

BDSA COVID-19 Market Update #4

April 10, 2020

Presented by:

Liz Stahura, Co-Founder & President

Special Guests:

Darren Bondar, President & CEO of Inner Spirit Holdings (Spiritleaf)

Shannon Fender, Director of Public Affairs at Native Roots Cannabis Co.

Etienne Fontan, Vice President and Co-Owner of Berkeley Patients Group

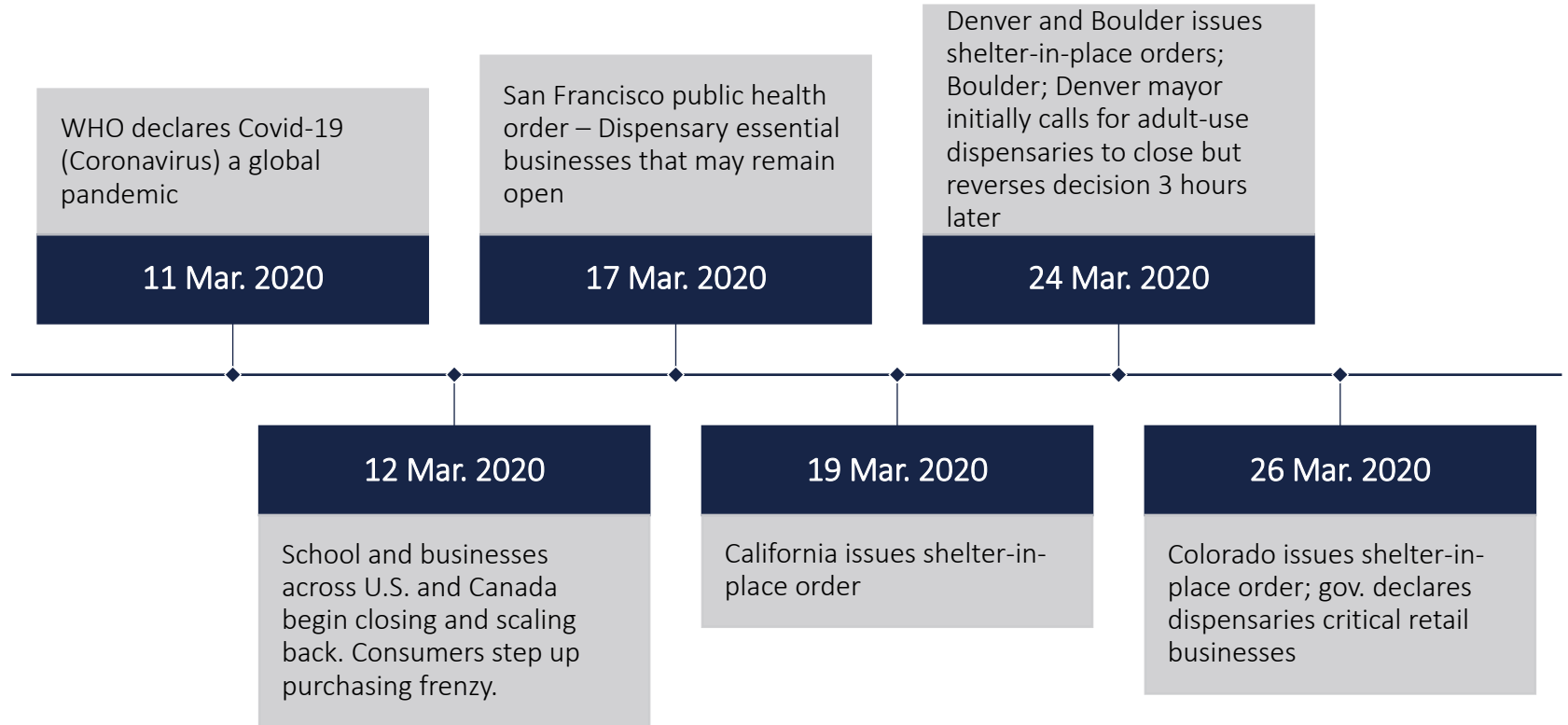


COVID-19 is
impacting...

