



BDSA COVID-19 UPDATE

Market Update and Future
Outlook

May 7, 2020

Presented By

Jessica Lukas, SVP Commercial Development

With Special Guests

Steve Allan, Caliva President

Joe Hodas, Wana Brands CMO

BDSA COVID-19 MARCH IN REVIEW

March 2020 sales were up across BDSA markets, except NV *(loss of tourism and mandated delivery having a substantial impact)*

- Despite most states deeming recreational and medical cannabis as “essential businesses,” medical sales spiked more than recreational

As noted previously, the cannabis industry experienced non-standard “surges” on unlikely days of the week. On these days, category share shifted in favor of Flower, but Vape and Edibles also benefitted.

- After surge days taper off, we see fewer shoppers BUT larger basket sizes per trip—*stock-up still happening*

Products priced under \$20/unit (or gram) thrived, driven by Flower, particularly in the latter half of March.

- Ironically, in the Vape category, larger-than-average (and therefore, more expensive) vape cartridges experienced growth (presumably due to the “stock up” effect).

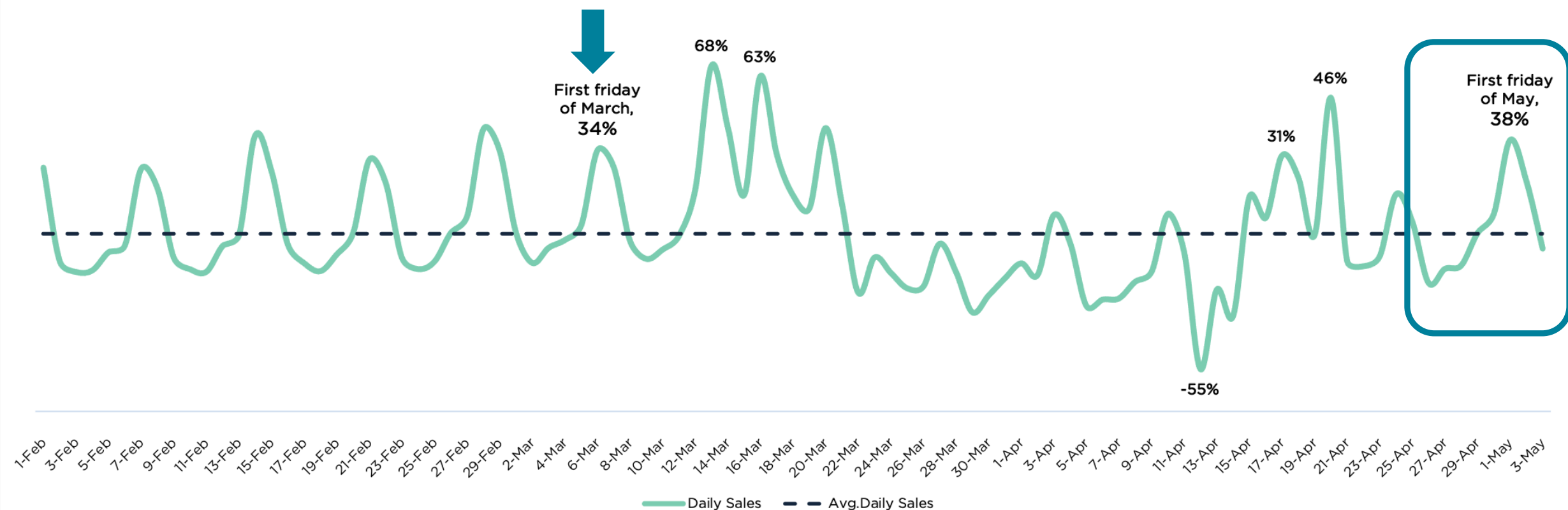
Market maturity also played a role in states’ level of success. While more mature markets were less affected by negative COVID impacts, newer markets struggled. States exploring new cannabis legislation changes will likely miss their 2020 initiatives, delaying legalization efforts.

