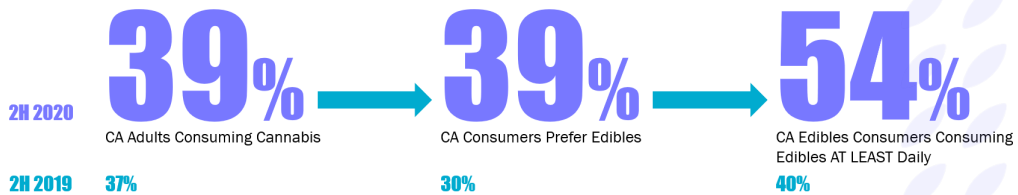


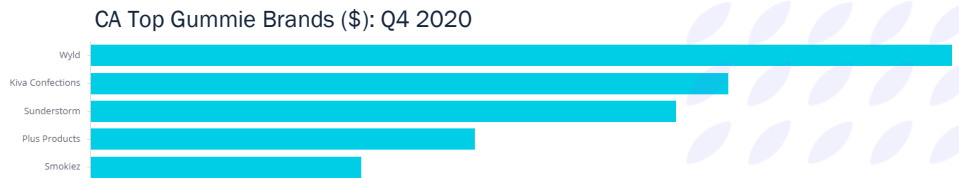
1) EDIBLE PREFERENCE GROWING

In California *for example...*



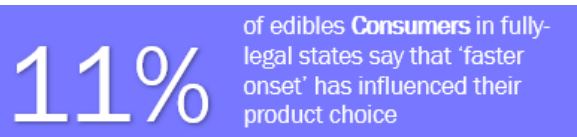
2) DOES BRAND DOMINANCE EXIST?

Wyld was NOT a CA or CO 2019 Top 5 Gummie Brand;
Wyld Q4 2020: #1 in CA and #2 in CO



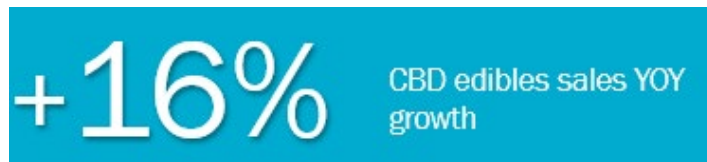
3) FAST ACTING: A PORTFOLIO WIN

BDSA data reveals fast-acting gummies are incremental to a brand's portfolio—*addressing a different consumer need*



4) CBD, YEP, STILL A BIG THING

In 2020, 22% of Edibles sales came from products containing CBD



5) STRAIN SPECIFICS

BDSA tracking growth in 2020 Edible \$ sales coming from edible products touting specific strains

EXAMPLES: Plus *strains* (CA), Kiva Lost Farm (CA), dialed in...gummies (CO)