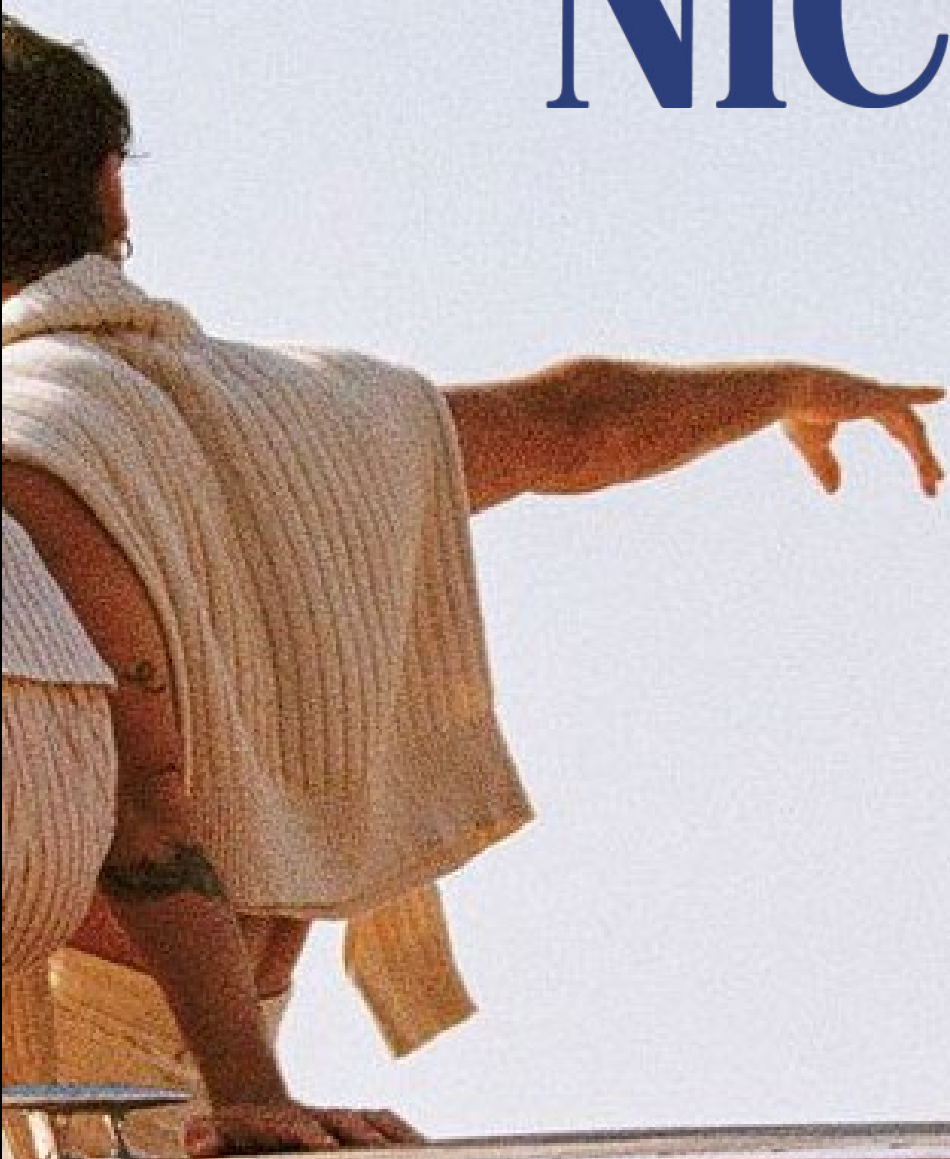
