



2021 STATE OF CANNABIS

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BDSA PROVIDES A COMPLETE VIEW OF THE GLOBAL CANNABINOID MARKET OF TODAY **AND TOMORROW**



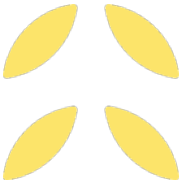
RETAIL SALES TRACKING

Know exactly what is selling where, when, and at what price point



MARKET FORECASTS

Gain a comprehensive understanding of market size and future opportunity

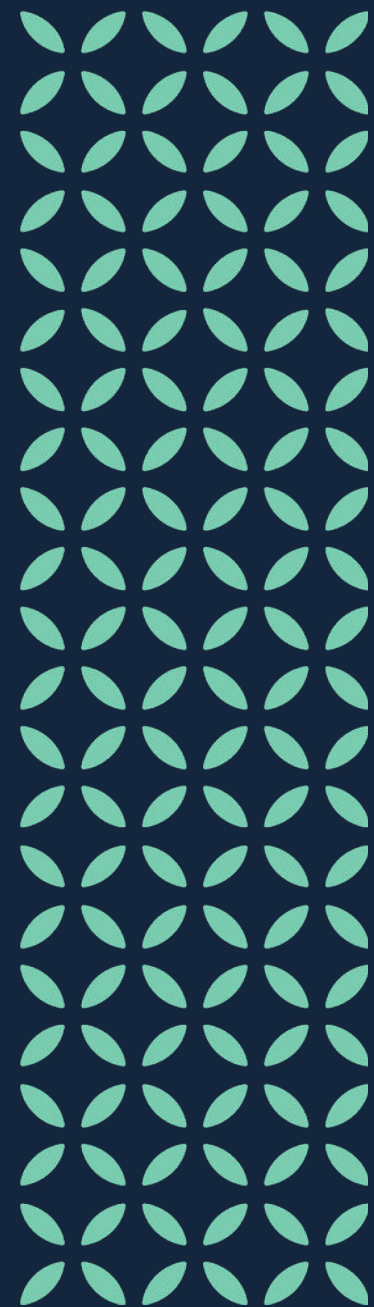


CONSUMER INSIGHTS

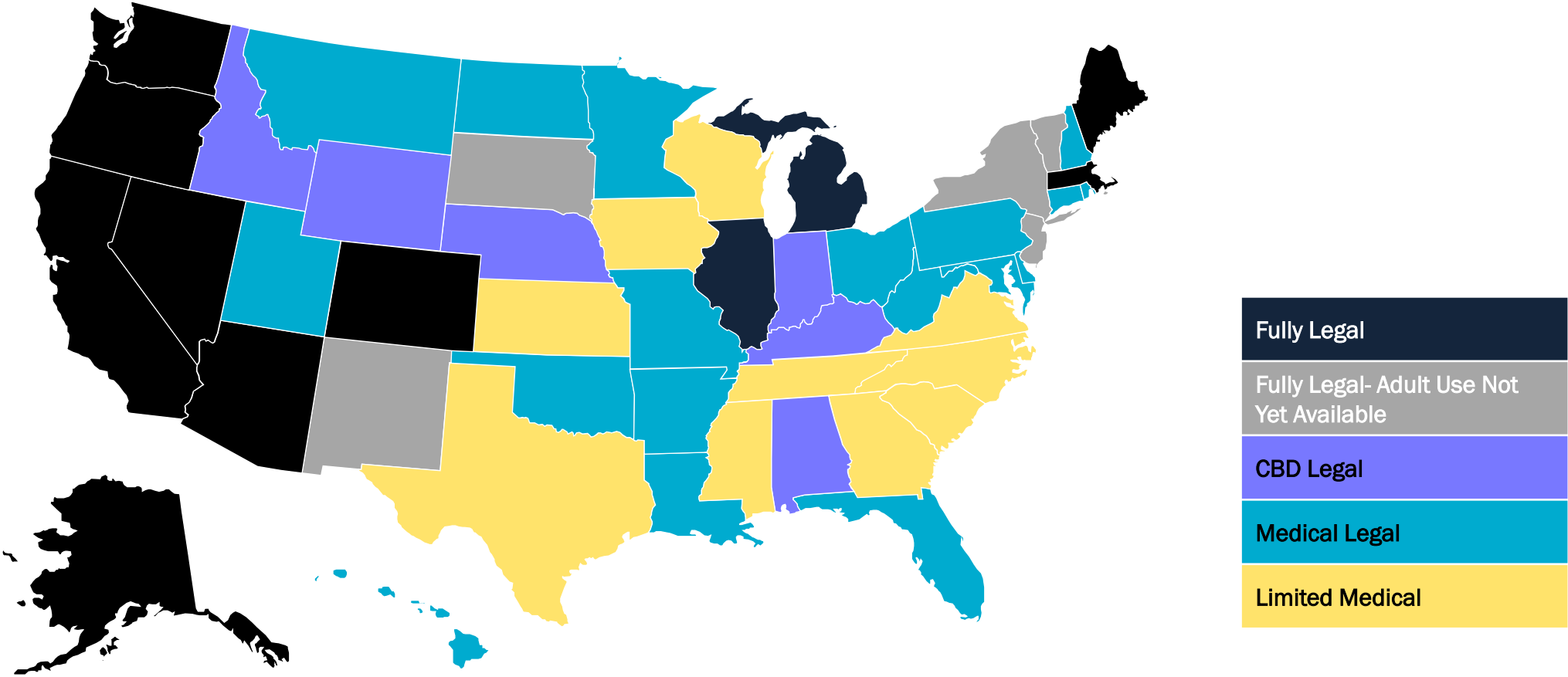
Understand consumer (and non-consumer) segments, sizing, behavior, consumption patterns, purchase habits, and more



