



# EXECUTIVE SUMMARY

## OVERVIEW

**Highway Enterprises, Inc. dba The Highway Company (THC)** is opening its seed round of funding, tapping into the expanding legalized marijuana sector. As of now, 36 states have endorsed marijuana in various capacities, and THC is seizing this momentum. Utilizing the industry connections of our leadership team, we've acquired cannabis licenses in New Mexico and are actively pursuing opportunities in other states.

In April 2021, New Mexico passed the Cannabis Regulation Act (HB 2) and, by April 2022, licensed recreational sales were underway. By August 2022, THC, through its wholly-owned subsidiary Flora Verde LLC dba Nubes, inaugurated its Sunland Park Nubes Dispensary. **This location swiftly gained traction and ranked #19 out of 653 dispensaries in total sales for the month of Sept 2023.** Further solidifying our presence, Nubes opened its second New Mexico dispensary in Las Cruces in Oct. 2023. Join our thriving journey in this flourishing industry.

## FLORA VERDE LLC HOLDS ALL FIVE (5) TYPES OF LICENSES ISSUED BY THE NEW MEXICO CANNABIS CONTROL DIVISION:

- **VICE (Vertically Integrated Cannabis Establishment):** Streamlines the process of obtaining additional licenses making it both cost-effective and time-efficient.
- **Dispensary:** Standard Medical and Adult-Use sales
- **Manufacturing:** Creation of products with intent to purchase, acquire and sell wholesale cannabis products.
- **Production:** Growing and processing of the cannabis plants
- **Lounge :** Use cannabis products on the premises of a retailer or microbusiness licensed under the Cannabis Control Division.

## USE OF PROCEEDS

Funds will primarily be used for **expansion in the New Mexico market** including, but not limited to, Opening up to **three (3) new dispensary locations**, expansion/renovations at current locations, opening a manufacturing facility for marijuana end products, opening lounge locations and marketing efforts to grow Nubes Dispensary brand name. Funds will also be utilized for **licensing in other states** including, but not limited to, **Mississippi and Virginia.**

## The Team



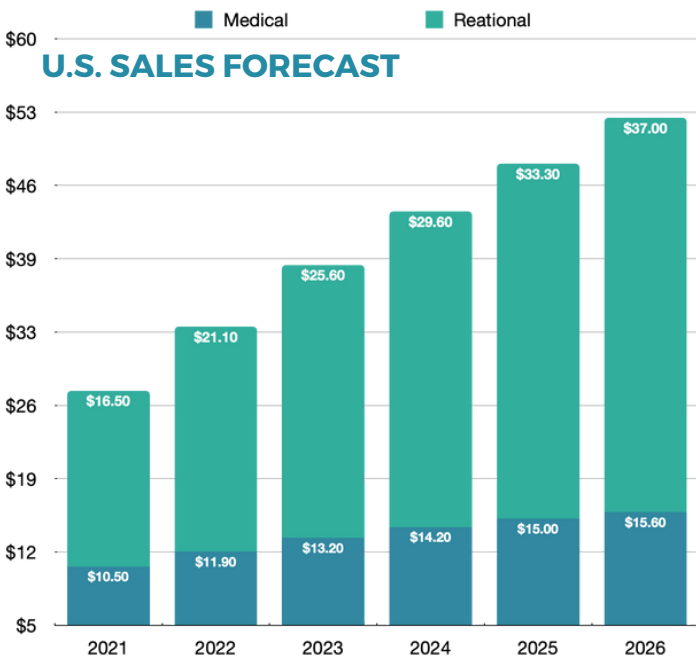
**John "Jay" Matos**  
Chief Executive Officer



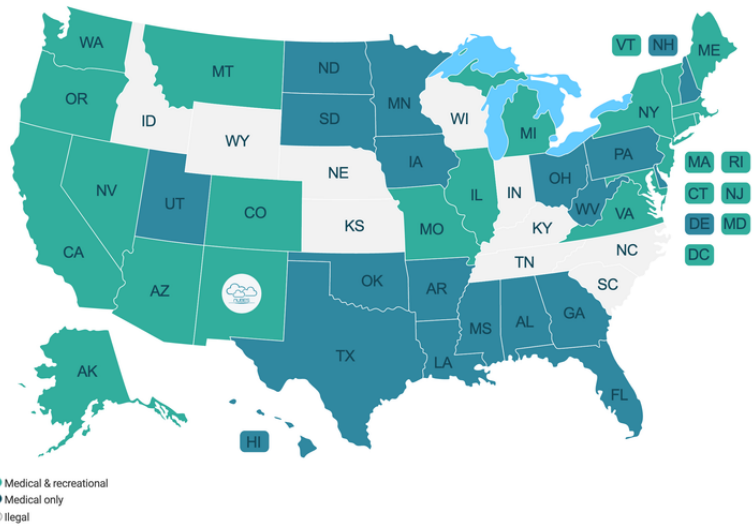
**Brandi Gutierrez**  
Chief Operating Officer



**Ramsey Dadis**  
Compliance Officer



## LEGALIZATION IS RAPIDLY EXPANDING



**JAY MATOS**  
**702.328.0529**  
**MATOSJAY@GMAIL.COM**

# FASTEST GROWING INDUSTRY IN NEW MEXICO



The marijuana industry is expected to create a large number of jobs and stimulate economic growth, which will likely lead to further support for legalization. Overall, these factors all point towards a significant increase in recreational marijuana sales over the next five (5) years.

