



INTERNATIONAL STAR

STRATEGIC PLAN 2023-2024

July 25th, 2023

International Star Inc. (ILST) is a publicly listed company currently trading in OTC Markets (<https://www.otcm Markets.com/stock/ILST/overview>). The company currently operates, through its wholly-owned subsidiary, Budding Equity Inc., owns various intellectual property contracts with movie studios which provide for the licensing of that IP to third parties for cannabis hardware.

The company also has joint venture partnerships with celebrities such as Ice Cube and Kevin Smith for licensing and branding cannabis products that are sold and distributed by third-party licensed producers. A core focus of ILST remains on acquiring and developing innovative businesses with high growth potential in the cannabis space and beyond. ILST remains intent on growing its current brands through synergistic opportunities.

1. INTRODUCTION: ILST - WHERE HOLLYWOOD MEETS CANNABIS

International Star Inc. (OTCMKTS: ILST), under the new leadership of ILST Holdco LLC since June 2022, has transformed its business focus and embarked on a pioneering journey into the expansive world of the cannabis industry.

The milestone in this shift was ILST's acquisition of the ground-breaking entity, Budding Equity Inc., in February 2023.

Budding Equity is the brainchild of Dan Rubin, a visionary with a keen eye for emerging markets and a deft hand at stimulating corporate growth. Rubin's expertise, honed by his experiences in the financial management sector, where he successfully raised over \$9 billion in assets, has been instrumental in shaping Budding Equity's revolutionary presence in the cannabis industry.

Budding Equity has is effectively bridging the gap between cannabis, entertainment, and consumer products, blending these distinct realms in an unprecedented manner. Through strategic partnerships with world-renowned celebrities and high-profile brands, Budding Equity has innovated the process of producing and marketing cannabis accessories, effectively reshaping the landscape of the cannabis industry.

The company's portfolio of entertainment properties includes utilizing iconic brands such as Cheech & Chong's Up In Smoke for the accessory market. Additionally, a strategic partnership with renowned director Kevin Smith has led to the development of a line of cannabis accessories under the Jay & Silent Bob brand. With these intellectual property rights, the company partners with manufacturers and distributors to produce licensed accessories that resonate with a diverse audience.

A notable highlight of Budding Equity's operations is its fruitful collaboration with famed director Kevin Smith, resulting in the production of accessories under the widely recognized Jay & Silent Bob™ brand.

The acquisition of Budding Equity has also brought a thrilling pipeline of potential future projects. For instance, the company has entered into a partnership with the creators of the

movie "All My Friends Are Dead," aimed at creating cannabis products and accessories that capture the cultural zeitgeist. Exclusive cannabis products were placed in the movie script; we believe that this novel approach to cannabis marketing has not been explored before and is unique to Budding Equity. The ever-growing list of new projects should mean an exciting future for ILST and Budding Equity. Budding's key market differentiator is its relationships with Hollywood to a) access meaningful and monetizable IP and b) create a system of producing films that place our products in the script.

ILST's strategy focuses on expanding through internal revenue growth and acquiring other cash-flowing and sustainable businesses. Leveraging Budding Equity's extensive industry expertise and expansive network, ILST is poised to carve a strong growth trajectory in the rapidly evolving cannabis industry.

In the alliance between ILST and Budding Equity, an audacious narrative of the interplay between entertainment and cannabis is being written. The compelling vision of ILST, combined with Budding Equity's adroit navigation of the cannabis industry, is expected to bring fresh perspectives and unique products to consumers across the globe.

2. OUR MISSION AND STRATEGIC OBJECTIVES

International Star Inc., through its subsidiary **Budding Equity Inc.**, has found an exciting intersection of cannabis, entertainment, and intellectual property (IP). By leveraging this unique position, ILST aims to pioneer the cannabis industry by integrating popular culture IPs and celebrity endorsements into its product lines.

This strategic plan for 2023-2024 is designed to realize this ambition, accelerate growth, and increase shareholder value.