BDSA'S MARKET OUTLOOK



REGULATIONS LOOSENING ACROSS THE US—SCHUMER “DISCUSSION DRAFT”

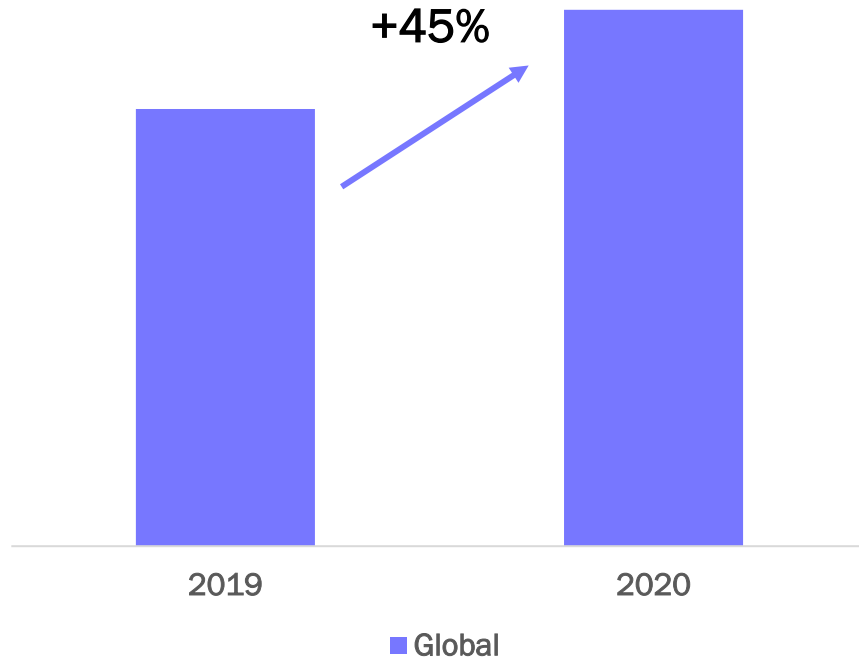


Source: BDSA updated May 2021

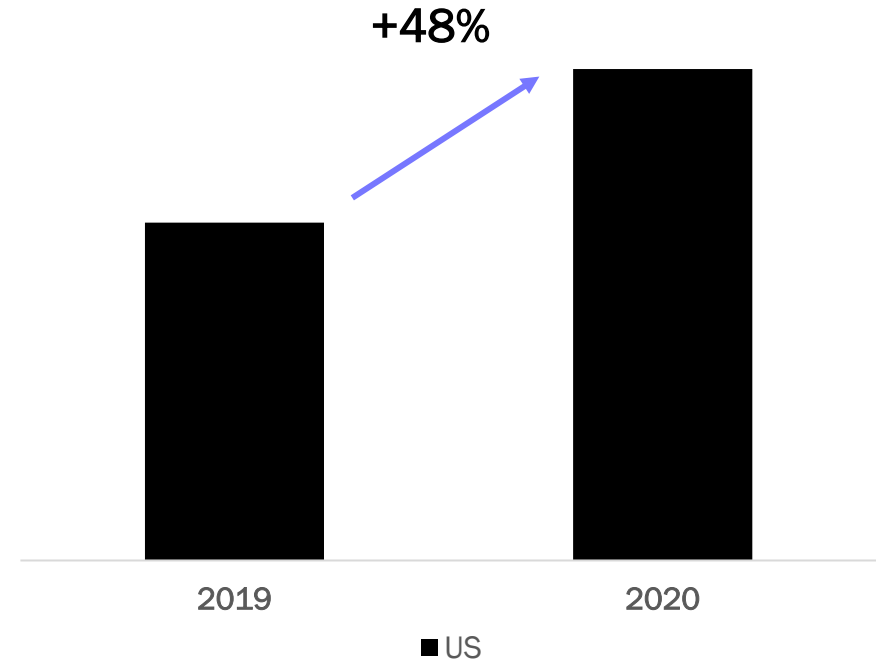
