



## CANNABIS INDUSTRY GLOBAL COVERAGE

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# CANNABIS & HEMP: GLOBAL PHENOMENA



ABOUT US



# BIG DATA AS A SOLUTION™

## OUR STORY

Like every great business, New Frontier Data started with a problem: In 2014, there was no viable or comprehensive data and analysis about the cannabis industry, anywhere.

## OUR FOUNDER

Our Founder and CEO, Giadha Aguirre de Carcer is an internationalist. Born in Italy, raised in Switzerland, France and Spain, and having lived in six countries across the globe, she speaks 5 languages and has a keen appreciation for international cultural and economic dynamics. Giadha, an analyst and strategist by training, a serial entrepreneur by practice, identified the lack of critical data and analysis through her own attempted cannabis industry research. Despite ridicule from prior peers across banking, technology, energy and defense, she jumped at the opportunity to bring big data, the pillar in any modern burgeoning industry, to cannabis. She built her team of unparalleled experts from fields just as diverse as her own. In 2014, New Frontier Data started collecting data streams in cannabis, normalized them, and centralized them to provide vetted, polished, and actionable reporting to the industry before, and better, than anyone else, worldwide.

## OUR TEAM

We are a team of analysts, economists, and data scientists, and researchers. The team operates across 3 continents, with an insider presence in four countries. We deliver cannabis industry data, intelligence, and custom advisory services to investors and organizations, both inside and outside of the cannabis industry, to inform strategic planning, market entry or positioning, investing, socio-economic understanding, and public policy decision making. We are committed to providing trusted, unbiased, and accessible information to all cannabis stakeholders globally.



## MISSION

New Frontier Data strives to be the cannabis data analysis and industry reporting authority by collecting reliable data, applying rigorous analysis, and producing actionable intelligence. We are committed to the highest level of objectivity and transparency as we endeavor to equip our customers with the knowledge necessary to increase profits, identify opportunities, and navigate this nascent and still underserved market space.

## VISION

To be the World's Big Data Authority for the Cannabis Industry.

## CANNABIS EXPERTISE

- Global leader in cannabis business intelligence and reporting
- Cited in over **69** countries
- Effective media reach of over **5.3 billion** in 2017

## CUTTING EDGE TECHNOLOGY

- Applying leading technologies such as deep machine learning, neural-net-framework, and artificial intelligence
- Leveraging proprietary big data infrastructure to produce in-depth industry analytics and reveal real-time comprehensive insights

## COMPETITIVE



## EDGE

## COMPREHENSIVE DATA

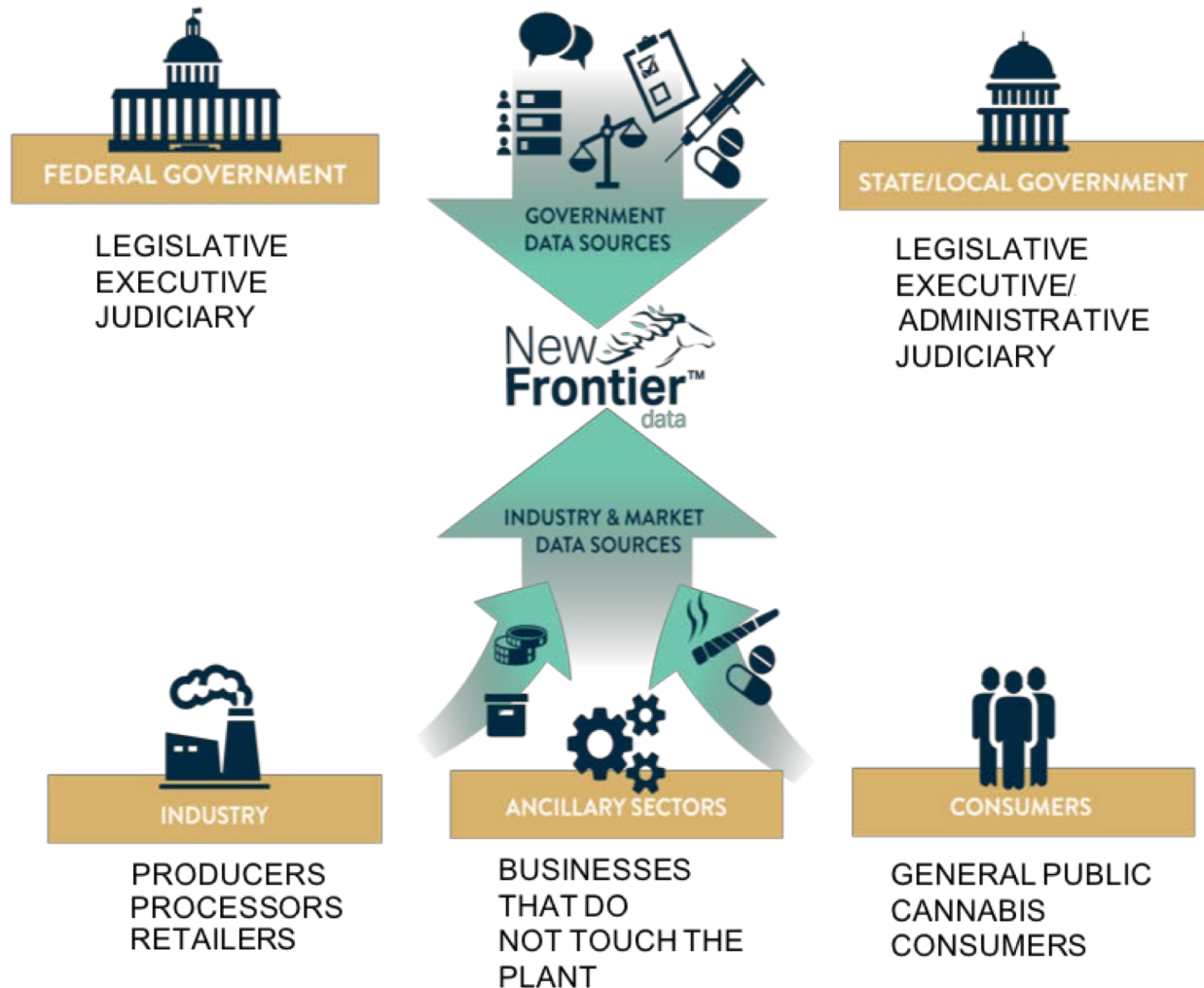
- Collecting and analyzing millions of data points worldwide
- Sourcing from governments, industry groups, and 100+ cannabis premier industry partners

## PARTNERSHIPS

- Committed to working hand-in-hand with our clients' and partners' teams
- Delivering the best possible work while keeping our counterparts' needs front-of-mind at all times

## 5 DIMENSIONAL BUSINESS MODEL

Data across all five  
dimensions is  
critical to  
clearly understand and  
successfully navigate  
the complex  
cannabis market.



OUR GLOBAL  
COVERAGE

A world map with a dark blue background and white contour lines. Countries are color-coded: red for global coverage, light blue for regional coverage, and grey for no coverage. The red countries are primarily in North America, South America, Europe, and Australia. The light blue countries are in Africa and Asia. The grey countries are in the Arctic region and parts of Asia and Africa.

81 COUNTRIES

OUR GLOBAL  
COVERAGE

A world map with a dark blue background and white contour lines. The map shows the outlines of all continents. 81 countries are highlighted in a solid red color, indicating global coverage. These countries include the United States, Canada, Mexico, most of South America (including Brazil, Argentina, Chile, Peru, Colombia, Venezuela, Ecuador, and Guyana), most of Africa (including Egypt, Sudan, Ethiopia, Kenya, Tanzania, Uganda, Rwanda, Burundi, DRC, Congo, Angola, Namibia, Botswana, Zimbabwe, Mozambique, Swaziland, Lesotho, and South Africa), most of Europe (including the UK, France, Germany, Italy, Spain, Portugal, Greece, Turkey, and Russia), and most of Asia (including India, China, Japan, Korea, and Australia). The text 'OUR GLOBAL COVERAGE' is in the top left, and '81 COUNTRIES' is in the bottom right.

81 COUNTRIES

CANNABIS  
MARKET  
FOUNDATION

REGULATION



1

POLICY



2

TAXATION



3

COMPLIANCE



4

TESTING



5

DATA/REPORTING



6

PROCESSING



7

PATIENT & CONSUMER EDUCATION



8

New Frontier Data has launched the *InterCannAlliance* whose mission is to share best practices and lessons learned from recognized leaders across the *Eight Foundational Pillars* of any new legal cannabis market.

## SPECIAL EVENTS & STUDIES

- **Europe:** Import & Exports in the Age of Cannabis Globalization
- **Latin America:** Regional Socio-economic impact of Cannabis Legalization
- **Africa:** Socio-economic Impact of Hemp Cultivation in Sub-Saharan Africa
- **APAC:** Hemp Advanced Industrial Applications

*Presented in exclusive partnership with:*



# OUR REACH

- In 2016- Quoted in 45 countries, media reach of 3.3 billion.
- In 2017- Over 65 countries, media reach of 5.3 billion.



Forbes

The New York Times



FOX  
BUSINESS

THE WALL STREET JOURNAL



CNNMoney

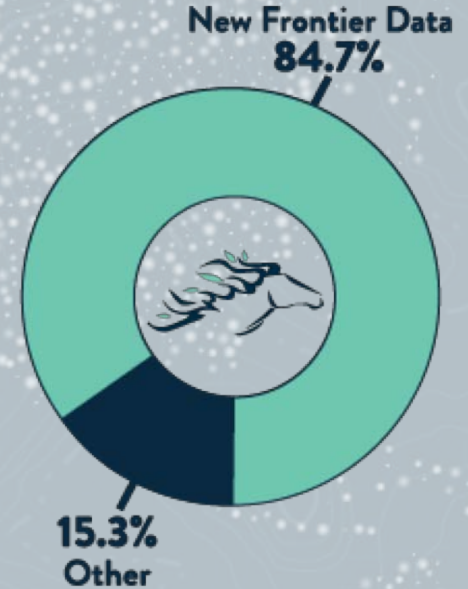
TECH Crunch

Inc.

FORTUNE

The Boston Globe

## SHARE OF VOICE



## ACQUIRED COMPANIES:

HempBusinessJournal  
a division of New Frontier Data

OUR CLIENTS



# STRENGTH IN KNOWLEDGE™

# OUR CLIENTS



# GOVERNMENTS

“Understanding how to best tax and generate revenue for the state without further fueling the black market, and while maintaining visibility into the full social and economic impact of legalizing cannabis is a massive undertaking. Data and reporting is the only answer, and we do not have the bandwidth nor knowhow to tackle it alone.”

- *US State Official*  
Local Regulatory Body

# RESEARCHERS

“New Frontier Data’s Equio platform of cannabis reports is a critically important resource that enables me stay informed on a wide range of industry topics and current developments. This provides me with the intelligence I need to track the dynamic topic with confidence.”

- *Kenneth Shea*  
Bloomberg Analyst

**Bloomberg**

# INVESTORS

“Virtually every interested investor I have spoken to in the past year has received a deck, business plan, forwarded opportunity, or other chance to invest in a cannabis company. The core issues most scrutinized are: How to evaluate any given company, and how to uncover any unobvious risks that investors should look for in their own investments?”

- *Mitch Baruchowitz*  
Managing Partner of Merida Capital Partners



# OPERATORS

“Our early experience with market research in the cannabis industry was analogous to two undergrads in a university library basement slapping some numbers together. The quality of New Frontier’s work and the overall sophistication and rigor has totally blown us away.”

- *Dustin Johnson*  
Managing Director Adakai Holdings



OUR OFFERINGS

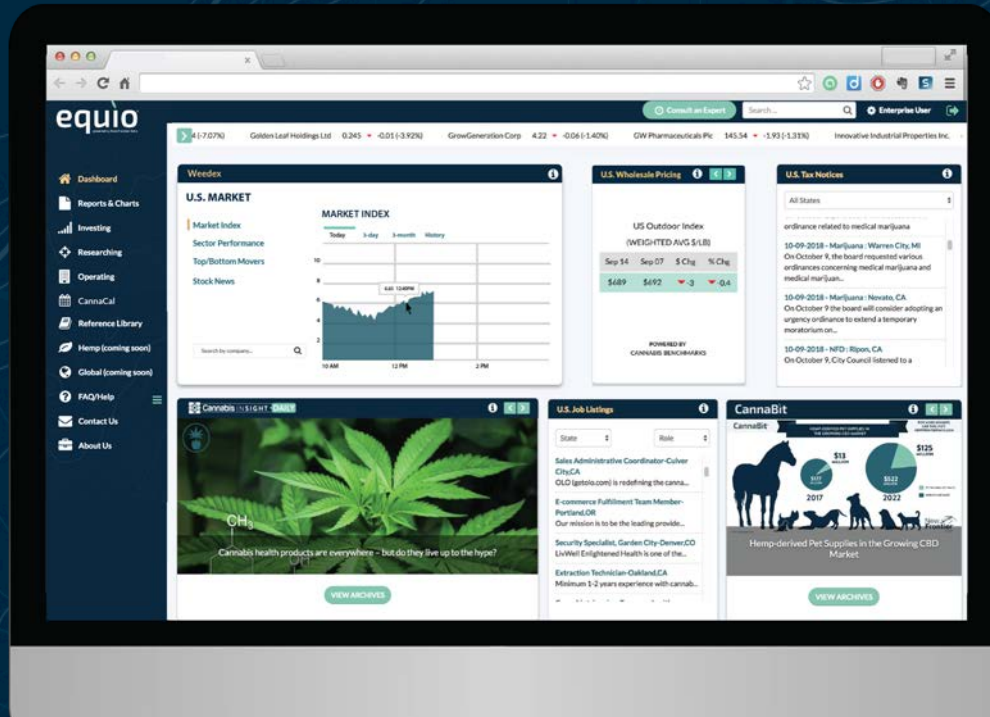


# CONQUER THE WILD™

# ONLINE DATA & ANALYTICS PORTAL

equio<sup>®</sup>

*Equio's* Business Online Dashboard provides comprehensive, actionable, real-time insight to stay ahead of the cannabis industry daily!



# REPORT LIBRARY

## Current report library topics include:

- ✓ Investing
- ✓ Legislation
- ✓ State markets
- ✓ International markets
- ✓ Legal
- ✓ Financial
- ✓ Medical
- ✓ Cannabis Consumers
- ✓ Industry trends
- ✓ Company and Country Profiles



# ADVISORY SERVICES

Services created to further contextualize, purpose, and activate industry data, analytics and intelligence.  
In a global marketplace, every question is unique, and every answer needs customized attention.

## STRATEGIC PLANNING

Optimize business tactics across your product portfolio

- ✓ Review of Strategic Plan with Feedback
- ✓ Quarterly Onsite Briefings to Executive Management team

## MARKET PRIORITIZATION

Prioritize and assess country- level and state-level markets

- ✓ Geographic Market Prioritization
- ✓ Customer Segment Prioritization

## MAKING THE CASE FOR RESOURCES

Prepare your business case with objective and authoritative data and analysis

- ✓ Operating Environment Analysis
- ✓ Market Sizing
- ✓ Making The Case

## DEMAND PLANNING

Model future demand, event scenarios, and market volatility

- ✓ Price Benchmarking Analysis
- ✓ Predictive Modeling
- ✓ Product Inventory Analysis

## RISK MANAGEMENT

Anticipate market shifts, respond to market volatility and mitigate risk

- ✓ Scenario Analysis
- ✓ Contingency Planning
- ✓ Regulatory Assessments

## MARKET PREDICTIONS

In April 2015, New Frontier Data accurately predicted the coming Price War in Colorado.

“As the number of growers rises, we expect more intense price competition as cultivators work to capture market share and set themselves apart in an increasingly crowded field.” – Small Price Changes Significantly Impact Marijuana Cultivator Revenues: Colorado Marijuana Demand Modeling Signals a Coming Price War

“Marijuana Price Drops 8% to \$1,886” by Paul Ausick, 24/7Wall St – July 9, 2016

In March 2016, New Frontier Data accurately predicted ETFs would be used in cannabis.

“As the market stabilizes and more liquidity is injected into the market, there will be new opportunities to build sophisticated financial instruments that allow for price hedging and risk management.” – State of Legal Marijuana Markets Report, 4<sup>th</sup> Edition

“The world’s first pot-focused exchange-traded fund” The Economist – April 10, 2017

**New Frontier Data is uniquely equipped to predict market trends and understand complex global market fluctuations.**



# Strength in Knowledge™

**THE GLOBAL AUTHORITY  
IN CANNABIS REPORTING  
& INTELLIGENCE**

[NewFrontierData.com](https://NewFrontierData.com)

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