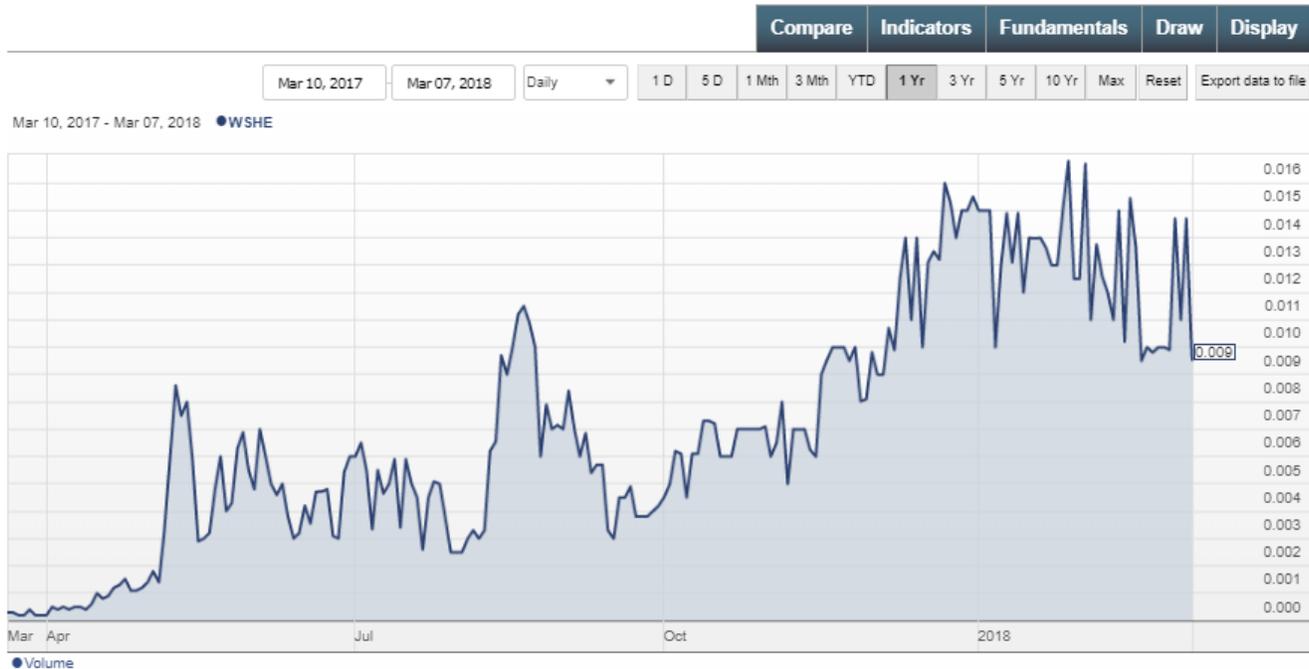


Marijuana Stock Review®

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Blockchain, ICO's, Altcoin, Cryptocurrency & Pre-Blockchain

First Interview With CEO Jake George



'Northwest King of Cannabis' Chats with the Marijuana Stock Review.

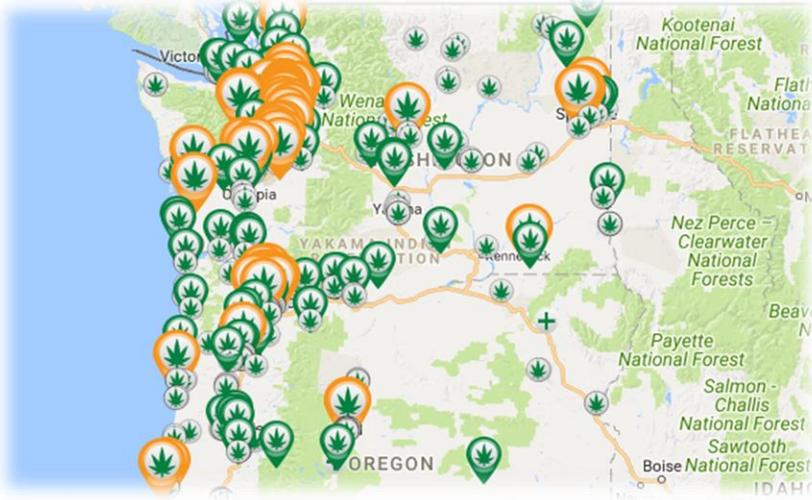
While much of the Cannabis Press is focused on Colorado the 'first state' and California, with an estimated 5 million pot smokers - up in Washington State, home of Affordable Green Holdings – Jack George has become widely known as the elder statesman and 'Northwest King of Cannabis.'

