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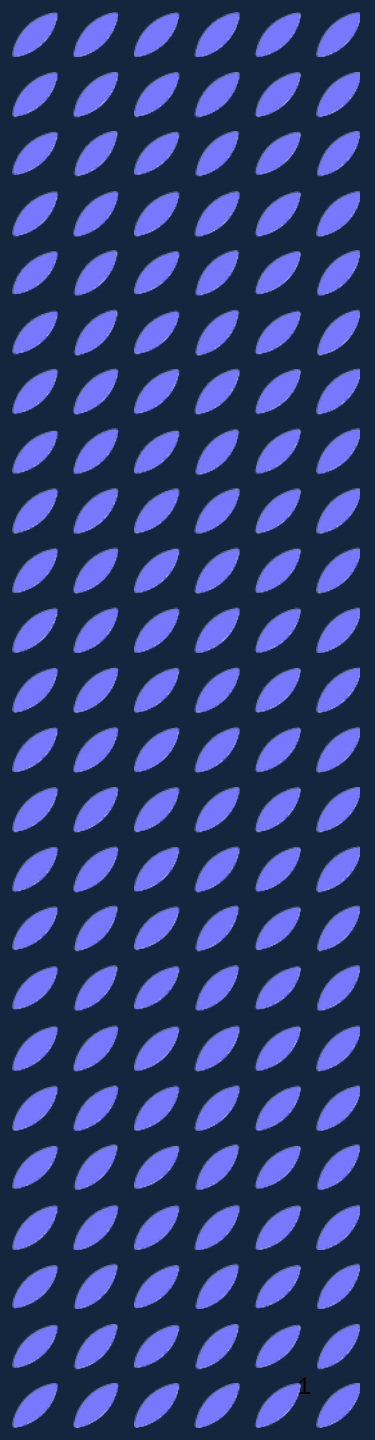


WINNING CANNABIS BRANDS AND MARKETS

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MoCann Trade

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



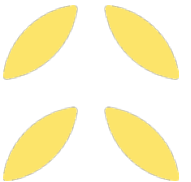
RETAIL SALES TRACKING

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

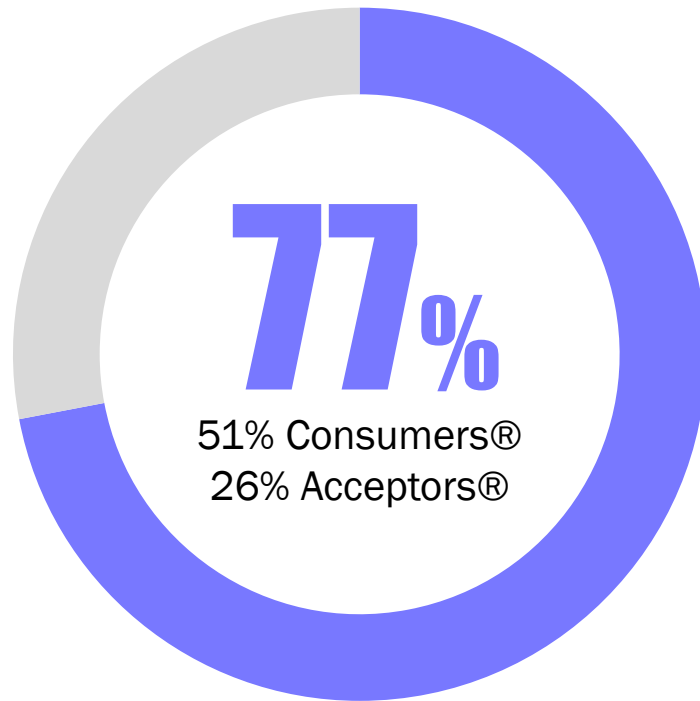
Understand consumer (and non-consumer) segments, sizing, behavior, consumption patterns, purchase habits, and more



STATE OF THE INDUSTRY



IN FULLY LEGAL STATES, ~80% OF ADULTS ARE “BOUGHT IN” TO CONSUMING



...of adults 21+ in fully legal U.S. states consumed cannabis in the past 6 months or are open to consuming cannabis

23% are Rejecters®
(would not consider in the future)

