

2017 DIVERSITY IN CANNABIS WEBINAR



GIADHA AGUIRRE DE CARCER

CEO

New Frontier Data



JOHN KAGIA

EVP Industry Analytics

New Frontier Data



GIA MORON

Director of Communications

Women Grow



NOVEMBER 8TH, 2017 | 4:00PM-5:00PM EST



- About New Frontier Data
- Meet The Speakers
 - Giadha Aguirre De Carcer, New Frontier Data
 - John Kagia, New Frontier Data
 - Gia Morón, Women Grow
- Key Findings: The Cannabis Industry Annual Report
- Q&A

MEET THE SPEAKERS



Giadha Aguirre De Carcer **Founder & CEO, New Frontier Data**

De Carcer is the Founder and Chief Executive Officer of Frontier Financial Group Inc. dba New Frontier Data. She is an entrepreneur with over 20 years of experience in business execution, management and strategic business development with an emphasis on emerging markets.

De Carcer worked in investment banking with JPMorgan Chase in Manhattan and London, and served as a senior consultant in the Defense, Technology, Telecommunication sectors in both the commercial and government sectors domestically and abroad. She has successfully launched and operated four data-driven businesses and is considered an expert in strategic positioning and risk management in emerging high growth markets.

MEET THE SPEAKERS



John Kagia
Executive Vice President of Industry Analytics,
New Frontier Data

John Kagia is the Executive Vice President of Industry Analytics for New Frontier. He applies his keen understanding of market research, business strategy and industry analysis to help high performing organizations achieve their strategic objectives.

Leveraging his years of experience managing research studies for industry-leading clients including Accenture, Microsoft, The George Washington University, and the U.S. Department of State, John brings a keen understanding of how market insights enable organizations to plan, grow, compete, and measure performance more effectively.

MEET THE SPEAKERS



Gia Morón
Director of Communications, Women Grow

Gia joined the headquarter team January 2017 after working with the Women Grow New York team in 2016. She works closely with the CEO of the company on many of the day to day operations and decisions. Gia oversees all internal and external communications. In addition to working with Women Grow, she also owns a public relations, branding and business development consulting firm called GVM Communications, Inc., which she launched in 2012. Her firm expanded into the cannabis industry in 2015. Prior to starting her firm, Gia was a Media Relations Officer for fifteen years at The Goldman Sachs Group, Inc. and spent six years with The Fremantle Corporation as their Director of Promotions & Publicity.



KEY FINDINGS



ABOUT THE SURVEY

Participation: 1,742 Respondents

Field Dates: 8/7/2017 – 9/3/2017

Methodology: Online survey

Primary Sample Sources:

- Women Grow Market Mailing List
- New Frontier Cannabis Industry List
- Social Media Outreach

LIMITATIONS:

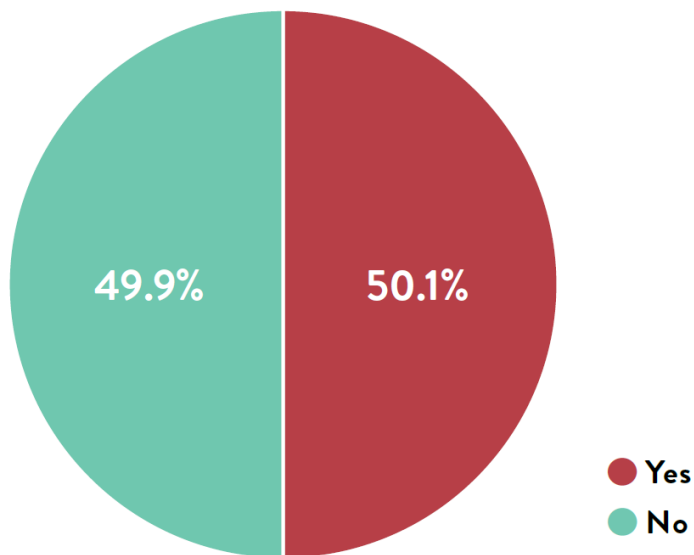
- Not a census. Self-selected respondents
- Variability in state-based markets may significantly influence respondent experiences
- Narrow definition of diversity. Disability, religious, and sexual orientation were not explored

A LANDMARK VIEW OF FEMALE EXPERIENCES IN THE INDUSTRY

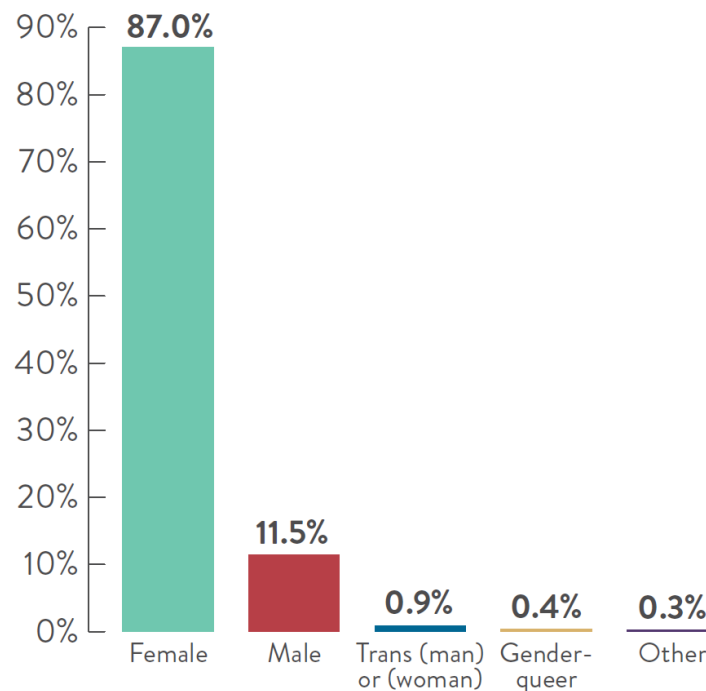
PARTICIPATION: 1,742 Respondents
FIELD DATES: 8/7/2017 – 9/3/2017

i CURRENTLY EMPLOYED IN CANNABIS

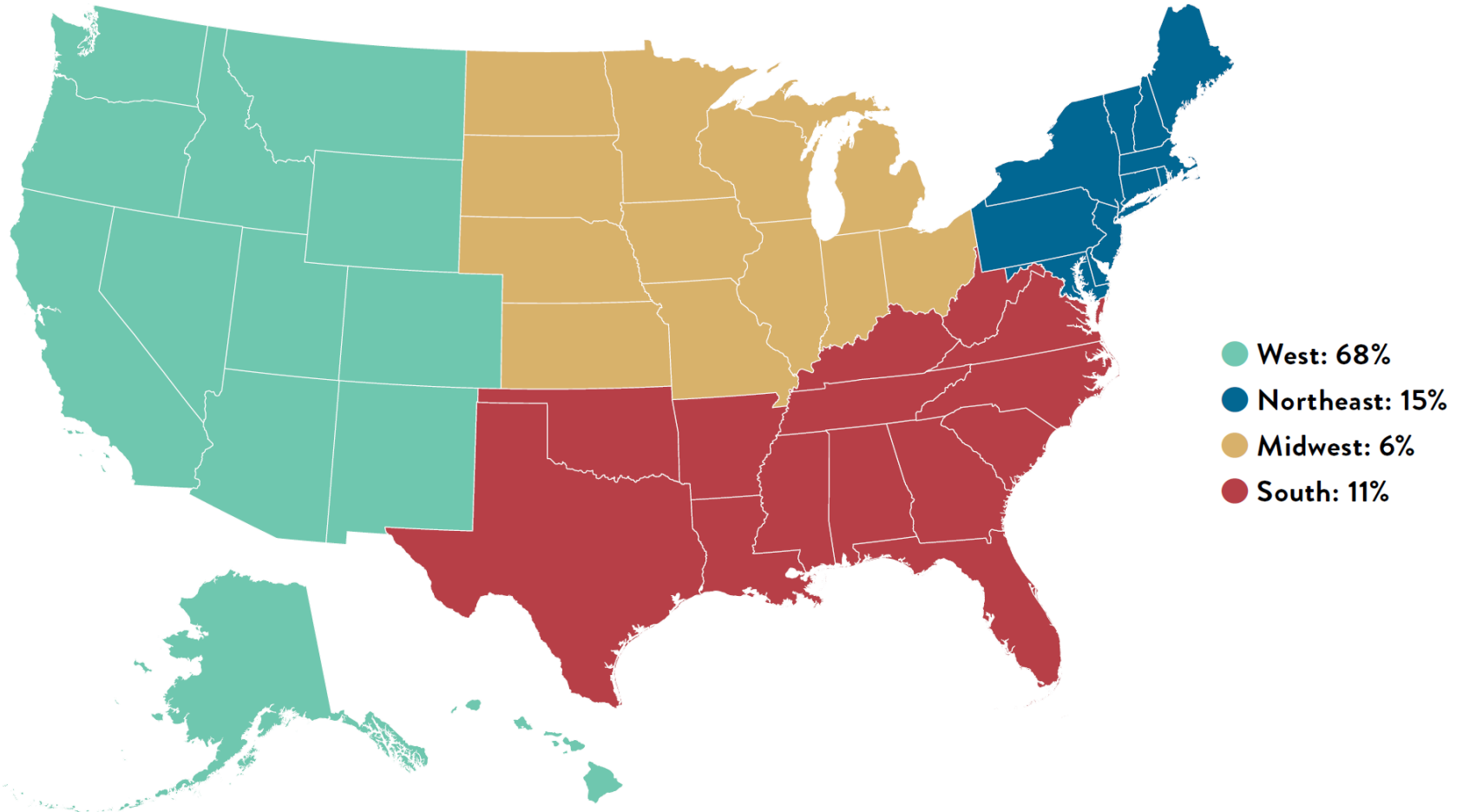
Q: Are you currently working in the cannabis industry?



