



THE MOVEMENT ADVISORS SECURES STRATEGIC PARTNERSHIP BETWEEN SR HOLDINGS AND GLOBAL LEADING CANNABIS BRAND COOKIES WILL LAUNCH A SERIES OF COOKIES AND LEMONNADE BRANDED DISPENSARIES IN THE COLORADO MARKET

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SR Holdings, a leading African American owned Denver based Cannabis holding company, has assets across the Colorado market ranging from Pueblo, Colorado Springs and the Denver markets. Together with international cannabis lifestyle brand COOKIES, the two entities are planting roots in the country's oldest recreational cannabis market with the launch of its first Colorado Lemonnade retail locations and an expansion of the COOKIES branded locations. COOKIES is humbled and excited to join SR Holdings as an African American pioneer in the Denver cannabis community.

“This partnership between the COOKIES brand and SR Holdings is a living example of the Berners commitment to building with entrepreneurs that reflect the company’s values of inclusion and equality,” said Dash, Partner, The Movement Advisors.

“Bringing together the COOKIES team with our existing opportunities and assets on the ground in the State is a game changer for our company!” said Sherard Rogers, Founder and CEO of SR Holdings. “This will greatly impact our ability to go deeper and wider in our never-ending

commitment to providing jobs and growth opportunities to men and women of color in the Colorado market,” said Rogers.

The COOKIES team, based in California, has been intimately involved with the Colorado expansion since its inception and is proud to partner with a local cultivator whose growing techniques live up to the brand's high standards for product quality and consistency.

Through strategic grower partnerships and brand-owned retail locations, COOKIES strains and products are now available in every legal adult-use market in the U.S. (excluding those markets recently legalized as a result of November 3, 2020 ballot initiatives).

About The Movement Management Advisors



Dash is one of the nation’s most highly sought-after strategic advisors. He and his firm, The Movement Management Advisors are an active advisor to C-suite executives, government officials, hedge funds, private and commercial banks, professional athletes, entertainers, entrepreneurs, ultra-high net worth investors, and multi-family offices. Described as a visionary and high-bandwidth thinker, Dash helps his clients “see around the corners” on their roads ahead, identifying high-potential opportunities, potential threats, high- value strategic partnerships, and structured financing solutions. His three decades of professional experience span a wide range of industries and is concentrated at present in strategic planning and capital markets access in the Media, Entertainment, Sports, and Cannabis industries. For more information, please visit themovementadvisors.com.



About COOKIES

COOKIES, founded in 2008 by Berner (the prolific Bay Area rapper and entrepreneur) and his partner Jai (a Bay Area breeder and cultivator) is more than a premiere cannabis company; it is an authentic lifestyle brand with passionate fans all over the world. The company went mainstream in 2011 and has grown its business through the combination of globally recognized premium genetics, popular culture resonance, and social media influence. COOKIES is constantly engaged in new breeding projects to launch differentiated brands and has quickly built a grassroots cult following while remaining loyal to its brand promise: authenticity and genetics innovation.

Today, COOKIES is one of the most well-respected and top-selling cannabis brands in California and throughout the world. The company and its product are recognized globally and offer a stable of over 85 cannabis varieties and product lines including indoor and sun grown flower, pre-rolls, gel caps, and vape carts. COOKIES' seed-to-sale business allows for complete quality control at every step—from cultivation and production to customers' end retail experience. With a deep commitment to restorative justice and progressive drug policy, COOKIES actively works to enrich communities disproportionately impacted by the War on Drugs through advocacy work and social equity initiatives.