



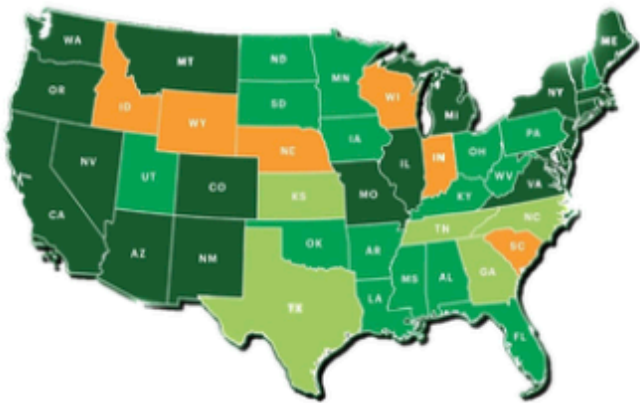

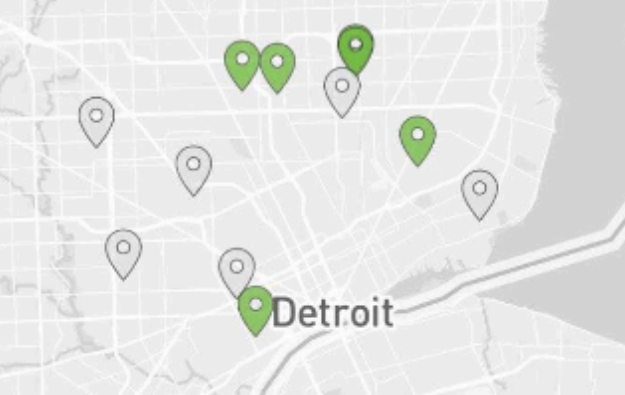

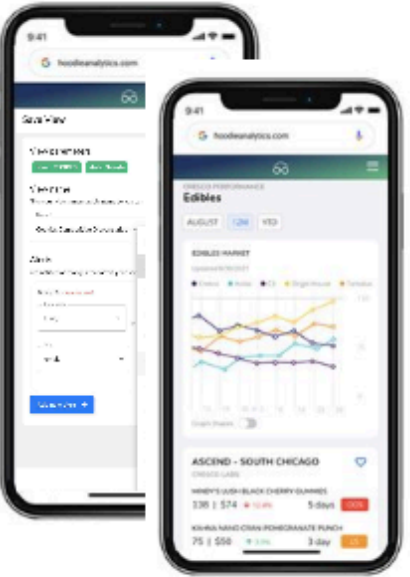
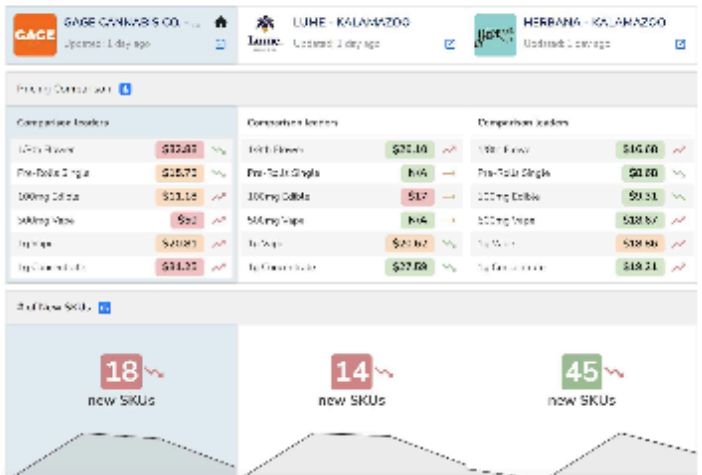
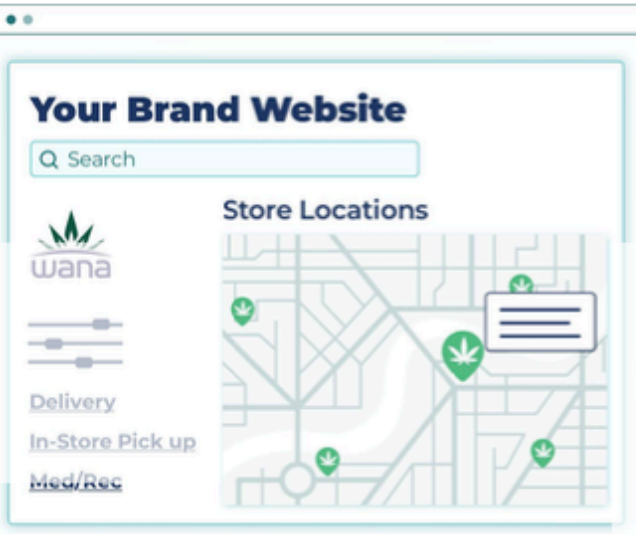
hoodie

ANALYTICS

Features and Pricing

2025

ONLY HOODIE ANALYTICS CAN DELIVER

<div>Most Coverage</div>	<div><div>\$27B</div><div>Tracking +90%</div></div>	<div><div>5.8MM</div><div>Items</div></div>	<div><div>8,000+</div><div>Brands</div></div>	<div><div>10,500</div><div>Dispensaries</div></div>	<div><div>70,125,000</div><div>Customers/Mo</div></div>
<div>Most Granularity</div>	<div><div>Total Market</div><div></div></div>	<div><div>Account Level</div><div></div></div>	<div><div>Store Level</div><div></div></div>	<div><div>Consumer Segments</div><div></div></div>	
<div>Market-Leading Products</div>	<div><div><div>1 Market Intelligence</div></div></div>	<div><div><div>2 Custom Analytics</div></div></div>	<div><div><div>3 Consumer Acquisition</div></div></div>		