i GENDER

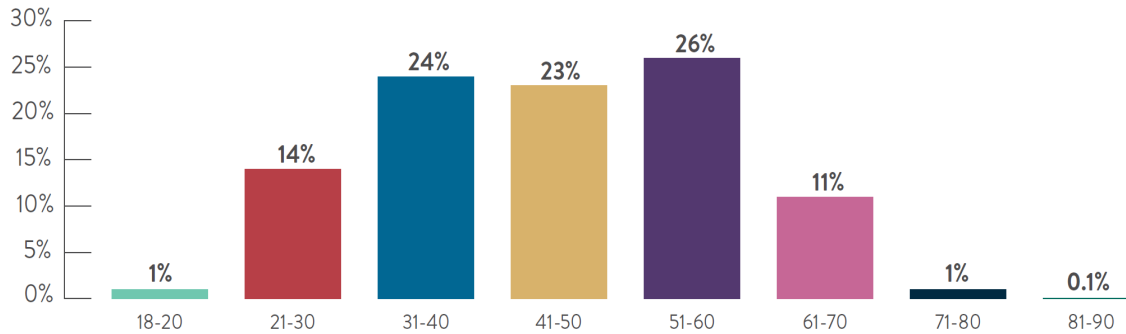


GEOGRAPHICALLY DIVERSE PARTICIPANTS REPRESENTING ALL ACTIVE MARKETS



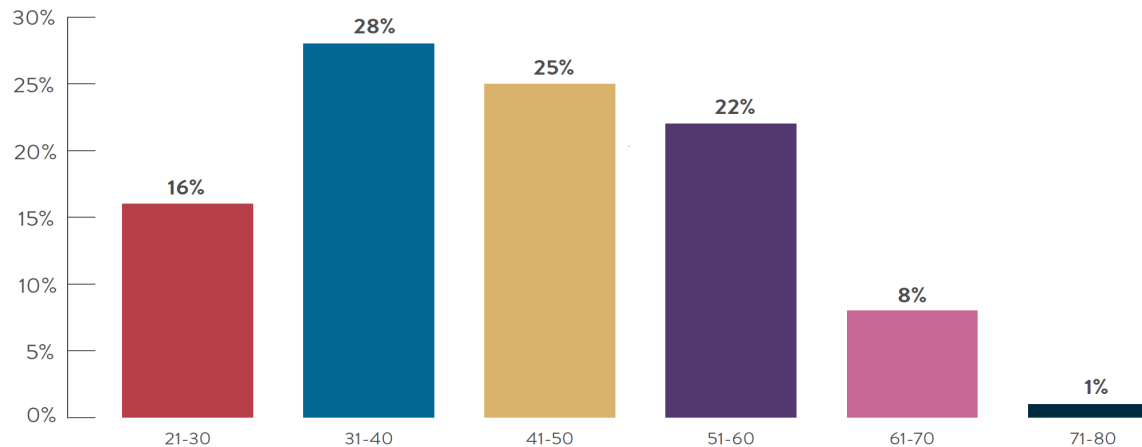
CANNABIS INDUSTRY STAKEHOLDERS ARE YOUNGER THAN THOSE NOT WORKING IN INDUSTRY

i AGE OF ALL RESPONDENTS



All Respondents
39%
Under 40 years

i AGE OF RESPONDENTS WORKING IN CANNABIS INDUSTRY

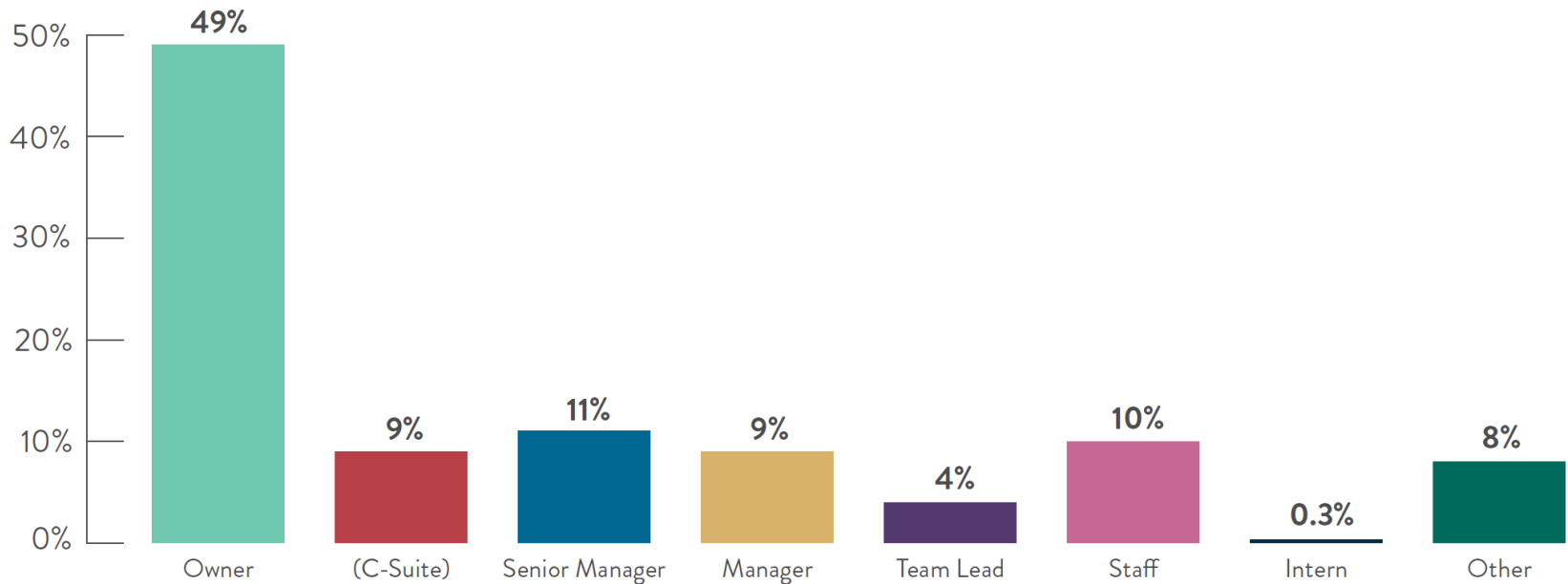


Cannabis Respondents
44%
Under 40 years

HALF THE RESPONDENTS WERE OWNERS; A LARGE MAJORITY SENIOR EXECUTIVES

JOB LEVEL

Q: Which of the following best describes your functional level within the company?

