

Data drives success

Leveraging retailer data to drive real-time insights



No more guesswork

Our mission: Enable success for the cannabis industry by driving informed decisions through data.



MONTH-TO-MONTH SALES GROWTH BY YEAR



% OF SALES TO TOP 5 BRANDS BY YEAR



CATEGORY PRODUCT MIX



Services with a retail foundation

Cannabis acceptance is a global phenomenon



DASHBOARDS



REAL-TIME



TIME SERIES TREND ANALYSIS



DATA CONNECTIVITY

OPERATIONAL DATA

MARKET DATA

RETAILER DIRECT DATA



A multi-billion dollar question

What is working in the cannabis industry?



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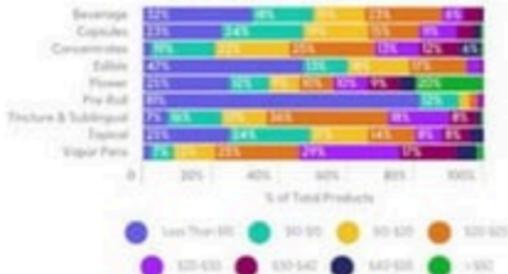
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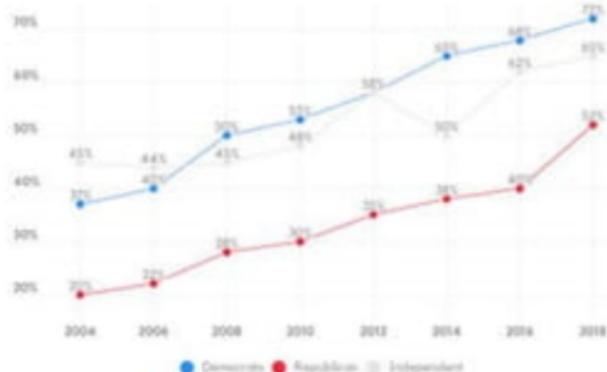
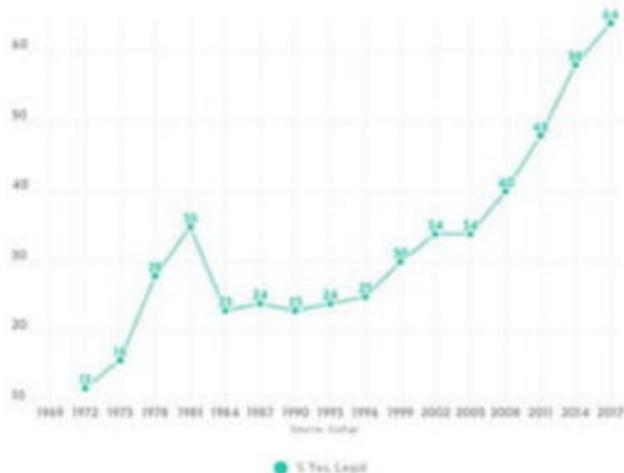


CATEGORY PRODUCT MIX



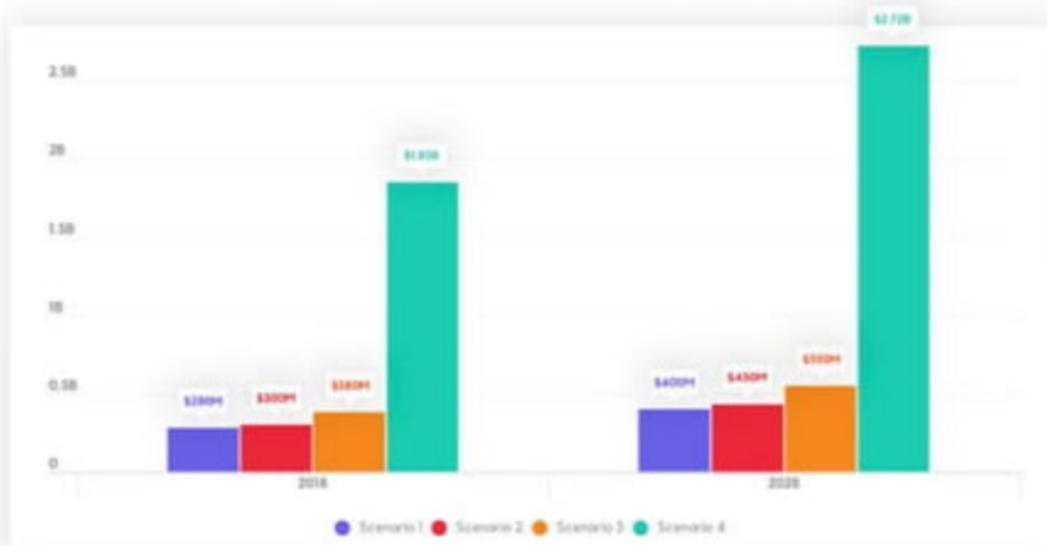
An unprecedented moment in history

Consumer acceptance continues to climb



A massive market opportunity

An industry for a product that has always had demand



TOTAL LEGAL SALES

Scenario 1: Current legislative frameworks US + Canada + Intl Medical

Scenario 2: Full medical in EU + Scenario 1

Scenario 3: Federally legal in USA + Scenario 2

Scenario 4: Full legal globally med + rec

2018 | 2028

\$280 | \$400

\$300 | \$430

\$380 | \$550

\$1.85B | \$2.72B

Services with a retail foundation

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Interconnected suite of products