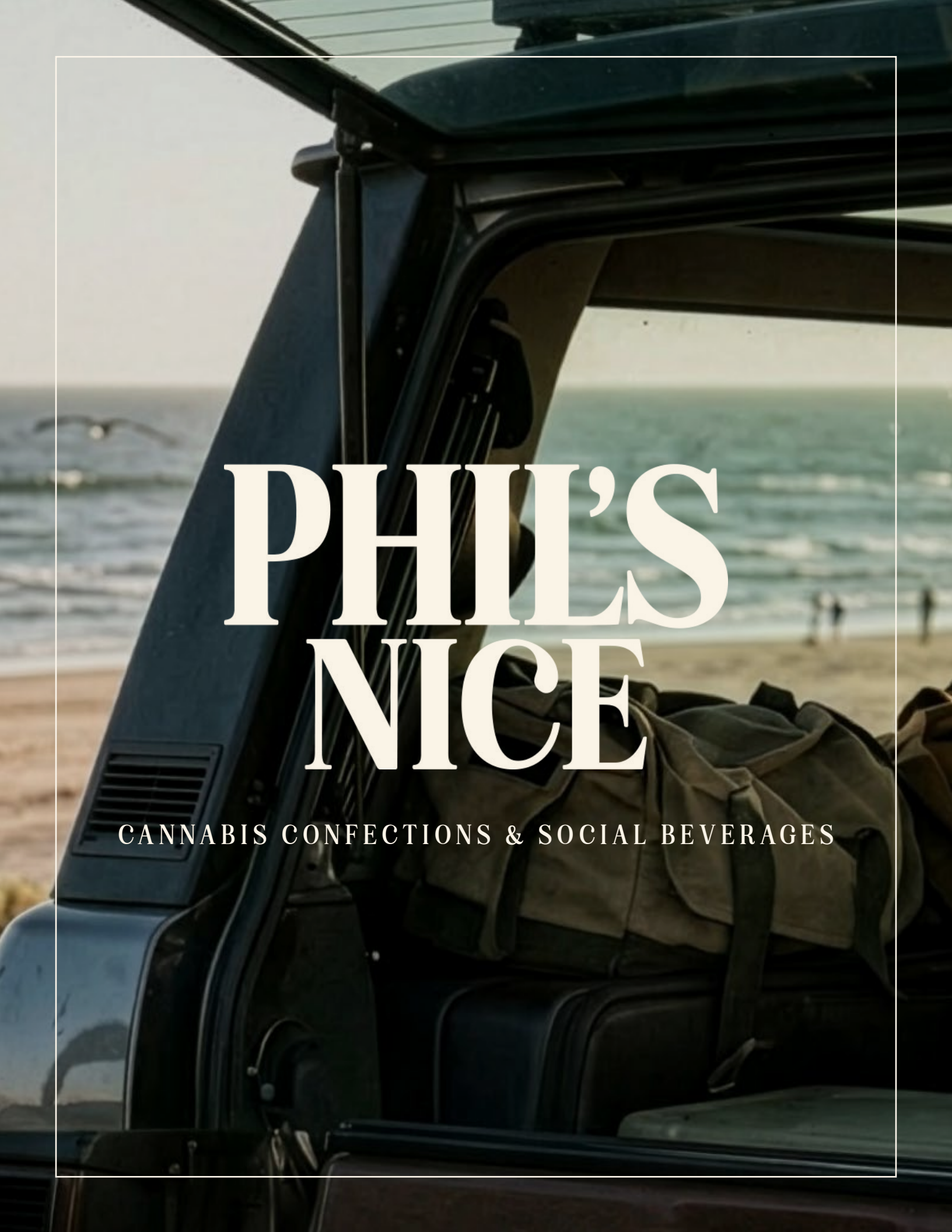