2020 FINISHED STRONG IN GLOBAL AND US MARKETS



BDSA Global Legal Cannabis
2019 vs. 2020 Sales (\$)



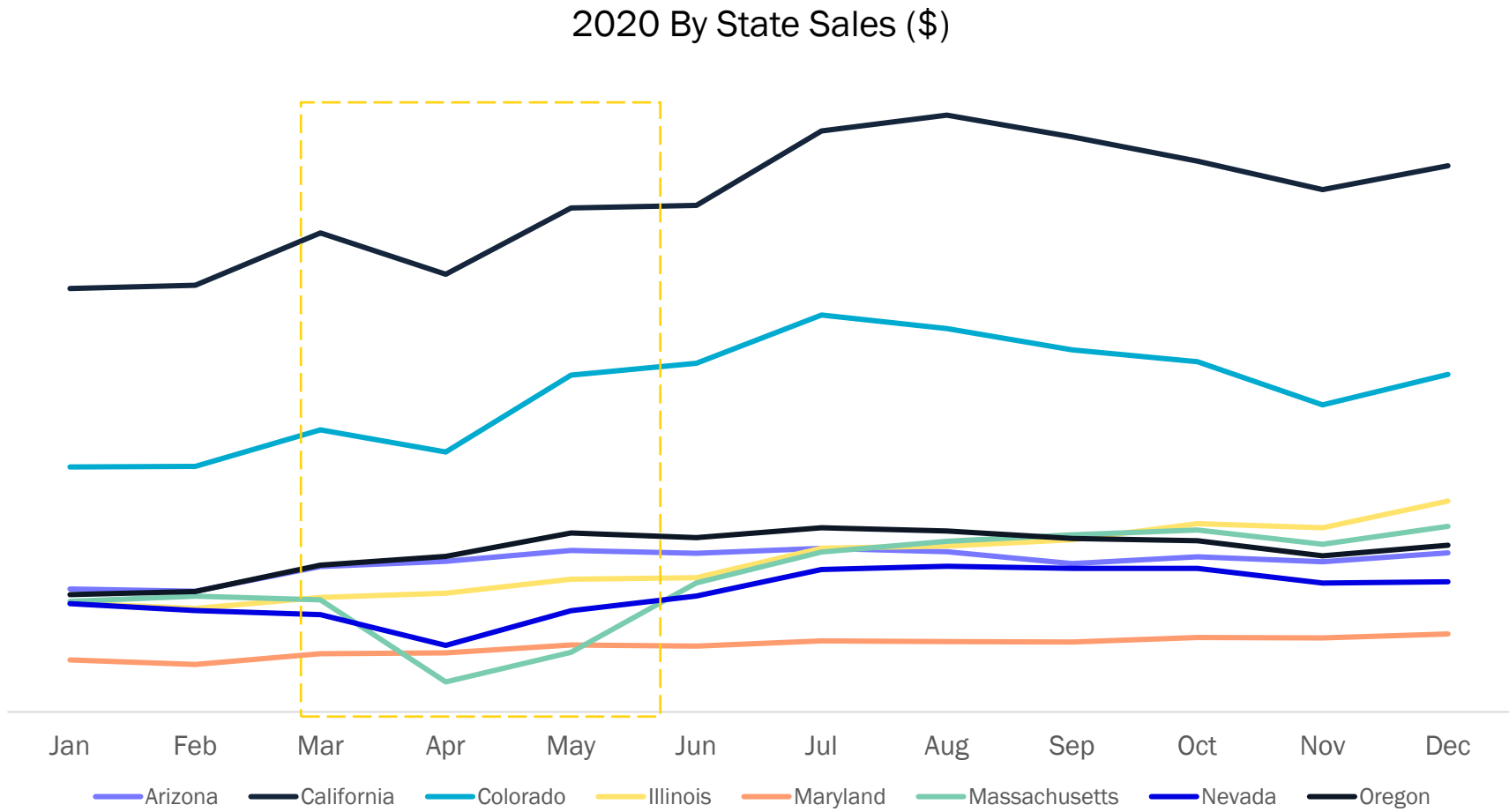
BDSA US Legal Cannabis
2019 vs. 2020 Sales (\$)