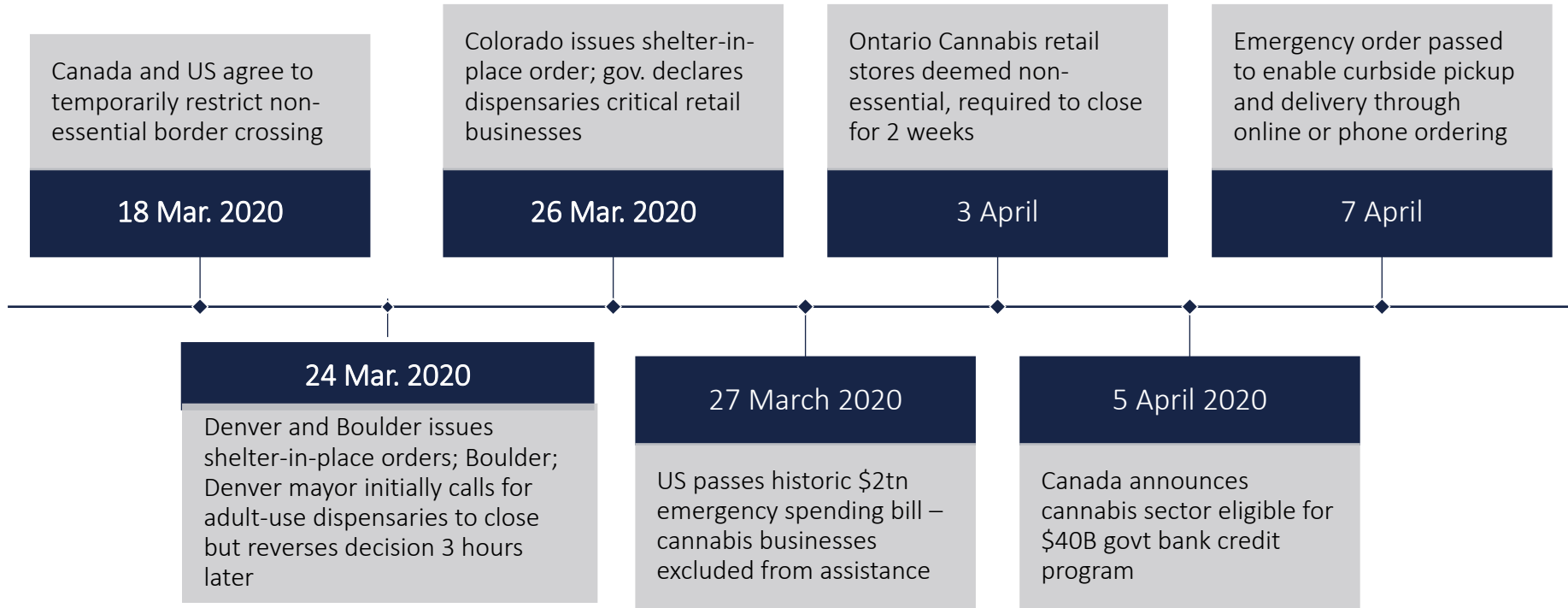
Legal Cannabis



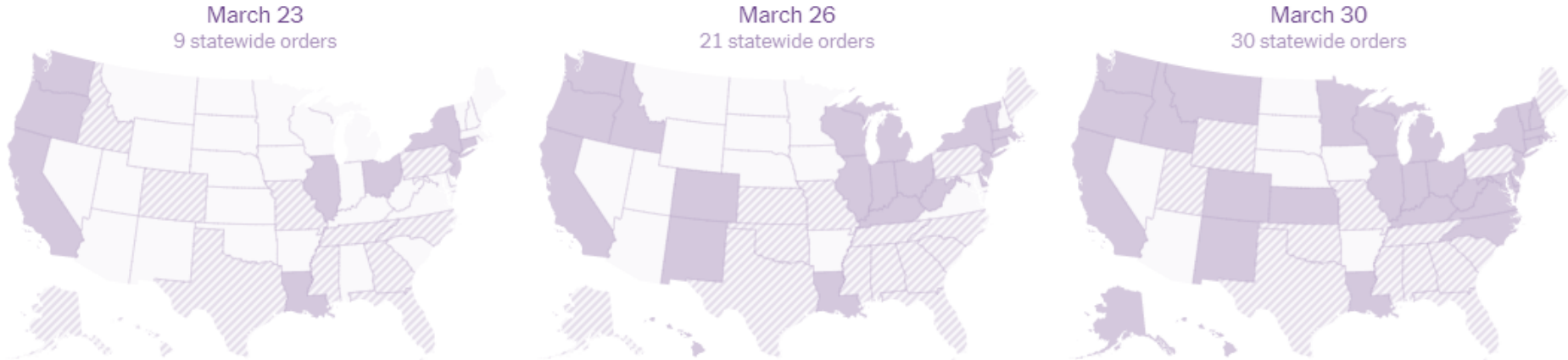
COVID-19 timeline