This document outlines our strategic objectives for 2023-2024 and the steps we intend to take to achieve these goals. Our mission is to seamlessly blend entertainment and cannabis to deliver high-quality, celebrity-endorsed cannabis products and accessories, forming our vision statement's essence: ***"Transforming the global cannabis landscape through innovation, collaboration, and unparalleled entertainment experiences."***

OUR MISSION

Our mission is to revolutionize the cannabis industry by seamlessly merging it with the world of entertainment, using intellectual property rights to create unique, licensed cannabis products that resonate with a diverse consumer base that become part of a broader cultural change.

ILST aims to create a symbiosis of cannabis and entertainment, tapping into cultural consciousness through a fusion of celebrity influence and iconic IPs to generate a unique line of cannabis accessories and products.

By joining forces with the entertainment, movie and music industries, International Star wants to be able to strengthen the position of the cannabis industry in more mainstream channels.

STRATEGIC OBJECTIVES:

As of today, the company holds an obvious strategic objectives, with a key focus on maximizing profitability and generating a favorable scenario to widen its shareholder base.

1. **Leverage Celebrity Partnerships:** Collaboration with renowned celebrities to license and brand a unique line of cannabis products and accessories. The endorsements will boost the visibility of cannabis-related brands and create a unique product line that stands out in the market.
2. **Expand Celebrity Partnerships:** Establish licensing agreements with A-list celebrities to develop co-branded cannabis products and accessories, driving brand recognition and market differentiation.
3. **Monetize Entertainment IPs:** Leverage Budding Equity's rights to popular IPs to boost sales for licensed marijuana accessories and our revenue in the process.
4. **Expand Intellectual Property Portfolio:** Utilize Budding Equity's intellectual property rights to broaden our product range with IPs related to licensed marijuana accessories, appealing to a diverse consumer base.
5. **Strategic IP Acquisitions:** Identify and acquire additional IP assets within the entertainment industry that align with our brand vision and can be successfully integrated into the cannabis industry.
6. **Maximize Internal Revenue Growth:** Increase sales by implementing aggressive marketing and sales strategies that emphasize our unique positioning in the market and the quality of our products.
7. **Cultivate Human Capital:** Foster a supportive, dynamic work environment that encourages innovation, professional development, and exceptional performance.
8. **Increase Shareholder Value:** Deliver consistent financial performance to provide long-term shareholder value underpinned by transparency, integrity, and adherence to the highest standards of corporate governance.

ABRIDGED ACTION PLAN

(subject to change)

Q3 & Q4 – 2023:

- Negotiations for celebrity partnerships, targeting those who align with our brand vision and have the potential to influence our target demographic.
- Further talks with potential celebrity partners and negotiate licensing agreements.
- Develop prototypes for entertainment IP-infused cannabis accessories and products.
- Identify potential IPs for acquisition that align with our brand.
- Finalize and execute the acquisition of identified IPs.
- Communicate to markets our new financial calendar and engagement opportunities.

Q1 & Q2 – 2024:

- Continue to leverage the momentum of launched product lines to increase sales and market share.
- Start the development of new product lines using recently acquired IPs and celebrity partnerships.
- Begin exploratory process for the next round of celebrity partnerships and IP acquisitions.

Q3 - 2024

- Launch new celebrity-endorsed product lines supported by a comprehensive marketing campaign.
- Identify potential IPs for acquisition in the coming year.

Q4 – 2024:

- Continue promotional activities to drive sales during the holiday season.
- Begin the development of the 2025 product line.
- Evaluate the year's performance and establish objectives for 2025.

Forward-Looking Statements

This document contains "forward-looking statements." Words such as "may," "should," "promises" "could," "would," "predicts," "potential," "continue," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," and similar expressions, as well as statements in the future tense, often signify forward-looking statements. These forward-looking statements are, by their nature, subject to significant risks and uncertainties.

Forward-looking statements should not be read as a guarantee of future performance or results and may not be accurate indications of when or if such performance or results will be achieved. Forward-looking statements are based on information that the Company has when those statements are made or management's good faith belief as of that time with respect to future events and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward-looking statements, including factors beyond the Company's control. As a result of these and other risks, uncertainties, and assumptions, forward-looking events and circumstances discussed herein might not occur in the way the Company expects or at all. Accordingly, readers should not place reliance on any forward-looking information or statements. The Company assumes no obligation to publicly update or revise its forward-looking statements as a result of new information, future events, or otherwise. All forward-looking statements herein are qualified by reference to the cautionary statements set forth in this section.

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