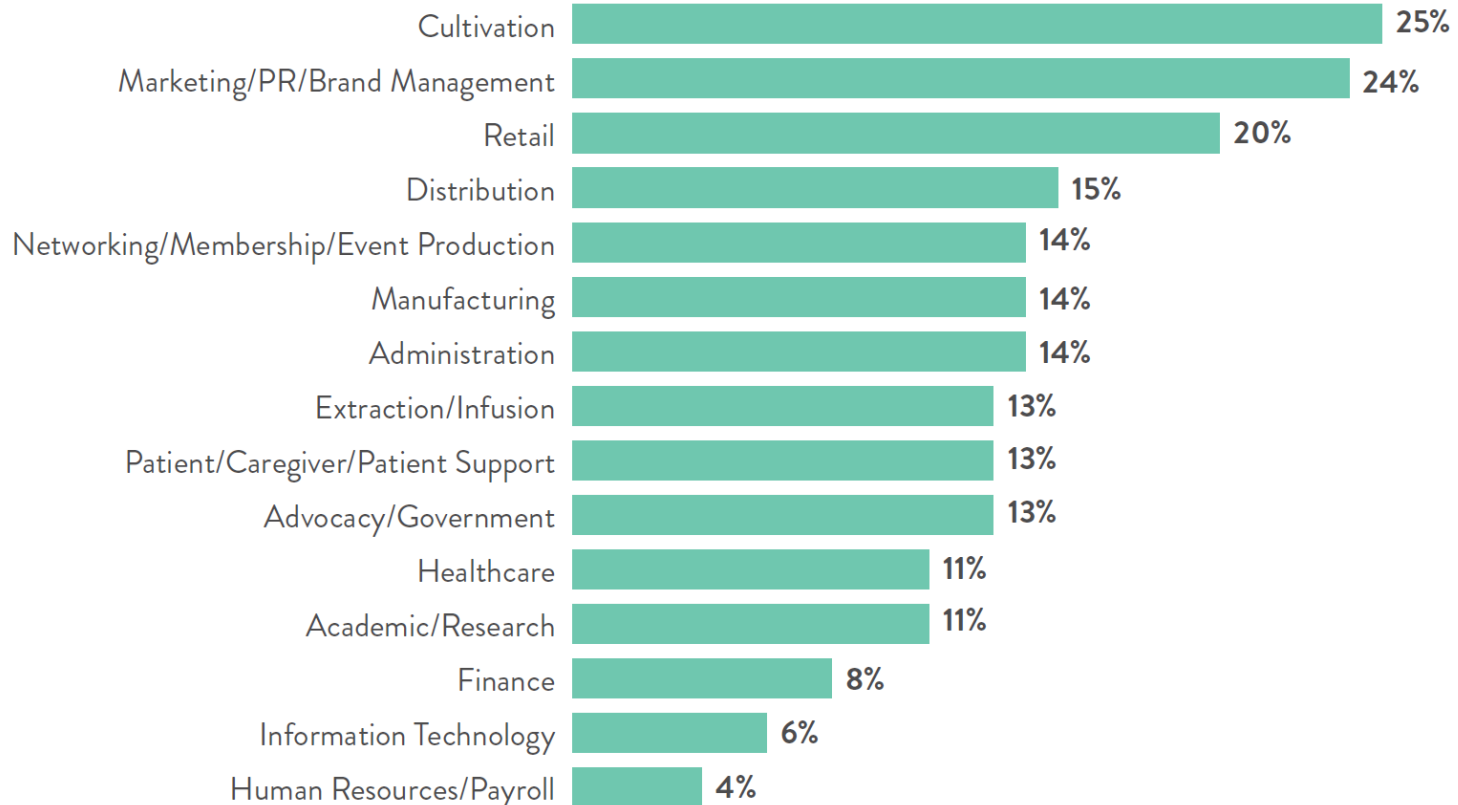


RESPONDENTS REPRESENT A BROAD ARRAY OF VERTICALS & RESPONSIBILITIES



ROLES WITHIN THE CANNABIS INDUSTRY

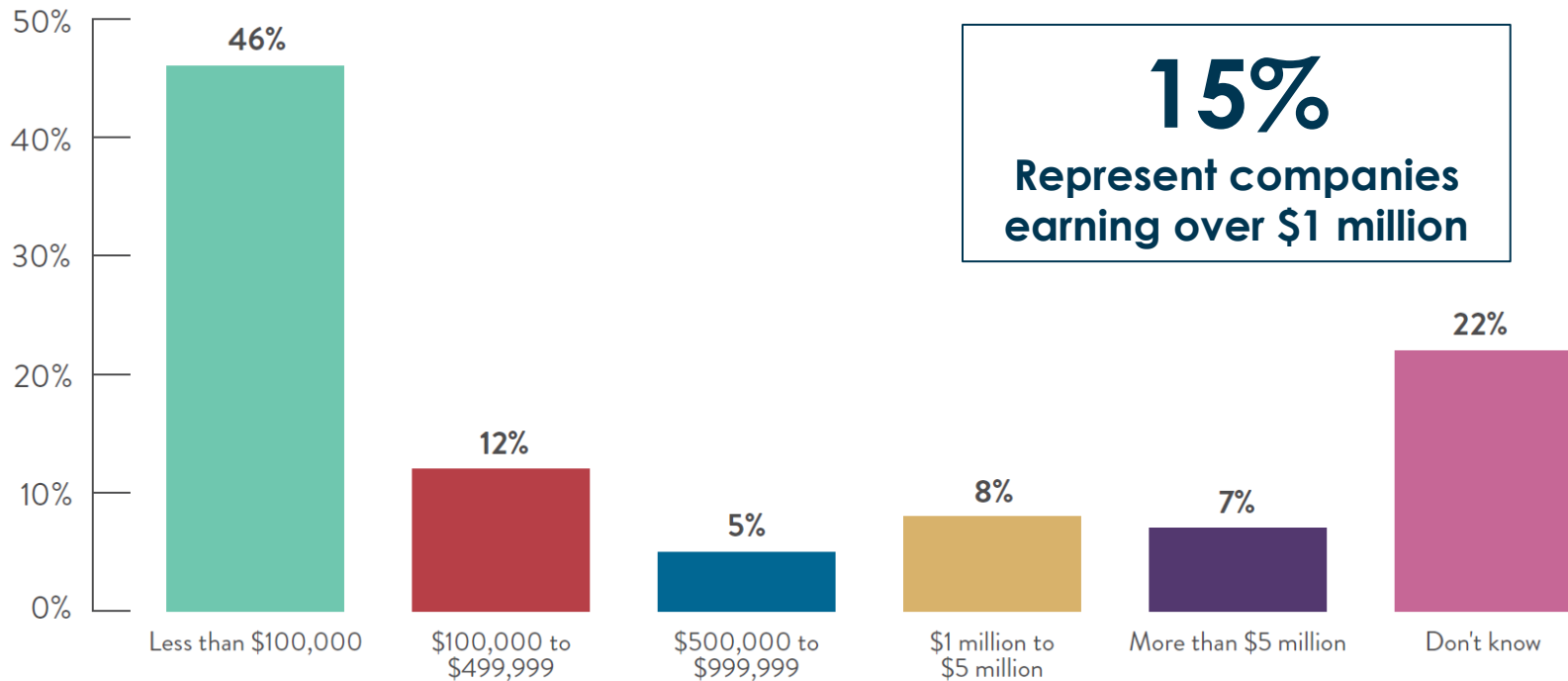
Q: Which of the following best describes the role of your current company within the cannabis industry? (Select all that apply)



AS A YOUNG INDUSTRY, MOST REPRESENT SMALL BUSINESSES

REVENUE GENERATED

Q: How much revenue did your company generate in 2016?

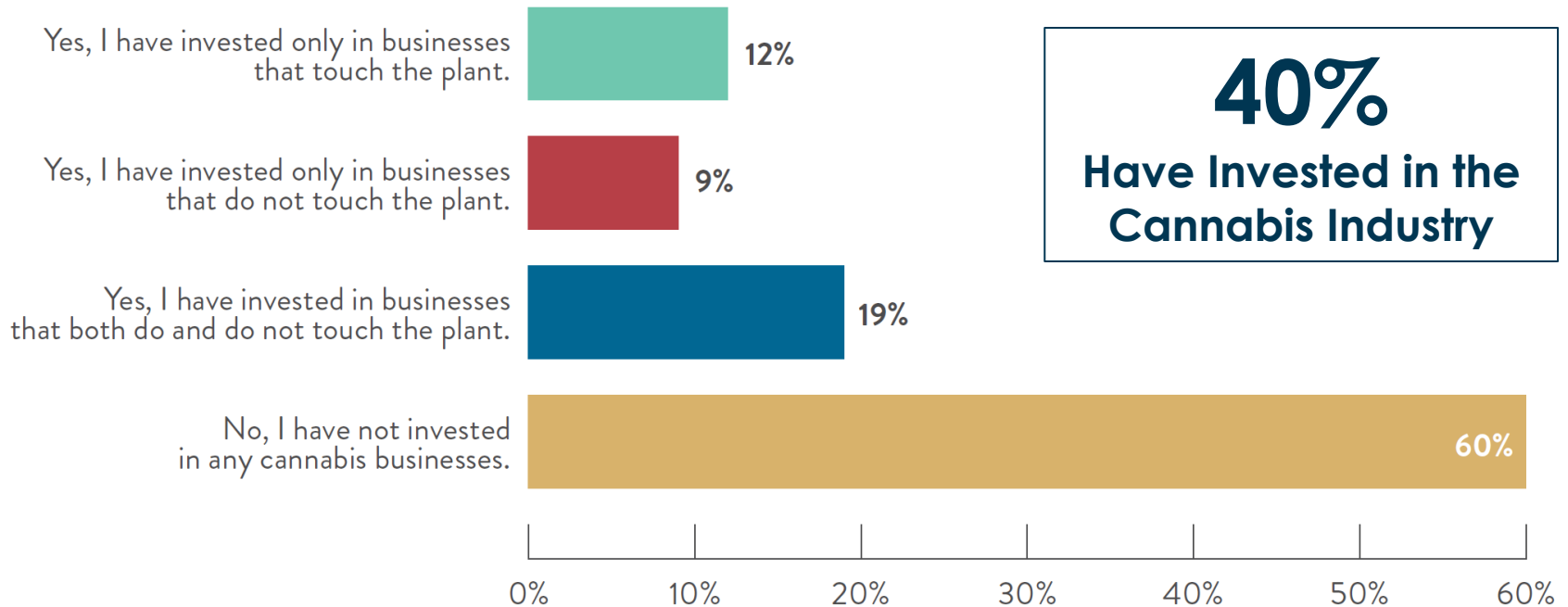


THE INDUSTRY IS SELF-FUNDING, DEEPENING STAKEHOLDERS' COMMITMENT TO ITS SUCCESS



INVESTMENTS IN CANNABIS BUSINESS

Q: Have you invested in any companies in the cannabis industry (including both companies that do and do not touch the plant)?