PHIL'S NICE





PHIL'S NICE

CANNABIS CONFECTIONS & SOCIAL BEVERAGES

PHIL'S NICE

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PART I

who we are

**PHIL'S
NICE.**



**PHIL'S
NICE**





relentlessly NICE

In an industry obsessed with potency, hype, and who's the loudest in the room, we decided to build a company around something else. Being nice.

Radical concept, we know.

To us, being nice means caring deeply about people. It means creating products that are approachable, experiences that are enjoyable, and a brand people can trust.

It's how we treat our customers, our partners, our communities, and each other.

It shows up in the way we formulate products, communicate with consumers, and support the people who carry our products every day.

Because cannabis should make people feel good long before they ever open the package.





Thoughtfully SELECTIVE

Being nice doesn't mean saying yes to everything. In fact, it's the opposite.

At Phil's Nice, we're intentionally selective about what we make and why we make it. We don't follow trends, build products to fill categories, or launch something simply because everyone else is doing it.

Every gummy, beverage, and formulation has earned its place.

We'd rather make a few things exceptionally well than a hundred things forgettably.

That philosophy guides every decision we make. When a customer asks what sets Phil's Nice apart, the answer isn't a flashy marketing claim.

It's the care behind every decision.

Because thoughtful products create better experiences. And better experiences create trust.





genuinely **TRUSTED**

Trust isn't something you can market.

Trust is something you earn.

That's why our products are pharmacist-formulated, thoughtfully developed, and built around ingredients that serve a purpose.

You'll find real tea, wildflower honey, real fruit, and formulations created around how people actually want to feel.

What you won't find are unnecessary fillers, shortcuts, confusing messaging, or products created simply to occupy shelf space.

Every ingredient should serve a purpose.

Every formulation should deliver on its promise.

Every product should improve a customer's experience.

As a budtender, you're often the bridge between a customer and their next favorite product.

Our goal is simple: give you products you can recommend with confidence.

Because being relentlessly nice means caring deeply about people.

And being thoughtfully selective means never asking for trust we haven't earned.





inherently **INCLUSIVE**

The legal cannabis industry exists because countless people took risks, fought for change, and in many cases paid a personal price for cannabis prohibition.

Yet for decades, the consequences of cannabis enforcement were not shared equally.

Communities across New York and throughout the country were disproportionately impacted by cannabis-related arrests and convictions, creating lasting barriers to opportunity, employment, housing, and economic mobility.

Social equity is about helping create pathways for those communities to participate in and benefit from the legal cannabis industry.

As a minority- and women-owned cannabis company, we believe building a successful business and building a more equitable industry can go hand in hand.

It's not a marketing initiative.
It's a responsibility.

As the cannabis industry continues to evolve, we remain committed to supporting a future that values opportunity, inclusion, and long-term sustainability for everyone who helps shape this industry.



PEOPLE *over* PRODUCTS

At Phil's Nice, we believe great companies are built by people, not portfolios.

We're a small team by design.

That means we stay close to the work.
Close to our partners. Close to our customers.
And close to the products that carry our name.

Every product we create, every relationship we build, and every decision we make is guided by the same question:

Would we proudly recommend this to the people we care about most?

If the answer isn't yes, we keep working.

Because products come and go.

People are what matter.

And when you put people first, better products tend to follow.



PART II

why
PHIL'S NICE?

PHIL'S
NICE



Cannabis customers now demand more.

The market is overflowing with choices.

They need a product they trust.

Phil's Nice was built around a simple idea:
Create products with purpose.

Leave everything else out.

Every gummy is designed for a specific
experience, crafted with intention, and made
with carefully chosen ingredients.



We don't chase trends.

We never inflate THC numbers.

We reject the notion that more ingredients
equal better quality.

We believe better ingredients make better
products.

As a budtender, that gives you something
valuable:

**A simple story that's easy to tell and easy
for customers to understand.**



**PHIL'S
NICE**

WHAT MAKES PHIL'S NICE DIFFERENT?

better INGREDIENTS



A great gummy starts long before the cannabis is added. Phil's Nice proudly starts with ingredients people know and trust. Every gummy is made with:

- Real Fruit
- Wildflower Honey
- Natural Ingredients
- Purposeful Formulations

Just as importantly, there are things you'll never find inside a Phil's Nice gummy:

- No Refined Sugar
- No Artificial Preservatives
- No Artificial Dyes
- No Unnecessary Fillers

Each ingredient serves a specific purpose. If it doesn't enhance the experience, it has no place here.

WHAT TO SAY

"Customers love Phil's Nice because the ingredient list is just as thoughtful and clean as the effects."



made with
**WILDFLOWER
HONEY**

Most gummies rely exclusively on processed sweeteners.