He has over nine years of boots on the ground background and experience dealing in nearly all facets of the business from seed to store – which includes navigating banking and taxation issues.

Sought after for his advice related to zoning, growing and more – we had a chance to speak at length, where he asked the first question – being "Do you have any idea how large the business is up here in Washington State?" We guessed \$20 maybe \$50 million. He replied, "In the last two years, Washington residents have spent a total number of \$576 million on the marijuana! That's over half a billion dollars that's being spent at our shops."

Under his stewardship, Jake has acquired over 250 acres of Tier III licensed farms and much more.

The cannabis industry is a business on the brink of exploding in Washington and both entrepreneurs and investors seem to be clamoring to get involved. Currently, there are over [206 recreational shops](#) up and running in Washington.



Out of those 206 stores, the cannabis industry has made roughly \$150 million dollars in excise tax with most being prioritized to education.

"Most people would be amazed to know that it's all walks of life now consuming cannabis," George told us when asked about the average demographic of cannabis consumption.

"It seems to be everybody across the board and I can see the stigma slowly wearing off. Quite literally, there has never been a better time to be in the cannabis industry."

To take advantage of the numerous opportunities in Washington and beyond, Affordable Green Holdings recently announced it was being acquired for \$6.5 million by a publicly traded entity, to enable it to have greater access to the investors to access growth capital.

❖ Interview #1. The First in a Series.

Marijuana Stock Review (MSR): So Jake, a 250-acre farm, management agreements and interests in dispensaries, bakeries, and dozens well-known brands like Jam Rocks, Rockit Oil and Firebird Vaporizers - Affordable Green seems to have done and is doing just about everything weed related. With a near decade in the business, we've heard competitors refer to you fondly as the Northwest King of Cannabis. There is a saying the explorers get the arrows and the settlers get the land. Can you tell us how you got started and avoid the arrow?

Jake George: Actually I have dealt with more than a few arrows, mostly superficial though. No doubt, things were a lot more difficult than they were 10 years ago. A lot more difficult. But now thankfully, we have the winds of regulation behind our back pushing us forward and the most difficult thing is keeping pace and being competitive.

After I got my degree in economics I spent 5 years working for a major Electronics manufacturer. I was a technology training specialist and spent most of my time working closely with large-scale distribution companies and electronics retailers. I was exposed to a great deal of branding and product development, I always knew I would own my own business and use that opportunity to learn as much as I could about product development sales distribution and backline support.

MSR: And so when and where did Marijuana – I hope you don't mind me calling it Marijuana instead of Cannabis, I'm old school, near 60 – and so where did Marijuana come in the picture.

Jake: Funny, no Marijuana is fine. In the late 2000's, it was recommended to me by a Doctor that I try cannabis for a health condition, as I've never tried cannabis in any form I pursued getting a

medical authorization which proved to be a nightmare. I didn't end up at a Doctor's office like I assumed. I was in someone's garage with two other people and a Doctor that had flown in that morning from California.

MSR: A different experience than strolling down Venice beach and their beach dispensaries, no doubt.

Jake: Major difference. Anyway, I left that day with my authorization and very soon after, my first business plan. You see the clinic I went to had so many people there that they were parking cars in the middle of their front lawn and up and down the streets, folks and wheelchairs were all around me and many of the people there we're dealing with significant ailments and having to be exposed to a very shady operation.

MSR: And so the lightbulb went off?

Jake: Exactly. It was so poorly managed and put together I knew I could compete with very little start-up costs. I recognized a low barrier to entry and unsophisticated competition and I felt strongly I was an outlier with a unique perspective and enough business acumen to bring credibilities to the industry. Professional in other words.

MSR: So what happened next?

Jake: After setting up a proper office space we contracted with doctors from Bastyr to see patients once a week while myself and a small staff got medical releases from prospective patients and we handled all the administrative prep work. We were a small professional outfit to quickly ran into a problem – the first arrow - we were getting backlogged and we were sending new patients into the market with very few safe options to acquire the product they so desperately needed.

