



ceocfointerviews.com
© All rights reserved
Issue: June 17, 2019

CEOCFO Magazine

Cannabis Brands Company, DionyMed Brands Inc. is bringing great Medical and Recreational Cannabis Products to Consumers Everywhere it is Legal

Edward Fields
Chief Executive Officer

DionyMed Brands Inc.
OTCQB: DYMEF

Contact:
CEOCFO Magazine
570-851-1745

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: *Mr. Fields, what is the focus at DionyMed Brands, today?*

Mr. Fields: DionyMed is a cannabis brands company. We are intently focused on bringing great cannabis products to consumers everywhere that are legal and available for both medical and recreational consumers.

CEOCFO: *On a basic level, what do you understand about doing just that, bringing cannabis products to market?*

Mr. Fields: For us, it is about getting to consumers through two channels. First, we reach consumers through our direct-to-consumer platform [Chill](#) that not only offers real-time and same day delivery but helps us stay on top of consumer trends that we can apply directly to our brand strategy. Second, we also rely on our robust distribution platform to reach a very large network of dispensaries to offer our products through traditional retail outlets.

CEOCFO: *How have you decided which markets to enter?*

Mr. Fields: The west coast is one of the most exciting markets for cannabis in the world and, as the largest market California is a place we are proud to call home. With a strategic emphasis on expansion and scalability, we also think that Nevada and Massachusetts in particular are great places to develop new relationships with consumers who are adding or integrating cannabis into their lifestyle.

CEOCFO: *Would you go through the different steps and the processes you have solutions for, and why should people be using DYME?*

Mr. Fields: In addition to our direct-to-consumer delivery services, we have shipped over 5.5 million individual cannabis products throughout California and Oregon, and it starts at the farm with great cultivators. Once the product is cultivated, we step in and deliver the product to manufacturing or post-processing facilities through our end-to-end compliant delivery, sales, and cash logistics platform. For our brand, cultivator, and retailer customers, we can support supply chain, ordering, and inventory; retail route optimization and scheduling, and even invoicing and delivery notifications. We can also test products for pesticide and contamination and package them to ensure regulatory compliance. We currently serve more than 90% of the retail dispensaries in California.

CEOCFO: *Do you typically work with your clients with a variety of your services or do people use one or two services?*

Mr. Fields: With respect to our services, many of our customers take advantage of the packaging, testing, marketing and distribution services we offer. In particular, our testing services and marketing support for our portfolio brand partners are highly valued, and set DYME apart from the rest of the industry.

CEOCFO: *How do you keep ahead or even up with all the various trends, different products and ways of creating new products and new ideas?*

Mr. Fields: I am fortunate to lead a sophisticated team of experienced cannabis entrepreneurs across California, Oregon, Nevada and Massachusetts. Staying current in this highly regulated ultra-dynamic industry is really about getting feedback and input from the rest of the team as they attend conferences, walk into dispensaries, and interact with consumers, cultivators and growers. I think the toughest thing to stay current on is the ever-shifting landscape of regulations from state to state and county to county. Even here in California, we constantly monitor and ensure that we have active live permits for delivery into markets that have excluded dispensaries. I also spend a lot of time reading and gathering as much market intel as possible.

CEOCFO: *Would you tell us about your growth strategy, and what is your plan for the next year and three to five-year plan?*

Mr. Fields: For us it is all about head's down execution. We think that scale is in and of itself a critical strategic priority. I think the industry is going through a wave of consolidation; we are a participant in that. We've acquired several companies and have several more in the pipeline. We have had some interesting conversations with companies who are excited about our story and the work that we are doing. If the rate of consolidation continues for the next three to five years, there will be a few very large players left-- we expect not only to grow through process but also to come out on top.

"We are the Silicon Valley version of the cannabis story. We have a very sophisticated leadership team, driving a hyper growth enterprise at a moment when scale matters a lot."- Edward Fields

CEOCFO: *What do you look at for acquisitions and how do you know when a company is the right fit?*

Mr. Fields: For us that starts with the leadership team of the respective acquired company. We think ultimately that cannabis is challenging. It's a tough regulatory environment and it takes a lot of thoughtful people to succeed, but ultimately it is about having the right team on the ground. For us, the answer to that question is: do we have the right team in place for this company to lock arms with and continue to grow?

CEOCFO: *What has been the interest from the investment community?*

Mr. Fields: I think there has been a lot of interest around our brand and distribution and direct-to-consumer strategy. We are very new to the public market and we just recently released our first Q1 results. We look forward to helping investors better understand us and our model.

CEOCFO: *Would you tell us about the direct-to-consumer delivery?*

Mr. Fields: These days, almost anything is available on demand--from Amazon Prime to the Apple Store to Grub Hub and Door Dash. You can literally get anything delivered and that is true with cannabis as well. Direct-to-consumer cannabis delivery expands the market to include people who would otherwise not have access to cannabis because the dispensary is too far. The most important factor in the direct-to-consumer model is the logistic and technology platform for perfecting the user experience from order to fulfillment. You need very sophisticated inventory management capabilities so that you can see inventory across a rolling fleet of vehicles, as we have over 200 drivers in the Bay Area on any given day, bringing cannabis to consumers. Finally, you need a strong customer acquisition set of resources for introducing the company and service to new customers and bringing them onboard.

CEOCFO: *Are there particular products you would like to add to the mix?*

Mr. Fields: I think we are going to continue to see new novel delivery methods for THC and CBD. The industry is a pioneer of the vape pen for cannabis, which allows people to consume other forms of cannabis concentrates and I think we are going to continue to see lots of innovation around these novel delivery devices. Consumers are excited about convenience, safety, and trustable brands.

CEOCFO: *Do you find that consumers are paying more attention to quality, or still not there yet?*

Mr. Fields: I think some of the challenges that we are seeing in the market are signals that consumers are demanding safe, high-quality cannabis products. In California we have new testing protocols that added a whole list of dangerous things like heavy metals to the list of banned substances. There have been shortages in the market because of the transition to these new testing standards, and because there are shortages, you have to believe that that consumer demand for safe high-quality cannabis plays a role.

CEOCFO: *What surprised you as you developed DionyMed to the point where you are today?*

Mr. Fields: I think the biggest surprise is how gracious, thoughtful and fun the pioneers of the cannabis industry really are and have been. I am a little late to the game; while I have been in this seat for a couple years, there are people who have been at this for a lot longer. I would not say it is a surprise, but I would say it is one of the nice things about the cannabis space. The other surprise is the constantly shifting regulations and the pace of change across the regulations. It can be a real business challenge to navigate, although it does open up new opportunity.

CEOCFO: *Why do companies want to be acquired by DionyMed, and why do individuals want to work with you?*

Mr. Fields: We are the Silicon Valley version of the cannabis story. We have a very sophisticated leadership team, driving a hyper growth enterprise at a moment when scale matters a lot. If you are a bootstrap brand manufacturer in cannabis and you are looking for a long-term home for your intellectual property and for the value you have created, it is really going to be important to find the right dance partner as the industry begins to consolidate. What I keep hearing from my team is they love the rate of which we are growing, the scale that we are achieving, and they think our business strategy is the winning one. I think that is why companies are turning to us on a regular basis as part of this consolidation phase.

CEOCFO: *Final thoughts, what if anything might people in the industry as well as the investment community, miss about DYME?*

Mr. Fields: I think the most important thing for them to understand is that we are a brands company *and* we are advancing the model in distribution and direct-to-consumer delivery. As a leading brand business in the cannabis space, we are well positioned to surf this wave as it breaks across global shores and brings cannabis to everyone, everywhere.