Phil's Nice confidently takes another path.

We use wildflower honey for a smooth, natural sweetness
that enhances flavor without overpowering.

It's a key detail that makes Phil's Nice stand out from the first bite.

Every ingredient must serve a purpose.



WHAT TO SAY

"One thing that makes Phil's Nice unique is the use of wildflower honey instead of relying entirely on processed sweeteners."



WHAT MAKES PHIL'S NICE DIFFERENT?

premium CANNABIS INPUTS

Cannabis ingredients are not created equal.

The quality of the cannabis extract plays a major role in the consistency of the final product.

Phil's Nice uses premium cannabis inputs because consistency is essential.

Customers refuse to settle for just THC.

They choose an experience.

By starting with top-quality cannabis ingredients, we're able to deliver gummies that customers can trust and return to again and again.



WHAT TO SAY

"Phil's Nice focuses on consistency first. Premium cannabis inputs help ensure customers get the experience they expect every time."

WHAT MAKES PHIL'S NICE DIFFERENT?

Pharmacist FORMULATED

Phil's Nice gummies are built around a specific outcome.
Not a trend. Not a marketing buzzword.

An experience.

Our formulations are developed with pharmaceutical
expertise to create products that are predictable,
approachable, and easy to understand.



Instead of asking customers how much THC they
want, start by asking: How do you want to feel?

Phil's Nice decisively answers that question.

WHAT TO SAY

*"Phil's Nice products are formulated around feelings such as feeling
Lifted, Chill, or Dreamy...not just THC percentages."*

WHAT MAKES PHIL'S NICE DIFFERENT?

EFFECTS FIRST *always*

Many cannabis brands organize products around strains.

Phil's Nice organizes products around experiences.

Customers don't need to understand genetics, terpene profiles, or complicated strain names to find the right gummy. They simply choose how they want to feel.

NICE 'N LIFTED™

For social moments, creative sparks, and feeling a little more alive.

NICE 'N CHILL™

For balance, relaxation, and remaining centered.
(Coming soon)

NICE 'N DREAMY™

For winding down, relaxing, and restful sleep.
(Coming soon)

WHAT TO SAY

*"Phil's Nice makes cannabis easier by focusing on effects first.
Lifted, Chill, or Dreamy...it's as simple as that."*

THE CHEAT SHEET

NO Refined Sugar

NO Artificial Preservatives

NO Artificial Dyes

Made *with* Wildflower Honey

Made *with* Real Fruit

Premium Cannabis Inputs

Pharmacist Formulated

Effect-Driven Experiences

Easy to Understand

Consistent from Purchase to Purchase



the quick pitch

"Phil's Nice gummies are pharmacist-formulated and designed around how people want to feel. They're made with real fruit, wildflower honey, premium cannabis inputs, and contain no refined sugar, artificial preservatives, or artificial dyes. Simple products, clear effects, and consistent experiences."



PART III

The PRODUCT

PHIL'S
NICE

THE GUMMIES

CANNABINOIDS & EFFECTS

Phil's Nice gummies are designed around one simple question: *How do you want to feel?* Rather than asking customers to navigate complicated strain names or cannabis terminology, Phil's Nice focuses on clear, approachable experiences that are easy to understand and easy to recommend.

available now!



NICE 'N LIFTED™

5mg THC

Stay Cool. Stay Nice.

Nice 'N Lifted™ is designed for social moments, creative sparks, and feeling a little more alive. Whether customers are heading to a concert, spending time with friends, tackling a creative project, or simply hoping to elevate their mood, Nice 'N Lifted™ delivers an open and uplifting experience.

coming soon...

NICE 'N DREAMY™

5mg THC + 10mg CBN

Turn Down the Noise. Drift into Nice.

A nighttime formulation created to support relaxation, unwinding, and restful sleep.

coming soon...

NICE 'N CHILL™

5mg THC + 5mg CBD

Stay Cool. Stay Nice.

A balanced 1:1 formulation designed for customers seeking a grounded, steady, and relaxing experience.

