



HYBRID FINANCIAL

ORGANIGRAM CASE STUDY

NASDAQ: OGI

*A LOOK INTO HYBRID'S IMPACT ON
ORGANIGRAM'S STOCK PERFORMANCE
AND SHAREHOLDER BASE*

OrganiGram (TSE: OGI | NASDAQ: OGI) produces and sells cannabis and cannabis-derived products in Canada. It offers cannabis flowers, cannabis oils, and pre-rolls for adult recreational consumers under the Edison Reserve, Edison Cannabis Co., ANKR Organics, and Trail Blazer brand names. OGI also sells medical cannabis products, including cannabis flowers, cannabis oils, and vaporizers for the medical market. The company also engages in the wholesale shipping of medical cannabis plant cuttings and dried flowers.

OrganiGram engaged Hybrid Financial to contact Investment Professionals across North America on their behalf to increase market awareness of their company and stock.

NASDAQ Key Highlights

OUTPERFORMED
HMMJ BY 23.5%
SINCE START OF
CAMPAIGN

104.5%
90-DAY STOCK
VOLUME
INCREASE

100+ AMERICAN
FIRMS ENGAGED
IN THE
ORGANIGRAM
STORY

573K ACTIVITIES
COMPLETED ON
BEHALF OF
ORGANIGRAM

NASDAQ Stock Performance + Volume



 **58K**

TOTAL CALLS

Hybrid made over **58K** calls to the Canadian & American investment community under the Organigram brand.

 **515K**

EMAILS SENT

Hybrid distributed over **515K** emails to North American Investment community with tailored and timely messaging.

 **81**

PRESS RELEASES
DISSEMINATED

Hybrid curated and disseminated **81** press releases regarding pertinent company news.

 **14%**

TOTAL OPEN RATE

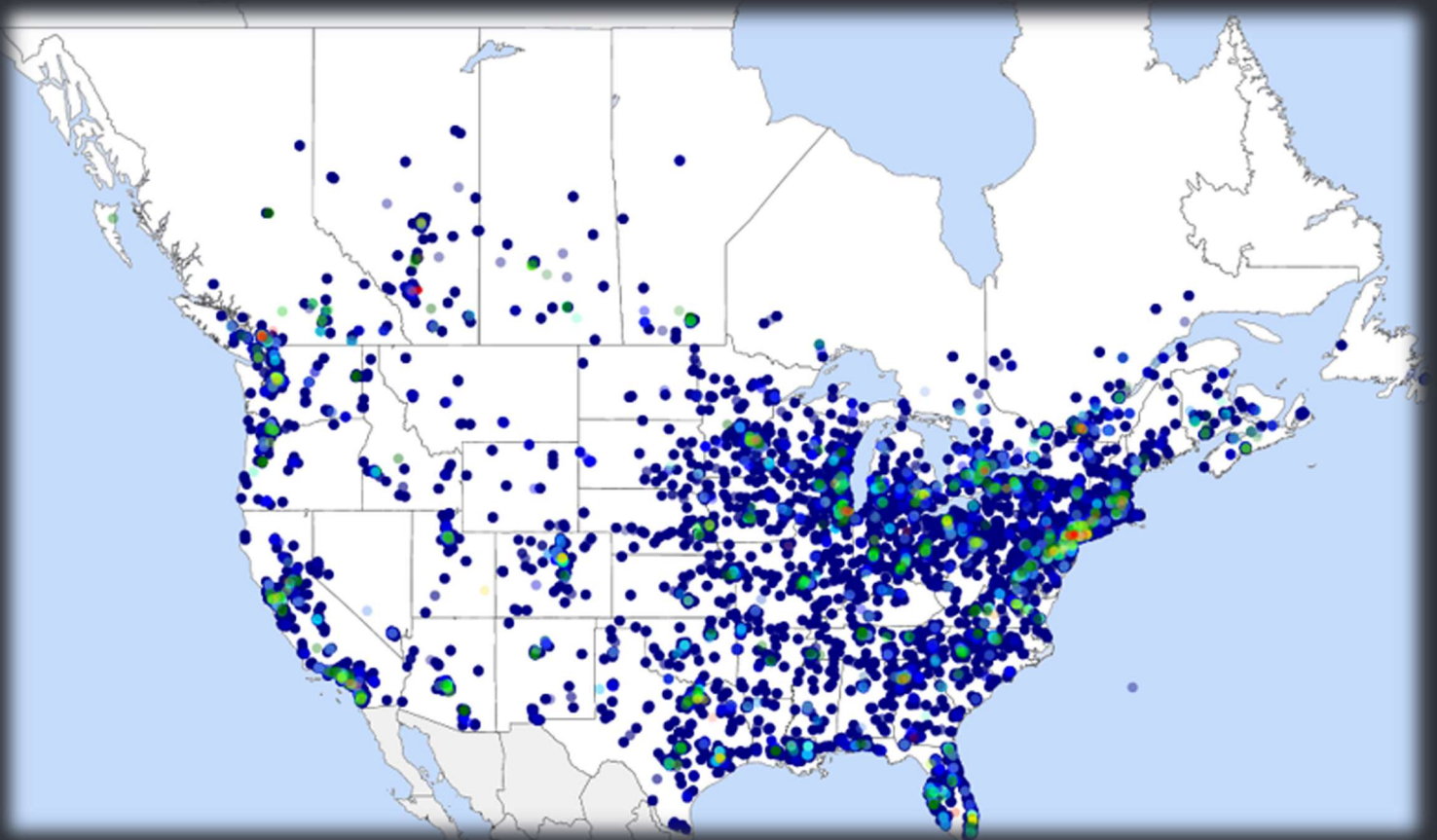
Hybrid achieved an open rate of **14%** across all email communication.



Over 100+ American firms engaged with the Organigram story including...

- ✓ Alta Core
- ✓ Aegis Capital Corp.
- ✓ Morgan Stanley
- ✓ MSI Financial Services
- ✓ LPL Financial LLC
- ✓ McDonald Partners
- ✓ Kovack Securities Inc.
- ✓ Lincoln Capital Corp
- ✓ JP Morgan
- ✓ Goldman Sachs
- ✓ Feltl and Company
- ✓ Edward Jones
- ✓ Fifth Third Securities
- ✓ VALIC Financial Advisors
- ✓ Infinex Investments
- ✓ Dynasty Advisors
- ✓ Henthorn Agency
- ✓ Principal Securities
- ✓ Oppenheimer
- ✓ Pruco Securities
- ✓ RBC - USA
- ✓ UBS
- ✓ MWA Advisors
- ✓ US Bancorp
- ✓ Waddell and Reed
- ✓ MetLife Securities
- ✓ Merrill Lynch
- ✓ H. Beck, Inc.
- ✓ Gardner Advisors
- ✓ EQM Capital LLC

North American Leads Heat Map



HIGH  LOW