

## Smoke Cartel Press One Pager

In 2013, in a tiny living room in Savannah, GA, Darby Cox and Sean Geng were doing what most college students do—some studying, a little partying, a lot of wondering how to make a meaningful mark on the world.

Turns out, the answer was sitting right on the coffee table: Several frustrating experiences with online head shops made it obvious that a void existed in the e-commerce smoking accessories game. The couple realized that they not only could they fill it, they could deliver the best glassware products and a superior shopping experience to rise above the haze.

They launched their company with \$600 with a high-tech platform that rocketed Smoke Cartel into the stratosphere. Sean coded that first iteration of the website completely by himself. Born in China and brought to Pittsburgh, PA as a toddler so that his parents could escape the country's strict one-child policy and expand their family, the No. 1 son grew up into a tech wunderkind and serial entrepreneur with forays into software and screenprinting. Instead of following the path to MIT or Yale, he pivoted to pursue a degree in advertising at the Savannah College of Art and Design (SCAD).

"I already knew how to code and how to start a business," says Sean. "I wanted to be around creative people."

Among the moss-draped oaks and historic buildings of SCAD's downtown campus, he met Darby, a dynamic marketing whiz with entrepreneurial aspirations of her own. The Asheville, NC native had cultivated a thriving cottage business building decorative terrariums, commanding each aspect of the enterprise, from production to sales to customer education. It wasn't long before she began applying her skills to Sean's new ecommerce software, and their new venture turned a profit from year one.

"I knew there was a need, and I knew we could do better than anything that was out there," recalls Darby. "I had no idea back then that the possibilities were limitless as our industry and the tech capabilities collided."

Since then, the Smoke Cartel twosome has expanded to include an entire team passionate about a mission to set the standard in retail sales and wholesale distribution of smoking accessories. Sean now serves as COO and has a squad of talented developers to help continually update and innovate his proprietary software platform, while Darby--the first woman in the U.S. to be appointed as CEO of a publicly-traded cannabis company--directs and delegates to a cheerful crew of shipping, fulfillment and administrative worker bees.

Everything is housed in Savannah under one giant warehouse roof (26K square feet, give or take), and local artisans hand blow long-stemmed glass pipes as account managers work to

supply brick-and-mortar shops, dispensaries, and gas stations around the country. It's a busy, exciting atmosphere, where the biggest buzz comes from the growth of the company.

In 2016, Smoke Cartel, Inc. purchased a long-standing wholesale company, UPC distribution, and integrated that into the renamed wholesale division Glassheads Distribution to focus on our in-house brands, including UPC, Sesh Supply, Kraken Grinders and the China Glass. In 2017 the company acquired Errly Bird Distribution and all of its brands, notably HeadyPet, which opens up our market to a whole new audience (and species!)

Y'all might be thinking that there could be, er, *friendlier* locations for our kind of company than Savannah, GA. Yet the city's charms and close knit community make it an ideal place to live, work and dream.

"Savannah is a unique jewel of the South, and also an economic engine," says Sean. "We're excited to be growing tech and manufacturing jobs and supporting start-up culture."

Smoke Cartel also supports positive social change and criminal justice reform at city and state levels, helping create momentum for harm-reduction legislation passed in three Georgia cities, including Savannah. A non-profit organization is in the works to provide support and resources to local municipalities seeking to pass similar ordinances.

"There is a socioeconomic imbalance in our culture and our communities," reminds Darby.

"We want to help level the playing field for everyone."

The Smoke Cartel story is just getting started, and it all began as the pipe dream of a couple of college kids. (Truth be told, they both eventually dropped out. Hard to keep up with your studies when you've got a multi-million dollar company to run.)

In these times of cultural shifts, the future of our industry is bright. Even more exciting, in July 2017, Smoke Cartel became publicly traded on OTC markets under the ticker SMKC.

We're so glad you're here--please sign up and join the family!