FOR BDSA CLIENTS: A FULL MARCH COVID-19 IMPACT REPORT IS AVAILABLE TO YOU THROUGH YOUR ACCOUNT MANAGERS

INITIAL DATA SUGGESTS ‘TYPICAL’ WEEKLY TRENDS MAY BE RESURFACING

SURGES: FRI 3/13, MON 3/16, AND FRI 3/20

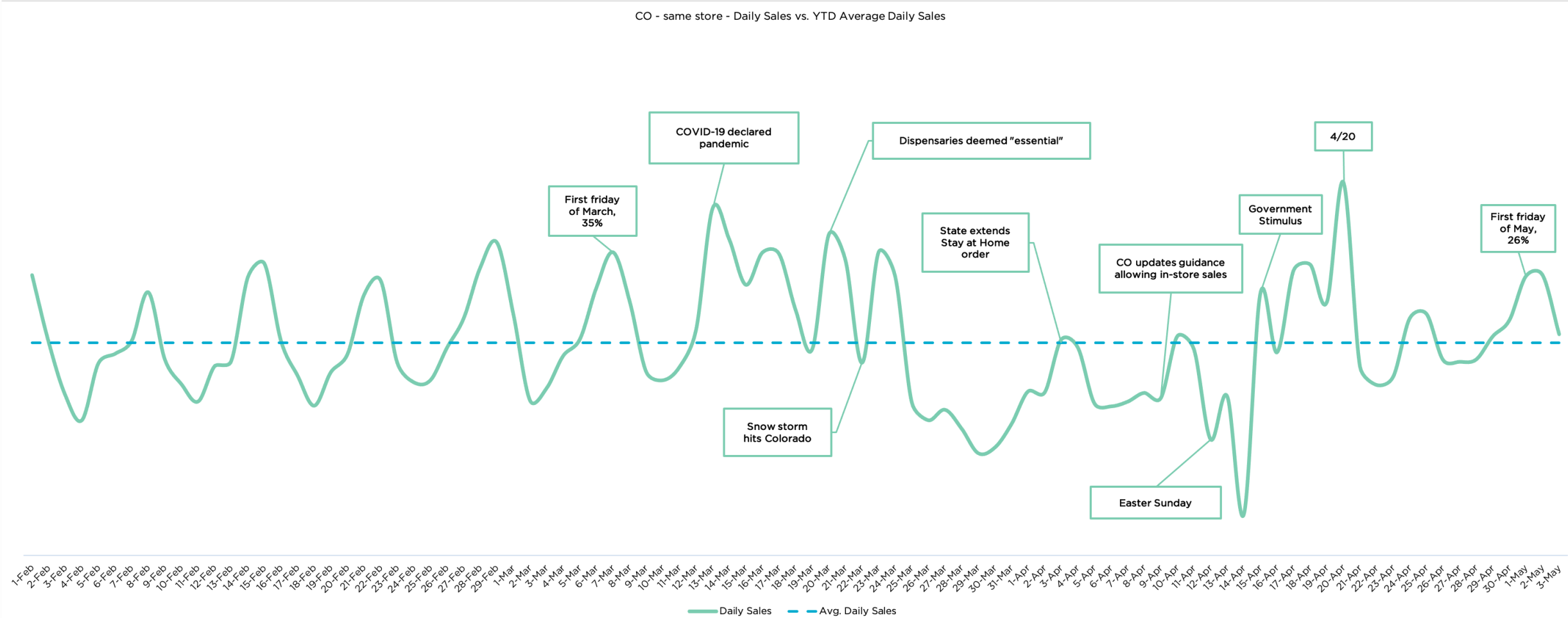
DECLINE: SUN 3/22 THROUGH FRI 4/17



BDSA: multi-state retail sample 5/5/20 - Non-projected data

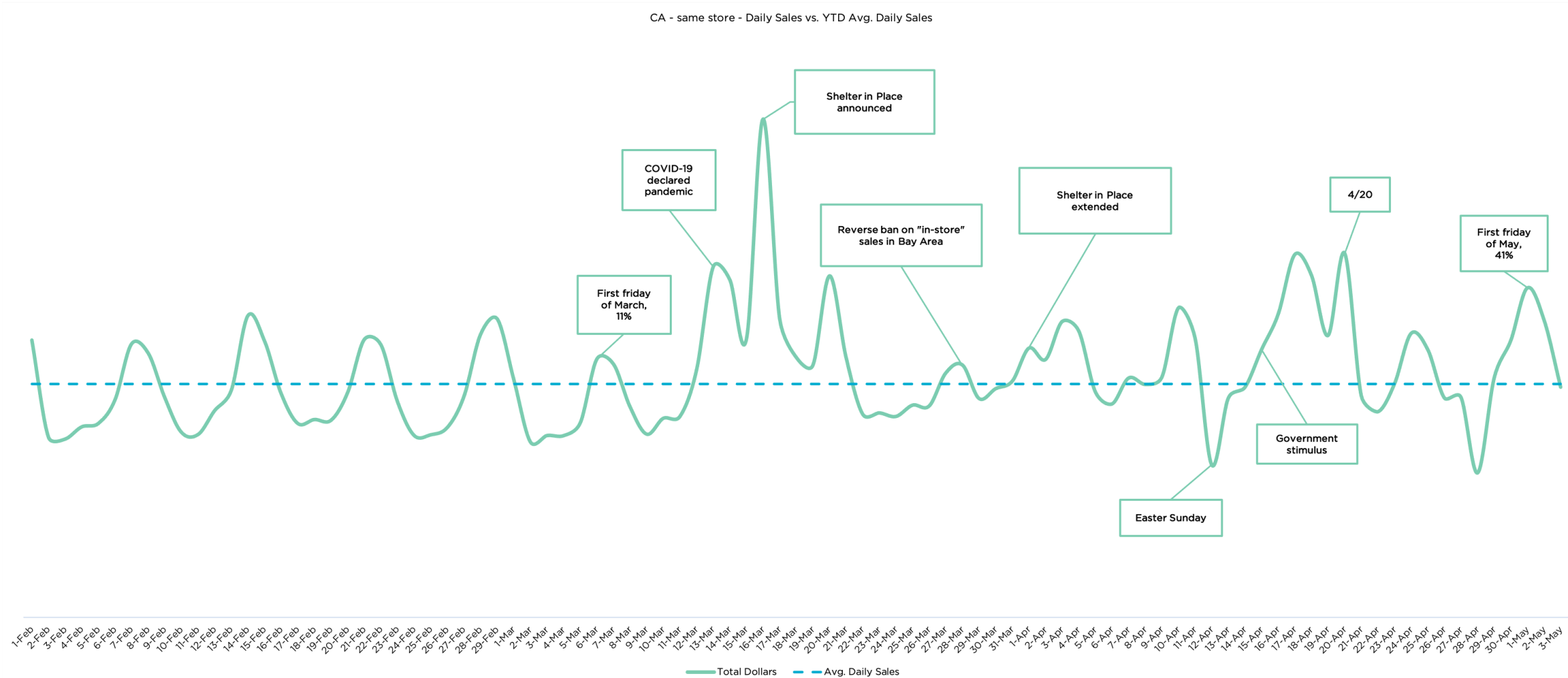