Hoodie Data Sources & Methodology

predicting store-level results

ALL Dispensaries

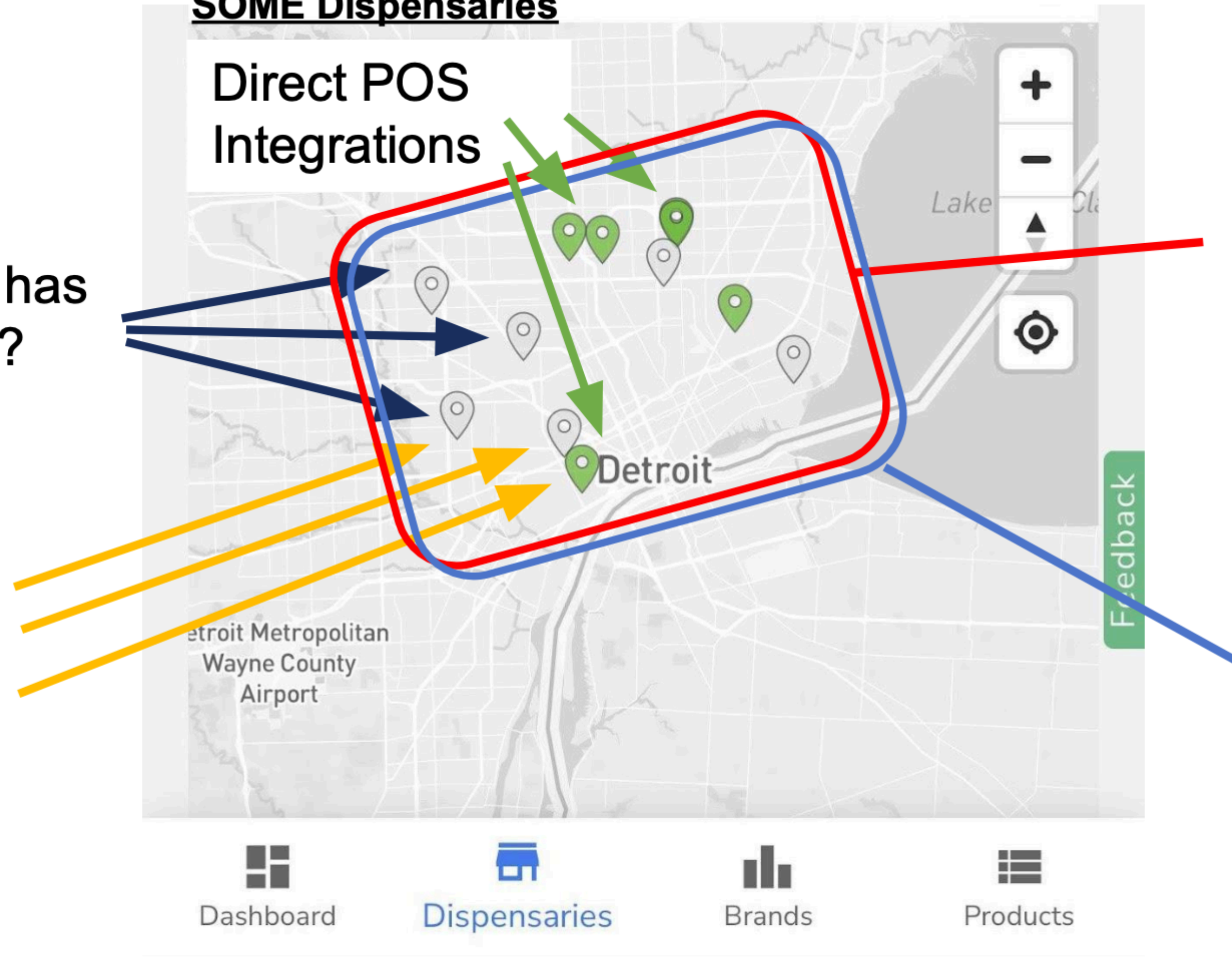
What is on the shelf? How long has it been available? Price?

SOME Dispensaries

of Brand X Gummies shipped to this Dispensary

SOME Dispensaries

Direct POS Integrations



ALL Dispensaries

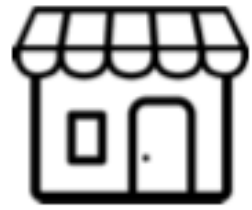
of Customers Visited, Loyalty to Dispensary, Demographics of Customers

ALL Dispensaries

Dispensary Attributes: # of competitors in trading area, Distance to Border, Google Reviews, Opening Date, Deal orientation, etc..



CORE VALUE ELEMENTS



**ASSORTMENT
MGMT & NEGOTIATION**



**PRICE
MANAGEMENT**



**SITE SELECTION
+ STRATEGY**



**ACCOUNT
PRIORITIZATION**



**SALES
EFFICIENCY**



**CATEGORY
INSIGHTS**



OPPORTUNITY DETERMINATION

Shift prioritization FROM historic sales tiering TO dollar potential tiering based on store turnover provided by Hoodie

Customer prioritization and incentivization needs to be driven off of POTENTIAL

	XYZ Brand Weekly Order		Total Store Turnover	XYZ Brand Share	Weekly \$ Potential	Annual \$ Potential
Customer 1	\$2,000		\$ 25,000	8%	\$ -	\$ -
Customer 2	\$2,000		\$ 25,000	8%	\$ -	\$ -
Customer 3	\$2,000		\$ 50,000	4%	\$ 2,000	\$ 104,000
Customer 4	\$2,000		\$ 100,000	2%	\$ 6,000	\$ 312,000
Customer 5	\$2,000		\$ 250,000	1%	\$ 18,000	\$ 936,000



OPTIMIZE VISIBILITY AND PERFORMANCE

Customize growth goals to dispensary opportunity

Michigan Dispensary Analysis

	\$ Sales	% Of Sales	# Of Stores
Michigan Market	\$ 241,635,138.35	100%	720
Top 10% of Stores	\$ 70,714,319.66	29%	72
Top 20% of Stores	\$ 114,851,730.01	48%	144
Top 50% of Stores	\$ 192,324,161.92	80%	360

- Top 10% of stores provide 29% of Total \$ Sales in Michigan.
- Bottom 50% of stores provide less than 20% of Total \$ Sales.
- Focus priority of routes/customers based on size of prize.
- Allows for better customer support and optimizing product mix based on performance to drive more sales.