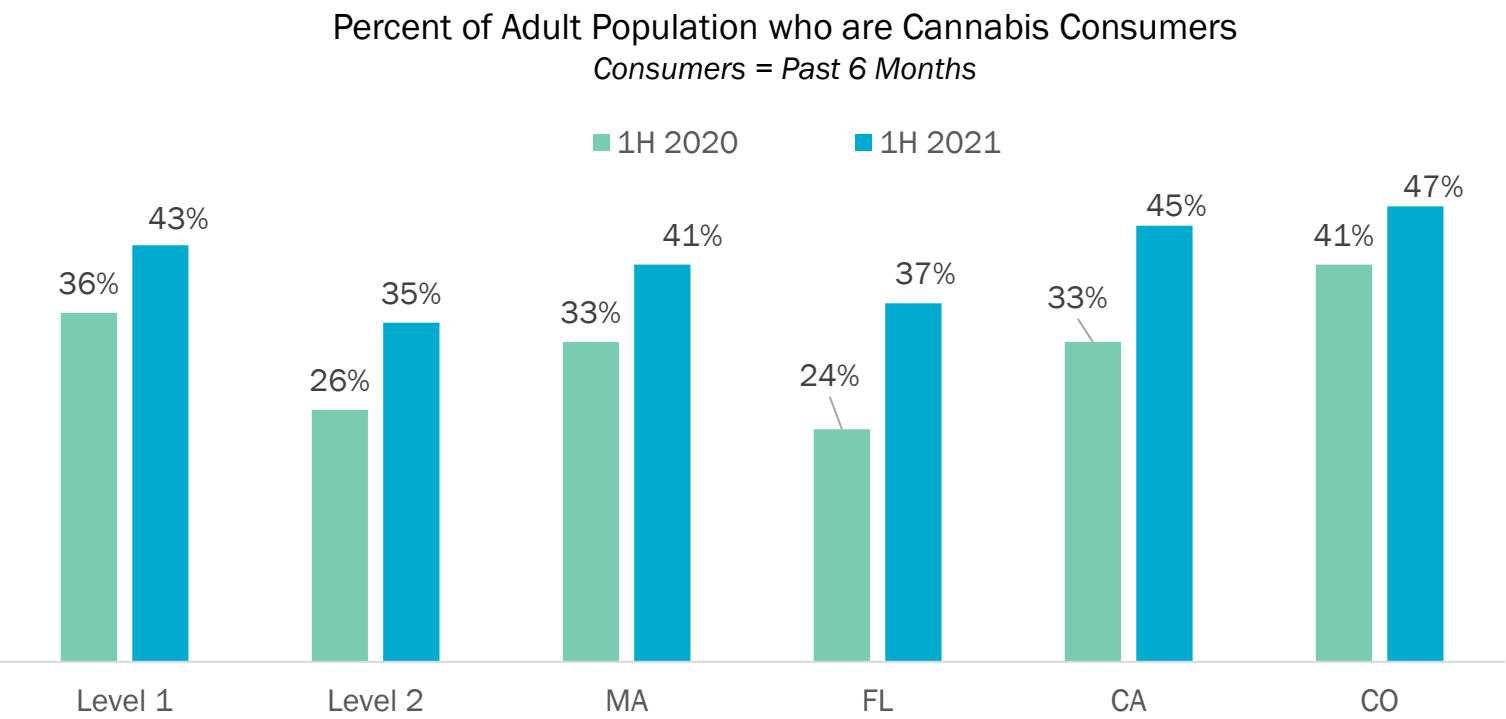
Source: BDSA Forecast, as of February 2021

2020 SALES TRENDS SIMILAR ACROSS BDSA TRACKED US MARKETS

NOTABLE exceptions—the impact of stricter COVID regulations in NV and MA and the evolution of the newly adult-use legal market in IL



