

**We know your business is about more than just plants and products. It's about people, too.**

In an increasingly crowded marketplace, cannabis retailers are facing stiff competition. With so many choices out there, the difference-maker lies in an incredible store experience: picture-perfect merchandising, well-stocked shelves, and knowledgeable budtenders. Zipline is a store communications and task management platform that dramatically improves store execution, drives compliance, and helps store employees bring your brand to life for customers.



## WHY ZIPLINE?

### Easy to Use

Would your employees rather use Sharepoint or Instagram? We did the impossible and made Zipline fun to use so adoption is best in the industry. Forget training guides - Zipline's built to fit your stores' day-to-day, so you can change performance without changing behavior.

### Personalized by Location and Role

From privacy regulations to mandated operating hours, every city has their own unique way of managing cannabis retailers. Cut the clutter and confusion by filtering news and information to only the teams that need it, so your employees spend less time understanding what they need to do to be compliant.

### Actionable Reporting

Zipline can create daily checklists and help you track critical tasks, like how your stores dispose of unsold merchandise. Easy-to-read reports show who did what (and what's getting missed) so you can quickly follow up with non-compliant stores.

### Single Source of Truth

In the cannabis industry, city and state regulations change rapidly. Zipline centralizes all of your communication to stores so everybody's on the same page. Ensure store teams always know where to go for the latest communications so they're not operating from outdated information.

### Mobile-First, Two-Way Communications

Avoid the need for individual employee email accounts, and prevent confidential information from being sent over personal communication channels. Zipline allows field employees to communicate directly with managers, HQ, and each other about what's happening in their store.

### Inspire and Engage your Teams

We know your store employees aren't just cashiers - they're consultants. That's why Zipline makes it easy to inspire and engage your teams with pictures, videos, and gifs, in an environment that looks and feels like you. More engaging content means more knowledgeable budtenders who can bring your brand to life for customers.

### HQ-Level Visibility

At a glance, get a summary of what the entire fleet is doing and then drill down into specific bright spots or non-compliant stores. You can easily ensure teams read important regulatory updates (and quickly follow up with those who don't).

### Rest Easy - It's All Secure

Retail Zipline has been built with security as a top priority from day one. We're proud to share that we've been awarded a SOC 2 Type II certification (which includes all five of the SOC 2 Trust Services Principles of security, confidentiality, availability, processing integrity, and privacy) and completed the CSA STAR Level 1 Self-Assessment.



*Zipline gives me the context behind a task so I know why it's important and when it is due. I can easily see high priority items, like safety issues, and I take care of those first.*

**WHY OUR CUSTOMERS LOVE WORKING WITH ZIPLINE?**

Our customers love Zipline because we built our sweat and tears right into the platform, removing the pain for you. We worked in retail communications and we were great at our jobs. But, we still saw only 29% store execution. We knew it wasn't us. Or the store associates. We simply didn't have a two-way communications platform that allowed us to align our teams, empower the field without overwhelming them and see what was getting done. So we built a solution that works for today's constantly changing retail businesses.



**WE GET YOU**

Zipliners have lived retailers' pain points first hand, can empathize with struggles, and have solved some of your top frustrations.



**WE HEAR YOU**

We solve the problem of poor compliance by fixing communication. Almost no change management is needed.



**WE HELP YOU**

Zipline is effortless to set up and easy to use at all levels of the organization.



**WE SUPPORT YOU**

Our world-class support team has your back. No support contract needed.

**THE WORLD'S LEADING RETAILERS RELY ON ZIPLINE**