Actions

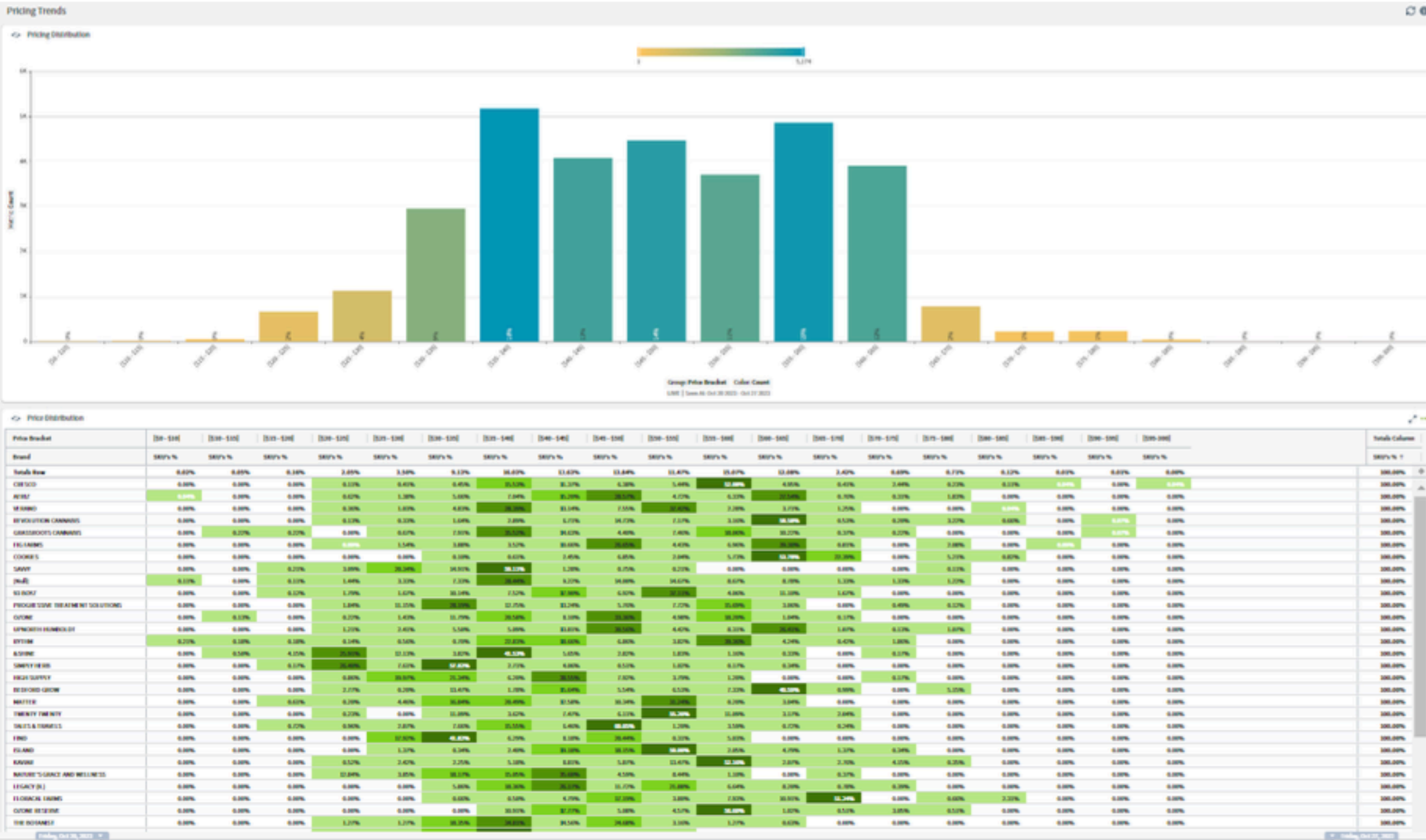
- Embed Hoodie market sizing data into customer prioritization process
 - Establish dispensary master with key attributes (e.g. demographics / size)
 - Create \$ share and \$ potential for EVERY account
- Create product matrix and prioritization based on measurable attributes - *which products should be prioritized for which accounts*
 - What Dispensary should I target?
 - What products are best fit for them?
- Establish and track KPIs based on key activities and goals - specifically leading indicators such as points of distribution, # of doors, share of distribution, etc.
- Explore data integration opportunities to simplify process for sales organization: *DEMO POC*
- Utilizing Market data to provide data driven selling stories



