



**Nine East Wine Emporium and Revolutionary Clinics**  
**6 Worcester Street, Natick, MA**  
**Adult Use Location For Over 60 Years**



## RevC and Nine East Team...Local, Experienced, Diverse

**Keith Cooper**, Chief Executive Officer, 6-time successful entrepreneur, President of the CDA representing 80% of MA revenues **Shaka Ramsay**, VP all RevC Retail, 20 years in luxury retail including Louis Vuitton, Jimmy Choo and Gucci, **AJ Moran**, Natick Retail VP and **Deb Otey**, Natick Retail Director Nine East proprietors for over 20 years **Tom Schneider**, Chief Marketing Officer, 35 years as a MA marketing executive in alcohol and now cannabis **Gary Perry**, Community Outreach Manager, **Devin Hall**, VP Compliance

Our retail employees are over 70% minority and female. We pay 20% higher than industry average starting at \$19.35/hour for entry level plus benefits

# Summary of Qualifications

- Nine East and Rev Clinics are local companies with deep roots in community
- Adult use location for over 60 years
- Deb and AJ are trusted Natick proprietors with a great track record
- Rev Clinics has been operating medical retail stores in MA for 3 years
- We already serve over 150,000 MA customers/year
- We have one of the largest and most efficient cannabis factories in the state already producing quality products sold in 35 MA stores
- We have exceptional customer reviews and ratings
- We have a diverse workforce and a record of solid community giving
- We have shown we can open and succeed quickly, maximizing Natick revenues
- [Corporate video](#)



# Why Natick?

- Strong demographics and traffic flow
- 2 miles from my house
- Great and trusted local partners with AJ and Deb...20 years in Natick
- Opportunity to save a business which will close in October without this opportunity
- Adult use, age-restricted location for over 60 years
- Free standing with over 25 parking spaces...another 20 parking spaces for employees
- The store has already handled over 700 customers a day with little impact on traffic and neighbors



# Why Natick?

- On the Wellesley border to capture Wellesley, Weston and Wayland customers...non-cannabis towns
- On eastbound side of route 9...good balance if the other location is westbound
- We will use appointment only scheduling when we start to guarantee a smooth opening and validate numbers
- The Nine East property was zoned for cannabis 23 months ago
- Deb and AJ had two outreach meetings held onsite for the neighbors which were very positive
- Deb and AJ held two outreach meetings at the library for town meeting members



