



A multi-billion dollar question

What is working in the cannabis industry?



Data drives success

Leveraging retailer data to drive real-time insights



No more guesswork

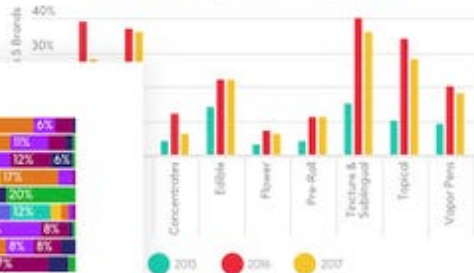
Our mission: Enable success for the cannabis industry by driving informed decisions through data.



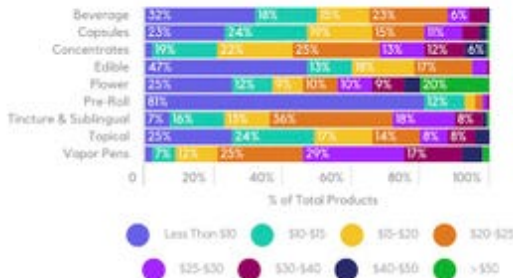
MONTH OVER MONTH SALES GROWTH BY YEAR



% OF SALES TO TOP 5 BRANDS BY YEAR

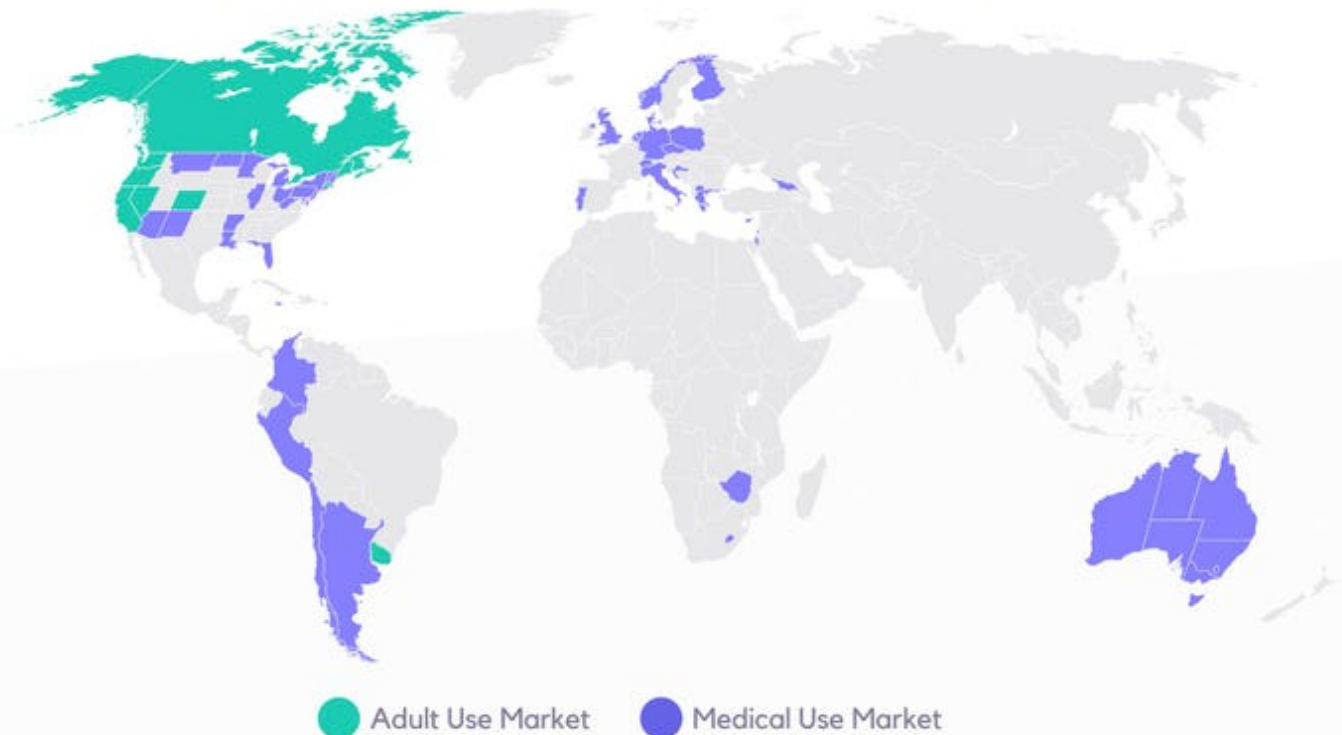


CATEGORY PRODUCT MIX



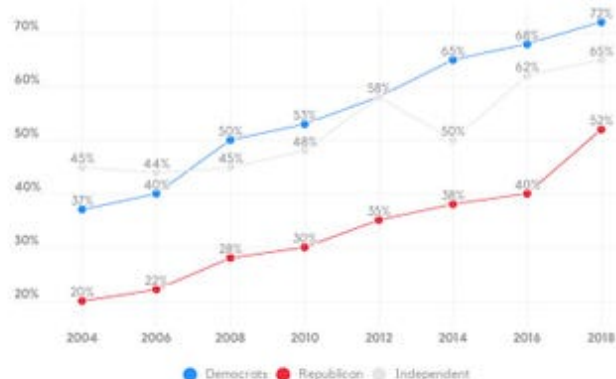
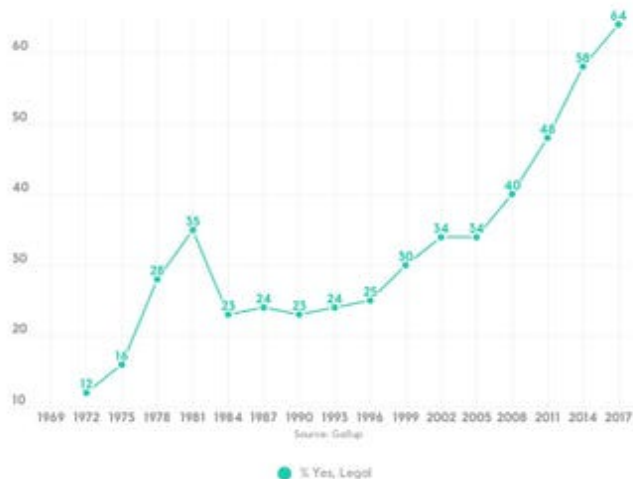
An unprecedented moment in history