COLORADO SHOWS SIMILAR TRENDS

GOVERNMENT STIMULUS AND 4/20 HELP SUSTAIN SALES



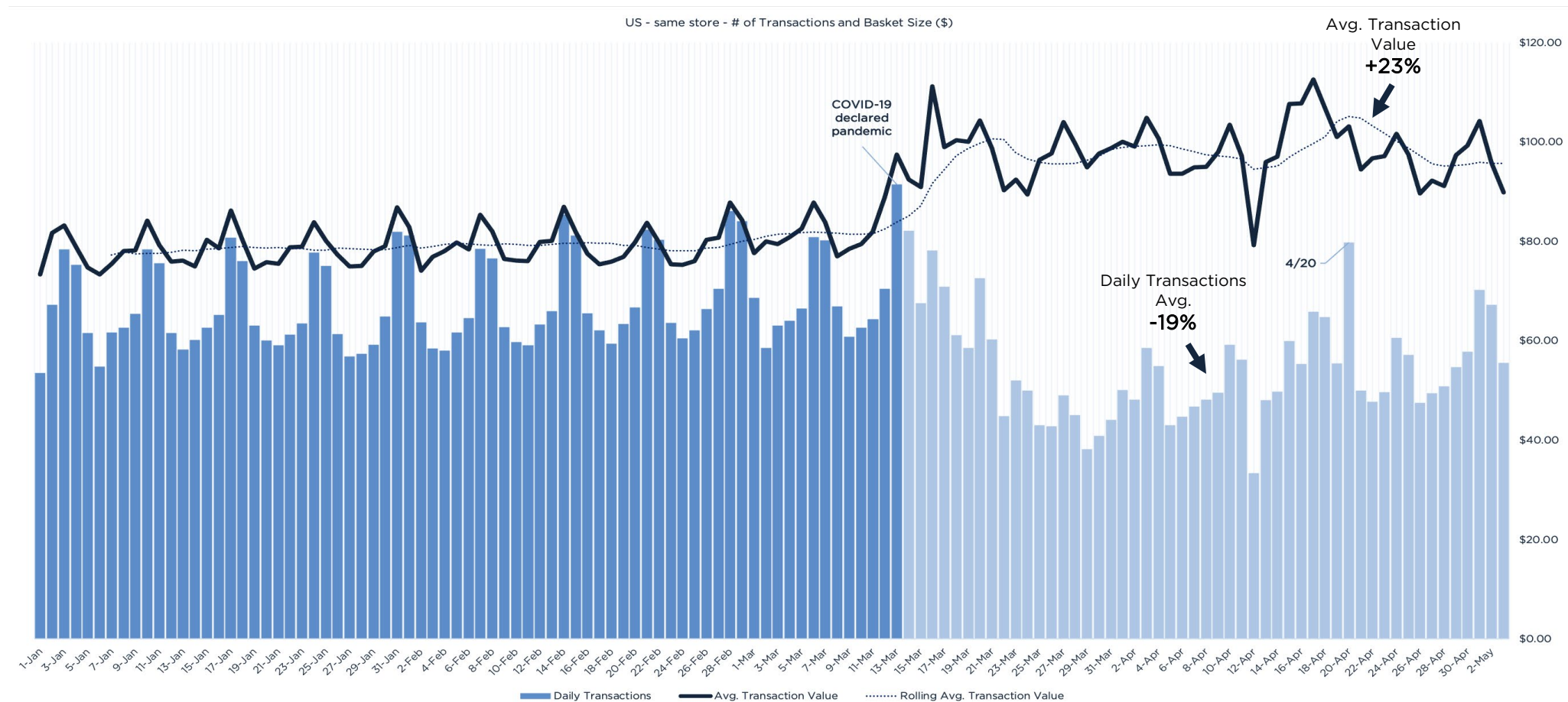
BDSA: retail sales tracking data 5/5/20 Non-projected data