# Draft Sketch of Natick Storefront



# Draft Sketch of Natick Interior



# 67 Broadway Somerville Before



# 67 Broadway Somerville Now



# Our Interior Design...High End Spa or Apple Store



# 110 Fawcett Street Cambridge Before



# 110 Fawcett Street Now



# 110 Fawcett Interior



# 541 Mass Ave Cambridge Before



# 541 Mass Ave Now



# Security and Compliance Are Core Strengths

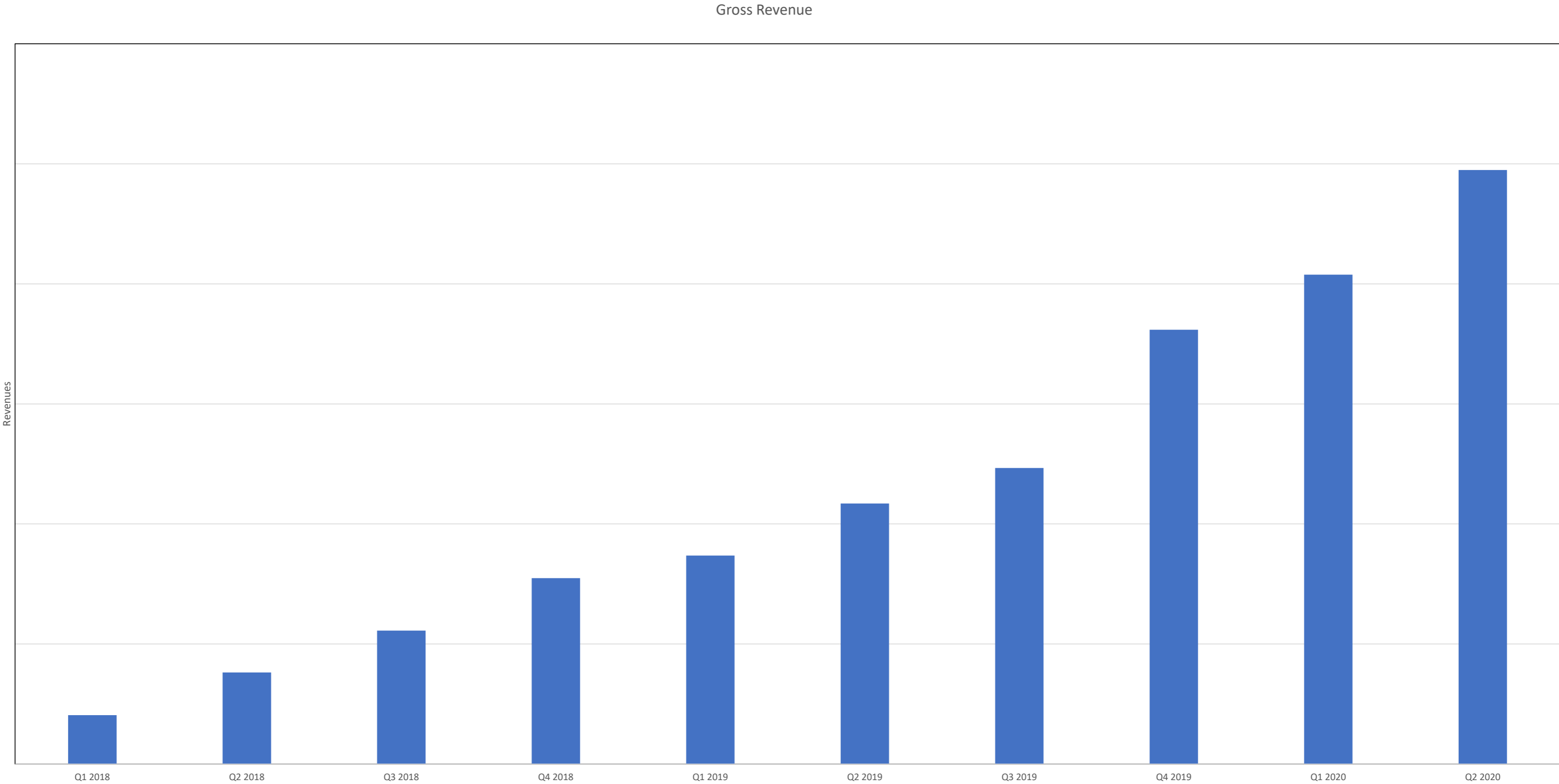
- We only use Lantel for our security systems at our factory and our stores
- We have full-time security at each of our locations and have had no security issues in 3 years of retail operations
- We have had 1 CCC citation in 4 years of production operations for an employee error...none at our retail stores
  - Regulations are very different in each state
- We have passed dozens and dozens of surprise inspections and have solid SOPs for each department



**Our Factory Is One of the Largest In The State With 140,000 Square Feet Already In Operation... guaranteed supply for Natick store**



# We Have Proven Success in MA Cannabis Revenue Growth...means higher tax and fee revenues for Natick





Cutting the ribbon in Cambridge with Dr. Kim of The Marg Fuller House



The opening team at 541 Mass Avenue



Proud to be named best Medical Cannabis Clinic In New England



Jazzy unveils her mural at our Fresh Pond location

# Rev Spirit





Operation "Hand Sanitizer"



