers could use or patients back at the time when we first started. And we've expanded on that and have leading brands that are out there to give our customers the same mission of being able to improve their lives every day through the use of our products. And now we have dispensaries and work with the community to help improve people's lives every day.

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What does your product portfolio look like and how does this set you apart from other cannabis operators?

Jon Levine

Well, our product line has really expanded over the years, and we have a premium cannabis stock product from anywhere from the flower, vapes, edibles, and we're even into some beverages. Plus, our dispensaries, which are all under one name now of Thrive. Our brands are very so significant in the market share that we have been able to take the top market in every market that we are in. And we're a leader with our Betty's, Eddie's and

our Vibrations drink mix is number one also, oh sorry, number four. And then we are the best-known brand in any market that you go to; people are asking when our Betty's Eddie's are gonna be there. And I think that's just a testament to the start that we went out with of getting people to want our products because it gave them the help that they were looking for to get through the day without having the effects. Our Vibrations is another popular brand, which is a drink mix, which we have now actually expanded it, and we have had effects added to it, not just for hydration, but to help people with sleep and other symptoms, and it's the number four in the core markets that we're in.

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Talk about your growth strategy. Are you more focused on expanding into new markets, you know meaning states, or are you driving profitability into the existing markets that you operate in, the several states that you have?

Jon Levine

Well, it's really both. It's a great question. I mean, and we're really focusing on expanding our brands, which is approximately 85% of our penetration in the current markets. And that's just a great start. We wanna see our brands, as I said, people constantly are asking me when we're gonna bring Betty's Eddie's to their state. And getting to these new states, we have to do it through licensing or mergers and acquisitions. And the licensing agreements are exciting because we've just recently signed a license agreement in the state of New York and Pennsylvania. And we're really looking forward to getting into those two states where people will love all of our brands, not just the Betty's Eddie's, but the Vibrations and the Bubbies and all of our in-house and other products that we make. And it's just an opportunity to continue the growth of markets. But expanding through M&A or expanding through acquisition of additional dispensaries or manufacturing in other states will get us into as many states as possible so that people can understand our brands are the real thing.

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So, this is a good segue. So how are you navigating just the entire US regulatory you know cobweb of the cannabis space and the uncertainty and how do you how do you approach that?

Jon Levine

Yeah, well, I mean, this is cannabis. It's one of the most difficult markets. I mean, but we're still waiting for rescheduling that, you know, even the president said would be coming is still pending. And that just means millions of dollars in savings with the 280E adjustment alone. But that will lead to the banking reform and access to real capital and institutional investors and seeing not just the smaller investors but allowing other people and corporations to invest into cannabis much easier. This is just a start, but it really is just getting over that hump and getting the rescheduling done. We've learned to operate in these very difficult markets and will continue to grow, especially faster if we can get this first step of rescheduling.

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And what key metrics or milestones should investors be watching for the company in the next few years?

Jon Levine

Well, they should be paying attention to a couple things. I mean, first is our brand distribution expansion. As I said, we're going into more states right now, getting into New York and Pennsylvania. Unfortunately, they are not like you can just move in there tomorrow. You have to go in and get regulatory approvals and then build up the facilities at the same time. So, we're just hopeful to expand into more states than just those two. And the biggest piece is our balance sheet. We have one of the strongest balance sheets in our industry in that we've been running this from day one like a real business. Since this is your regular cannabis borrowers, we go out and we find real banks that will give us mortgages to expand, we have been doing expansion through cash flow. So, I think those are the two long term creations that the investors should be paying attention to as we grow.

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Wonderful to hear. And finally, how does trading on the OTCQB venture market enhance your U.S. investor strategy?

Jon Levine

Having traded on the OTC for many years has offered us several advantages. It's helped us expand our investor base by opening access to US retail investors by many of the standard brokerage platforms. It has improved our operational credibility, and we've been just very excited to be able to be on the OTC.



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Well, John, it's been a pleasure to speak with you and get an update on the journey and the story. Thanks so much for your time.

Jon Levine

Thank you. I hope that if anybody's looking for more information that they go to our website, MariMed Inc. Dot com or follow us on LinkedIn or Twitter.

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MariMed trades under the symbol MRMD on our OTCQP Venture Market.