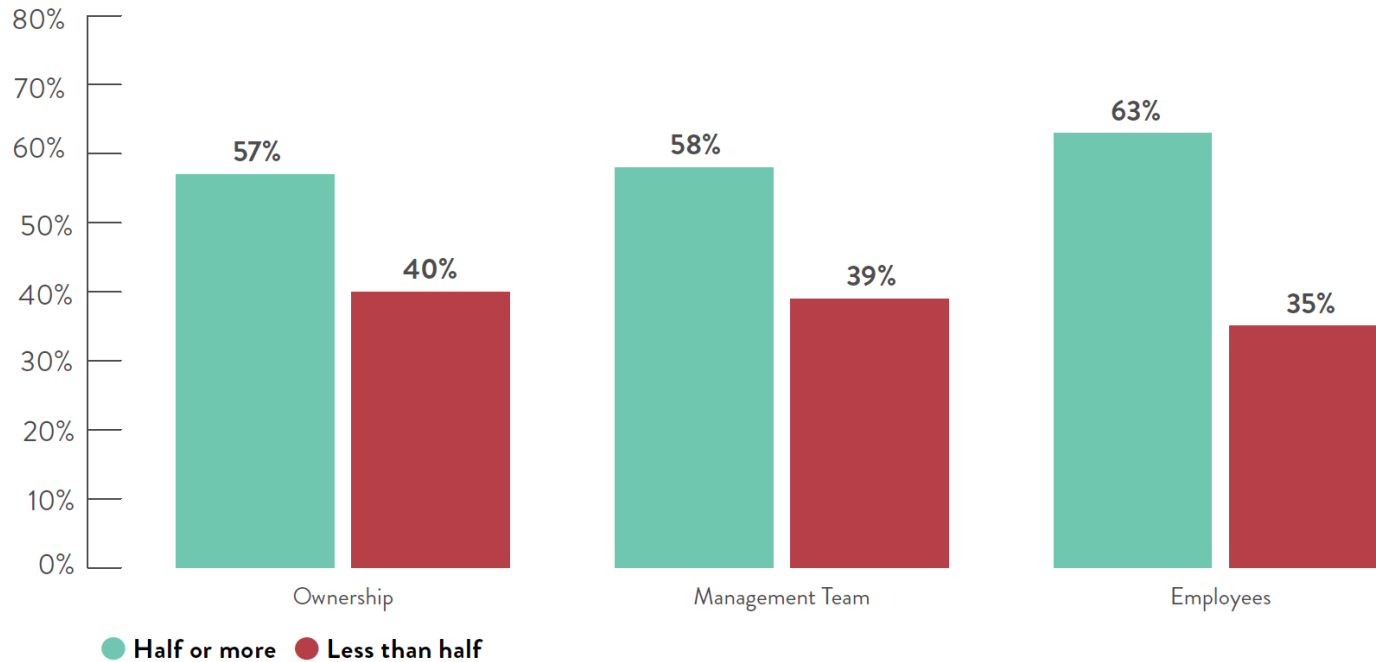
Profiles in Diversity

WOMEN HOLD LEADING ROLES AMONG THE COMPANIES REPRESENTED



PROPORTION OF WOMEN IN KEY COMPANY ROLES

Q: Within your current company in the cannabis industry, what proportion are women among the following groups?



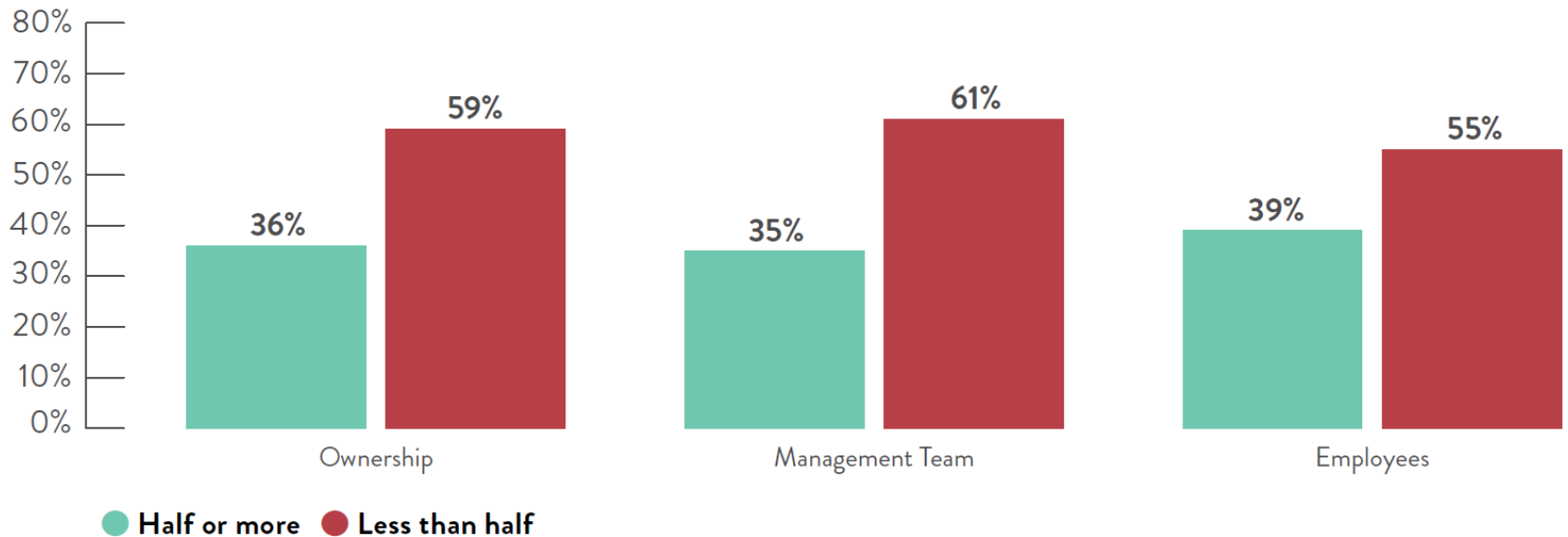
Nationally, 12% of business in the Small Business Investment Company Program companies are led by women.

MINORITIES ARE LESS LIKELY TO BE IN OWNERSHIP OR LEADERSHIP POSITIONS



PROPORTION OF MINORITIES IN KEY COMPANY ROLES

Q: Within your current company in the cannabis industry, what proportion are minorities among the following groups?



Nationally, 12% of business in the Small Business Investment Company Program companies are led by minorities.



The Business Case for Diversity

THE BUSINESS CASE FOR DIVERSITY: IT IMPROVES THE BOTTOM LINE

Racially/Ethnically Diverse Companies

35%

More likely to have above market performance

Gender Diverse Companies

15%

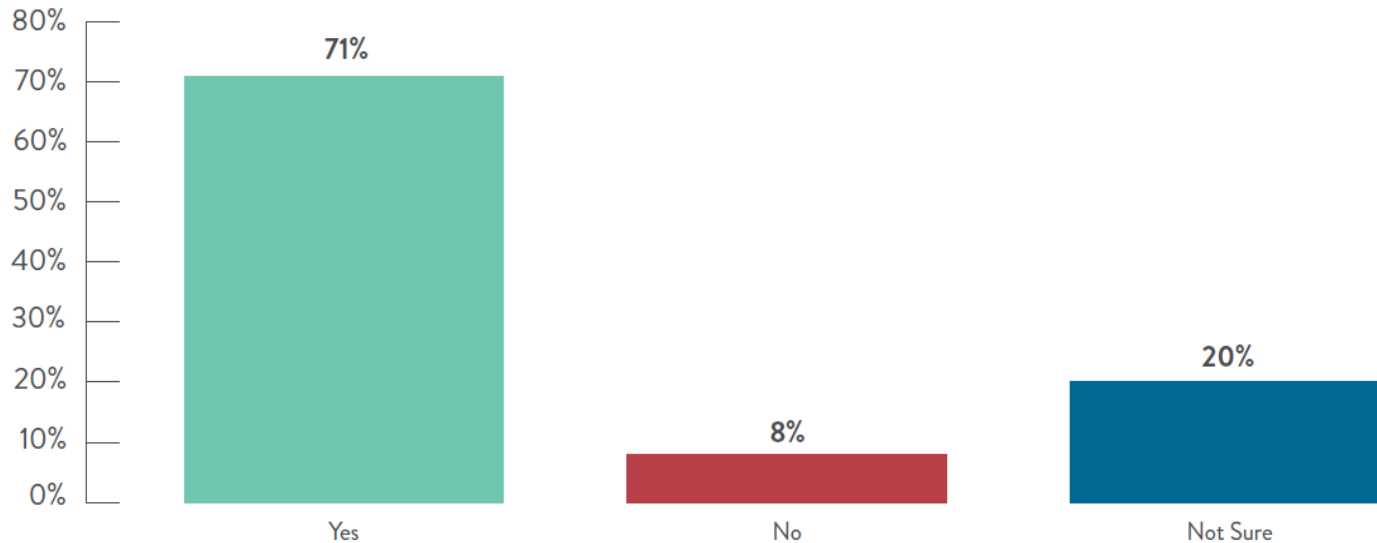
More likely to have above market performance

Source: McKinsey & Co.



