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Introducing Global Cannabis Infrastructure Platform from Tyson 2.0 and Green Success 1.0

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Green Success 1.0 (GS1.0), a next-generation cannabis infrastructure company, announced a strategic partnership with legendary boxer Mike Tyson and U.S.-based powerhouse Tyson 2.0. This collaboration will establish a global infrastructure to support compliant, brand-led cannabis expansion, with a focus on bridging legacy culture with advanced automation, digital integration, and market execution at scale.

Green Success 1.0 serves as the backbone for international cannabis operations, enabling the seamless and compliant movement of flower, clones, and branded products through online and traditional markets. In less than a year, the company has already demonstrated its model's effectiveness by exporting over two tons of cannabis through medical channels in less than a year under the Tyson 2.0 brand, proving the speed, precision, and scalability of its model.

Following its launch in three new countries in 2025, Green Success 1.0 is now live in Germany, the UK, Australia, and the Czech Republic. The platform delivers a multi-segment strategyâ??from premium to value tiersâ??with a growing portfolio of market-leading brands, including Tyson 2.0.

"Green Success is disciplined. They know the markets, they understand the people, and they move like champions," said Mike Tyson, Founder of Tyson 2.0. "Europe's readyâ??and so are we."

Yuval Soiref, CEO and Founder of Green Success 1.0, emphasised the company's role as a visionary platform rather than a brand. "We didnâ??t just build a brandâ??we built the rails," Soiref said. "GS 1.0 is designed to operate in every layer of the business, from the online to wholesale, marketing, and market entry. Our mission is to create the largest Aâ??Z platform for cannabis brands in the world â?? a system where a brand can plug in and instantly scale across borders with speed, compliance, and precision. With Tyson 2.0 and our other brands now live in multiple markets, this is just the beginning of the takeover."