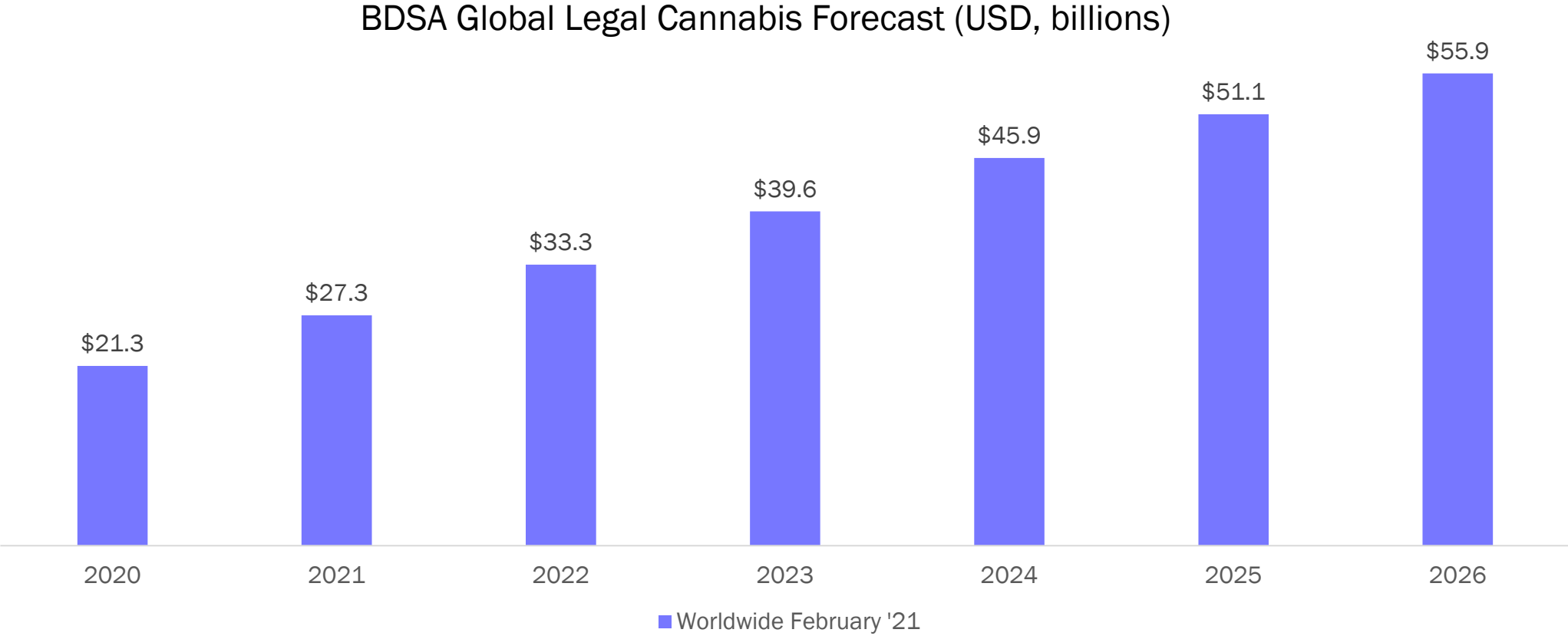
THE CONSUMER POPULATION, EVEN IN MATURE MARKETS, GREW IN 2020



IMPORTANT BDSA CONSUMER INSIGHTS TERMINOLOGY:
Consumer: Adult who has consumed cannabis in the past 6 months
Level 1: Aggregate of fully legal adult-use states
Level 2: Aggregate of medically legal states