Source: BDSA Consumer Research: Spring 2022 U.S. Adults 21+ in Legal Level 1 States

LEGAL MARKETS DIFFER GREATLY IN HOW THEY HAVE DEVELOPED, WHICH IS GOING TO HAVE A HUGE INFLUENCE ON HOW THEY WILL PERFORM IN THE COMING YEARS

MATURE cannabis states such as California, Oregon, and Colorado continue to grow

NEW legal cannabis states such as Illinois, Massachusetts, Michigan and new medical markets are developing at an ever-increasing rate

EMERGING legal cannabis states, like New York, are expected to yield huge contributions to BDSA's forecasted market growth out to 2026

SPEED TO MARKET

OBSERVED RANGE OF TIMING (*as of April 2022*)

Fastest: ~60 days

Slowest: ~3 Years



Arizona

Illinois

New Mexico

Michigan

New Jersey

Missouri

Massachusetts

Ohio

What dictates timing?

1. Alignment of state government
2. Retail development
3. Production capacity vs. demand



ARIZONA OFFICIALLY THE
FASTEST STATE TO OPEN ADULT
USE:
~60 days from election

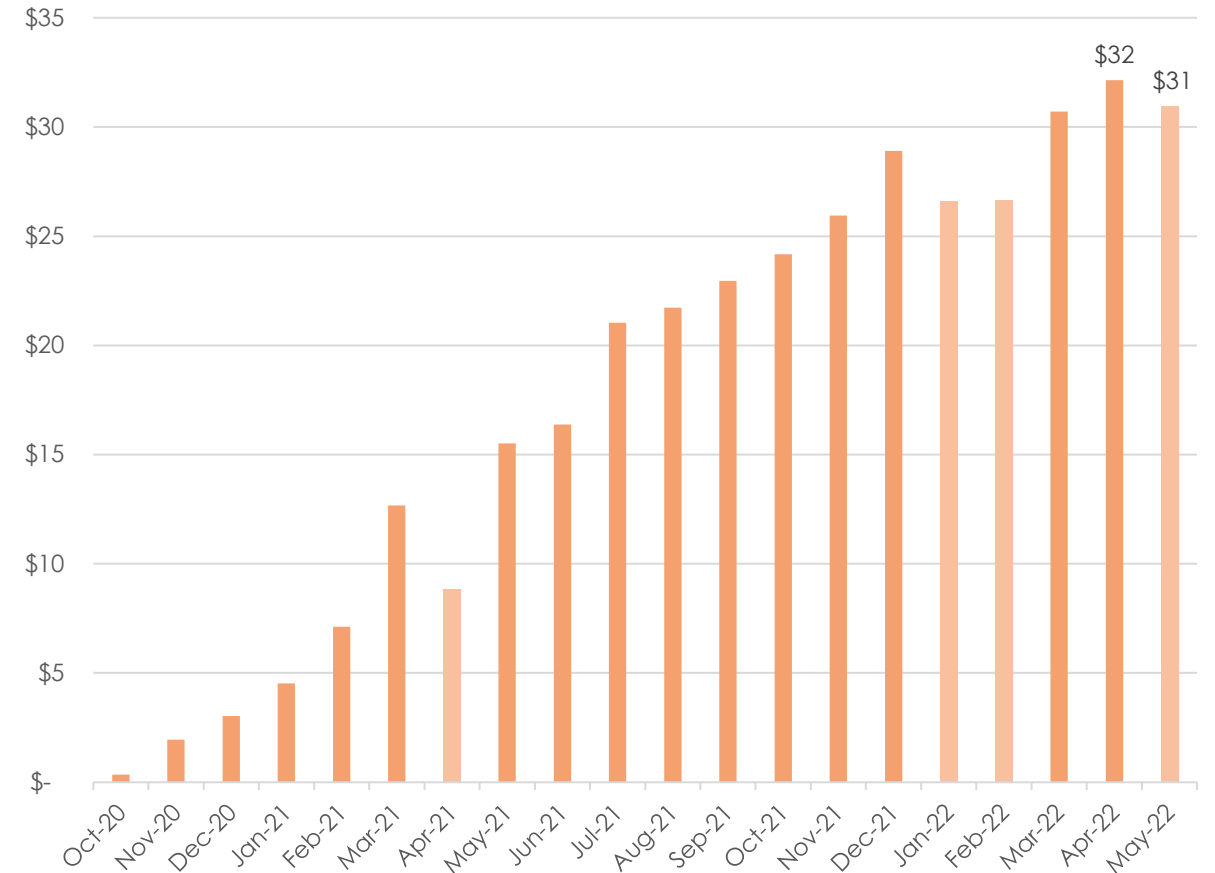
Source: BDSA

SIZE OF THE MISSOURI CANNABIS MARKET

Strong Sales Since Market Launch

- + 200% growth YTD with steady, though decelerating, gains outside of holiday sales swings
- ~\$9/g pricing an effect of high retail (203) with limited grow (60) and an average patient pop of 3%
- Market will begin to lap similar values by late-2022

Medical Sales

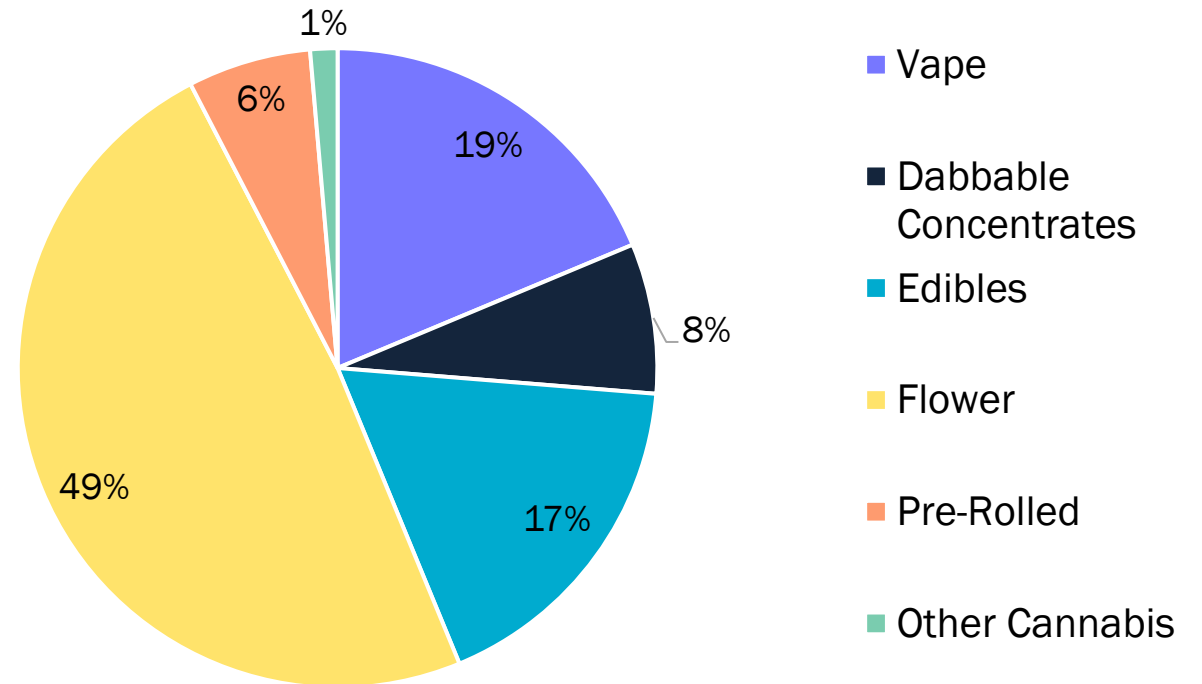


CATEGORY SHARE

Category Maturity

- Most recent periods now show Flower below 50% of category share dollars
- Legacy markets have seen Flower decline to ~30% as infused and concentrated products gain market acceptance
- Market maturity early in life-cycle indicates consumers familiarity with products

