Allegory Capital

Allegory Capital Leads $20 Million Series A Round for Leaf Haus LLC

New York, NY and Somerset, NJ, July 14, 2024

New York, NY and Somerset, NJ – July 14, 2024 – Allegory Capital is pleased to announce its role as the lead investor in the $20 million Series A funding round for Leaf Haus LLC, a pioneering cannabis dispensary based in Somerset, New Jersey. This strategic investment aims to enhance Leaf Haus's mission to become a leading Multi-State Operator (MSO) by offering community-driven and high-quality cannabis products across the US and beyond.

About Leaf Haus LLC Leaf Haus, established in 2023, is transforming the cannabis retail experience by addressing industry challenges and ensuring superior quality and compliance in its operations. The company combines expertise in sourcing strains, growing, manufacturing, and promoting cannabis brands with unique marketing technology to reach customers online compliantly.

Leaf Haus aims to master the cannabis value chain from seed to sale, aspiring to be the "Haus of cannabis." The company focuses on creating better community-driven experiences at retail stores, developing data-driven products and services, and growing bio-engineered strains. With a robust strategy for US expansion through franchising and an online presence, Leaf Haus is poised for significant growth.

Strategic Growth and Expansion Leaf Haus's growth strategy includes vertical integration to control the entire value chain and horizontal expansion into new states. The company plans to open new dispensaries, develop proprietary technology for better service delivery and compliance, and explore international markets such as Germany and Switzerland.



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Innovative Product and Technology Offerings Leaf Haus offers a diverse range of cannabis products, including:

- **Flowers & Rolls:** High-quality strains with unique flavours and effects.
- **Concentrates & Vapes:** Innovative products designed to meet new consumer habits.
- **Edibles & Topicals:** Products tailored for specific needs such as sleep, stress, and focus.
- **Merchandise & Accessories:** Branded items to enhance customer loyalty and engagement.

Leaf Haus is at the forefront of integrating advanced technology into the cannabis industry. The company is developing proprietary software to enhance customer experience and ensure compliance. Leaf Haus's tech platform supports online orders, delivery logistics, and customer relationship management, making it easier for consumers to access and purchase products safely and conveniently.

Leadership and Expertise: The Leaf Haus team includes seasoned professionals with extensive experience in the cannabis industry. The company's leadership is recognized for their expertise in sourcing high-quality strains, manufacturing superior products, and navigating complex compliance requirements. Leaf Haus also employs cutting-edge marketing technology to reach customers effectively and compliantly.

Legal and Compliance Perspective Leaf Haus fully complies with state and federal regulations, ensuring the highest quality and safety standards. The company is committed to maintaining transparency and accountability in all its operations, which is crucial for building trust with investors and customers.

Allegory Capital: A premier investment firm that supports groundbreaking technologies and businesses in regulated industries. Our mission is to drive growth and innovation by backing visionary entrepreneurs and companies. Known for several successful exits in digital health,

innovation.

About Leaf Haus: A leading cannabis dispensary in Somerset, New Jersey. It offers a wide range of high-quality cannabis products and exceptional customer service. With a focus on transparency, education, and community engagement, Leaf Haus is revolutionizing the cannabis retail experience.

For more information, visit Leaf Haus's Website.

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