BUDTENDER TIP

Right now, every Phil's Nice gummy on shelves features the same approachable 5mg THC dose found in Nice 'N Lifted™. Future additions to the lineup will give customers more ways to individualize their experience while preserving the same simple, effect-first approach.

TERPENES, FLAVORS, & EFFECTS

Customers often ask why products with the same amount of THC can feel a little different from one another.

Part of that explanation lies in the influence of terpenes, which can affect not only the flavor and aroma of cannabis products but also the way their effects are experienced by consumers.

Terpenes are naturally occurring aromatic compounds found in cannabis, fruits, herbs, flowers, and tea.

They create the flavors and aromas we experience every day and contribute to a product's overall character.

Because Phil's Nice uses real ingredients and natural flavors, many of our gummies contain terpene-rich ingredients customers already know and love.

BUDTENDER TIP

Customers don't need to memorize terpene names. Start by asking: "How do you want to feel?" Then use flavor preferences and terpene education to help personalize the recommendation. A customer who loves citrus may naturally gravitate toward Blueberry Lemonade or Tea + Lemonade, while someone drawn to tropical flavors may enjoy Tropical Mango. The result is a more individualized and appealing shopping experience.

Tropical Mango

FEATURED TERPENE: *Myrcene*

NATURALLY FOUND IN: *Mangoes, Hops, Thyme, Cannabis*

ASSOCIATED FEELING: *Relaxation, Comfort, Full-Bodied Experiences*



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TERPENES, FLAVORS & EFFECTS

Peach Tea

FEATURED TERPENES: *Linalool, Geraniol & Nerolidol*

NATURALLY FOUND IN: *Tea Leaves, Flowers, Herbs*

ASSOCIATED FEELING: *Calm Focus, Floral Aromatics, Balanced Experiences*

**PHIL'S
NICE**

Tea + Lemonade

FEATURED TERPENES: *Limonene, Linalool, Geraniol*

NATURALLY FOUND IN: *Lemon Oil, Tea Leaves, Citrus Fruits*

ASSOCIATED FEELING: *Bright Citrus Character, Refreshing Flavor, Calm Social Moments.*



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TERPENES, FLAVORS & EFFECTS

Blueberry Lemonade

FEATURED TERPENES: *Limonene*

NATURALLY FOUND IN: *Lemon Peel, Citrus Fruits, Cannabis*

ASSOCIATED FEELING: *Elevated Mood, Positive Energy, Social Experiences*

**PHIL'S
NICE**



a Little lift. a lot of nice.

NICE 'N LIFTED

5mg THC

“Nice ‘N Lifted™” is designed for social moments, creative sparks, and feeling a little more alive. Whether customers are heading out with friends, tackling a creative project, enjoying a concert, or simply looking to elevate their mood, Nice ‘N Lifted™ delivers an approachable and uplifting experience.

Social Settings | Creative Activities | Concerts & Events | Weekend Adventures | Mood Elevation

WHAT TO SAY

“If you’re looking for something uplifting and approachable, Nice ‘N Lifted™ is designed to help you feel a little more social, engaged, and present without overcomplicating the experience.”

coming soon...

SOCIAL BEVERAGES

Our low-dose cannabis beverages are designed for social occasions and alcohol alternatives.

Upcoming flavor profiles include Mango Passionfruit, Peach Tea, Tea + Lemonade, and Blueberry Lemonade



Thank you for being part of the Phil's Nice Story!

Behind every great cannabis experience is someone who took the time to listen, ask the right questions, and guide a customer toward the product that fits them best. We're grateful for the work you do every day and proud to have you as part of the Phil's Nice story. We believe quality matters. We believe trust is earned. We believe being nice is more than a name, it's a commitment. We're proud to be part of New York's cannabis community, and we're excited for what's ahead.

Relentlessly Nice. Thoughtfully Selective.
Feel Nice, On Your Terms.

Sincerely,

Phil Lauderdale

Phil Lauderdale

Founder, Phil's Nice Co.