This began the second phase of our operations, GreenLink Natural Health added a second division which became GreenLink Collective, our dispensaries.

MSR: Fascinating, continue.

Jake: Well, more arrows. In 2010 we ran into issues with our city and ultimately got caught up in a zoning battle. This part of our story is well-documented but we spent a good portion of the next year working closely with the City of Issaquah Washington. After losing a hotly-contested vote at the city council we began the process of working hand in hand with the then chief of police Paul Ayers, Mayor Frisinger and almost every level of City governments.

Through coordinated efforts with the city planning office the police department and our patients we were able to craft one of the West Coast's 1st city ordinances that regulated in monitor the business activities of a marijuana dispensary.

MSR: Land! You arrived.

Jake: Yes, This was a huge turning point because it put us on the map globally and allowed us to take confidence in our business and invest in our stores. We also opened a second store in Seattle right next to the stadiums and launched the Green Link family of brands, which included Sweet Nirvana Bakery and the rest of our vertically integrated operations quickly became one of the most widely recognized brands with respect to both quality and service.

MSR: Must have been exciting times.

Jake: Yes, definitely but times are even more exciting today. I'm proud to say that after nearly 5 years on Leafly we were rated 4.9 out of 5 with hundreds and hundreds of reviewers. Our commitment to operating quality businesses and engaging in a positive way with our community landed us on NBC Nightly News, World News Tonight, the New York Times, the New Yorker, Wall Street Journal, NPR and virtually every local news media Outlet.

MSR: should I call you Tonto?

Jake: Felt more like Christopher Colombus – saying I told you there was land! In the early days of medical marijuana in the northwest, there wasn't a blueprint for how to operate these businesses so we searched Nationwide for a CPA that could help us properly vertically in a great XXX businesses, in a way that allowed us to file a proper tax return and run a legitimate business.

MSR: Great, it's a downfall or danger we see continuing today.

Jake: Yes it's unfortunate but good for us as this effort led to full vertical integration and it was the foundation for most States to build their recreational programs around. It was also apparent that the industry **lact Brands** and intellectual property that could someday prove to be very valuable in emerging markets that are opening today.

Jake: In anticipation of Washington States intention to break up vertical integration in the recreational market, we isolated all of the brands and intellectual property into their own company so that we might someday have the ability to capitalize on our vertically integrated experience without violating state laws.

MSR: Genius.

This proved to be one of the pivotal moments in our business development, because this structure allows us to build a Global footprint, seamlessly entering into new markets without violation of local and regional restrictions through licensing agreements and real estate became the Hallmark of what is now known today as GreenLink International.

MSR: Greenlink?

Jake: Yes, let me explain. Washington State did ultimately choose a model that did not allow recreational applicants to be vertically integrated and our business was forced to make a decision between participating in a double-blind lottery for retail stores or focusing on our production and processing. For the sake of our brands and proof of concept, we chose to focus on Washington as a proof of concept.

MSR: And so what was proven up?

Jake: In Washington Medical and **recreational Brandon parallel** for a couple of years and ultimately we close down our medical retail stores in July of 2016. Although retail is woven into the fabric of our DNA we put all of our attention into developing our brands, intellectual property, and real estate while simultaneously searching for a partnership that would ultimately prove to be a good candidate for merger or acquisition into a public entity.

MSR: And how did that pan out?

Jake: One of the first people I discussed these plans with, in the late 2000's was a childhood friend Raonall Smith, although he was incredibly excited about the business opportunity this industry presented, he was still playing football in the NFL and couldn't jeopardize his career. Five years later I got a phone call from my longtime friend asking if we could sit down and discuss the business. Mr. Smith had since retired from the NFL and partnered with a gentleman named Zach Lark with whom he had a public shell they were interested in bringing to a partnership with a cannabis company.

Within weeks of this meeting we had the framework of a new partnership in place and we set out on a two-year plan to develop one of the most comprehensive investment strategies in the Cannabis space. With this partnership brought in additional leadership, financial support, professional services and a very compelling story. We traveled the country researching new markets and exploring opportunities high and low. We have had nearly every offer you could imagine some of them were quality opportunities, but many of them were predatory attempts by promoters and market makers to use us as bait.

