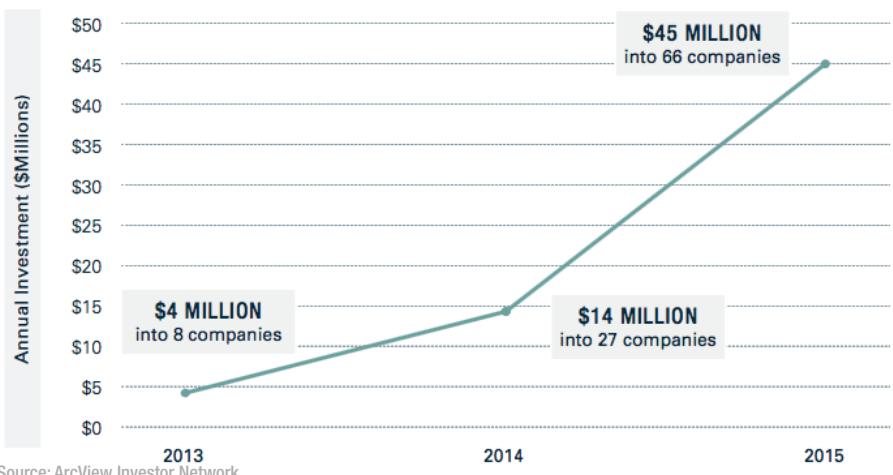


4 Reasons Data is Critical to the Future of Legal Cannabis

1 Investors: Data accelerates investment flow into the Cannabis industry

The graph on the right shows the flow of investment into cannabis-related companies through one investor network, The ArcView Group. Actionable data and intelligence on industry growth trends, business operation costs, consumer behavior and consumption patterns are a few of the inputs investors need to invest with confidence in cannabis. Historically, this data has been disparate and sparse; aggregation and distillation of validated data are of key importance.

 Investment by ArcView Investor Network Members 2013-2015

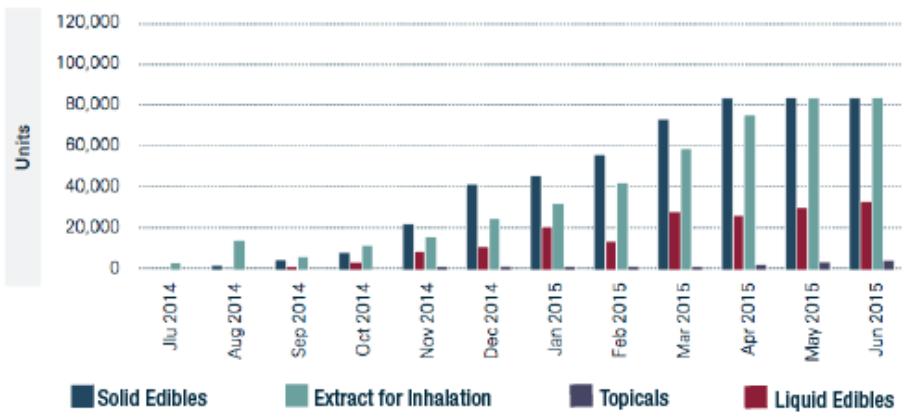


For more, see our Investor Report:
7 Critical Factors Investors Must Consider

2 Operators: Data helps identify emerging opportunities and provides a competitive edge

For cultivators, knowing which products are in demand as well as how consumer tastes are evolving will guide production strategy, capital investments, and marketing. For retailers, data on product sales, customer preferences, and product profitability will ensure that stores carry the right mix of products and maintain optimal inventory levels.

 Washington Cannabis Concentrate & Infused Product Sales

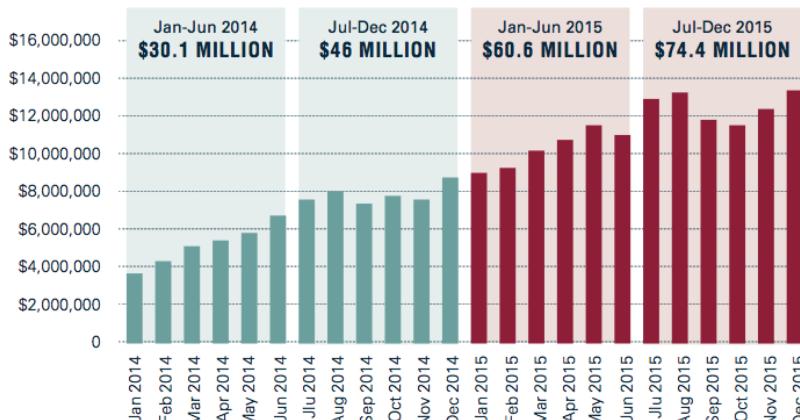


For more, see our Operator Report:
Small Price Changes Significantly Impact Marijuana Cultivator Revenue

4 Reasons Data is Critical to the Future of Legal Cannabis

3 Regulators & Lawmakers: Data aids in projecting & optimizing tax revenues

i Growth in Colorado Cannabis Tax & License Fee Revenue 2014-2015



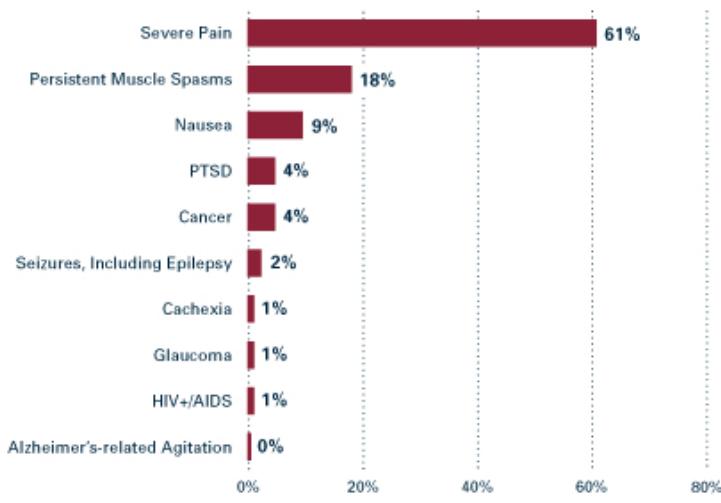
Source: Colorado Dept. of Revenue

The ability to accurately project tax revenues significantly impacts those programs that are funded by these revenues. It also ensures that tax rates are set appropriately; data can help lawmakers set tax rates that optimize revenues and mitigate the risk of driving consumers to the black market.

For more, see our Legislator Report:
High Marijuana Sales Taxes Undermine Tax Revenue Potential

4 Caregivers & Patients: Data improves patient outcomes

i Oregon Medical Cannabis Patients Reporting Each Qualifying Condition



Source: Oregon Health Authority

While cannabis appears effective at treating symptoms like nausea, loss of appetite, and stress, different strains of the plant also may target specific conditions (including cancers, glaucoma, and epilepsy). Data regarding patient outcomes is vital in helping physicians make the right recommendations for specific conditions, and for growers to know which strains they need to produce for the medical cannabis programs in their state.

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