MO Sales (\$) by Category



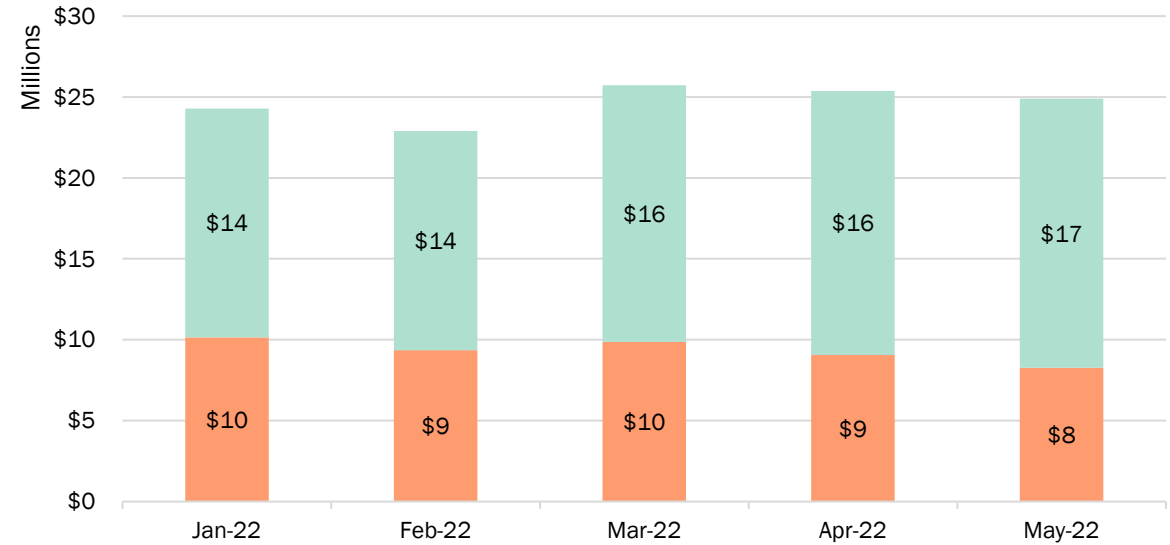
Source: BDSA Retail Sales Tracking, MO, May 2022 Category Level 2