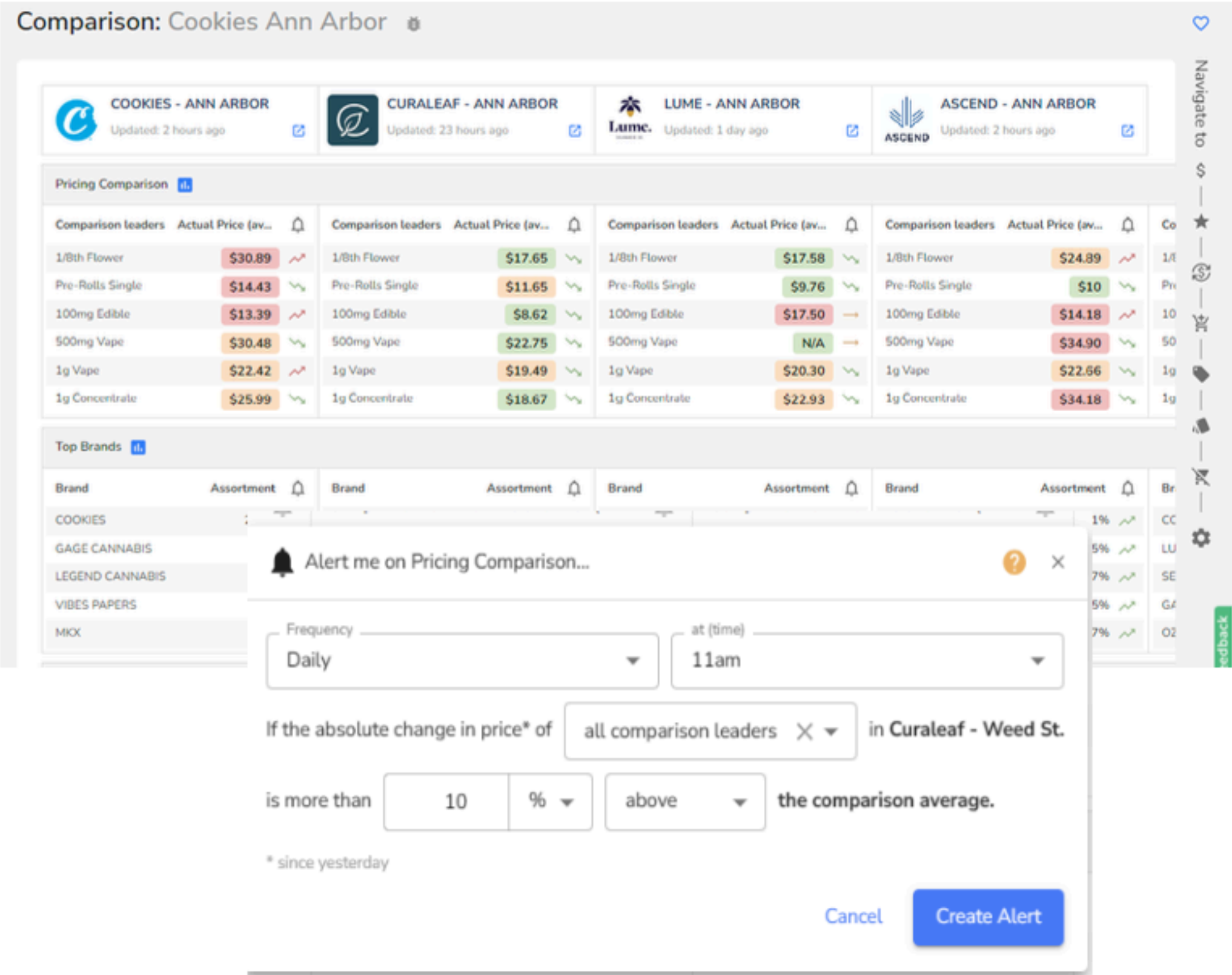
OPTIMIZE VISIBILITY AND PERFORMANCE

Prices need to be grounded in multiple layers including competitive comparisons, promotional strategy, and price perception

