



HYBRID FINANCIAL

COLUMBIA CARE CASE STUDY

CSE: CCHW | OTCQX: CCHWF

*A LOOK INTO HYBRID'S
IMPACT ON COLUMBIA CARE'S
STOCK PERFORMANCE &
SHAREHOLDER BASE*

Columbia Care is one of the largest and most experienced cultivators, manufacturers and providers of medical and adult use cannabis products and related services with licenses in 19 jurisdictions in the US and the EU.

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

Key Highlights

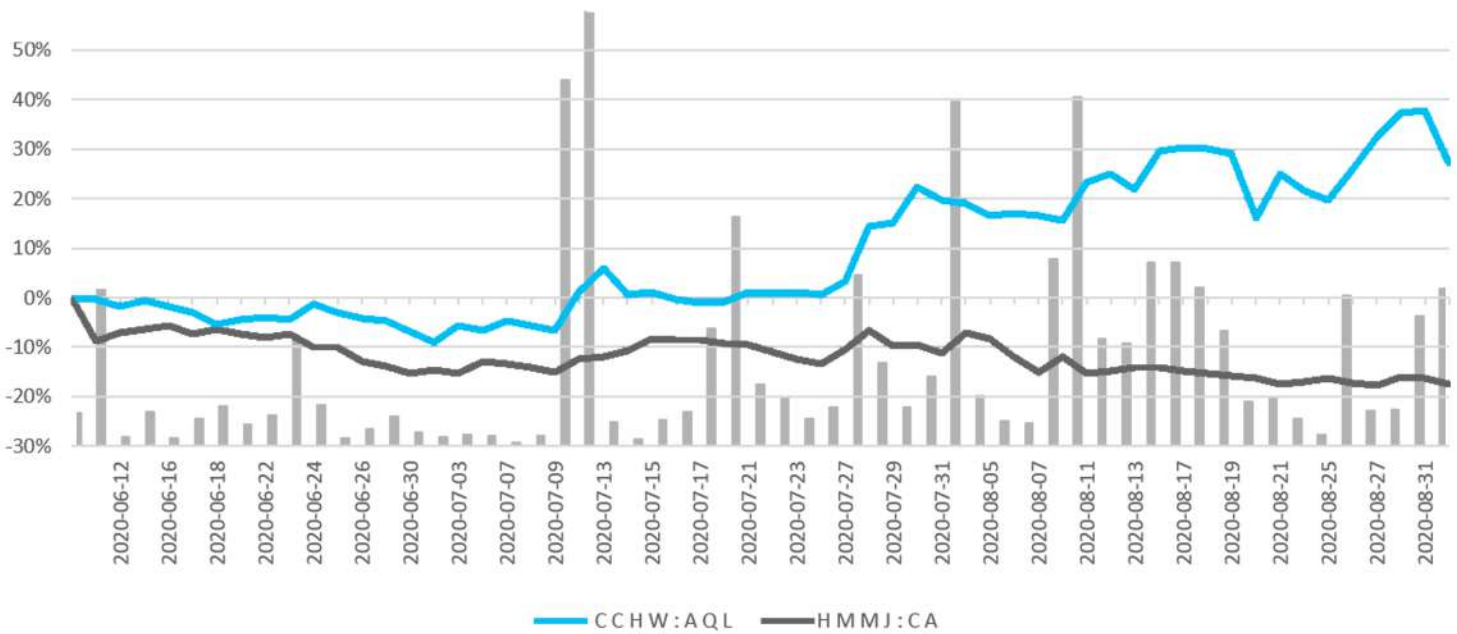
OUTPERFORMED HMMJ BY 44.65% SINCE START OF CAMPAIGN

90-DAY STOCK VOLUME INCREASE OF ~5%

27 INVESTMENT FIRMS ENGAGED WITH COLUMBIA CARE STORY

43K+ ACTIVITIES COMPLETED ON BEHALF OF COLUMBIA CARE

Stock Performance + Volume



3K+

TOTAL CALLS

Hybrid made over **3K+** calls to North American Investment Professionals under the Columbia Care brand.

41K+

EMAILS SENT

Hybrid distributed over **41K+** emails to North American Investment Professionals with tailored and timely messaging.

5

PRESS RELEASES DISSEMINATED

Hybrid curated and disseminated **5** press releases regarding pertinent company news.

14%

TOTAL OPEN RATE

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



27 firms engaged with the Columbia Care story including...

- ✓ Cannacord
- ✓ RBC
- ✓ PI Financial
- ✓ Leede
- ✓ Hollis Wealth
- ✓ CIBC
- ✓ PI Financial
- ✓ Manulife
- ✓ TD
- ✓ Stifel
- ✓ BMO
- ✓ Morgan Stanley
- ✓ Raymond James
- ✓ Edward Jones
- ✓ Lincoln Financial
- ✓ Wedbush
- ✓ Cetera
- ✓ Industrial Alliance
- ✓ Mackie
- ✓ Wells Fargo

→ In addition to 4 institutions and family offices

North American Engagement Heat Map

