



# ACE NEWS

December 2017

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## Amercanex at the Emerald Cup

The Amercanex Sales, Marketing and Executive Team were a part of the Emerald Cup, one of Northern California's premier medical marijuana events.

The Cup featured an awards ceremony, live music, guest speakers, businesses, experts and educators in the cannabis field. The event took place



from December 9 to 10 at the Sonoma County Fairgrounds.

Amercanex was a sponsor of the Speaker Lounge, which featured nationally recognized leaders of the cannabis industry. Panel discussions included industrial hemp production, financial and banking concerns, outlook of the global markets and ways to secure financing for private ventures.

Hezekiah Allen, Executive Director of the California Growers Association (CGA), gave the keynote speech. The CGA is one

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# Amercanex in the News: Year in Review

Amercanex was all over the news this year. Our senior executives were interviewed and asked to write about the cannabis industry by several major press outlets, including the New York Daily News, MSN Money, Forbes, Newsmax Finance, The Hill and CannaInvestor Magazine.



CEO Steve Janjic appeared on the cover of Technology Headlines magazine, as Amercanex was named one of the “Top 10 Game Changing Startups to Watch.”

Steve, Chairman Richard Schaeffer and the President of International Markets

Dennis Garces drafted articles about the new faces of cannabis, economic impacts of the cannabis industry and ways to make the market safer. They were also interviewed by major news outlets such as NPR, Fox News’ Watters World and The Washington Times.

As media and public interest in cannabis continues to grow, the Amercanex team is proud to shine light on the industry.



## A Message from the CEO

As we close out 2017, Amercanex would like to thank everyone who helped make our year so successful.

We have a lot to be thankful for: the completion of our new 2.0 platform, a revamped sales program and the opening of new offices in the US and Canada.

We couldn’t have gotten here without the help of our members, colleagues and corporate partners. Your support has meant a great deal to us. Thanks for being along for the ride.

We can’t wait to see what 2018 brings, as we prepare to move to blockchain technology, begin operating in more states and become the technology software company of the cannabis industry.

Happy New Years to all!

Sincerely,

Steve Janjic, CEO

## Emerald Cup (cont.)

of the largest advocacy and member organizations in California and an exclusive partner of Amercanex.

An awards ceremony was held on the final day of the conference that recognized some of the year's top performing brands. The Emerald Cup is one of the biggest events in the country, with more than 20,000 guests, vendors and cannabis industry participants.



## Spotlight On: Edward Asensi

After completing his studies at Carleton University majoring in Political Science, Edward Asensi's professional path began at KPMG in the Quality Systems Audit/ ISO 9000 practice, where he managed the Training Services program. From there, he served as the Communications & Public Relations Officer for Equinox Entertainment, a Canadian film production and television distribution company.

The majority of Edward's professional life has been in the financial services industry. He worked in the Canadian Banking Division of Scotiabank for over 14 years successful years and was a registered mutual fund salesperson through Scotia Securities.

Prior to joining Amercanex, he served as the Compliance Manager and AML/ATF Officer for Scotiabank's Commercial Banking Division at the Toronto Business Service Centre (BSC), where his primary

responsibility was to administer the Centre's compliance program and ensure adherence with money laundering deterrence and detection

procedures. He also reviewed customer transactions for consistency with normal legitimate business practices and activities as well as overseeing the regular auditing of the BSC's working departments.

Edward and his wife Eni travel as often as they can to indulge their appetite for fine wine and great food. He is a recovering golfer, enthusiastic tennis player and avid cyclist. They recently moved just outside the busy city of Toronto to the lakeside community of Port Credit, Ontario.



# The Year of Cannabis

This year has been one of the biggest yet for the cannabis industry, due in large part to measures legalizing marijuana in 29 states, the District of Columbia and Canada.

On January 1, California will begin issuing recreational marijuana licenses for dispensaries and stores. Los Angeles is expected to become the nation's largest city with legal cannabis.

Canada's new legislation legalizing recreational cannabis across the country is anticipated to create a \$5 billion market for cannabis in 2018, as well as a \$20 billion ancillary market for goods and services associated with the industry.



Customers are increasingly favoring edibles, drinkables and topicals over smoking cannabis strains. This has opened up a new market for manufacturers and distributors looking to brand their products.

A recent Gallup poll found 64% of Americans now favor legalizing cannabis. With all these changes, 2018 promises to be an even bigger year than ever for cannabis.

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## Amercanex Staff & Board Members

### Executive Team

Steve Janjic, Chief Executive Officer

Adam Martin, Head of Product Development

Michael Herron, President US Markets

Dennis Garces, President International Markets

Robert Mercorella, Chief Operating Officer

Marc Asselin, Chief Technology Officer

Steven Ferrara, Chief Compliance Officer

Jason Brown, Chief Financial Officer

Luc Nelson, Executive Vice President of Merchant Processing Solutions

Lisa Hopkins, Vice President of Marketing

Erica Reilly, Communications Director

### Board Members

Richard Schaeffer, Chairman

Gordon Rutledge, Vice Chairman