Cannabis acceptance is a global phenomenon



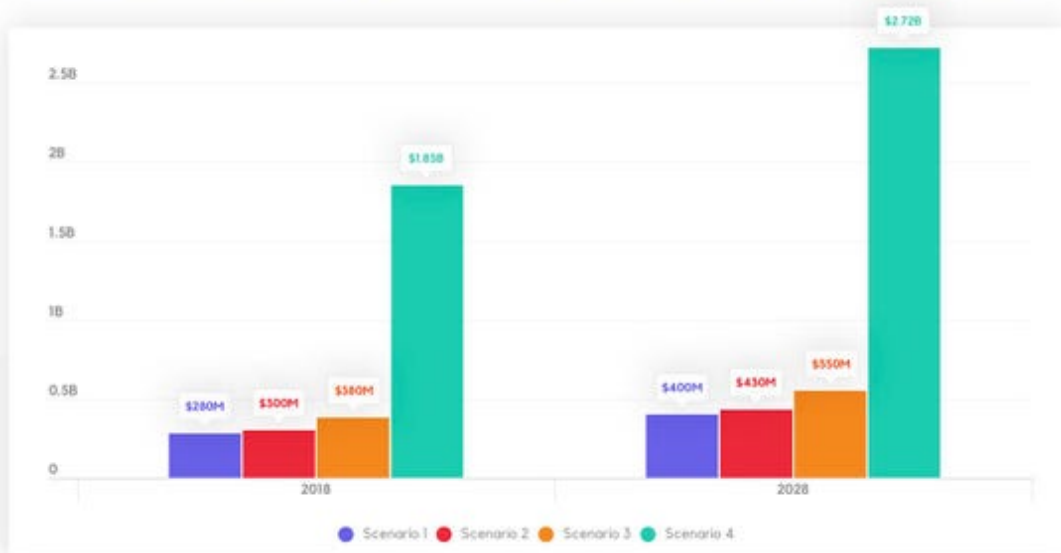
An unprecedented moment in history

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

\$28B | \$40B

\$30B | \$43B

\$38B | \$55B

\$185B | \$272B

The Headset Platform

Technology-driven measurement and analytics

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



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

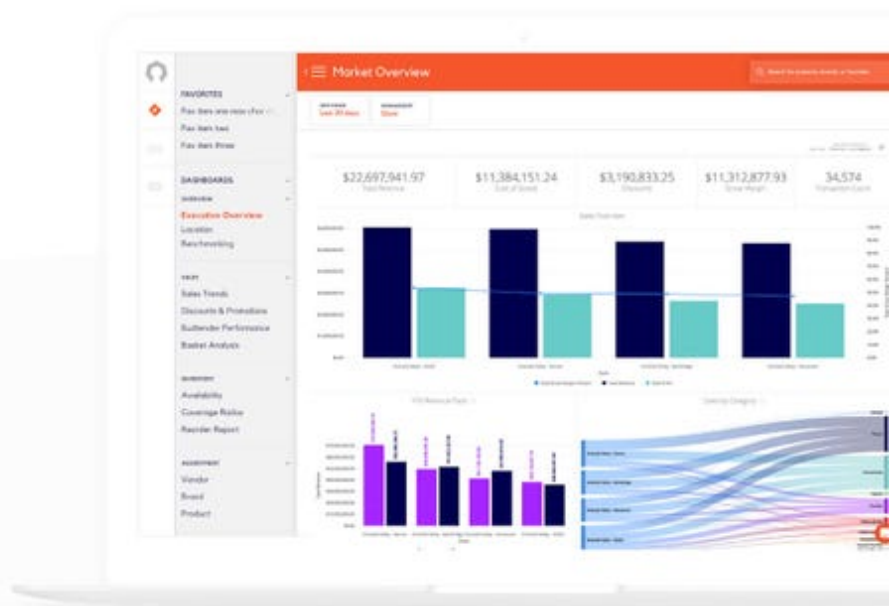
Headset Retailer

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

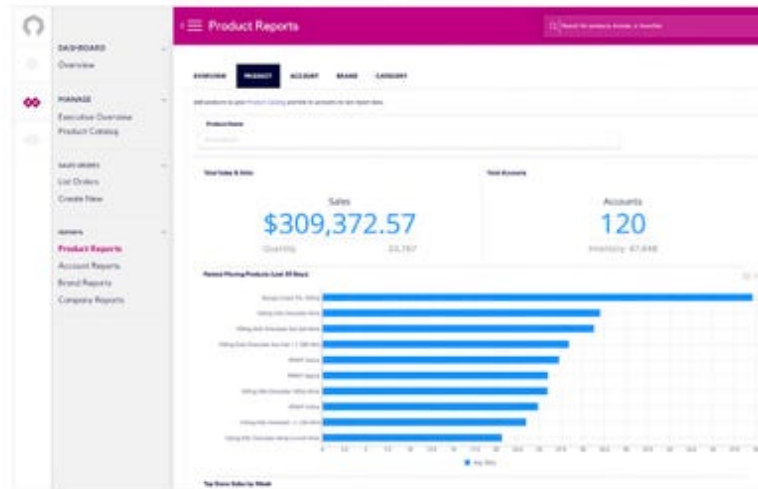
Vendor and retailer collaboration service



BRIDGE

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



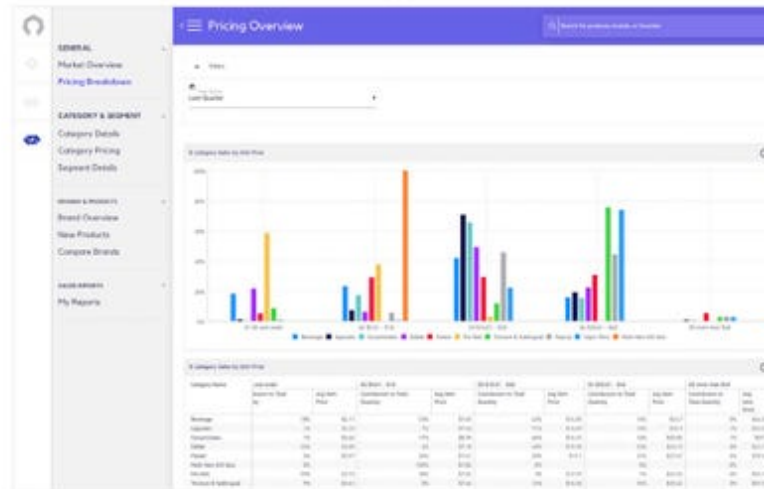
Headset Insights

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



Virtuous cycle of adoption

Product-driven platform adoption and growth



Generating revenue

SaaS-based subscription model



INSIGHTS

Category and market
subscriptions



RETAILER

Freemium model.
Per location pricing



BRIDGE

Per Retailer
Pricing Model

ADDITIONAL REVENUE SOURCES



Custom analytics services
Syndicated reports

Partner validated leadership position

Selected by world leading firms as their cannabis analytics partner



GLOBAL LEADER IN MARKET ANALYTICS SERVICES

- + Channel sales into Consumer Packaged Goods market
- + Cooperation efforts in Canada

The Cowen logo, consisting of the word "COWEN" in a bold, black, uppercase, sans-serif font.

