

FOR IMMEDIATE RELEASE:

Canvas Announces Strategic Acquisition of Coda, Reinforcing Its Leadership in the Cannabis Industry

Denver, Colorado - April 2024 - Canvas 1839 Group, a prominent company in the cannabis industry, is thrilled to announce its acquisition of the material operating assets of Coda, a renowned manufacturer of cannabis-infused edibles formerly based in Trinidad, Colorado. This strategic move marks a significant milestone in Canvas's mission to deliver consistent, high-quality products that cater to the diverse needs of cannabis consumers, reinforcing its commitment to innovation and excellence in the cannabis sector.

Canvas has distinguished itself as a leader in the cannabis industry, particularly noted for its Escape Artists brand, which specializes in scientifically-driven, premium cannabis products. The acquisition of Coda, founded in 2015 and celebrated for its artfully crafted confections, perfectly complements Canvas's existing offerings and underscores its vision for the future.

A Union of Craftsmanship and Science

The integration of Coda into the Canvas family heralds a new era of cannabis product development. Coda's approach, rooted in the culinary artistry of classically trained chocolatier Lauren Gockley, its co-founder, will merge with Canvas's scientific rigor, led by Chief Science Officer Kyle Hammerick. This synergy promises to innovate in the cannabis market, blending indulgence with precision to create unparalleled products.

Canvas's strategy has always centered on providing products that not only meet but exceed customer expectations for quality and consistency. The acquisition of Coda aligns seamlessly with this strategy, enabling Canvas to leverage Coda's expertise in confections to enhance its product lineup. The move is a testament to Canvas's dedication to quality, a principle that has guided both companies from their inception.

Expanding Horizons

With the acquisition now official, Canvas is poised to reintroduce Coda's beloved products to Colorado. This initial step is part of a broader vision for multi-state expansion, reflecting Canvas's ambition to make a significant impact on the cannabis market nationwide.

The union of Escape Artists and Coda is more than a business transaction; it is a fusion of shared values and philosophies. Both brands have built their reputations on the pillars of quality, consistency, and efficacy, creating products that not only delight but deliver on their promises. This shared foundation makes Coda a natural fit next to Escape Artists within the Canvas family, promising exciting developments for consumers and the industry alike.

A Future Filled with Innovation

Looking ahead, Canvas is enthusiastic about the potential for product innovation and market expansion. The acquisition of Coda is just the beginning of a journey that promises to bring new and exciting products to the market. With a commitment to excellence and a focus on customer

satisfaction, Canvas is set to redefine the cannabis experience, offering products that cater to a broad spectrum of consumer needs.

In the words of Alison Spaltro, CEO of Canvas, “We're thrilled to welcome Coda to the Canvas family. Their exceptional edibles complement our current offerings beautifully, creating new possibilities for our customers. This acquisition marks an exciting step forward in our mission to innovate and provide the highest quality cannabis products. Together, we're poised to deliver even more value and variety. It's an exciting time for us, and we can't wait to see what the future holds.”

Lauren Gockley, Coda's Co-Founder and chocolatier, adds, “I can't wait to work with the Canvas team. Joining forces with Canvas represents a new chapter for Coda. It's heartening to see our passion for creating high-quality confections under their umbrella of premium brands. I'm excited for the opportunity to bring our beloved products back to the community, rejuvenated and ready to delight once again.”

A New Standard in Cannabis Excellence

Canvas's acquisition of Coda sets a new benchmark for quality and innovation in the cannabis industry. By combining the best of both worlds – Coda's culinary artistry and Escape Artists' scientific expertise – this combination is poised to revolutionize the market, offering products that are not only effective but truly exceptional.

To learn more about this exciting development and explore the enhanced range of products, contact our media relations team.

About Canvas 1839 Group

Canvas 1839 Group Inc. is a leading figure in the cannabis industry, dedicated to offering innovative, high-quality products that meet the evolving needs of consumers. With a team of experts and a commitment to research and development, Canvas has established itself as a benchmark for excellence in the field. The acquisition of Coda's material operating assets underscores Canvas's dedication to expanding its product offerings beyond its Escape Artists brand and delivering unmatched quality and satisfaction to its customers.

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