COVID-19 updated timeline

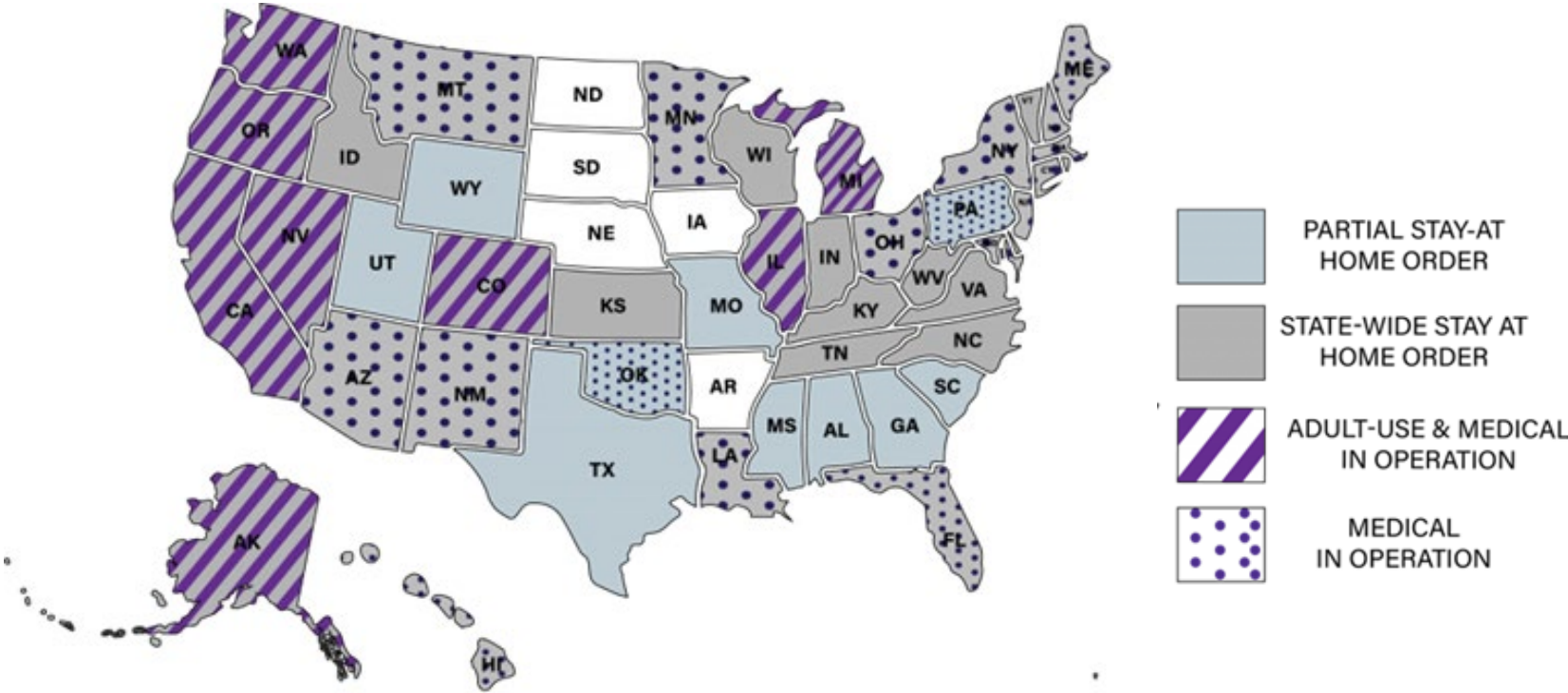


By April 7th, at least 316M Americans under stay at home

