**FOR IMMEDIATE RELEASE**

**Treez, A Leading Point of Sale Cannabis Software Company, Closes Over $11 Million in Series A Funding Led by Intrinsic Capital Partners**

Retail software company well-positioned for growth with more than $15million in invested capital

**September 10, 2018 (OAKLAND, CA AND CONSHOHOCKEN, PA)--** [Treez](http://icm-tracking.meltwater.com/link.php?DynEngagement=true&H=oGJ1pkZyysOST8btnWeAdWfazdP60O3PLkuOZioW2RiI0IVhceklyp0TrS2pSUUmWUFFniyvRzAfDHFRoMTkRqySKt%2FqNuQEQCD43RJzr6msEYNelyp9siG3Tut3THdP&G=0&R=treez.io&I=20180910140227.0000003f7296%40mail6-94-usnbn1&X=MHwxMDQ2NzU4OjViOTU3ZGZhZmRmNmQ2MWU1N2YxNTEzZjs%3D&S=uOaRUNa0ECLu2LBlT-exTi-yTOQmUj3-ojgg1E9jagQ), the premiere point of sale (POS) software company serving the legal cannabis industry, announced today the closing of its Series A funding, led by Intrinsic Capital Partners (Intrinsic). The company closed on an oversubscribed $11.5 million in funding, topping off its $15 million in total investments. The Series A included a $10 million investment by Intrinsic, along with investments by AFI Capital Partners and Welcan Capital.

Treez was launched in 2016, combining the deep cannabis industry knowledge of co-founder Shareef El-Sissi with the software expertise of co-founder and CEO John Yang. In just two years, Treez has grown to become the premier solution-oriented enterprise retail management tool for high-volume and multi-location dispensary operators, serving over 100 of the largest and most successful dispensaries in the U.S.

“When we created Treez, we understood the impact our technology could have within the cannabis industry—ushering in a new era of automated compliance, data-driven insights, and a more modern, integrated cannabis ecosystem,” said John Yang, Treez CEO. “We’re thrilled that our funding has put us in a position where we can continue to expand our team, invest in beneficial partnerships, and bring more creative retail management solutions to this rapidly growing industry,” said Yang.

In addition to Intrinsic Capital Partners, AFI Capital Partners and Welcan Capital, other value-added investors like Salveo Capital, New York ARC Angels and Arcadian Funds have helped Treez stay ahead of the competition while bringing valuable expertise and guidance to help ensure Treez’s continued success.

“Our focus at Intrinsic is investing in sector leading technology and life science companies run by entrepreneurs prepared to grow their businesses and transform the cannabis industry ,” said Jerry Stahlecker of Intrinsic. “ We’re excited to invest in a team that has delivered the industry’s leading enterprise retail management technology and look forward to supporting Treez in growing its market share and developing broader industry solutions,” added Stahlecker.

Treez is currently considered the industry leader in POS software systems. With the newly secured funding, Treez can continue to expand its footprint, pursue market expansion opportunities and invest in partnerships that will help seamlessly connect each link in the supply chain.

If you are a high-volume, multi-location, or aspiring enterprise-level dispensary, please contact Treez at contact@treez.io. For more information or to request an interview with Treez company principals or investors, please contact Marylyn Simpson at Marylyn@kipmorrison.com. Learn more at treez.io.

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**About Treez**

Founded by John Yang and Shareef El-Sissi in 2016, Treez is an enterprise quality retail management software serving the leading dispensaries in the United States. Treez’s software solution is designed to ensure compliance, increase data driven decision making and improve productivity for dispensaries in the rapidly growing legal cannabis industry.

**About Intrinsic**

Intrinsic Capital Partners is a Conshohocken, PA based growth equity firm that backs leading technology and life science companies poised to transform the global legal cannabis industry. Intrinsic is a value-added, partnership-minded investor focused on supporting entrepreneurs in delivering on the full potential of their businesses. Intrinsic offers operational expertise and multi-level support through its network of seasoned life science and technology partners. Intrinsic’s principals have operated and invested in global private and public technology and life science companies for a combined 65-plus years.