Supporting Somerville  
Porch Fest



Donating Food to  
Frontline Medical staff



Supporting our Vets

# Rev Community



# We've made some friends along the way...



★★★★★ 5.0

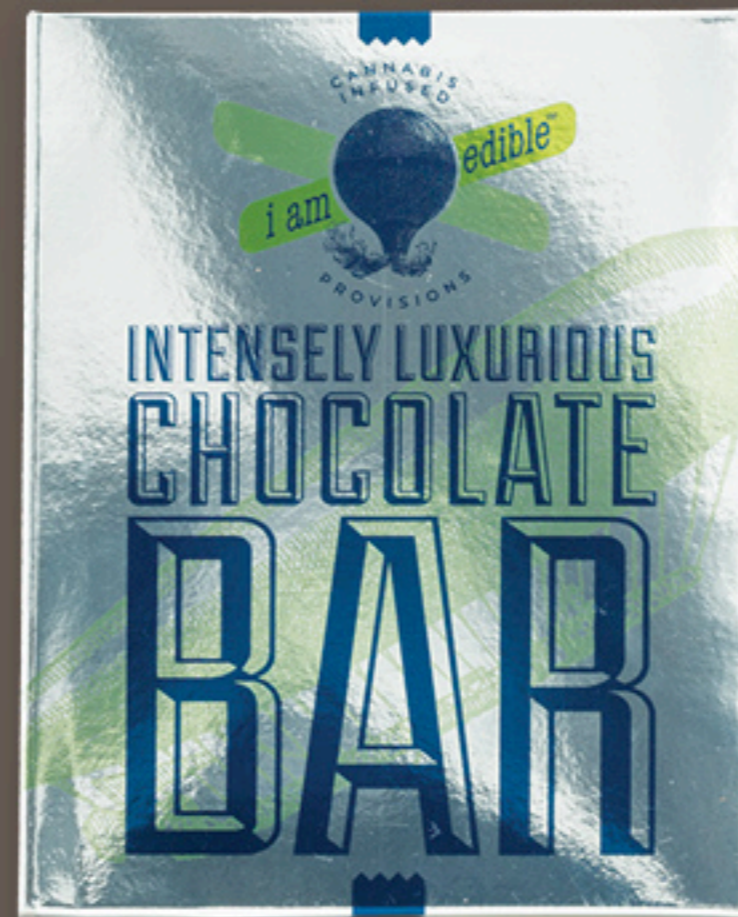
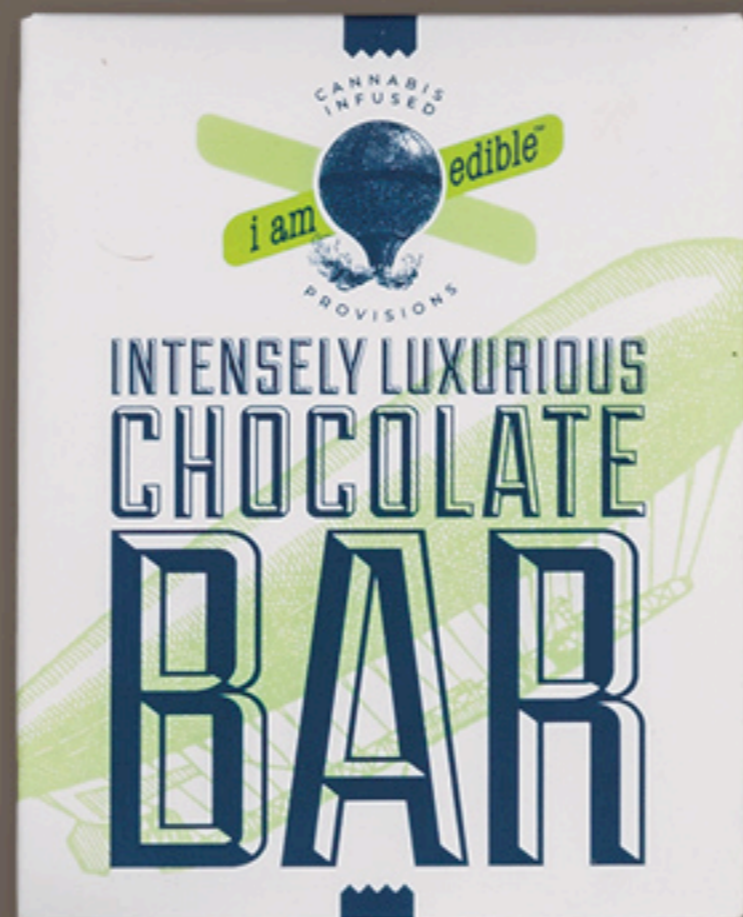


CaityStaff13

## AWESOME

I love this place! Love , love LOVE! They are so nice, even the security guard haha! I'm a new patient and I am very impressed by their customer service. They seem to genuinely care about the clientele and I will definitely be back.





# Our Plans To Support Natick

- Maximize fee and tax revenues estimated at over \$1M/year
  - Over \$100k/month in marketing to generate revenues
  - Best variety of products in the industry maximizes revenues
  - Start construction as soon as HCA granted to open as quickly as possible
- Hire local Natick residents...just like we have done in Cambridge and Somerville
- Form a local community Board of Natick citizens like we have done in Somerville and Cambridge
- Partner with local health officials to volunteer and fund educational sessions and materials
- Support local causes with donations and volunteer work (estimated at \$30,000/year per group)...when the business does well, we will do more
  - Town of Natick Veterans Services
  - The Friends of Natick Trails (FoNT)
  - Natick Center for the Arts (TCAN)



# Some Common Questions and Concerns

- Will this create long lines?
  - We are using QLess appointment software to open the store and monitor demand
- Will there be any odors?
  - No. All production and packaging is done in Fitchburg
- Will this increase traffic?
  - The wine business attracted over 700 customers per day historically without a problem
  - QLess appointment software will manage demand levels
- Will property values suffer?
  - There have been numerous studies that show property values do not suffer at all
  - Colorado, Washington, Oregon, California
- Will this increase teen cannabis use?
  - Cannabis is already here in Natick...putting it inside a secure, regulated store where it is tested, dosing labeled and where no one under 21 can enter improves the current state
  - Studies have shown teen use goes down because illicit dealers leave the area



# Some Common Questions and Concerns

- How do we know the building and products are secure?
  - We already operate 3 cannabis stores and have had no issues with security
  - We have plain clothes professional security onsite
  - We are required by the CCC to have cameras and access control that rivals a bank and a lot more than a CVS
- If we have any problems or suggestions, how do we know where to find company leadership
  - We are all local...CEO, executives, retail management, community outreach personnel, employees