Market Level Price Snapshot



Local Market Price Tracking



HOODIE MODULES + FEATURES

**SALES
ENABLEMENT**

**MARKET
INTELLIGENCE**

**DISPENSARY
ANALYTICS**

**WHOLESALE
INTEGRATION**

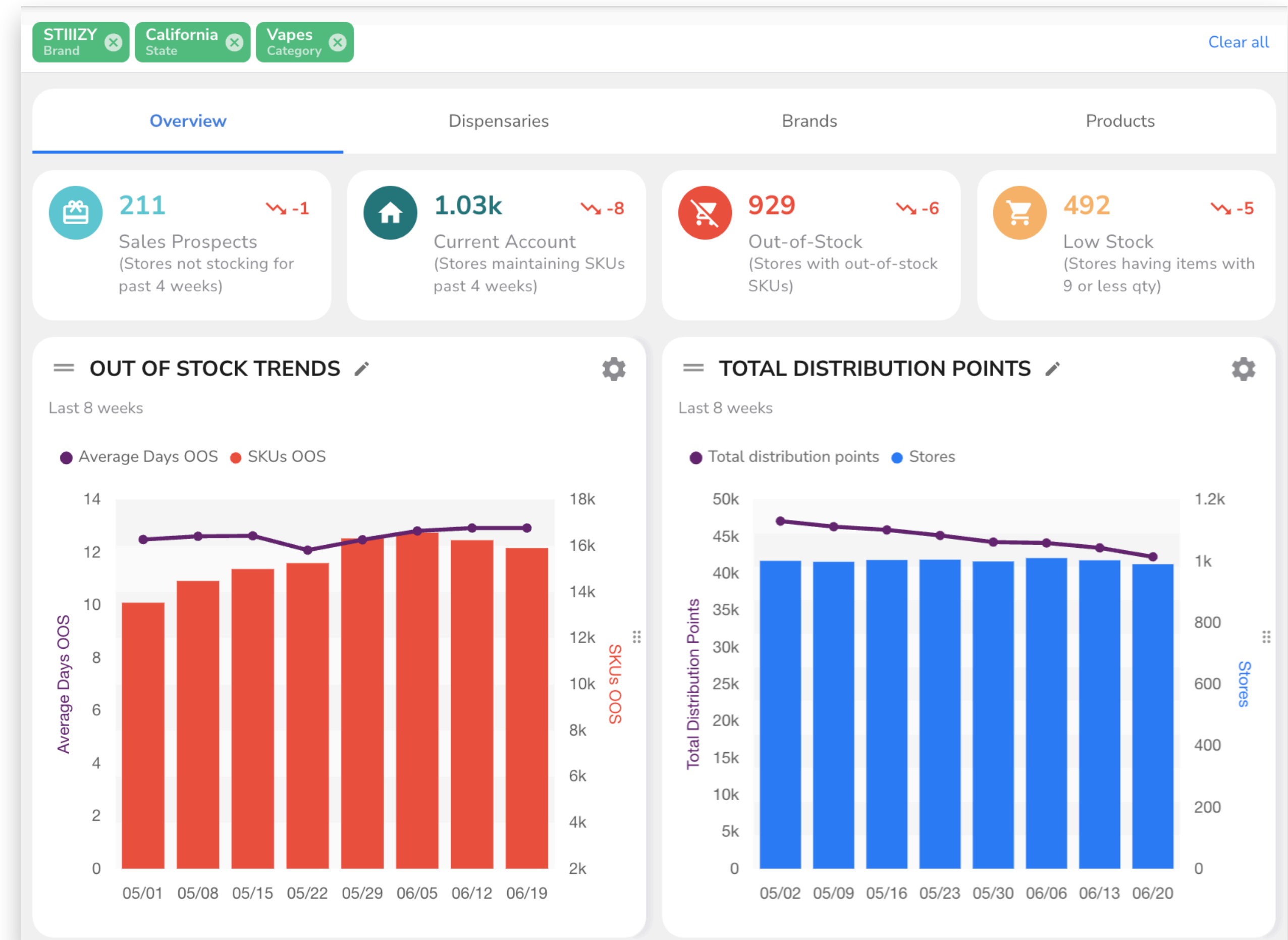
**WHERE-TO-
BUY PRODUCT
LOCATOR**



SALES ENABLEMENT

What Sales Enablement Can Answer

- Where am I out of stock?
- What dispensaries are running low on my products?
- What stores do not carry any of my products?
- What stores have the widest assortment of my products?
- What product has the most distribution in my market?
- Have any stores implemented a price increase on my products?
- What is the price range stores are promoting my product within?
- How are my brands performing in the market?
- New feature: custom tagging now available across the platform and can be used to mark anything from competitive brands/ products, dispensary partner priority tiers, bad credit redlines, and more. Custom tagging also available in all filtering throughout the platform.



MARKET INTELLIGENCE

What Market Intelligence Can Answer

- Who are my direct like-for-like competitors
- Am I in enough doors and the RIGHT doors?
- What % of the market for the filters selected is this brand in?
- Is this brand’s sales velocity increasing/decreasing?
- Which brands have the highest sales velocity in stores total vs per sku? How does that stack against my brand?
- What is the total retail sales across brands and categories?

California StateVapes Category

Clear all

Volume Driver Analysis

May 2024 vs April 2024

Search...Export

Brand	↓ % ACV	% ACV Change	↓ \$/MM ACV	\$/MM ACV Change	Total \$	Total \$ Change	Total Units	Units Change	Weighted Avg Price	Weighted Avg Price Change	Avg SKUs per Store	Avg SKUs per Store Change
STIIIZY	87.4%	↗ +0.3	\$62.7k	↘ -5.0%	\$20.3M	↘ -7.0%	670k	↘ -6.8%	\$30.37	↘ -0.3%	45.32	↘ -3.4%
(Unknown)	80.4%	↗ +1.2	\$44.8k	↘ -0.4%	\$13.4M	↘ -1.5%	464k	↘ -1.2%	\$28.78	↘ -0.3%	14.99	↗ +3.5%
RAW GARDEN	73.8%	↘ -0.5	\$17.3k	↘ -1.2%	\$4.75M	↘ -4.2%	162k	↘ -5.9%	\$29.34	↗ +1.7%	14.48	↘ -2.9%
HEAVY HITTERS	61.2%	↘ -1.1	\$16.7k	↘ -0.9%	\$3.8M	↘ -5.1%	74.6k	↘ -6.2%	\$50.90	↗ +1.2%	9.59	↗ +4.4%
JEETER	61%	↗ +0.3	\$7.43k	↗ +4.4%	\$1.68M	↗ +2.3%	59.6k	↗ +5.5%	\$28.24	↘ -3.0%	6.60	↗ +6.2%
WEST COAST CURE	58.9%	↘ -1.2	\$14k	↗ +2.1%	\$3.07M	↘ -2.4%	134k	↘ -0.9%	\$22.99	↘ -1.5%	12.13	↗ +2.9%
ALIEN LABS	58.7%	↗ +1.3	\$6.1k	↗ +1.7%	\$1.33M	↗ +1.5%	48.3k	↘ -1.1%	\$27.52	↗ +2.6%	4.68	↗ +3.7%
PLUGPLAY	56.9%	↘ -1.4	\$24.2k	↘ -2.1%	\$5.11M	↘ -6.9%	125k	↘ -7.1%	\$40.91	↗ +0.2%	12.19	↘ -0.7%
CONNECTED CANNABIS CO	53.8%	↗ +2.6	\$4.9k	↗ +3.4%	\$977k	↗ +6.0%	33k	↗ +3.1%	\$29.60	↗ +2.8%	4.40	↗ +2.3%
TURN	45.4%	↗ +1.6	\$17.5k	↗ +9.5%	\$2.95M	↗ +10.9%	103k	↗ +11.0%	\$28.74	↘ -0.1%	14.99	↗ +8.1%
JETTY EXTRACTS	43.1%	↗ +0.0	\$15.4k	↗ +1.4%	\$2.47M	↘ -1.1%	64.8k	↘ -3.0%	\$38.05	↗ +2.0%	8.78	↗ +0.0%
GELATO	42.9%	↗ +0.2	\$13.3k	↘ -2.7%	\$2.11M	↘ -4.7%	85.8k	↘ -5.3%	\$24.61	↗ +0.7%	12.06	↘ -0.4%
710 LABS	42.2%	↗ +0.8	\$3.71k	↘ -4.2%	\$580k	↘ -4.7%	13.9k	↘ -4.6%	\$41.63	↘ -0.1%	4.51	↘ -3.8%