Source: BDSA Trending Consumer Insights, 1H 2020-1H 2021

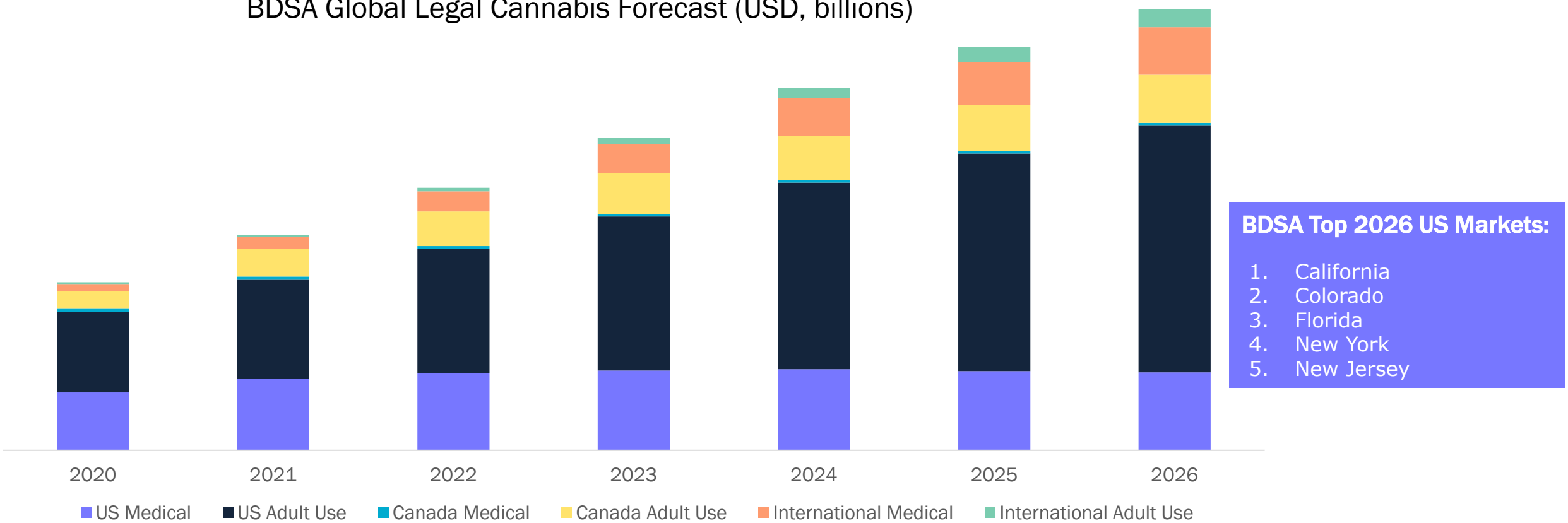
BDSA PREDICTS A \$56B GLOBAL LEGAL CANNABIS MARKET IN 2026



Source: BDSA Forecast, as of February 2021

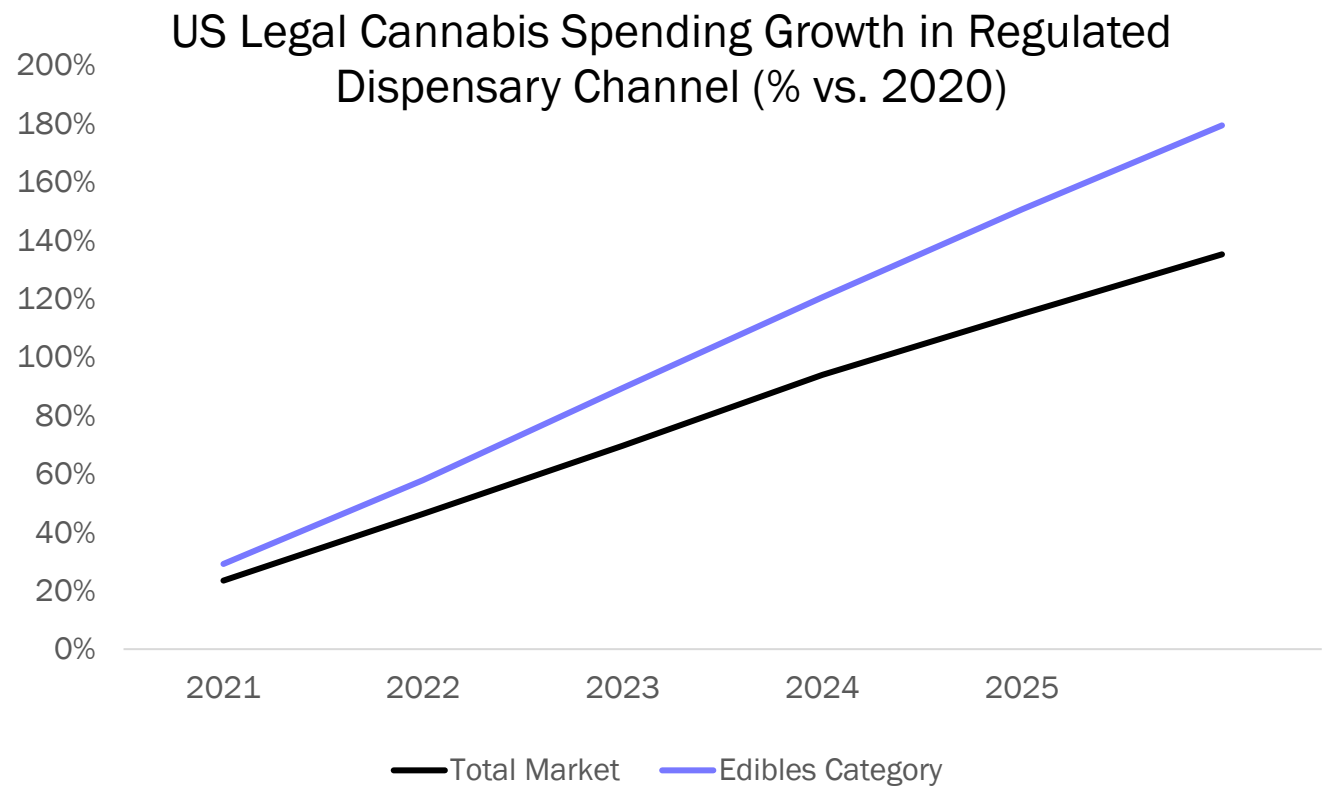
THE US REMAINS THE LARGEST LEGAL MARKET—DRIVEN BY ADULT-USE, DRIVEN BY CA

BDSA Global Legal Cannabis Forecast (USD, billions)



Source: BDSA Forecast, as of February 2021