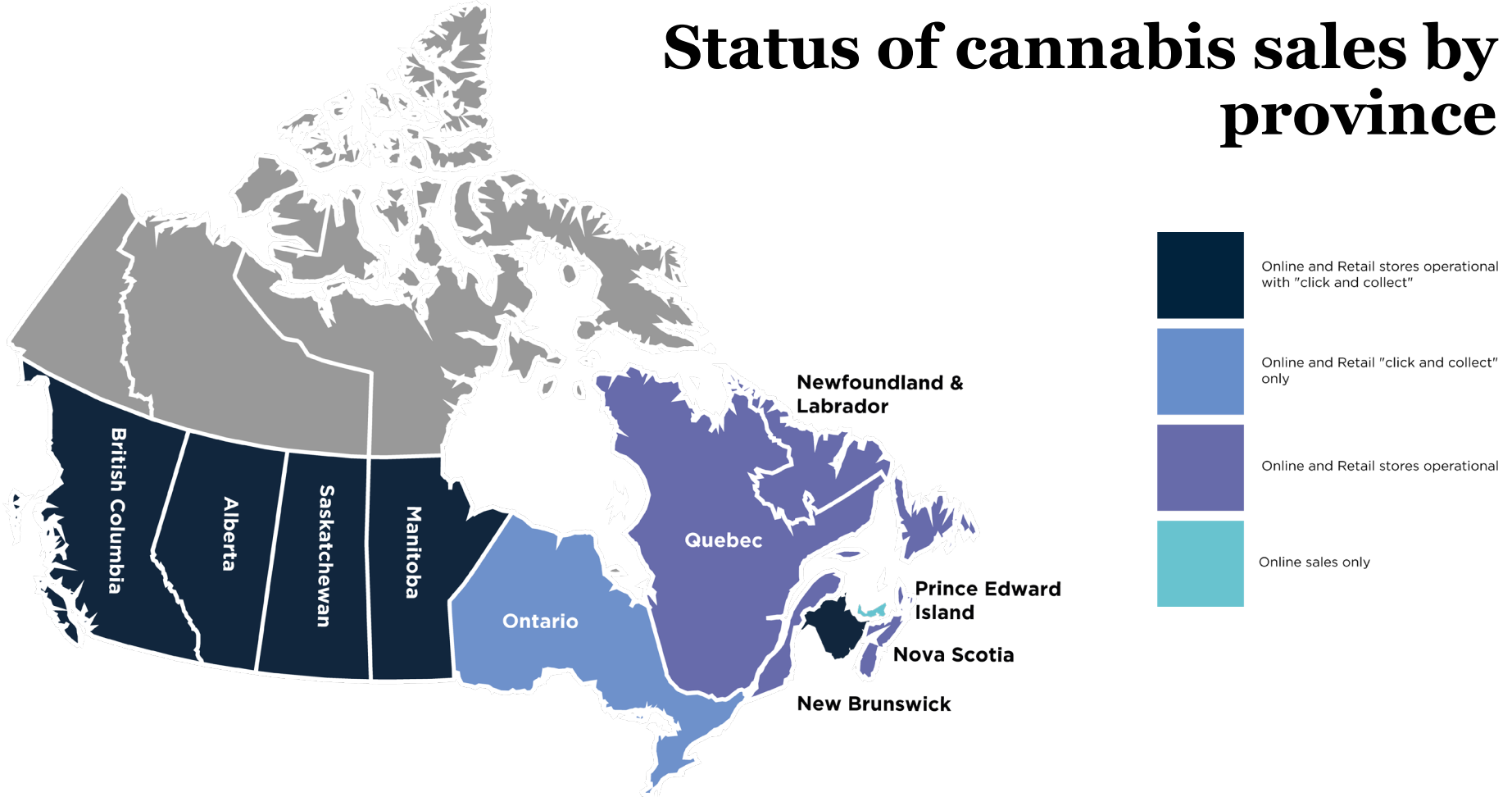


Source: Times research, local governments and news reports.