DISPENSARY ANALYTICS

What Dispensary Analytics Can Answer

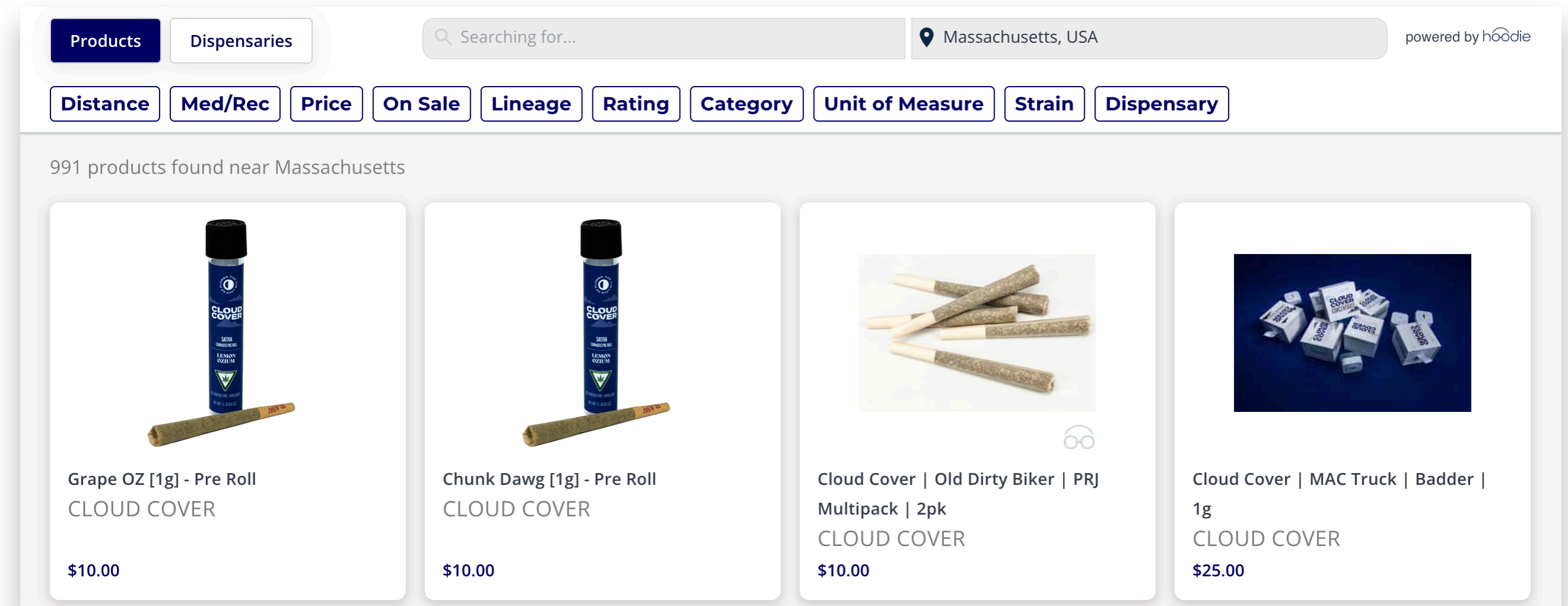
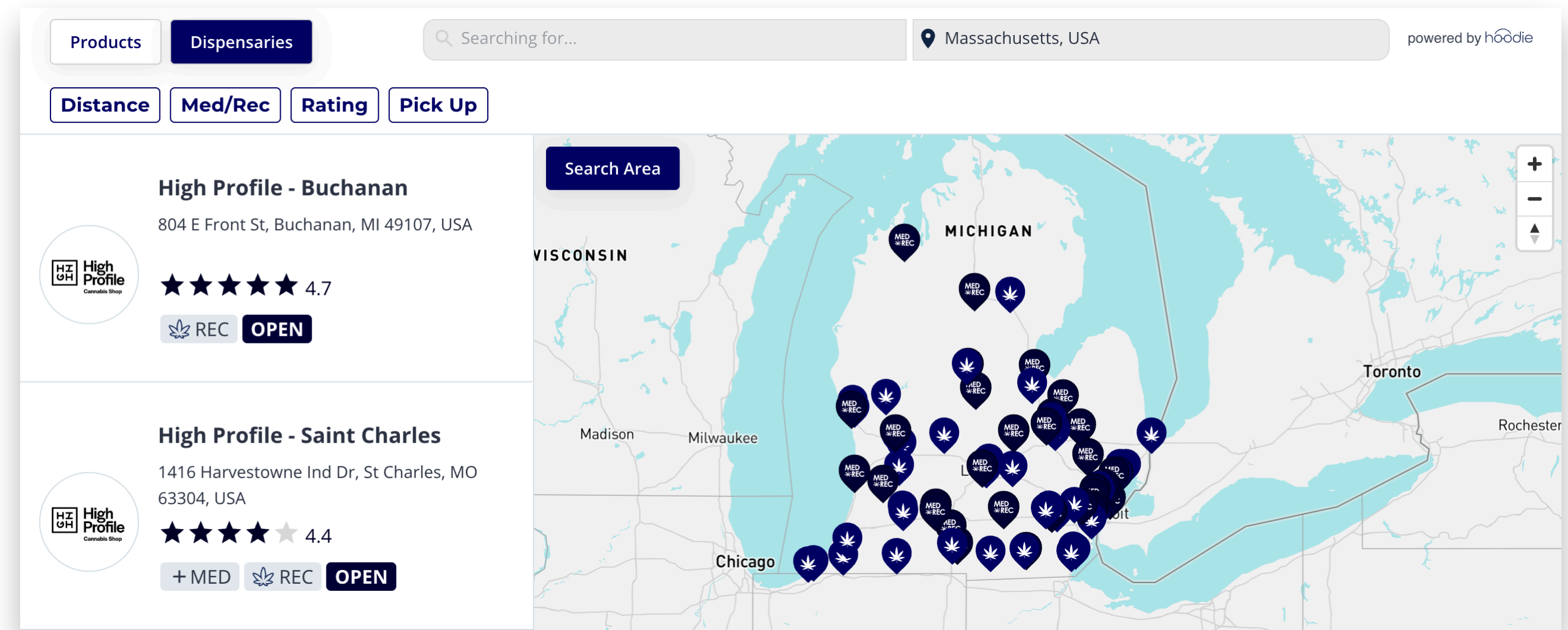
- How does pricing of the most common categories at the most common sizes compare across different dispensaries?
- How many new SKUs did different dispensaries add over the last month?
- How has pricing at different dispensaries changed over time?
- How many out of stock SKUs do different dispensaries have?
- What are the top brands different dispensaries are carrying?
- How many new promotions did different dispensaries add this day/week?
- What are the top discounted products different dispensaries are carrying?
- Newly added: Filterable dispensary demographic attributes to further segment the market based on target demographics (age, urbanicity, and affluence)