EDIBLES ARE ~15% OF US DOLLAR SALES AND GROWING




Source: BDSA




By 2026, dollar sales will be...

2.8x



Edibles



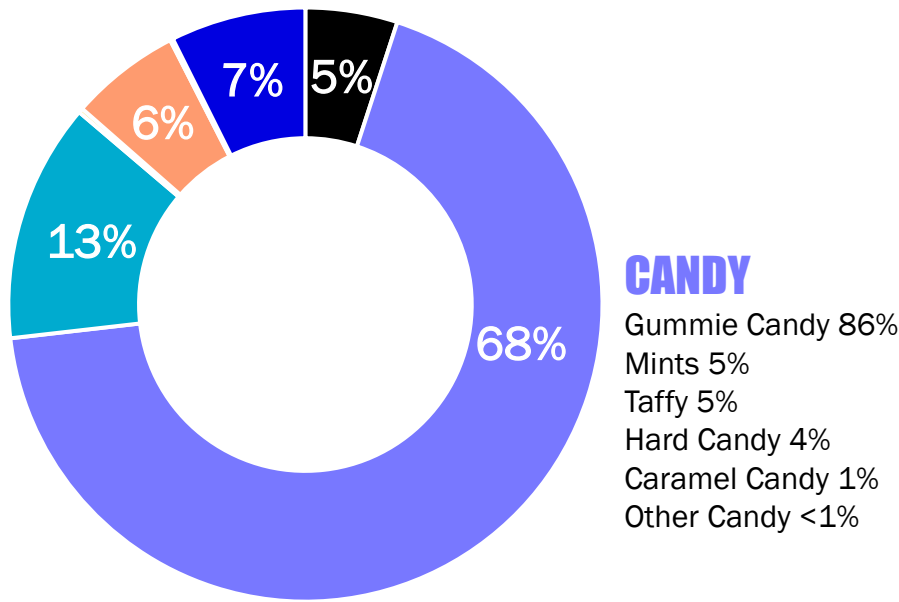
2.4x

Total Market

... vs. 2020

US EDIBLES DOMINATED BY CANDY, DRIVEN BY GUMMIES; BEVERAGES STILL SMALL

Dollar Sales Spend Edibles Category



- Beverages
- Candy
- Chocolates
- Culinary
- Infused Foods
- Other Edibles
- Pills