Status of cannabis sales by state

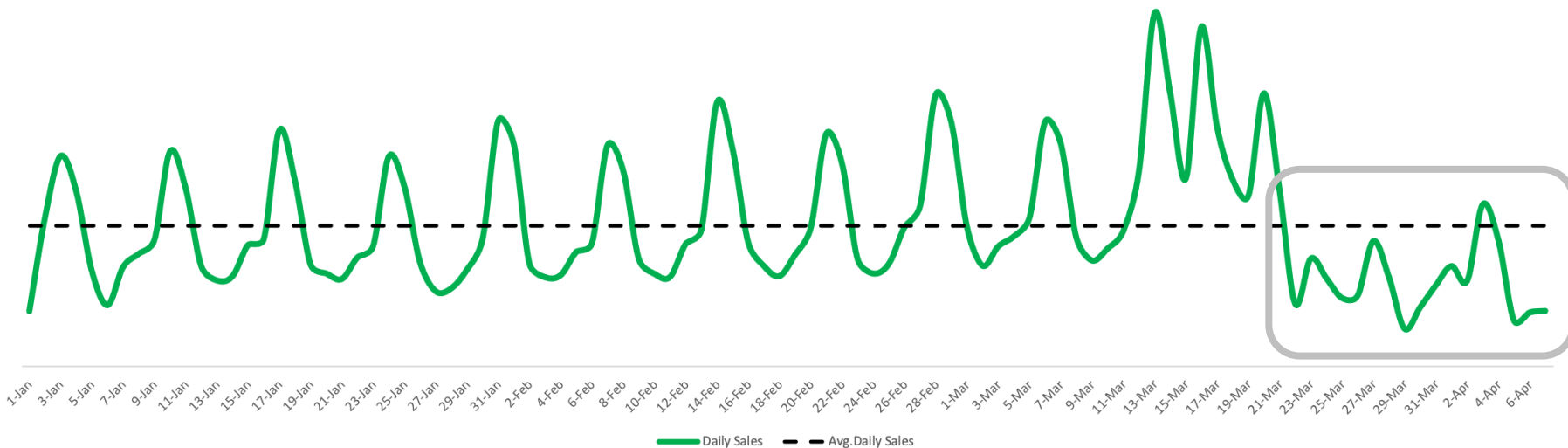


Status of cannabis sales by province



Surges: Fri 3/13 (initial response), Mon 3/16, and Fri 3/20

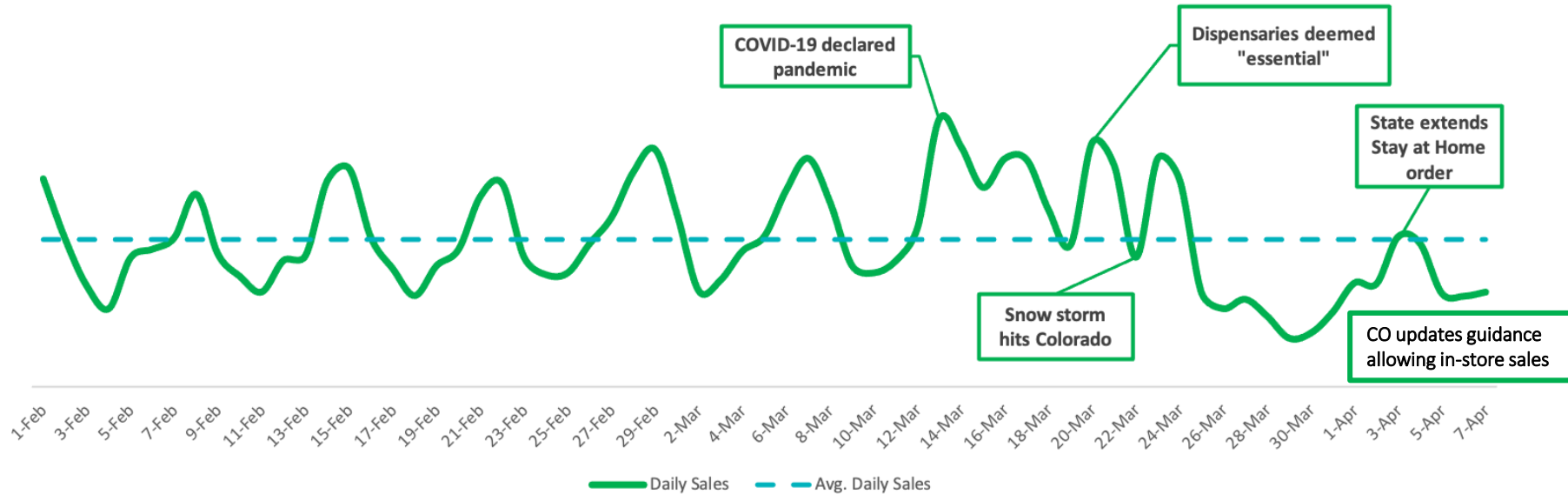
Drop starting Sun 3/22 – smaller peaks and valleys, but below average sales



Source: BDS Analytics: Multi-state retail sample 4/9/20

Similar trend seen across markets, including CO — drop-off a bit “delayed” in CO to Tues 3/24