MSR: Ah, Wall Street, we know it well. So you went from dealing with arrows to dealing with sharks- and not the Shark Tank kind.

Jake: Then enters Mr. Doug McDonald and the E-debit Global Corporation. Through mutual legal representation, we were introduced to each other to explore opportunities and potentially consult them in their efforts to partner with someone in the Cannabis space. Now with nearly a decade of experience in the cannabis industry, I can tell you it's unheard of to have a former Royal Mounted Police Officer (*Canadian FBI*) reach out to you with a public company with over 15 years of clean reporting, capital and a carry forward tax loss looking to partner with a cannabis business.

MSR: Ah, the other side of Wall Street. Good old fashioned luck and fortune. We know that well too.

Jake: Mr. MacDonald had notified his shareholders 8 months prior to our initial meeting that he intended to explore the Cannabis space. And when someone with his pedigree and background explores our industry, it's with a unique perspective and an uncanny ability to see through bull shit that is often associated with the cannabis industry.

MSR: As the Royal Canadian Police are famous for.

Jake: I've never met anyone like Doug, this man was carrying around binders and folders that were essentially the blueprints of some of Canada's biggest players in the industry. He was also traveling throughout the United States doing site visits to vet various business opportunities. He quickly discovered that the Cannabis industry is regionally fragmented by local laws that change dramatically from County to County Province to province making sales and distribution a difficult hurdle to clear. Mr. MacDonald and I took some time and traveled together in an effort to gain a better understanding of each other's business goals and ultimately we felt strongly that our two groups would bring together one of the most interesting platforms the Cannabis industry has ever seen.

MSR: Dare I say a match made in heaven?

Jake: Yes, on our side of the equation we have real brands, standard operating procedures, intellectual property, marketing, sales, equipment, leases, service agreements and a wealth of experience specific to cannabis operations. Our ability to quickly expand operations into new markets and scale to an unprecedented level is something the market has yet to see.

MSR: Exciting.

Jake: When you combine the agility and aggression of our team with the public platform and two decades of experience from the team over at E debit we are in prime position to lead this industry into a new frontier.

On top of all the core benefits of partnering with E-debit global, there is an exciting future prospect. E-debit is also partners with one of Canada's best merchant service platforms. When the time is right we will be introducing solutions to cash, banking and loyalty rewards programs at all levels of the industry. I'd love to tell ou more in a future interview.

MSR: So what next on your full plate?

Jake: Our growth and development plans in the Canadian Market got a significant jumpstart through this partnership because of Mr. McDonald's extensive experience and connections in law enforcement. We are excited to announce a joint venture partnership with a Canadian group who is in the process of applying for multiple licenses in the Canadian Market.

Our Alberta real estate is capable of housing over a million square feet of canopy space and supporting production and processing buildings.

We have recently added two more Partnerships in the Pacific Northwest bringing the total canopy production in our Washington State Facility to 60,000 square feet which we estimate to increase to 150,000 square feet by summer of 2019. Over the next 24 months, you can expect to see our brand presence exploding in Colorado, California, Oregon, Las Vegas and Washington.

MSR: I think we should start our next interview tomorrow. Anything you want to wrap up with.

Jake: Well thank for giving the opportunity to share what we've been up to. I'd love to talk again to share our vusion for the fture and our long-term goals.

The experience of our team has us focused on growth and capturing market share. We are actively seeking talented individuals and businesses inside and outside of the Cannabis space to merge with our expanding operations on a global level.

Although it is our strategy to focus on the west coast of the United States and Alberta Canada over the next 24 months, don't be surprised to see new markets and rapid expansion outside of our core development plan. New Partnerships are presented to us on a daily basis and it's our intention to acquire as much top line revenue and talent as possible.

Unfortunately, this is no longer an industry that turns mom and pop shops into multimillion-dollar enterprises, as these start-up businesses are failing due to a lack of footprint and scalability we are finding great long-term opportunities.

We believe in driving the cost of cultivation down to numbers that make almost every operation we've seen unsustainable from a business perspective. As Emerging Markets boom and then

ultimately transition into a phase of instability due to Falling prices and increase competition we will have already established a large footprint and business practices that were designed to flourish at price points that often seem unfathomable buy startup businesses.

MSR: Thank you Jake, let’s stay in close contact.

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