## ALL-TIME NEW MEXICO SALES DATA: 19 MONTHS (APRIL 2022 - OCTOBER 2023)

**MEDICAL SALES**  
**\$282,383,159.57**

**ADULT-USE SALES**  
**\$536,493,893.16**

**TOTAL SALES**  
**\$818,877,044.75**

**MEDICAL TRANSACTIONS**  
**5,560,587**

**ADULT-USE TRANSACTIONS**  
**12,300,804**

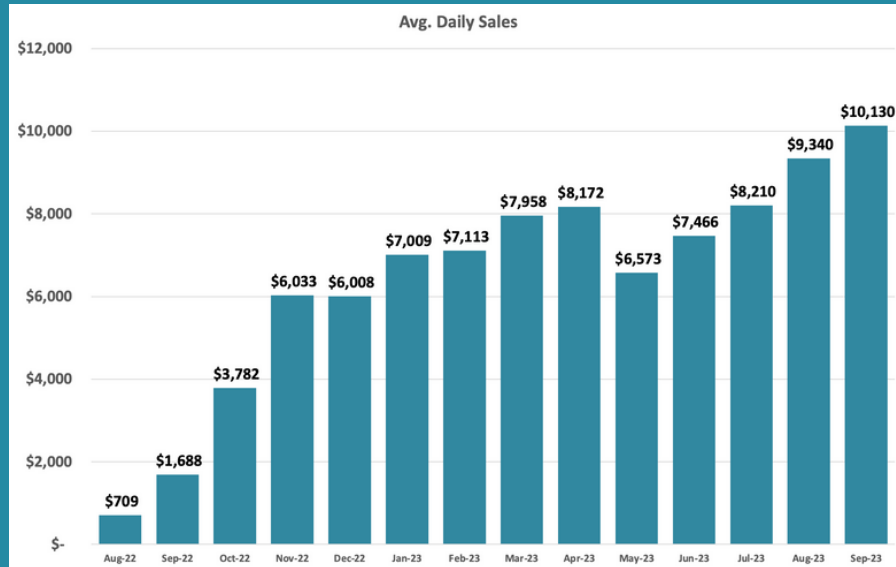
**TOTAL TRANSACTIONS**  
**17,001,641**

Data provided by the New Mexico regulations & licensing department, Cannabis Reporting Online Portal

## UNSTOPPABLE GROWTH: NUBES' CONSISTENT RISE IN DAILY SALES SINCE INCEPTION

Since its grand opening in late October 2022, Nubes has consistently showcased robust sales performance. Notably, the month of **September 2023 set a record** with average **daily sales reaching an impressive \$10,130**. Further cementing our standing, out of 653 dispensaries with recorded sales in New Mexico for that month, **Nubes ranked #19**.

This momentum isn't merely a short-lived phenomenon; it's indicative of our unwavering commitment to quality and customer satisfaction. These achievements underscore Nubes' burgeoning leadership role in New Mexico's flourishing cannabis industry. Invest in Nubes and be part of our journey towards continuous growth and industry evolution.



## YTD 2023 NUBES FINANCIAL PERFORMANCE

**ANNUALIZED REVENUE RUN RATE: \$2.92M** (Sunland Park location only)

**HIGHEST MONTHLY SALES (SEPT 2023): \$304K** (Sunland Park location only)

**HIGHEST TOTAL SALES (APRIL 20, 2023): \$21,772**

## LATEST NEWS

**NBC News**  
<https://www.nbcnews.com/politics/politics-news/us-...>

**U.S. health agency recommends easing federal marijuana ...**

Aug 30, 2023 — The Department of Health and Human Services says **marijuana should no longer be classified alongside drugs like heroin and LSD**.

**MJBizDaily**

**New Mexico's adult-use marijuana sales bolstered by tourism, Texas residents**

It's been a little more than a year since New Mexico launched adult-use marijuana, with sales topping \$300 million in the initial 12 months.

**San Antonio Current**

**Texans accounted for major share of New Mexico's \$300 million in legal cannabis sales**

One licensed pot business across the border from El Paso pulled in some \$19 million in sales last year.

**High Times Magazine**

**New Mexico Recreational Cannabis Sales Top \$300 Million In First Year**

New Mexico dispensaries rang up more than \$300 million in adult-use cannabis sales in the first year of legalization.

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