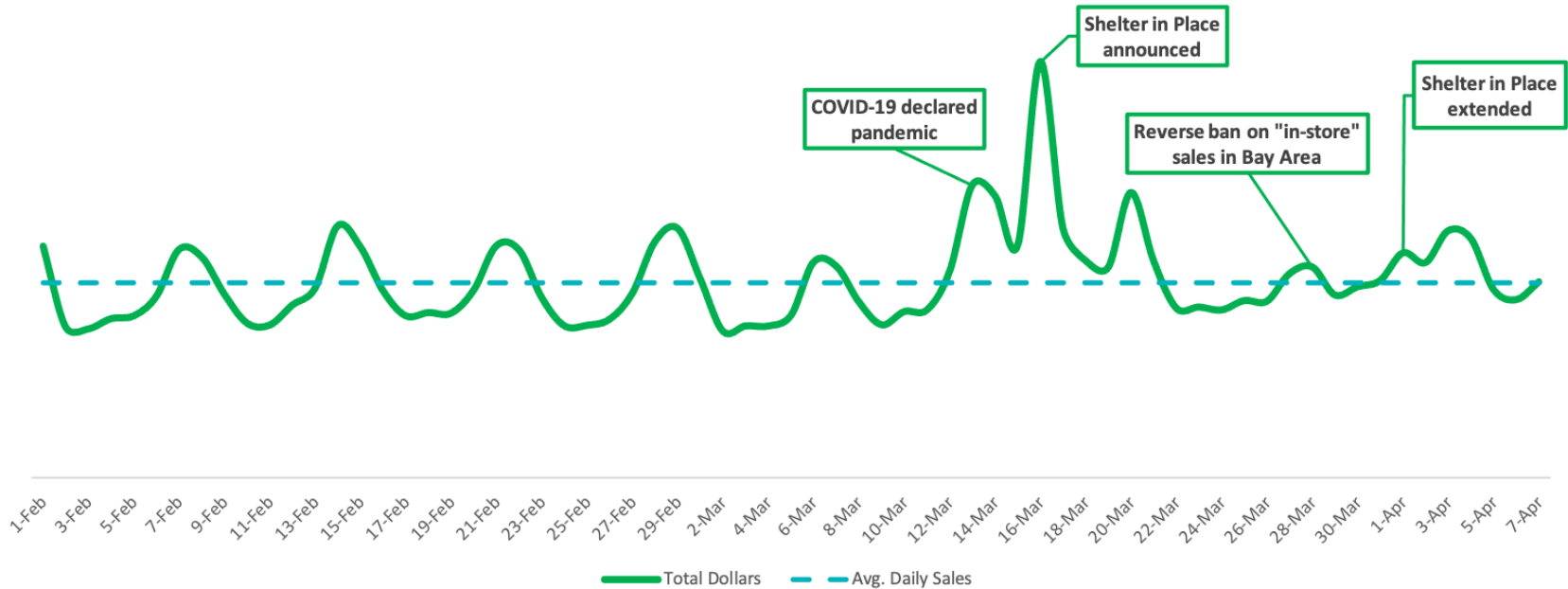
CO - same store - Daily Sales vs. YTD Average Daily Sales