INSIGHTS

Track the competitive landscape
and identify market opportunities



RETAILER

Understand and optimize
retail operations



BRIDGE

Retailer-direct data share
for vendor collaboration

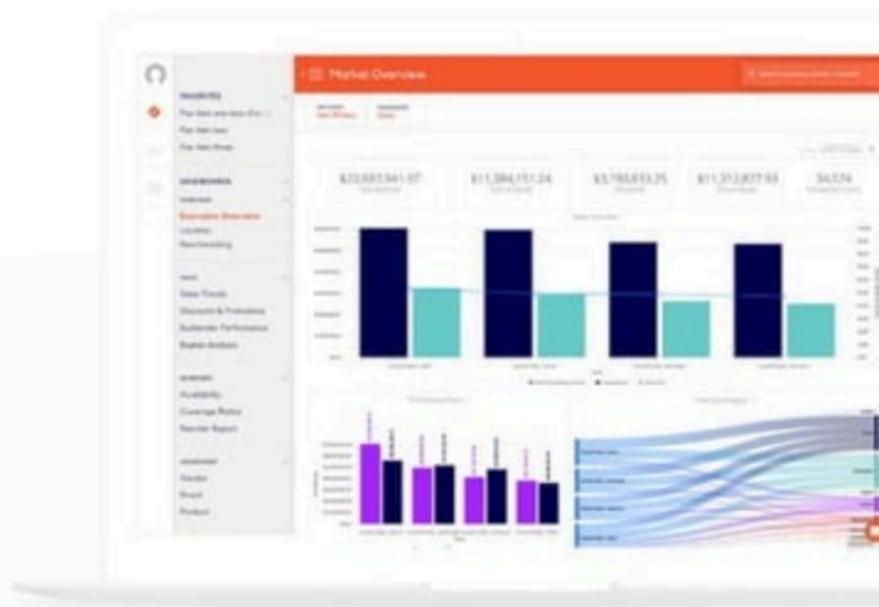
Headset Retailer

The platform for retail success



Retailer operational intelligence

- + Understand customers
- + Sales performance across all stores
- + Optimize inventory allocations
- + Measure sales staff
- + Understand promotions and discounts
- + Benchmark vs. Industry averages
- + Enable data interconnectivity



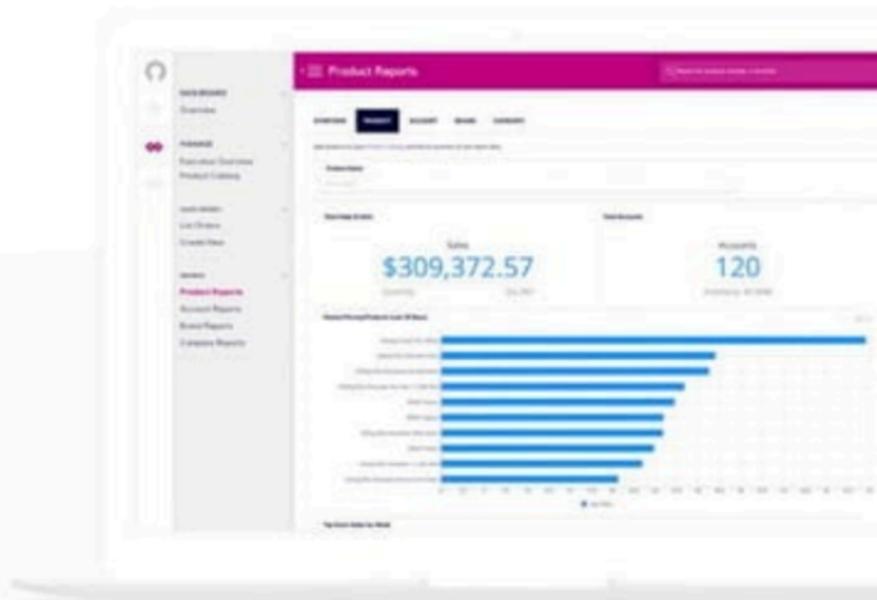
Headset Bridge

Vendor and retailer collaboration service



Retail-direct data sharing

- + CRM with inventory, sales and price
- + Vendor managed inventory
- + Marketing and promotion measurement
- + Forecast production runs
- + Streamline communication
- + Drive retailer adoption of Headset



Headset Insights

Making sense of a rapidly developing market



Cannabis market intelligence

- + Real-time market measurement
- + Defines the cannabis taxonomy
- + Aggregated market direct from retail
- + Explore category, segment, brand and product data
- + Competitive insights
- + Brand positioning and ranking