NEW MARKETS

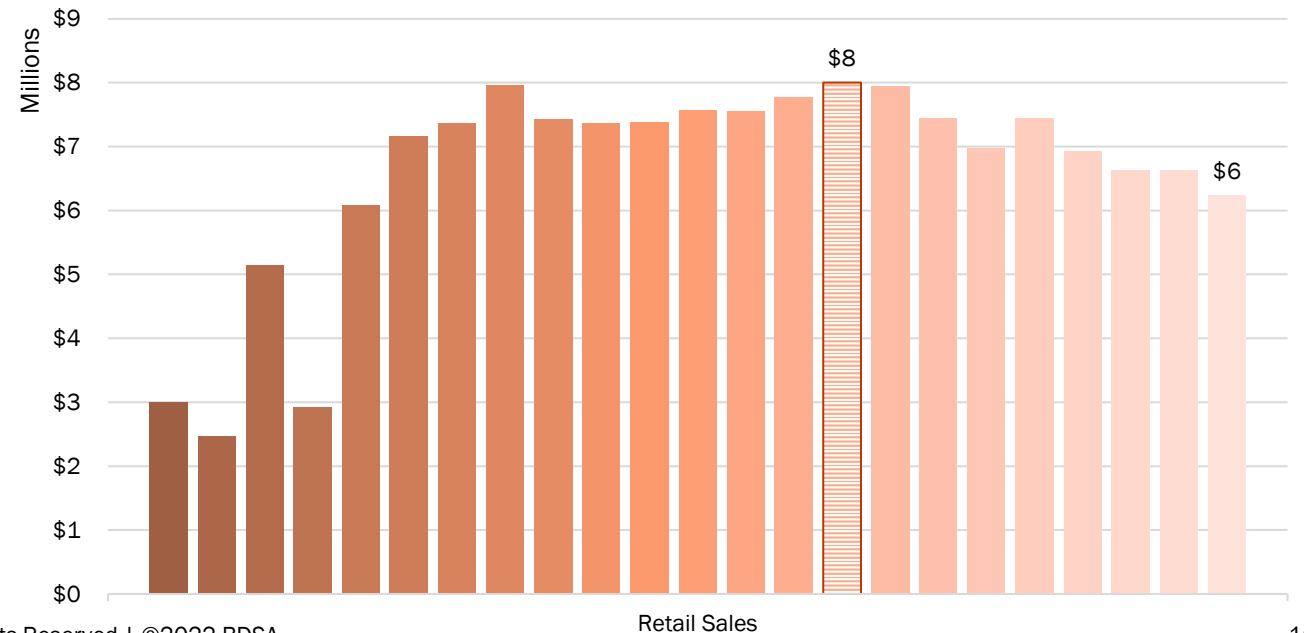
Other new markets witnessing softness

- New markets in Montana and New Mexico seeing underwhelming openings, M/M declines
- Rhode Island medical market has declined 7 of the last 9 months as patients find ease in newer neighboring Adult Use markets
- Market roll outs facing a window of pricing power and then erosion, limiting potential the longer markets take to open