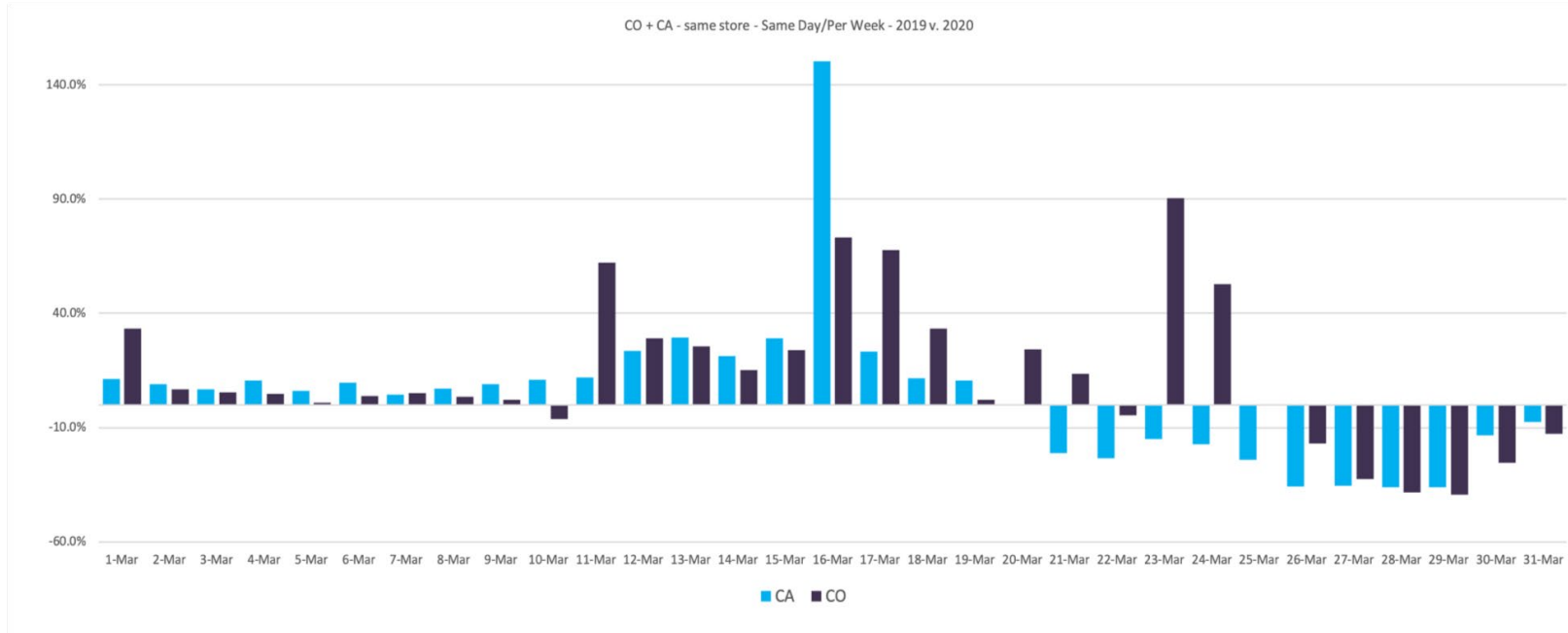
BDS Analytics retail sales tracking data 4/9/20- Non-projected data

Similar trend seen across markets, including CA—sales falling below average starting Sat 3/21

CA - same store - Daily Sales vs. YTD Avg. Daily Sales



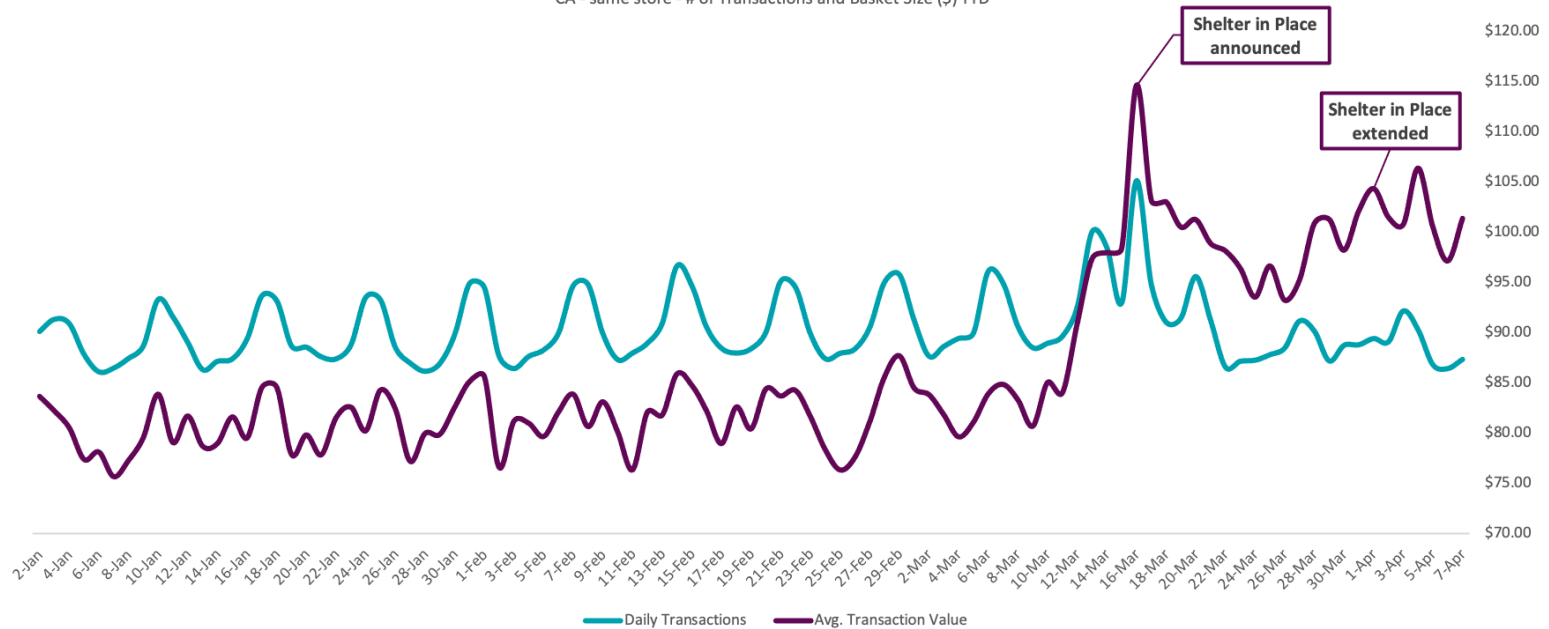
Peaks in CO and CA follow key actions in the COVID-19 timeline