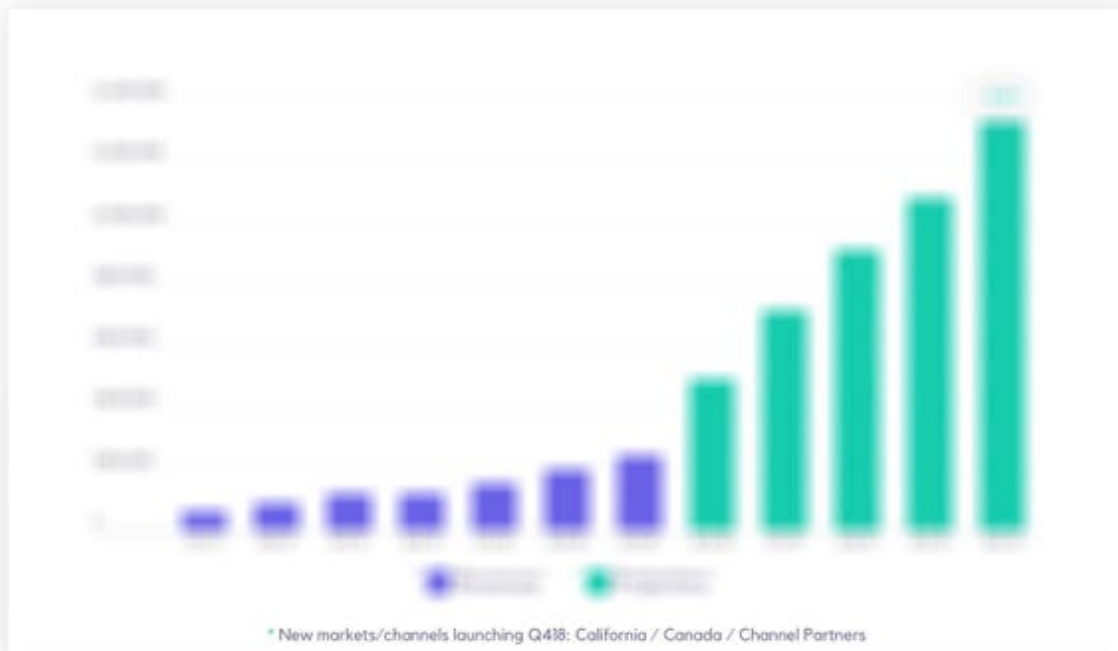
LEADING FINANCIAL SERVICES PROVIDER IN CANNABIS

- + Channel sales to financial services
- + Cannabis coverage informed by Headset data

Consistent sales growth



With a ramp through 2019



The journey is just starting

3 years in operation | \$5M raised to date | 18 person core team

Same founding team that started Leafly

- + Successful exit with Privateer Holdings
- + Strong network after 8+ years in cannabis
 - + Product development, design, and ux

Difficult to replicate

DATA AGGREGATION RAMP



\$4B in Transactions Processed
\$4.9M / day
100k transactions / day

LEADING POINT-OF-SALE INTEGRATIONS



16 Point-of-sale integrations
600 retailers in-network

CUSTOM DEEP-LEARNING FRAMEWORK FOR PRODUCT CODING



Trained on 1.6M data points
Dedicated team for new markets

Competitive Landscape

Data-centric cannabis organizations

		Sales Transactions	
		NO	YES
SKU-Level Data	NO	NEW FRONTIER DATA	MJ FREEWAY
	YES	BRIGHTFIELD	BDS ANALYTICS

OUR COMPETITIVE ADVANTAGES

- Primary data source (POS)
- Real-time measurement
- Interconnected suite of products
- Channel partners
- Industry pedigree

What's Next?

