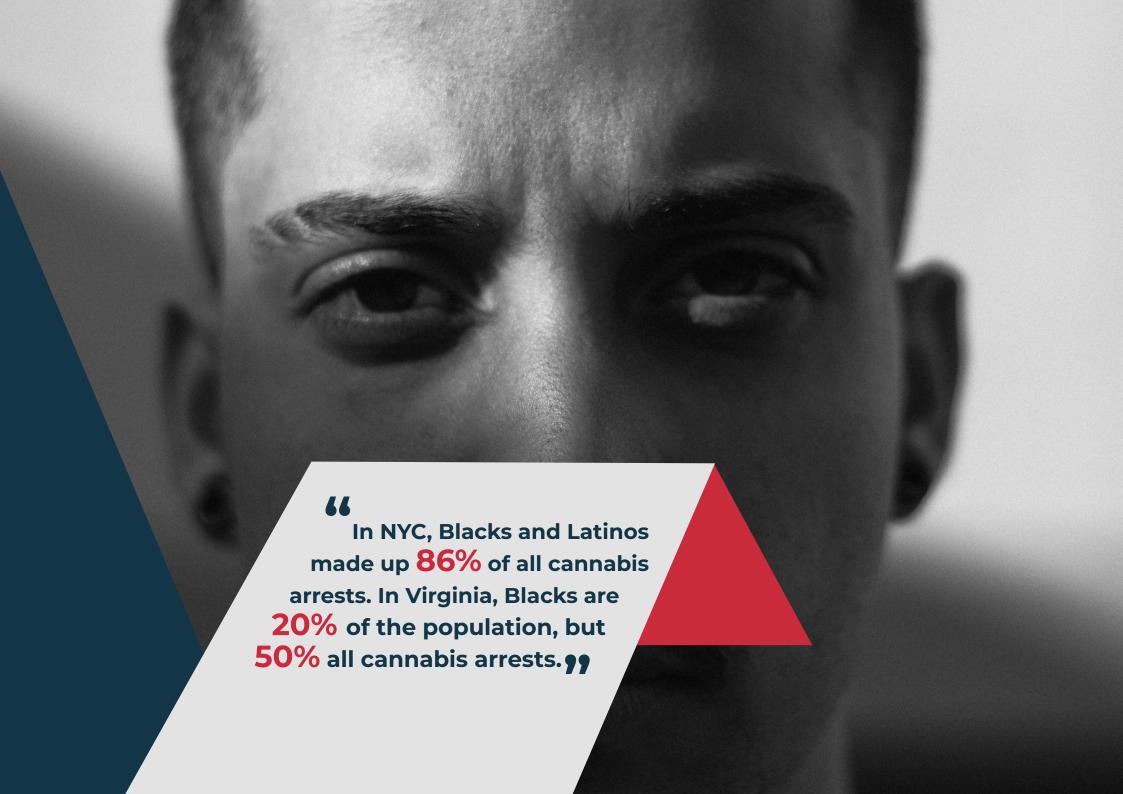


Understanding Social Equity and Why it Matters

The war on drugs has resulted in disproportionate law enforcement targeting and incarcerating of people of color and people in low-income communities. The cannabis industry has really been built on the backs of black and brown people going to jail. So it is very important that we address the issues of what the war on drugs has done on these communities and try to repair them.

Social equity is about addressing those harms by giving women and people of color a seat at the table and using money from the now-legal industry to re-invest in the communities that suffered under prohibition policy. It is also about encouraging employment and ownership opportunities in the industry.





Overview



At FREE, we believe that everyone deserves a second chance. That's why we're creating the first-of-its-kind cannabis grow facility and offer livable wages for you and your family and employs people of color who have been formerly formally incarcerated for cannabis related offenses. All revenue generated will go toward our programs and communities.

FREE-Green is the first grow facility committed to employing people from the within the community who were most affected by cannabis offenses (people of color and women), marginalized people, and formerly incarcerated adults.

Simply, we are taking a stand and saying no more to racial bias in the criminal justice system as a whole.

FREE-Green Benefits

Enterprise in the nation to open a marijuana grow facility in the United States, not to mention the largest facility in existence, occupying a combined goal of 2 million square feet in Coachella (CA), Flint (MI), and Brooklyn (NY).

These facilities as with ALL of FREE's planned grow facilities will for the first time benefit those that have been most impacted by the war on drugs. Our grow facilities will only be located in Targeted Employment Areas (areas with unemployment rates above 7%) and will give preference to employing non-violent formerly incarcerated individuals (as allowed by jurisdiction concerning individuals with felonies), their families and community residents. We are not just cultivators, we are also manufactures, retailers and distributors.



Community

As a Social Enterprise, 50% if the revenue we generate from the commercial growing of cannabis goes directly back to the communities and populations we serve.

Projected revenue figures: 12 consecutive months, net profit after tax:

Coachella: \$43,000,000 Brooklyn: \$180,000,000

Flint: \$50,000,000

Annual tax revenue generated for the community:

Coachella: \$900,000,000 Brooklyn: \$18,000,000

Flint: \$1,000,000

Jobs Created: Change in unemployment rate for community:

Coachella: 118

Brooklyn: 422

Coachella: Decrease by 4%

Brooklyn: Decrease by 2%

Flint: Decrease by 3%

Flint: 214