CALIFORNIA ALSO DISPLAYS CONSISTENT TRENDS



BDSA: retail sales tracking data 5/5/20 Non-projected data

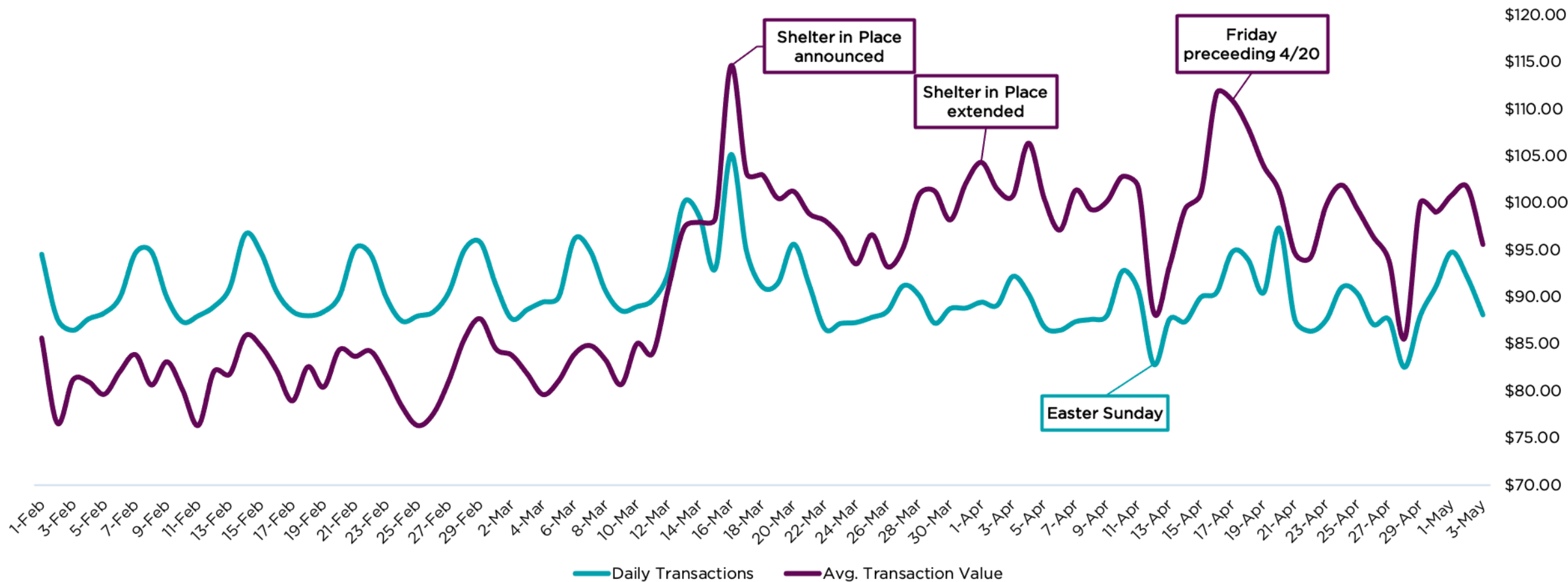
STOCK-UP CONTINUED THROUGH APRIL; FEWER VISITS BUT LARGER BASKET SIZES



BDSA: retail sales tracking data 5/5/2020 - Non-projected data

STOCK-UP FURTHER DEPICTED IN CALIFORNIA

CA - same store - # of Transactions and Basket Size (\$) YTD



BDSA: retail sales tracking data 5/5/2020 - Non-projected data

NOW FOR OUR SPECIAL GUESTS...



STEVE ALLAN

PRESIDENT, CALIVA



JOE HODAS

CMO, WANA





IT'S A NEW GAME

WHAT DOES THAT MEAN FOR YOUR BUSINESS?

Contact:
BDSA
info@bdsanalytics.com



Actionable intelligence
exclusively for cannabis
brands and retailers

Register today at
mjunpacked.com

A large, abstract graphic on the right side of the image consists of numerous thin, parallel lines radiating from a central point towards the top right corner. The lines are colored in a gradient, starting with purple and blue on the left and transitioning to orange and yellow on the right. They are arranged in a way that creates a sense of depth and movement, resembling a stylized sunburst or a fan of light.

**3D VIRTUAL
SUMMIT**

**COLORADO MARKET
MAY 12-14, 2020**