WHERE-TO-BUY PRODUCT LOCATOR

What Product Locator Can Answer

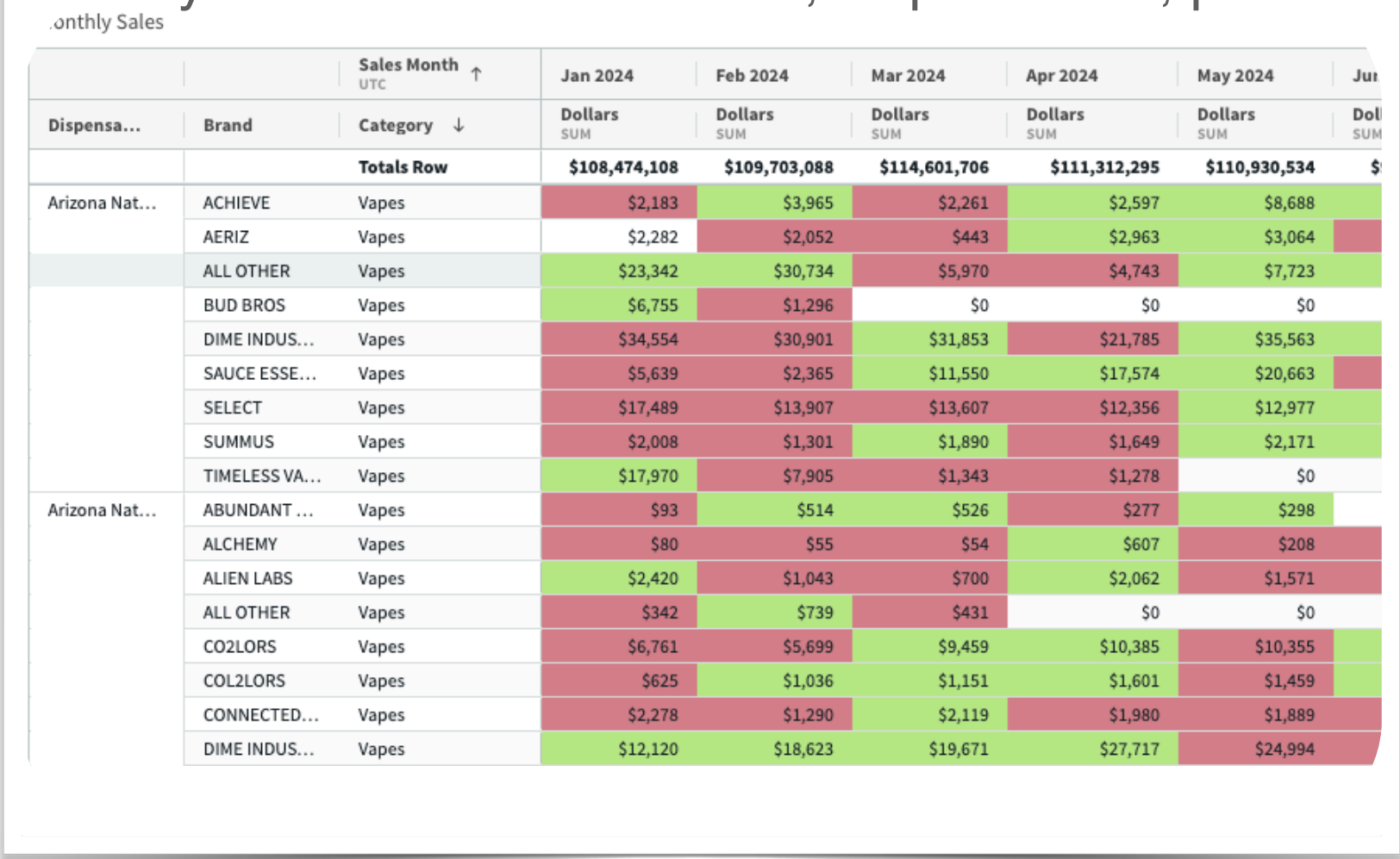
- For consumers, where are my products carried?
- Which products are in stock?
- Where can I find a specific product (strain, flavor, category, etc)?
- Feature: When I click on that product, it will take your consumers to that product's sku page for the dispensary selected, bypassing competitive promotions that might undercut your product.
- Consumer traffic analytics now available to show where your consumers are spending their time, brand awareness growth, partnering store popularity, etc.



ADDITIONAL REPORTS

Sales Sandbox

Segment any data set across brands, dispensaries, products, etc.



