



PAUL COHEN'S

Marijuana Hub

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HOW TO MAKE MONEY IN THE MARIJUANA STOCK MARKET

ISSUE #4: SUB SECTORS: WHICH STOCK IS THE MOST ATTRACTIVE? PZOO

- ▶The most attractive sub-sectors have these components in common: high margins, protection against vagaries of the industry, demand, low costs, expansive growth, price protection, solid management, capital and access to capital.
- ▶No matter how the recreational and medical industries unfolds, testing marijuana will always be a foundation. Pazoo is ideally positioned. The stock is a sub penny give away.
- ▶A marijuana testing lab is normally housed in a small space; perhaps 3,000 - 5,000 square feet. Equipment is relatively easy to purchase. Costs are easily controlled. Demand will always be there as the industry expands.
- ▶While brain power, management and competence are a must, these businesses can grow state by state and nationally similar to a Starbucks footprint.
- ▶Margins can be very generous - in the 30%+ area. Solid management can program an exciting state and national footprint.
- ▶The most undervalued testing lab company with the highest potential stock appreciation in our 275 company Cohen Grassroots Marijuana Index is Pazoo (PZOO). We have written a substantial 59 page research report on the company. The report can be found on Paul Cohen's Marijuana Hub: www.cohenresearch.com. The stock trades at \$.0073 cents as of this writing. It has traded at 5 and 6 cents.
- ▶Pazoo has excellent and experienced management. While testing marijuana is the growth segment of the business, Pazoo also has an exciting high margin internet based health business.
- ▶The stock has been knocked down due to convertible securities conversions which should end in the near term. It looks to me like PZOO common has the largest and most attractive upside of any stock in any sub-sector.
- ▶I do not know of another sub penny stock that has this kind of upside potential. While there are higher priced more mature company stocks in different sub-industries, the upside percentage of PZOO is the largest in our sort.