Montana Medical and Adult Use Sales



Rhode Island Medical Sales



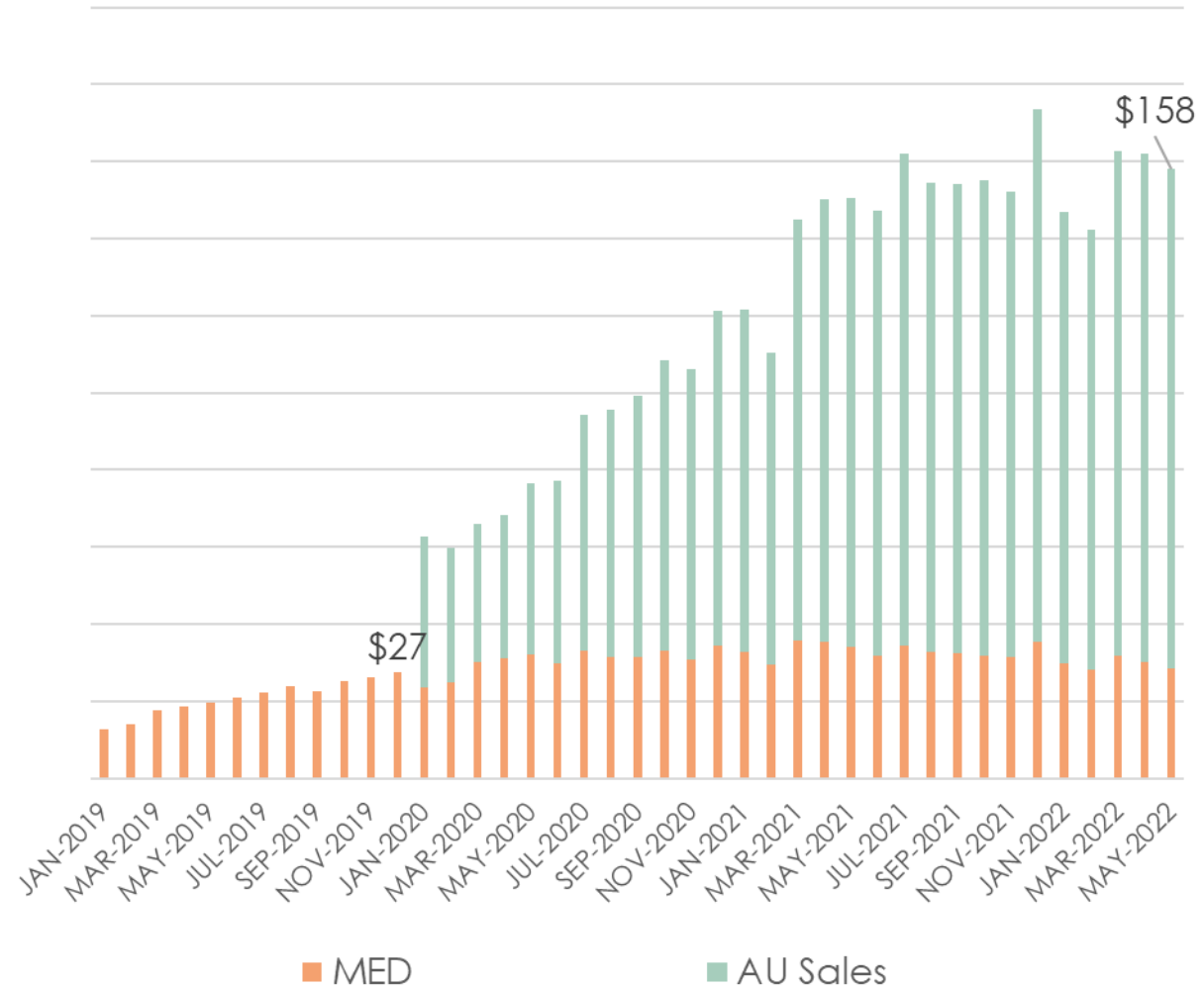
POTENTIAL ADULT USE

Full market opening impact

- Missouri medical monthly sales near Illinois medical, pre-Adult-Use opening
- Missouri: 4 times the retail, 1/2 the population of IL
- Nearly 1/3rd of IL AU sales are to out-of-state consumers, a cohort that should decline as markets in Missouri and Minnesota penetrate the Midwest
- *Missouri could be capable of \$1.7B in Total Sales*

Millions

Total Illinois Cannabis Sales

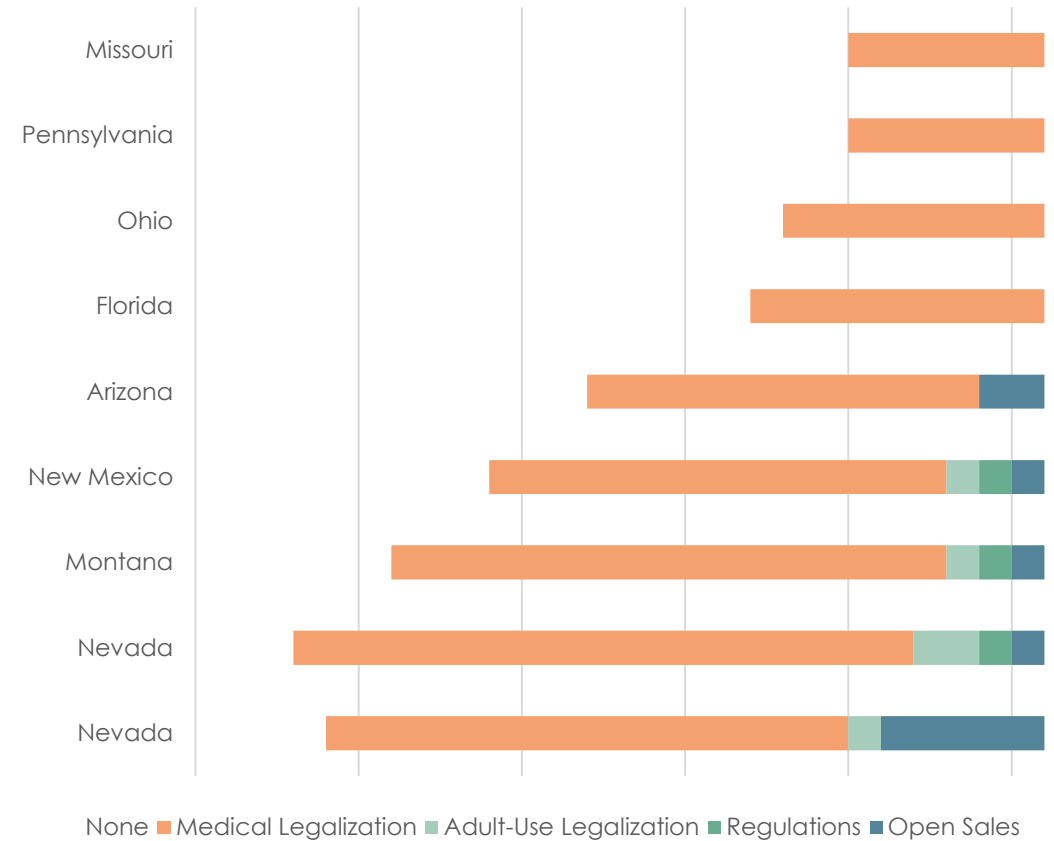


IS MISSOURI A MODEL FOR HOW FUTURE MARKETS WILL DEVELOP IN RED STATES?