EFFECT OF DIVERSITY ON OVERALL WORK EFFICIENCY

Q: In your opinion, does a more diverse workplace (gender, sexual orientation, race, etc.) improve overall work efficiency?

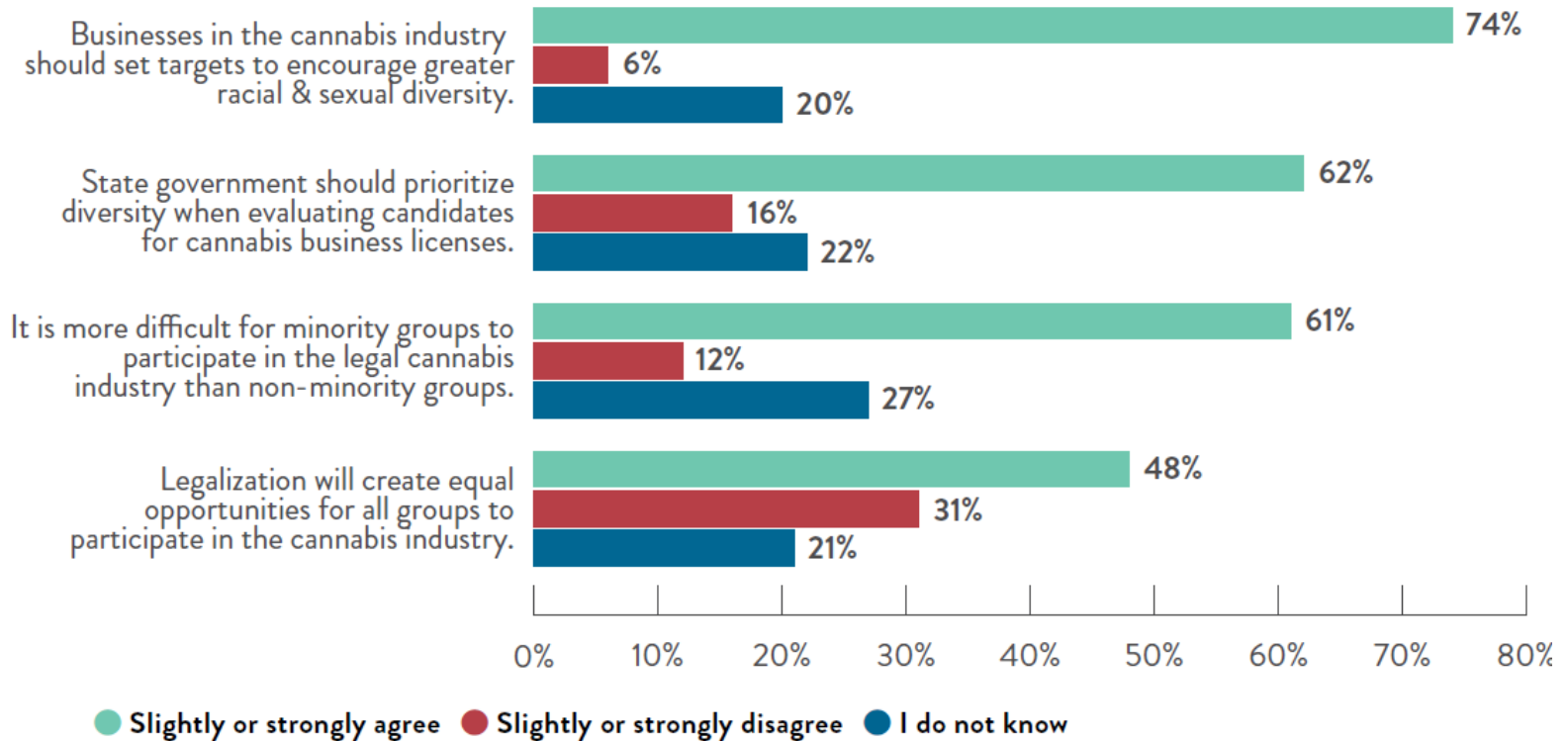


STRONG MAJORITY BELIEVE THERE SHOULD BE GREATER FOCUS ON DIVERSITY...



VIEWS ON LEGALIZATION AND GOVERNMENT ACTION

Q: To what extent do you agree with the following statements:

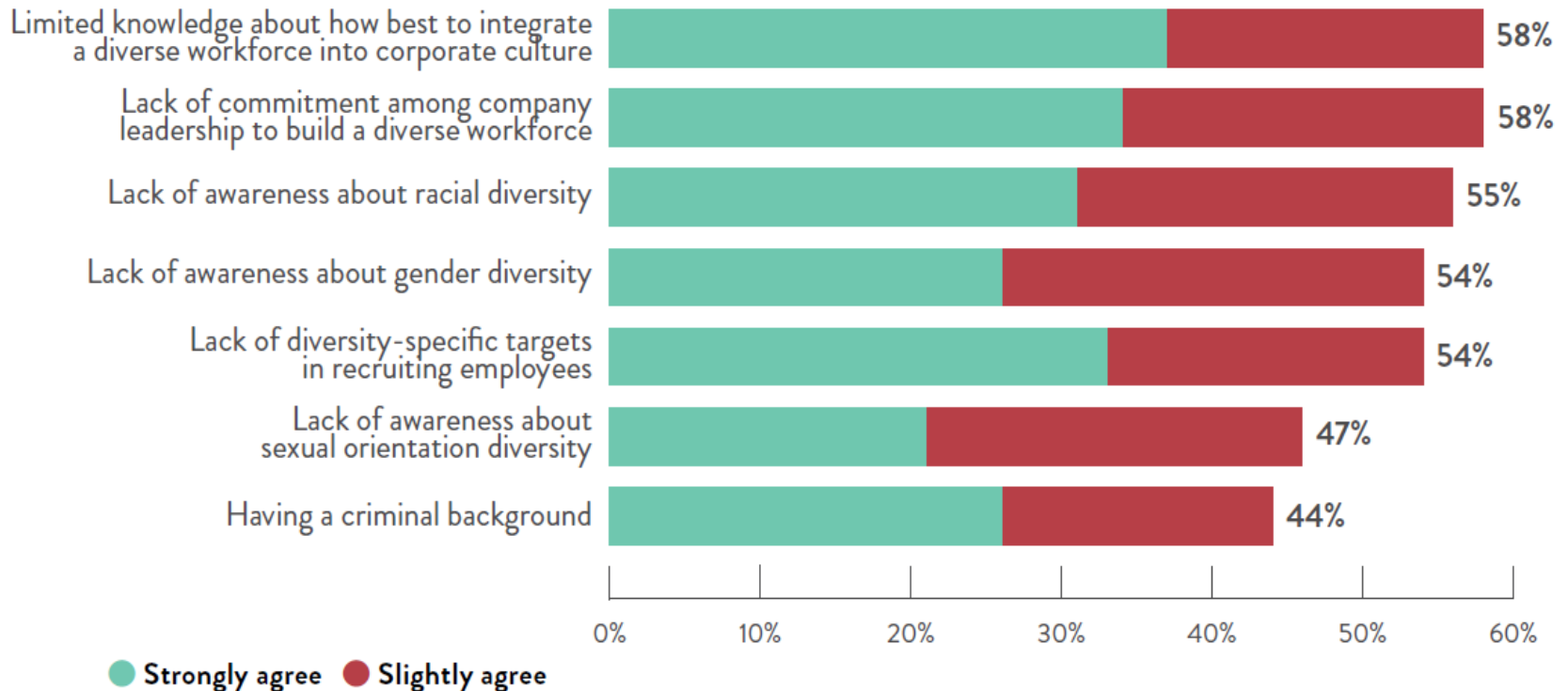


...BUT LACK OF KNOWLEDGE & COMMITMENT MAY BE SLOWING PROGRESS ON DIVERSITY



PERCEIVED BARRIERS TO ACHIEVING A DIVERSE WORKFORCE IN THE CANNABIS INDUSTRY

Q: To what extent do you agree that the following are barriers to achieving a diverse workforce in the cannabis industry:





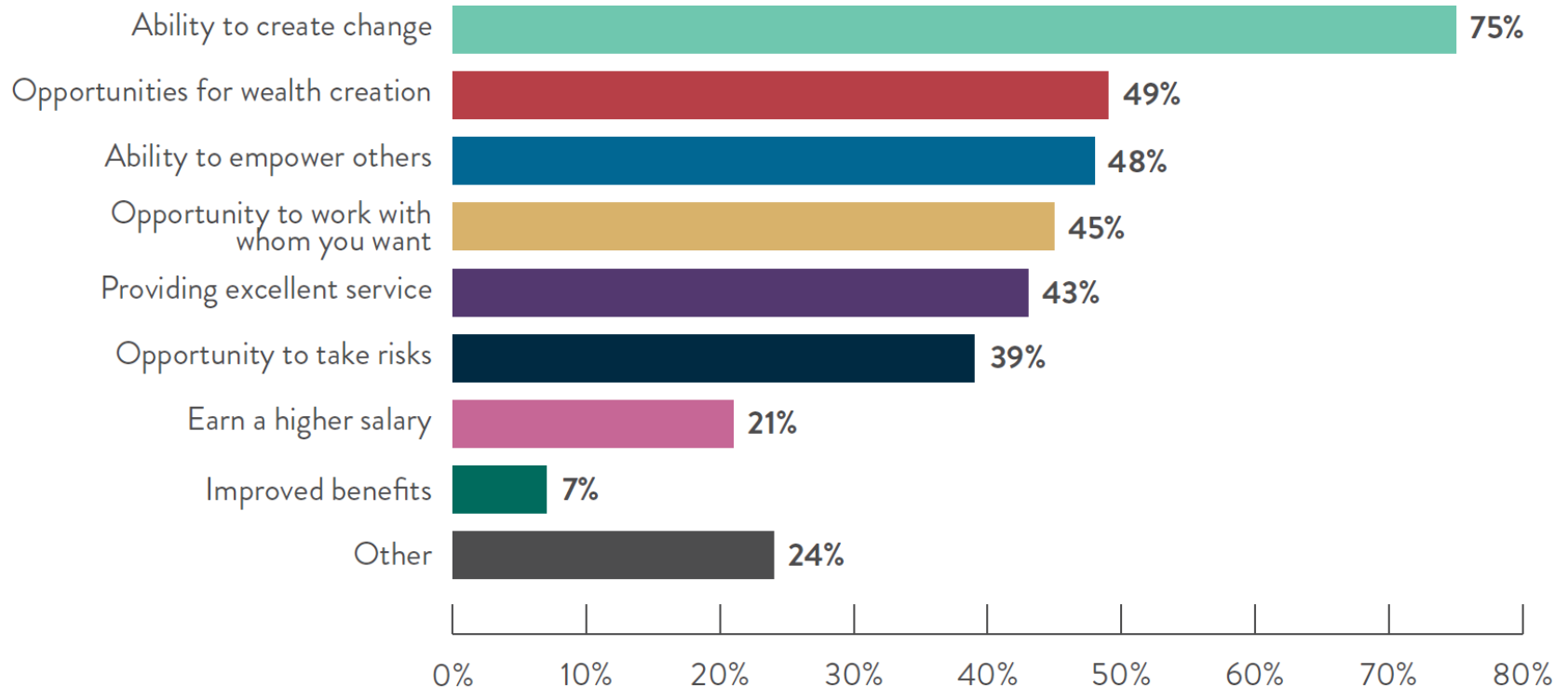
Reasons for Joining the Industry

EFFECTING CHANGE IS A KEY DRIVER FOR MANY INDUSTRY STAKEHOLDERS



REASONS FOR JOINING THE CANNABIS INDUSTRY

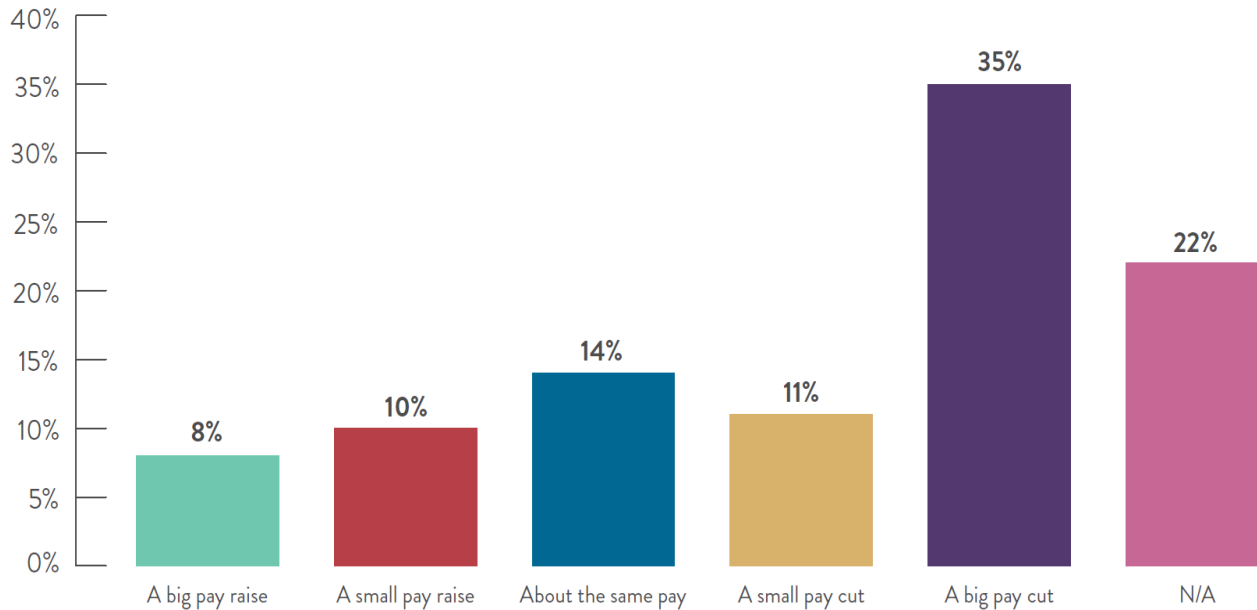
Q: Which of the following reason(s) best describe(s) why you joined the cannabis industry? (Select all that apply)



CANNABIS INDUSTRY STAKEHOLDERS TOOK LESS PAY...

CHANGE IN COMPENSATION LEVEL: COMING INTO THE CANNABIS INDUSTRY

Q: Compared to your last job, when you joined the cannabis industry, did you take:



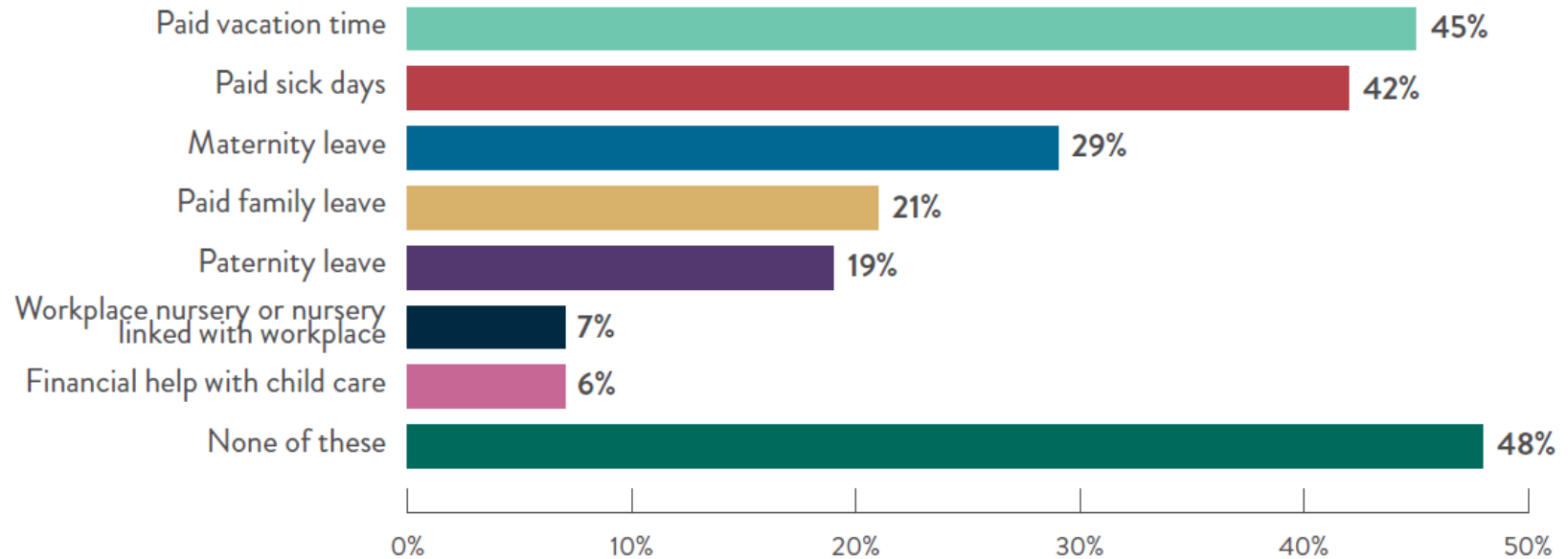
60%
Took equal or
lower pay to join
the industry

...AND HAVE FEWER BENEFITS...



