



Fire & Flower

Press Kit

Corporate Profile

Fire & Flower is a corporate retail store, specializing in elevating Canadian cannabis products through experiential strategies and education-based programming. We are poised to serve customers across the country, in provinces where private retail is permitted.

Founded by leading legal cannabis entrepreneurs, our team carries 60 years of combined experience in launching premium, successful businesses and 20 years in the cannabis space. We are versed in legal cannabis, immersed with our Canadian audience and are actively influencing the evolution of the new cannabis industry across the country.

Management Team

Harvey Shapiro, Chairman & Director

Co-Founder, Emblem Cannabis Corporation – TSX listed Health Canada Licensed Producer of Medical Cannabis

President, GrowWise Health Limited – Medical Cannabis Education Company

Co-Founder & CEO, Dynacare – One of North America's largest healthcare, testing, safety and wellness solutions providers

Securities Lawyer, Goodman & Carr LLP

Trevor Fencott, CEO & Director

Co-Founder, Director, Mettrum Health Corporation – TSX listed Licensed Producer of Medical Cannabis sold to Canopy Growth Corp. in January 2017 for \$430MM

Vice-Chair, Cannabis Canada Association – Representing 75% of Canada's cannabis industry to Health Canada

Corporate and regulatory lawyer

Nathan Mison, VP Government & Stakeholder Relations

Founding Partner, NorthCanvas

Senior Consultant, Mison & Associates – public and government relations

Member, Alberta Cannabis Stakeholder Group

Founding Member, Alberta Cannabis Retailers Association

Directors

Norm Inkster, Director

Former Commissioner, Royal Canadian Mounted Police

Former Head, Interpol

Former Global Managing Partner, KPMG Forensic Accounting

Officer, Order of Canada

Former Director, Mettrum Health Corp. – TSX listed Licensed Producer of Medical Cannabis sold to Canopy Growth Corp. in January 2017 for \$430MM

Recipient, Gusi Peace Prize

Stephen Bebis, Director

Former President and CEO, Liquor Stores N.A. – Based in Edmonton, Alberta and Louisville, KY. Publicly traded company with 252 liquor stores in Alberta, B.C., Alaska, Kentucky, New Jersey and Connecticut. 2016 revenue exceeded \$800M CDN

Founder, Past President and COE, Aikenhead's Improvement Warehouse

(Now Home Depot Canada)

Entrepreneur of the Year and Retail Hall of Fame in Canada, E&Y