Third Round Market Openings

- Quicker timelines have accelerated the diffusion of best practices in newer medical markets, creating more effective markets early on
- A robust retail count in Missouri has created a structure capable of strong revenues should an Adult Use market open in the next 4–6 years, though investment in cultivation capacity is needed

Legalization Timelines



PRICING TRENDS IN THE MISSOURI MARKET

3,730 SKUs in May '22

~60% increase from January '22

599 Vape SKUs in May '22

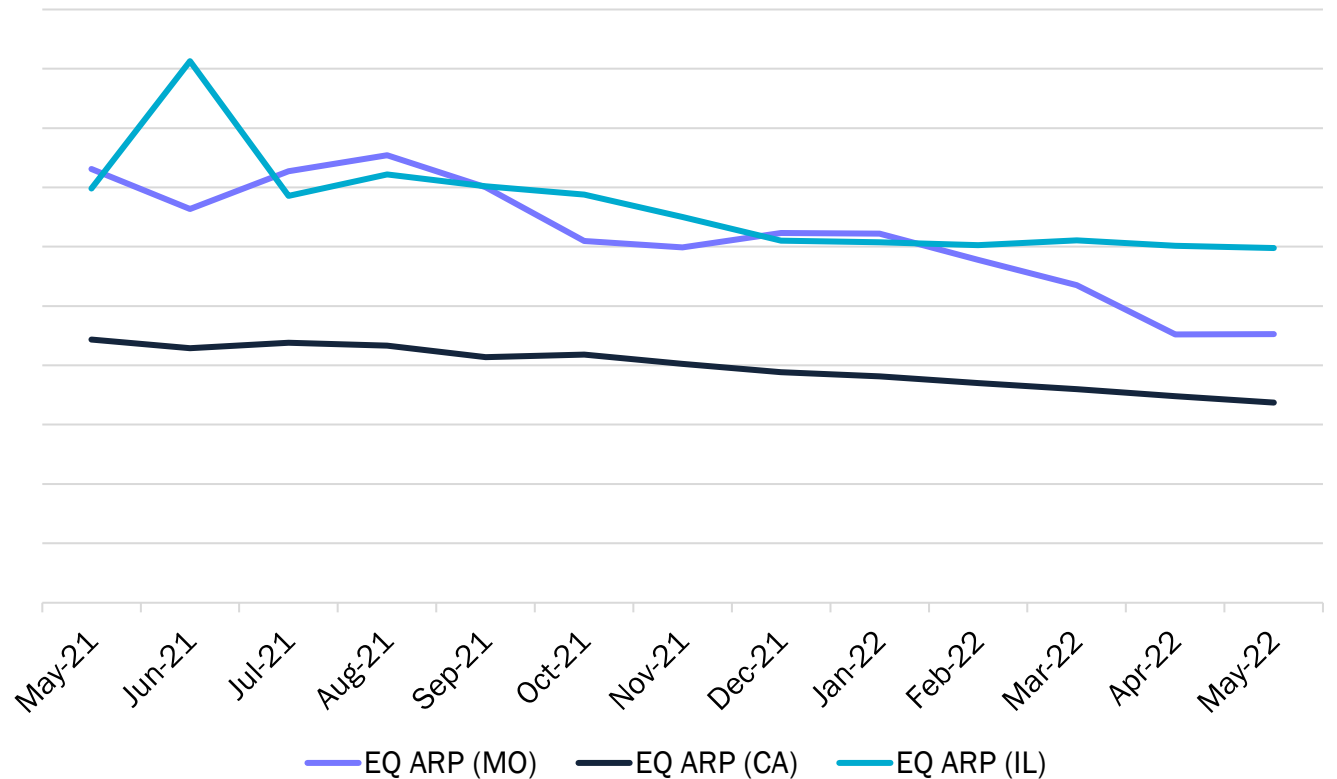
~70% increase from January '22

- Flower ARP now near \$9/g, similar to other Medical-Only markets, but still \$4-5 above Legacy markets
- Rates of decline similar to established Medical-Only in Pennsylvania and Ohio, and Adult-Use markets of California and Emerging western

states

Source: BDSA RETAIL SALES TRACKING May 2021-May 2022—MO, CA, IL.