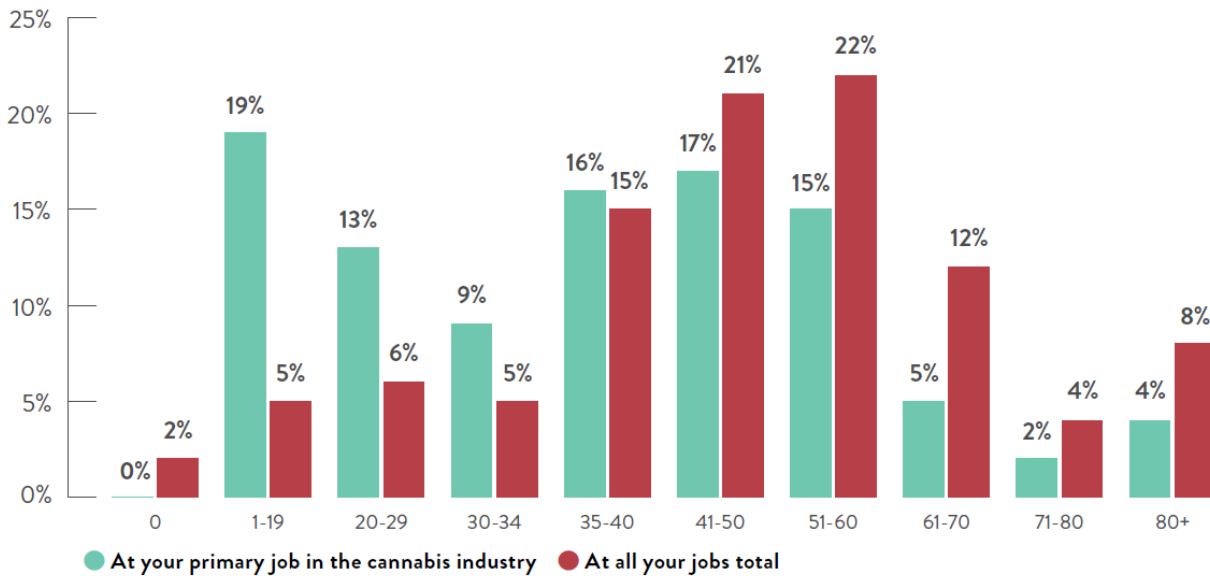
BENEFITS OFFERED TO EMPLOYEES

Q: Are employees at your workplace entitled to any of the following? (Select all that apply)



...AND WORK VERY LONG HOURS IN THE INDUSTRY

i AVERAGE NUMBER OF WEEKLY HOURS WORKED [% THAT WORKED OVER]



43%
Work over 40hr/week
in cannabis

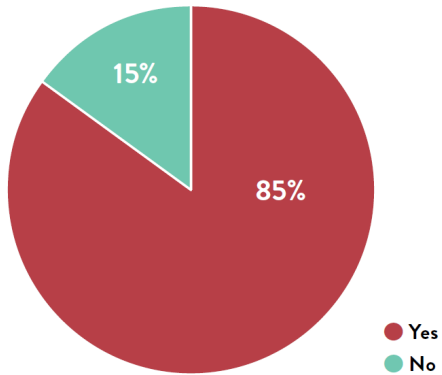
67%
Work over 40hr/week
across all their jobs



Cannabis Consumption Habits

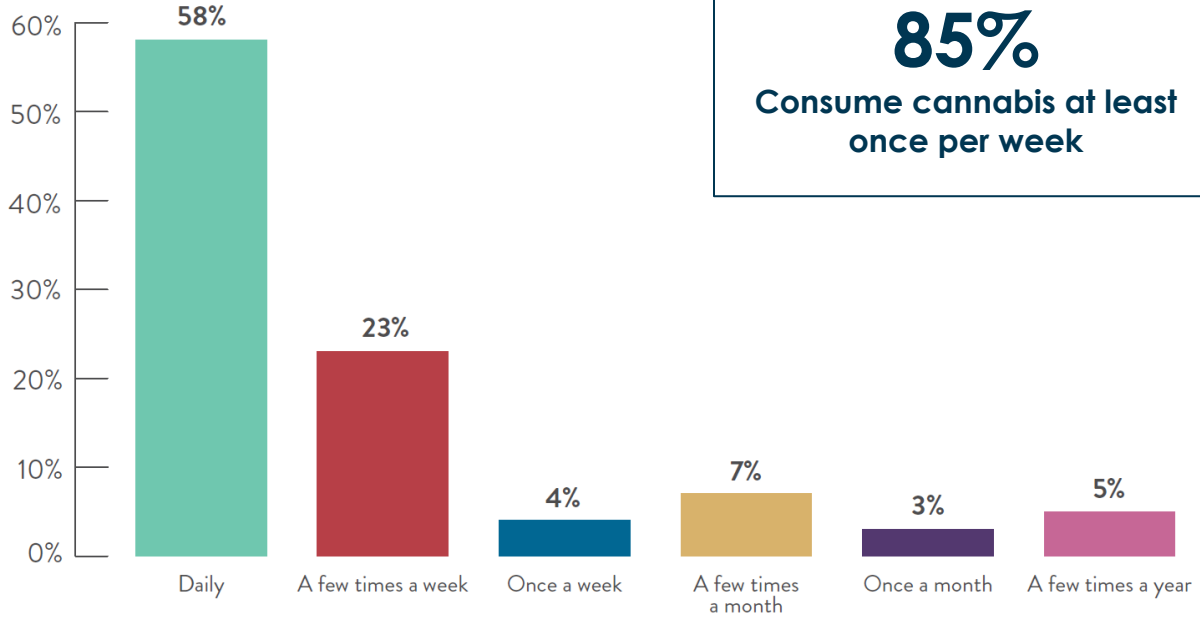
CANNABIS INDUSTRY STAKEHOLDERS ARE 10X MORE LIKELY TO BE CONSUMERS

DO YOU CONSUME CANNABIS?



FREQUENCY OF CANNABIS CONSUMPTION

Q: How often do you consume cannabis?



85%
Consume cannabis at least once per week



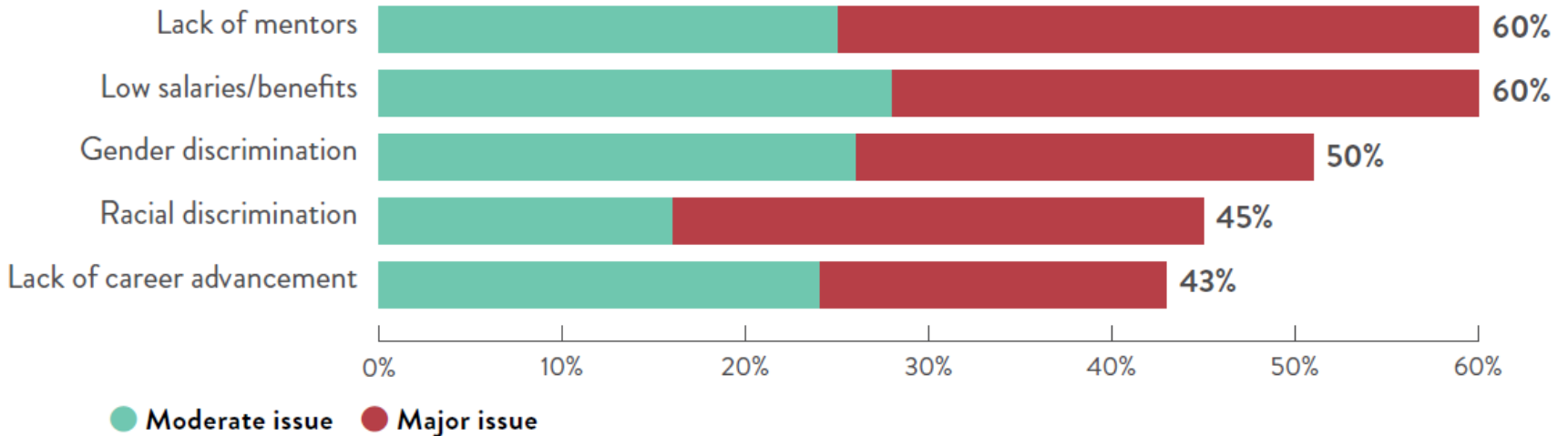
Sexual Harassment & Discrimination

DISCRIMINATION IS SEEN AS LESS OF AN ISSUE THAN PROFESSIONAL DEVELOPMENT



PERCEIVED ISSUES IN THE CANNABIS INDUSTRY

Q: In your experience, how much of an issue are the following in the cannabis industry:



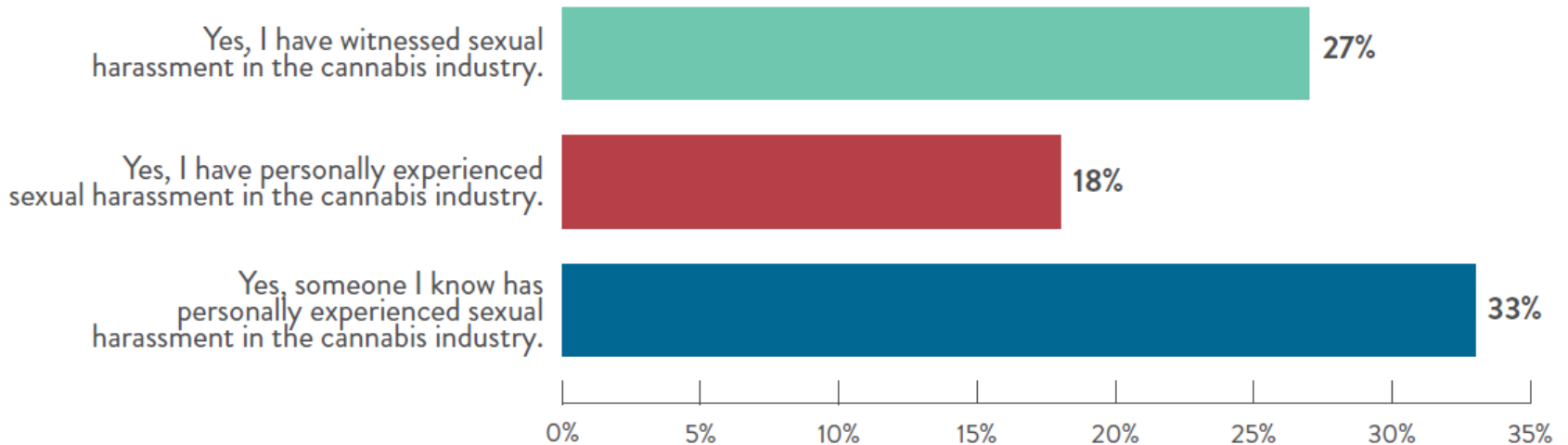


SEXUAL HARASSMENT IS PRESENT- BUT NOT PERVASIVE

53% have either experienced or witnessed sexual harassment in the industry



EXPERIENCE WITH SEXUAL HARASSMENT IN THE CANNABIS INDUSTRY



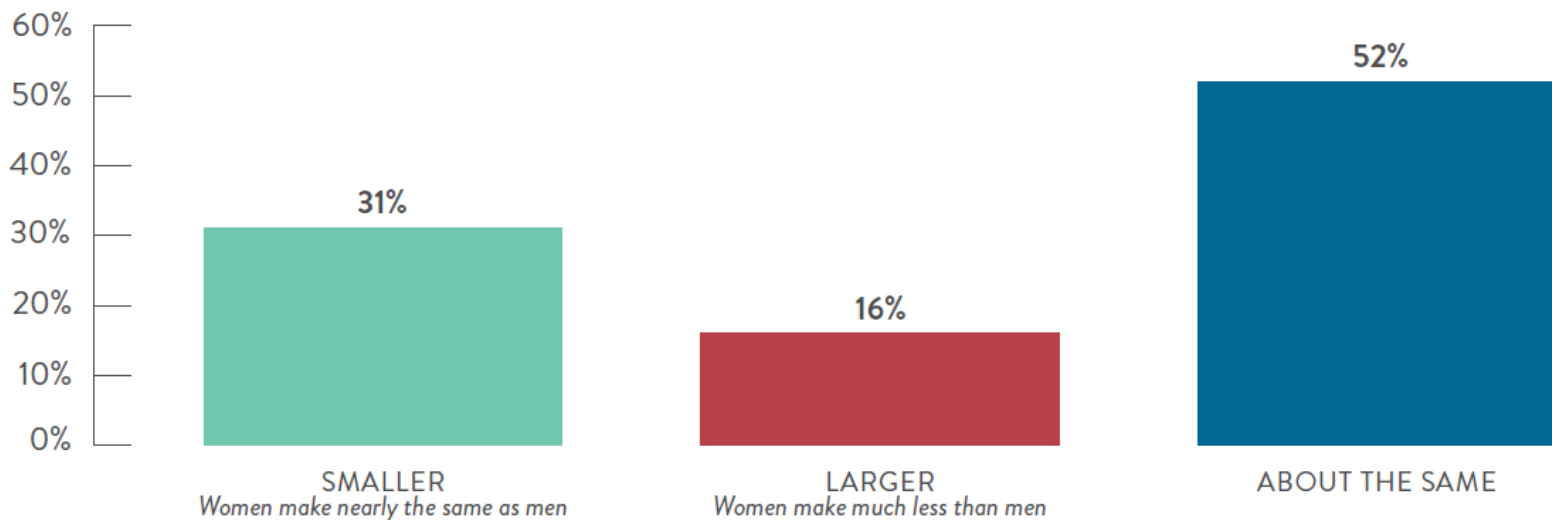
THE MAJORITY BELIEVE THE GENDER PAY GAP IS THE SAME OR SMALLER IN CANNABIS

Even with high female participation, the perceived pay gap persists.



PERCEIVED PAY GAP IN THE CANNABIS INDUSTRY

Q: Compared to the economy as a whole, do you think the pay gap in the cannabis industry is



MOST VIEW RACIAL & GENDER DISCRIMINATION COMPARABLE TO OTHER INDUSTRIES

Compared to other industries...

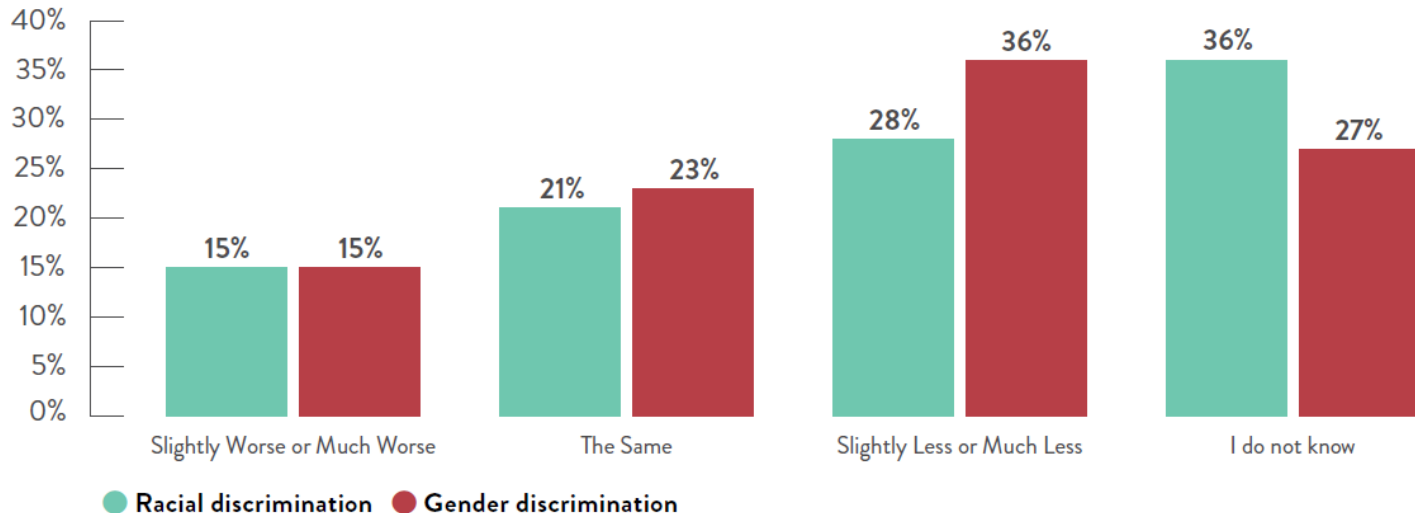
59% say gender discrimination is about the same or better.
49% say racial discrimination is about the same or better



PERCEIVED RACIAL AND GENDER DISCRIMINATION IN CANNABIS INDUSTRY VS. OTHER INDUSTRIES

Q: How does racial discrimination in the cannabis industry compare to other industries?

Q: How does gender discrimination in the cannabis industry compare to other industries?





KEY TAKEAWAYS

- Diversity matters. This is not a social issue, it is a business one
- As the industry matures, maintain diversity may become more challenging
- Harness the passion of deeply committed workforce
- Strategic and proactive thinking will be key to success.
- The rules have not been written for cannabis. The industry can decide its own fate.

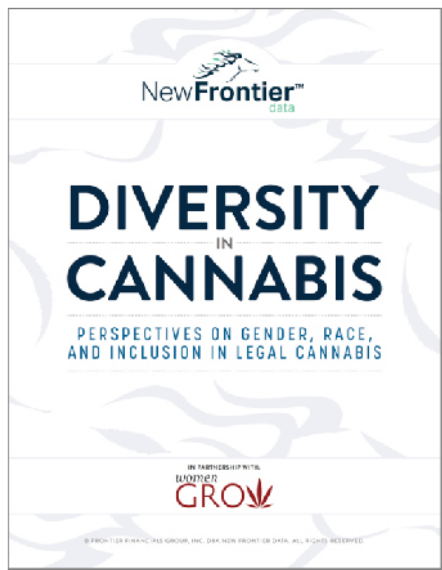


Q&A

THANK YOU!

Save **15%** on our Diversity in Cannabis Report
Use code “DiversityWebinar” today!

2017 DIVERSITY IN CANNABIS REPORT



THE REPORT COVERS:

- Diversity of Upper Management
- Cannabis Usage
- Compensation & Benefits
- Important Industry Issues: Experiences with Gender & Racial Discrimination
- Diversity & Inclusion in Business Strategy
- Diversity & Performance

Download the Report at:

www.NewFrontierData.com/2017Diversity



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2017 INVESTING IN CANNABIS WEBINAR



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EVP Industry Analytics

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SCOTT GREIPER

President

Viridian Capital Advisors



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