Market and service expansion

Making businesses even smarter



Predictive analytics

Open data access

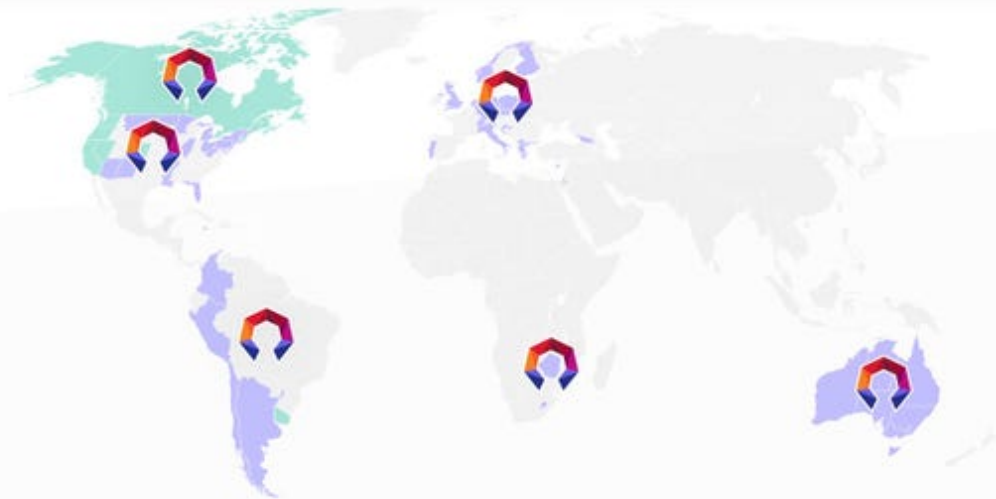
Enhanced data services



Going global

Medical measurement services

Entry to Europe, Australia, South America markets

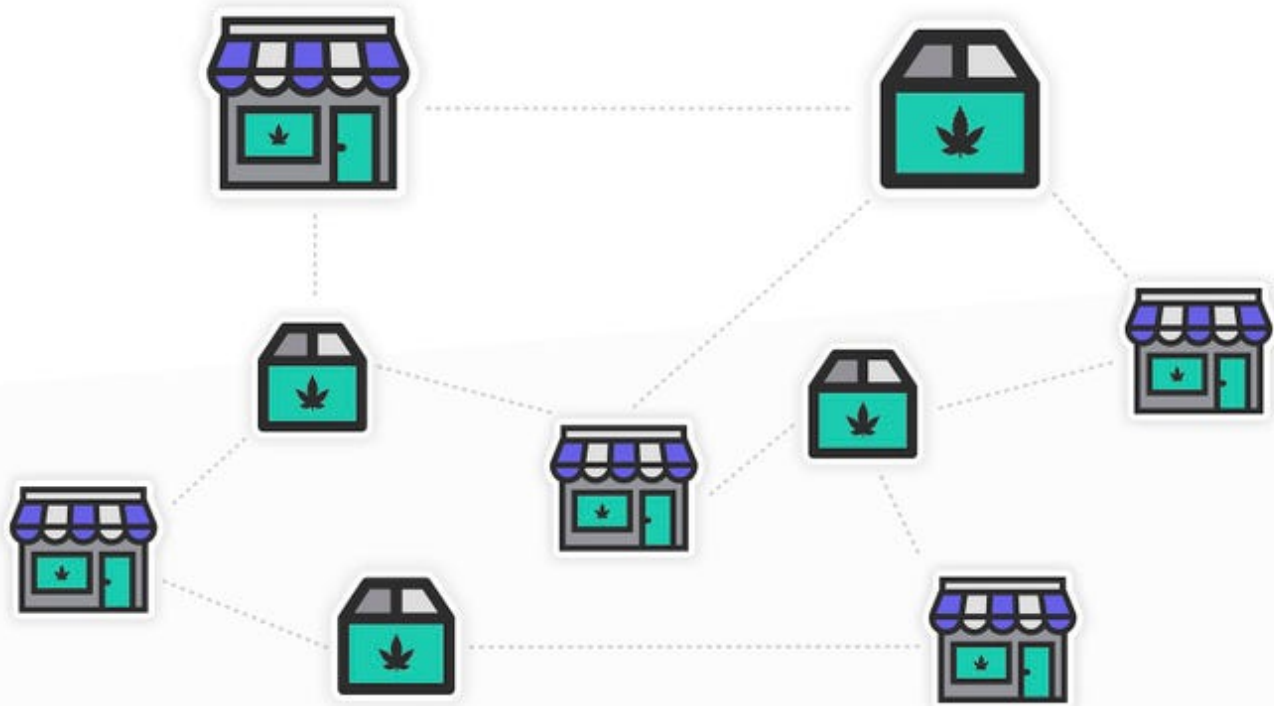


Adult Use Market



Medical Use Market

Building on the rails



How do we get there?

We are raising a **\$6M Series A** to solidify our position as the analytics provider in the cannabis space — with industry leading partners accelerating our success.

Thank you



cy@headset.io

@headset_io