SpringBoard DM

Making your data make a difference.

"By The Numbers" 2023 Year in Review.

SpringBoard DM

Making your data make a difference.

About Us…..

Accelerating Data Driven Decisions

The consumer goods space is a highly competitive marketplace where data is the **fuel that drives success**.

Organizations today struggle with understanding and making sense of the many data sources they deal with. The complexity of these sources adds to the challenge of knowing what to do with it all.

For over a decade, SpringBoard Data Management has been helping organizations **succeed with easy-to-use tools** and agile **data solutions**.

CPG

Beverage Alcohol

Cannabis

Pet Specialty

Home Improvement

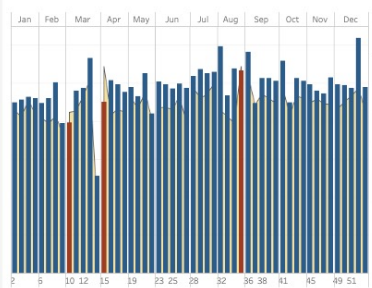
Our Incredible Partners

We are proud to partner with some of
Canada's Fortune 500 companies.

Making your data make a difference.

2023 Year in Review

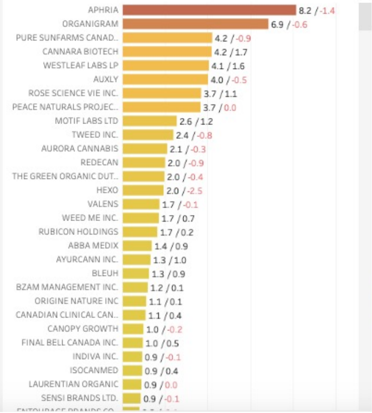
Canadian Supplier, Provincial and Category Performance



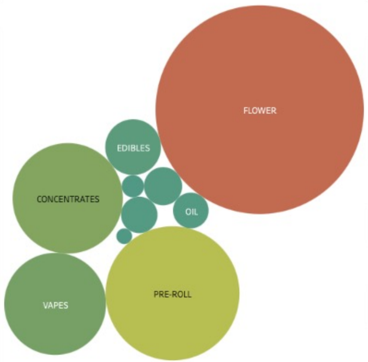
Channel Overview - YTD

	Grand Total	OCS	SQDC	NSCC	CANNABIS NB	PEICMC
$	2,551,202,410	1,605,111,929	713,440,979	118,151,511	90,247,603	24,250,388
$ % Chg	11.0%	12.9%	7.6%	9.2%	9.6%	9.5%
$ Abs Chg	253,568,937	183,091,490	50,530,795	9,923,499	7,909,825	2,113,328
U	134,220,929	97,316,488	26,171,923	5,583,304	4,047,863	1,101,351
U % Chg	13.2%	14.8%	8.0%	16.0%	5.9%	13.1%
U Abs Chg	15,605,460	12,547,944	1,936,645	768,941	224,106	127,824
$ Share Fixed	80.7	50.8	22.6	3.7	2.9	0.8
$ Share Change Fixed	0.0	1.0	-0.9	-0.1	0.0	0.0

LP Rank with Share & