



COMPANY OVERVIEW



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 **81** countries
- Effective media reach of over **5.6 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

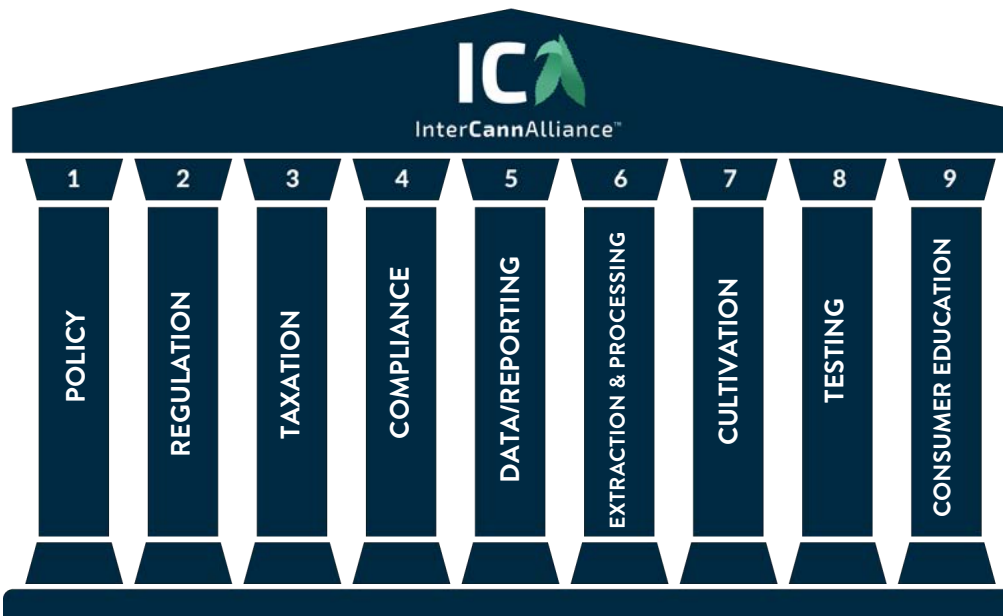


BUSINESSES
THAT DO
NOT TOUCH THE
PLANT



GENERAL PUBLIC
CANNABIS
CONSUMERS

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



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 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*

HLG | GLOBAL

Simplifya



Steep Hill

CohnReznick
ADVISORY • ASSURANCE • TAX

New
Frontier
DATA

theracann
INTERNATIONAL

OUR REACH

In 2018 - Quoted in 81 countries, media reach of 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



CNNMoney

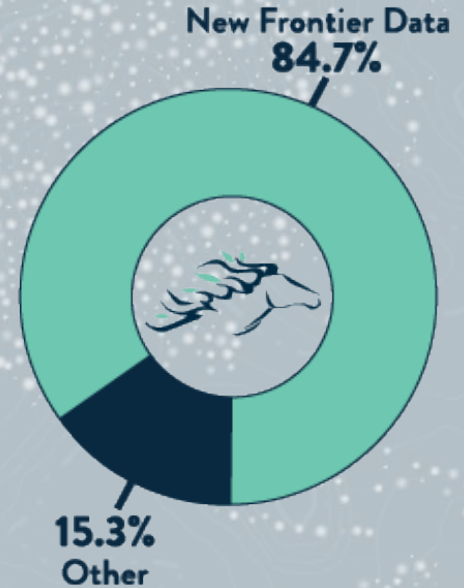
TECH TechCrunch

Inc.

FORTUNE

The Boston Globe

SHARE
OF
VOICE



ACQUIRED COMPANIES:

HempBusinessJournal
a division of New Frontier Data

OUR CLIENTS

A stylized, light gray background graphic featuring a horse's head in profile, facing right. The horse's mane and tail are represented by flowing, wavy lines. Several leaves are scattered around the horse's head, particularly near the ears and mane.

STRENGTH IN KNOWLEDGE™

OUR CLIENTS



THE GREEN HUB



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

– Ken Shea, Senior Analyst, ***Bloomberg***



OUR CLIENTS: INVESTORS

While the Cannabis industry continues to create diverse opportunities to investors, the market continues to be plagued by **fragmented data**, vast misinformation, and consequent lack of transparency and increased risk.

New Frontier Data is the **globally trusted** source of **vetted**, **reliable**, and **comprehensive** data crucial to making sound investment decisions, successfully steer investment portfolios, be first to identify risks and opportunities, and stay ahead of the changes in the industry worldwide.

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



CASE EXAMPLE: INVESTORS

CHALLENGE

Inability to assess risk and opportunities across markets

Leading cannabis investment group requires comparative risk assessment tools across multi-state and multi-segment opportunities.

SOLUTION

New Frontier Data's Equio platform provides visibility across key risk and opportunity indicators to all members of the investment group.

IMPACT

- ✓ Ability to plan portfolio makeup and target acquisitions over time
- ✓ Rank emerging opportunities across states and segments
- ✓ Mitigate risks across investment opportunities

Notable Data Streams: Public stock market trends, sales and tax revenue by state, tax risks by state, compliance risks by state, consumer retail sales, medical patient count by state, investment risk calculator, and more.

* Investment group stays ahead of competition and acquires a cutting edge, highly valued technology company

I come from a six sigma and big data background in the insurance, manufacturing and energy industries. The first thing I did when entering the cannabis industry was look for centralized, real-time data I could analyze to steer my overall cannabis business and marketing plan. I could not find the centralized real-time data I needed until I found New Frontier Data.

-Tiffany Burt, Chief Technology Officer, **Bulb Wellness**



OUR CLIENTS: OPERATORS

In such a fast moving and ever changing industry, staying profitable, informed and competitive can be very challenging.

New Frontier Data empowers operators by predicting products and consumer trends, identifying market and product expansion opportunities, highlighting competitive risks, and delivering needed benchmarks to avoid operational pitfall.

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 Data’s work and their overall sophistication and rigor has totally blown us away.”

- *Dustin Johnson*
Managing Director Adakai Holdings



CASE EXAMPLE: INDUSTRY OPERATORS

CHALLENGE

State Market Expansion

Vertically integrated operator (Company X) looks to expand capacity in their cultivation, processing, and dispensary facilities. Specifically, they want to learn:

- ✓ Expected growth of medical and recreational market size with scenario analyses on potential regulatory impacts.
- ✓ Assessment of cannabis product segments in State with key opportunities identified in each.

SOLUTION

- ✓ Market Sizing & Opportunity Analysis: New Frontier Data combines current data library with Company X's data to create initial projections on the cannabis market size with associated gap analyses.
- ✓ Predictive Modeling & Scenario Analysis: A flexible model of State's growth trajectory based on the data received from the state agencies and econometric forecasting on the impact of regulatory changes.
- ✓ Price Benchmarking: Pricing recommendations and prioritization of customer/market segments based on NFD scenario models.

IMPACT

Realized Revenue: From these insights, Company X expands its production facility to meet volume targets and creates a brand portfolio with optimized product and pricing mix based on market demand.

* Insights led to revenue growth in excess of plan – approximately \$3 million over three years.

“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 CLIENTS: RESEARCHERS

The Cannabis Industry does not have the **centralized data repository** other more established industries leverage for timely and accurate research and analysis.

New Frontier Data's **big data** engine **ingests, normalizes,** and provides **real time access** to **billions of data points** across **hundreds of data sets** worldwide supporting responsible, reliable, and statistically meaningful research and analysis.

RESEARCHERS

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- *Kenneth Shea*
Bloomberg Analyst

Bloomberg

CASE EXAMPLE: RESEARCHERS

CHALLENGE

Identifying Cannabis Consumer Behavior

Leading global management consulting firm (Company Z) seeks data support for a client. The client, an alcoholic beverage company, is interested in understanding the impact of the cannabis industry on their consumers.

SOLUTION

- ✓ New Frontier Data fields a survey to a nationally representative sample of adults in both the U.S. and Canada.
- ✓ Company Z receives access to full report library and dedicated advisory service hours to provide additional contextualization.

IMPACT

- ✓ Company Z delivers in-depth analysis to client.
 - ✓ Ability to service future clients with similar interests.
 - ✓ Continued access to data for developing internal analyses.
- * Company Z proposes market entry plan to client and provides recommendations for developing a new cannabis infused product.



CONQUER THE WILD™

VALUE OF BIG DATA AS A SOLUTION

equio[®]
CONQUER THE WILD

ESSENTIAL

equio[®]
CONQUER THE WILD

PREMIUM

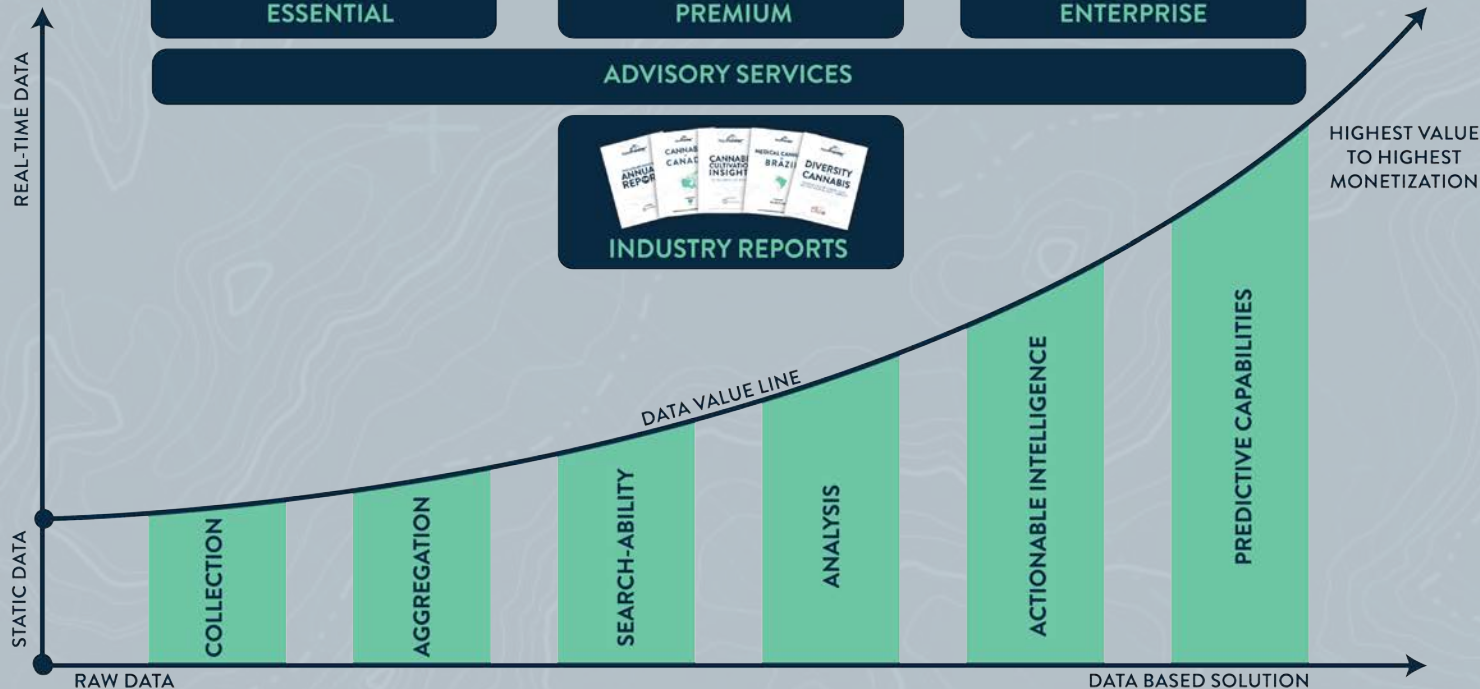
equio[®]
CONQUER THE WILD

ENTERPRISE

ADVISORY SERVICES



INDUSTRY REPORTS



ENTER
NAVIGATE
SUCCEED

REPORT LIBRARY



Covering:

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



ONLINE DATA & ANALYTICS PORTAL

equio®

Equio provides comprehensive, actionable, and digestible insight to make sound business decisions in the cannabis industry daily!





Essential Subscription: Easy and centralized access to the essential, curated, and visualized **References Tools** to successfully understand and navigate the ever changing cannabis industry:

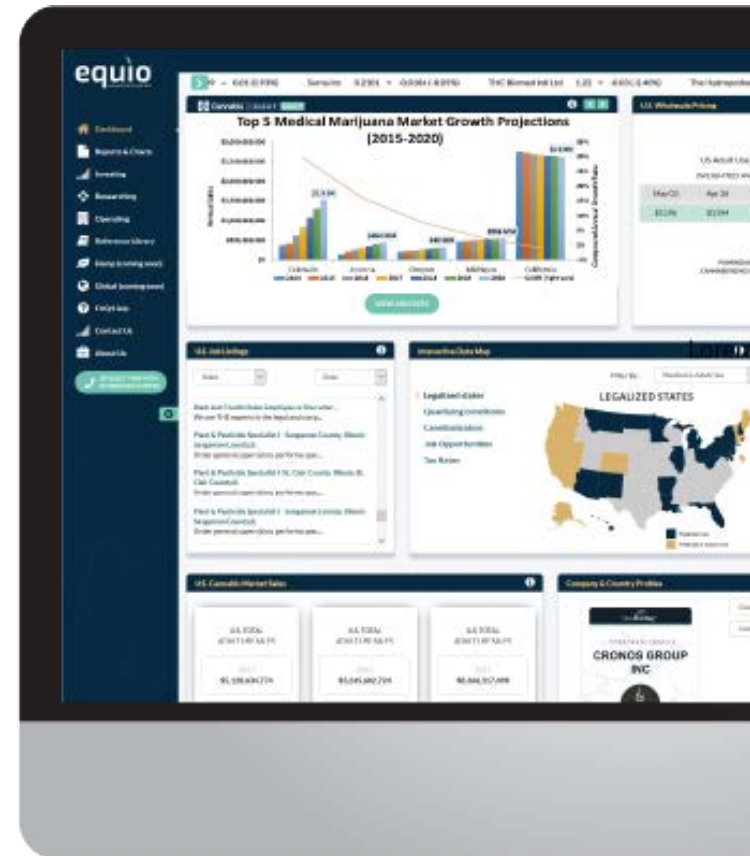
- ✓ Vetted, visualized, easily searchable
- ✓ Real-time, interactive data streams

Premium Subscription: Intelligent access to the complete cannabis **Analytics Report Library**, including studies, charts, and findings invaluable for research, business plans, white papers, and assessing investment opportunities

- ✓ Easily searchable, printable and downloadable
- ✓ License to repurpose data and graphs

Enterprise Subscription: Exclusive access to unique indices, benchmarks, and risk assessment tools for sophisticated enterprise level research providers, operators, and financial institutions looking for actionable and forecasting **Intelligence**.

- ✓ Adjacent market impact trackers and indices
- ✓ Exclusive investment risk indicators



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

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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 build sophisticated financial instruments that allow for price hedging and risk management." – State of Legal Marijuana Markets Report, 4th Edition

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




Strength in Knowledge™

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

NewFrontierData.com

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