BDS Analytics retail sales tracking data 4/1/2020 - Non-projected data

Fewer shoppers, but those purchasing are still spending more

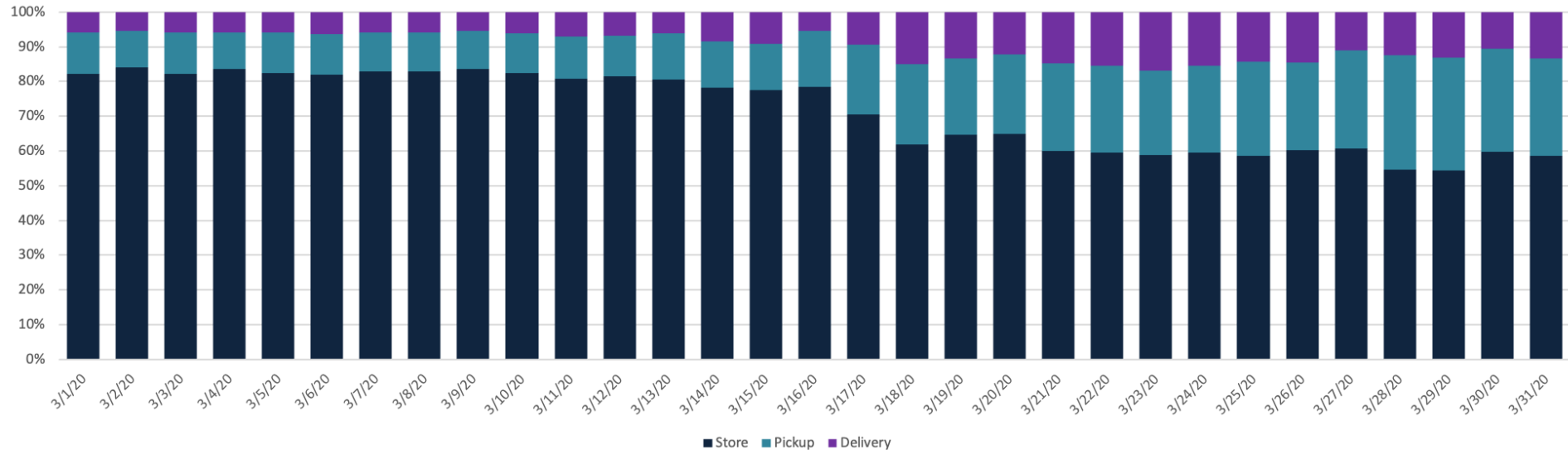
CA - same store - # of Transactions and Basket Size (\$) YTD



BDS Analytics retail sales tracking data 4/1/2020 - Non-projected data

Pickup + Delivery stabilizing hovering at less than 50% of sales

CA - same store - Sales Contribution by Fulfillment Type



BDS Analytics retail sales tracking data 4/1/2020 - Non-projected data

Now for our special segment...



Darren Bondar
President & CEO
Inner Spirit Holdings
(Spiritleaf)



Shannon Fender
Director of Public Affairs
Native Roots Cannabis Co.



Etienne Fontan,
Vice President & Co-Owner
Berkeley Patients Group

Next Week:

- Supply Chain Shock
 - Wholesale price changes
 - Shortages & Out of Stock
 - Reduced retailer networks

SPECIAL GUESTS TO BE ANNOUNCED!

IT'S A NEW GAME.
What does that mean for
your business?

Contact:

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