+24%

2020 Total Edibles \$
Growth vs. 2019

Source: BDSA full year 2020 Retail Sales Tracking

EVOLVING US CANNABIS BEVERAGES

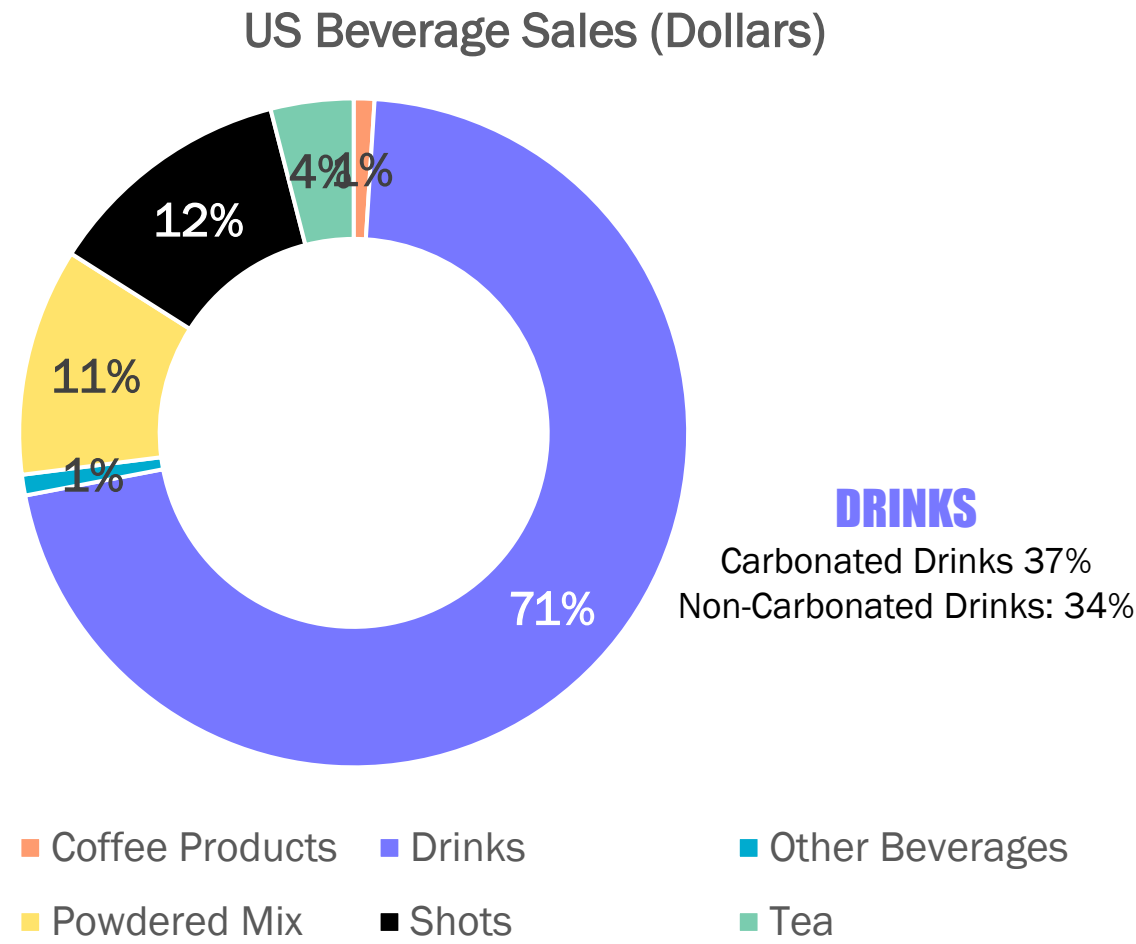


TOP BEV BRANDS Q1 2021:

1. Keef
2. Cann
3. Dixie
4. PTS Tonic
5. Sip Elixirs

Source: BDSA Brand-Level Retail Sales Tracking, Dollar Sales 2021: AZ, CA, CO, OR, NV, MD, MA, IL

US BEVERAGES DOMINATED BY DRINKS



+22%

**2020 US Total Beverage
\$ Growth vs. 2019**

Source: BDSA Sales Tracking; Growth reflected across AZ, CA, CO, OR, NV, MD, MA

OF CANNABIS CONSUMERS...

19%

Consume Beverages

5%

Prefer Beverages

34% of Acceptors would consider consuming a cannabis beverage in the future

Source: BDSA Trending Consumer Insights, 2H 2020 in Fully Legal states

EXAMPLE CANNABIS BEVERAGE PRICING



10 count x 10mg THC
(100mg THC total):
\$19.70



6 pack x 2mg THC 4mg CBD
(12mg THC, 24mg CBD total):
\$19.00

Source: BDSA Brand-Level Retail Sales Tracking, Dollar Sales 2021: AZ, CA, CO, OR, NV, MD, MA, IL



CANNABIS ROUTE TO MARKET



OVERSIMPLIFICATION OF COMPLEX LICENSING; DIFFERENT BY STATE



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Manufacturer

Distribution

Retail

MANUFACTURER + DISTRIBUTION: KIVA/KSS IN CALIFORNIA

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