



FLORIS

News Release

Floris Capital: A New High for Cannabis Opportunities

San Diego—A new private equity manager, Floris Capital Management, LLC, (“Floris”), has recently been launched to capitalize on investment opportunities in the cannabis space. Floris seeks to bridge the gap between capital seeking an entry point into the cannabis market and those actively involved in the regulated and legal marketplace with capital needs.

Floris provides funding, financing and/or capital to companies in the cannabis industry primarily in the form of equity investments. Floris focuses on strategic investments in six primary legal and regulated areas within the cannabis industry, including: cultivation, manufacturing, branding, retailing, real estate and other ancillary related businesses.

“This is an important distinction as the ancillary space, we believe, has become overcrowded and our multi-sector approach represents both a better diversification strategy and anticipated return on investment,” said Skip Motsenbocker, president of Floris Capital Management.

Through mid-2017, 29 states have legalized cannabis for medical use, and that number is expected to grow in the years ahead with coming elections. The industry continues to have exponential growth and the opportunities to participate exist at many levels, in many forms and in various regions. The total U.S. industry is estimated to be approaching \$10 billion USD in annual retail sales, and as large states such as California come online over the next year, the estimates are that the industry will experience a tripling in anticipated size by 2021.

Given the new and high-growth elements of this rapidly evolving industry, Floris anticipates a typical investment will range from \$1 million to \$5 million, based on many factors and various metrics the team utilizes to evaluate each investment opportunity.

“Our management depth provides Floris the ability to get into the weeds and understand the best routes and methods to tap into the industry including: diversified sectors, varied geography, budding companies, existing brands and innovative technologies,” Motsenbocker said. Adding “our management is a robust and diversified group of talented individuals ranging from wall street to main street.”

About Floris Capital Management

Floris Capital Management, LLC, seeks to bridge the gap between capital seeking an entry point into the cannabis market and those actively involved in the marketplace with capital needs. Leveraging our management, advisory and service team talents and experiences, we seek to partner with cannabis-related ventures that are properly regulated and managed with a goal of helping these businesses grow. For more information, visit. For more information, entrepreneurs and intermediaries are encouraged to contact Floris at floriscapitalmanagement.com.

Contact: media@floriscapitalmanagement.com