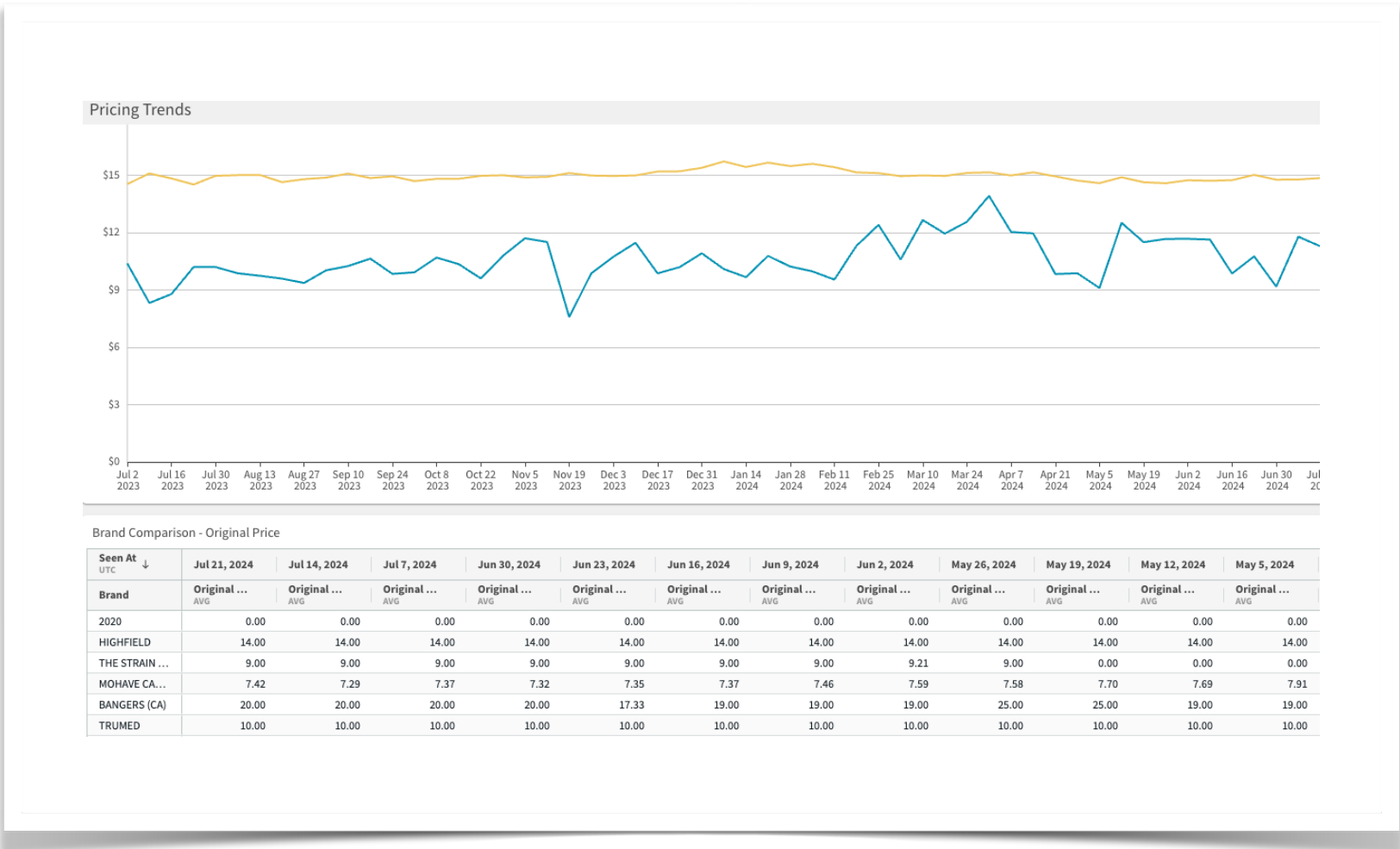
Price Comparison

Analyze pricing brackets across any segmentation



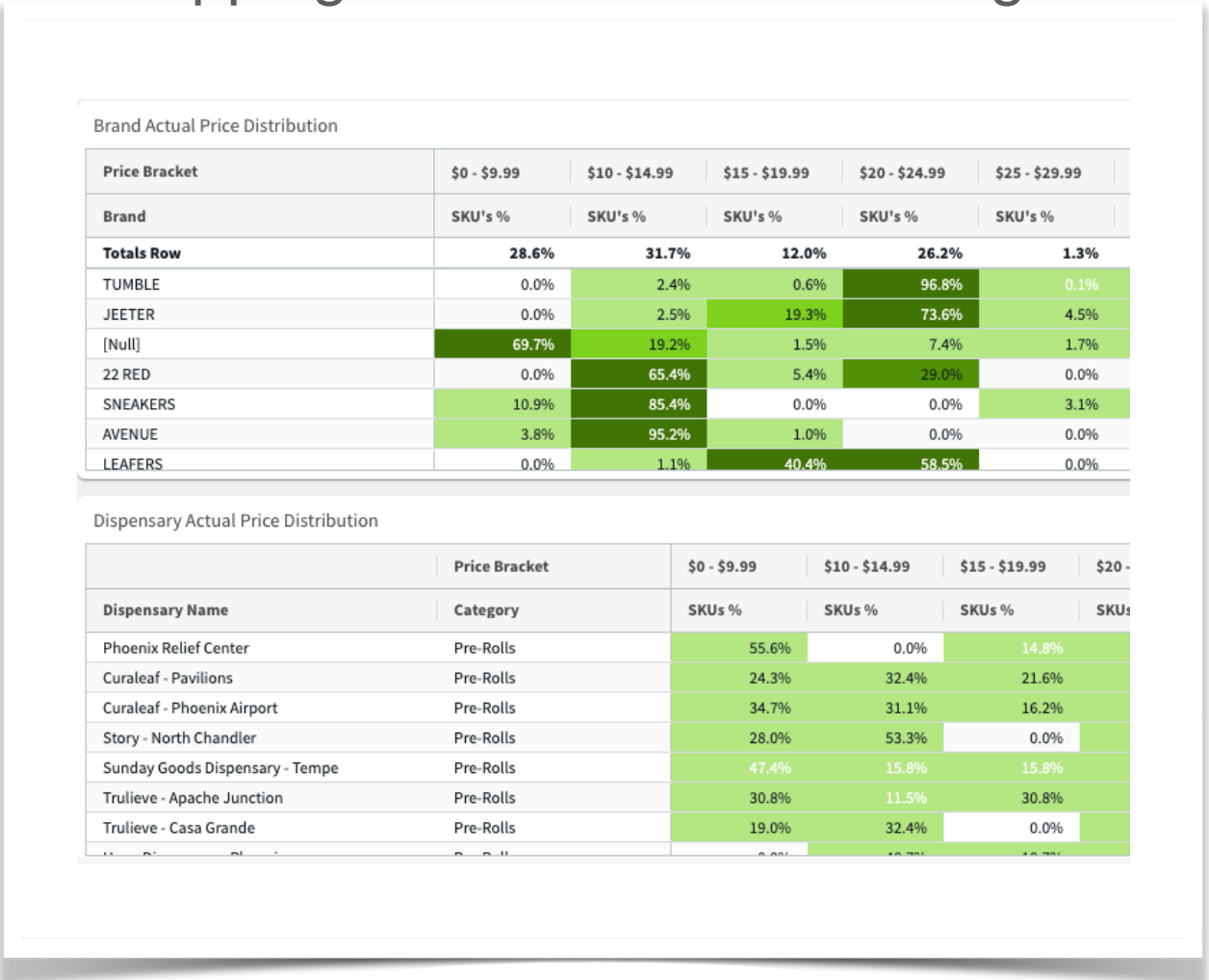
Pricing Trends

Analyze promotion vs list pricing trends across all products, brands, dispensary, etc.



Price Comparison Cont.

Pricing heat mapping across all brands/categories/segments



Proposal Options:

Option 1:

**Sales Enablement, Market Intelligence
& Where to Buy**

Markets:

New York

Monthly Cost

\$2,400

Option 2:

Sigma shares data

**Sales Enablement, Market Intelligence
& Where to Buy**

Markets:

New York

Monthly Cost

\$2,000

First 2 months include a \$300 discount as you enter the NY Market