



CANNABIS INDUSTRY GLOBAL COVERAGE

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 **82** countries
- Effective media reach of over **7 billion** in 2018

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
- 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.



LEGISLATIVE
EXECUTIVE
JUDICIARY



LEGISLATIVE
EXECUTIVE/
ADMINISTRATIVE
JUDICIARY

New
Frontier™
data



PRODUCERS
PROCESSORS
RETAILERS



BUSINESSES
THAT DO
NOT TOUCH THE
PLANT



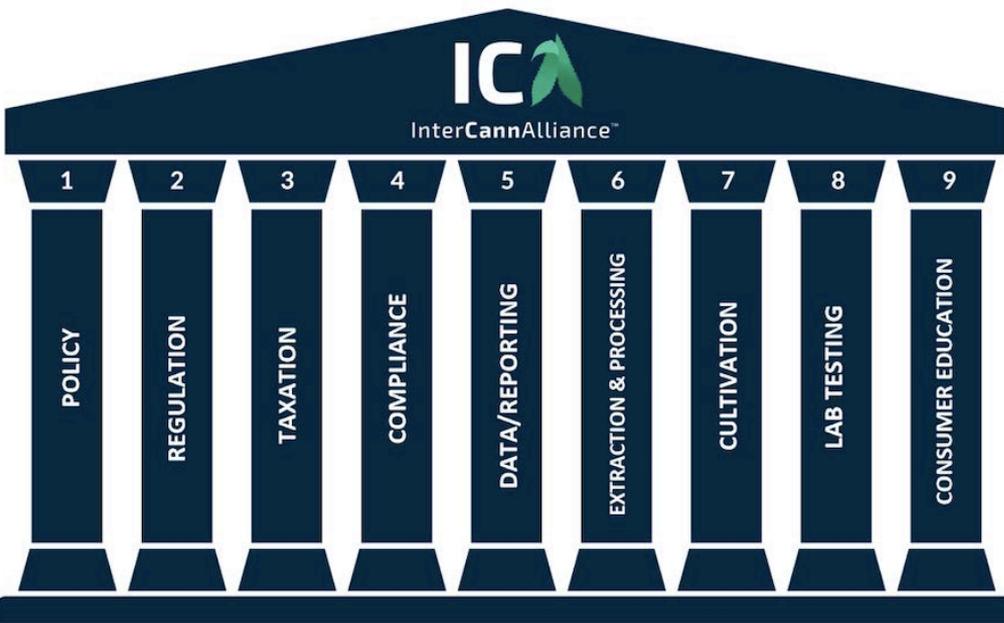
GENERAL PUBLIC
CANNABIS
CONSUMERS

**OUR GLOBAL
COVERAGE**



82 COUNTRIES

Where recognized leaders from legal cannabis markets worldwide share best practices and lessons learned.



HLG | GLOBAL

simplifya



CANNVAS
MediTech Inc.

CohnReznick
ATTORNEY-AT-LAW

New
Frontier
data

theracann
INTERNATIONAL

Steep Hill

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

SPECIAL EVENTS & STUDIES

- **Latin America:** Panama City, Feb 2019
Latin America Regional Cannabis Report: 2019
- **Africa:** Victoria Falls, May 2019
Africa Regional Cannabis Report: 2019
- **Europe:** TBD 2019
Europe Regional Cannabis Report: 2019
- **APAC:** TBD 2019
APAC Regional Cannabis Report: 2019

OUR REACH

In 2018 - Quoted in 82 countries, media reach of nearly 7 billion.

In 2017 - Quoted in 65 countries, media reach of 5.3 billion.



Forbes

The New York Times



FOX
BUSINESS

THE WALL STREET JOURNAL



CNN Money

TECHCRUNCH

Inc.

FORTUNE

The Boston Globe

SHARE
OF
VOICE



ACQUIRED COMPANIES:

Hemp Business Journal
a division of New Frontier Data

OUR CLIENTS



STRENGTH
IN
KNOWLEDGE™

OUR CLIENTS



THE GREEN HUB



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

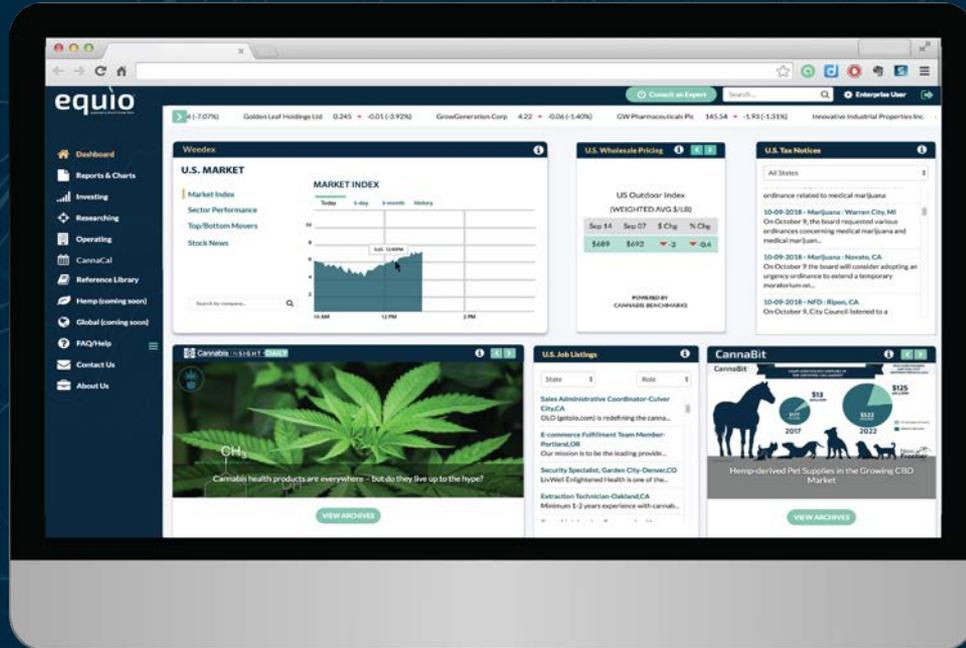


CONQUER
THE
WILD™

ONLINE DATA & ANALYTICS PORTAL

equio®

Equio's Online Data Dashboard providing actionable real-time data to the cannabis industry, now features WeedEX real-time stock index, stock ticker, and detailed company performance pages.



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

RECENT MARKET PREDICTIONS

New Frontier Data accurately predicted California's cannabis Q1-Q3 revenues for 2018 within 0.3%.

On Nov 14, 2018, California released their sales tax numbers, suggesting that adult-use retail sales totaled \$1,028,343,375 for Jan '18-Sept'18.

New Frontier's model used in our 2018 post-election release calculated the CA adult-use sales for 2018 Q1-Q3 to be \$1,025,027,854, a difference of .32%.

New Frontier Data accurately predicted the use of ETFs in cannabis.

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

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

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

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