Average Flower Retail Price by Market (\$/gram)



BRANDS TO WATCH IN 2022 – ALL MARKETS

Stiiizy



Select



Jeeter



Wyld



Rythm



Source: BDSA RETAIL SALES TRACKING Jan-May 2022—AZ, CA, CO, IL, MA, MD, MI, MO, NV, OR, PA

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BRANDS TO WATCH IN 2022 - MISSOURI

Sinse



Proper Cannabis



Proper Cannabis

Illicit Gardens



C4 Farms



Flora Farms



Source: BDSA RETAIL SALES TRACKING Jan-May 2022—MO

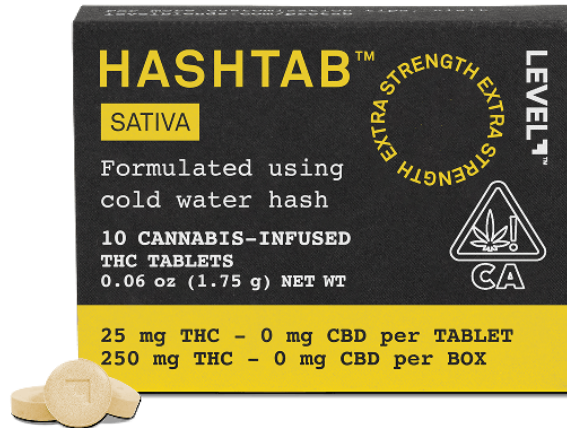
BDSA QUICK HITS: SOVENTLESS EDIBLES

Some Examples...

710 Labs Hash Rosin Gummi



LEVEL Hashtab



Wana Spectrum



dialed in...gummies



BDSA QUICK HITS: MINOR CANNABINOID

Some Examples...

WYLD (CBG)



WANA (THCV)



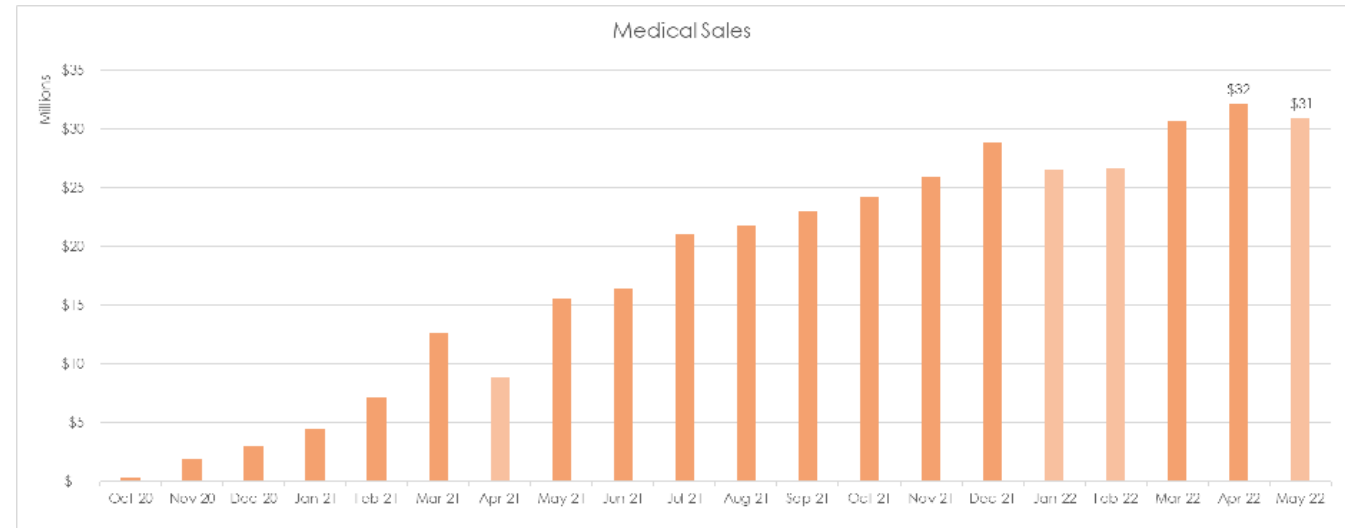
KIVA (CBN)



WRAP UP

Mid-sized Midwest Market

- Cannabis now reaching the heartland
- Medical-Only markets maturity much more quickly as markets accelerate
- Patient participation and expansion of canopy space and grow firms may set up Missouri for high growth in event of any potential Adult-Use opening



IT'S A NEW GAME.

DATA. DEEPER.

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