



## Higharchy Ventures Ltd. Leads Investment in Superette Financing

*Higharchy becomes the largest non-founding shareholder in Ontario-based cannabis retailer, Superette*

Vancouver, BC, March 11, 2019 – Higharchy Ventures Ltd., a Canadian-based company that builds and invests in cannabis brands that matter, today announced a leading investment in Superette – an Ontario-based cannabis retail experience. This investment also establishes Higharchy as the largest, non-founding shareholder in Superette.

“Our investment into Superette is driven by our recognition of its founders’ extraordinary level of retail talent, understanding of consumer shopping behaviours and cannabis industry experience,” says Matthew Christopherson, CEO and Founder of Higharchy. “We see Superette poised to be one of the dominating cannabis brands in North America’s cannabis retail market.”

Superette’s founders, Drummond Munro and Mimi Lam, bring a strong cannabis retail focus with both coming from Tokyo Smoke combined with experience in fashion retail and finance. The duo’s vision is to create a better retail experience that encourages organic discovery of cannabis products in a fun and simple way and to build the company through service and authentic connection.

“We couldn’t be happier to have Higharchy as our partner. We share a joint vision to raise the standard for the industry and to show customers what retail cannabis brands can truly look like. It starts with good people and we are excited about a future with a team that is complementary and synergistic to ours,” says Mimi Lam, CEO and Co-Founder, Superette.

Higharchy invests both capital and expertise in the cannabis industry to create and build purpose-led brands that deliver profitable growth and that also contribute to the sustainability and vitality of its brands, business, people and planet. Higharchy’s flagship investment, West Coast Cannabis Store, is set to open in early 2020 in both British Columbia and Alberta.

### **About Higharchy Ventures Ltd.**

Higharchy is a Canadian-owned company that creates, launches and grows purpose-led retail and consumer cannabis brands with the foundational belief of highly original possibilities. The company is guided by a strategic framework, its Possibility Pillars, that deliver results for its business, brands, people, communities, and

the planet. The company holds an investment in [Superette](#), a cannabis retailer in Ottawa, and also has a flagship investment in the West Coast Cannabis Store, with locations in British Columbia and Alberta Canada set to open in early 2020. For more information, visit [www.Higharchy.com](http://www.Higharchy.com) or follow on Twitter [@HigharchyGroup](#) or Instagram [@HigharchyGroup](#).

#### **About Superette Inc.**

Superette is a Canadian cannabis retail brand that creates unforgettable and immersive cannabis retail experiences. For more information, visit Superette's website at [www.superetteshop.com](http://www.superetteshop.com) and follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

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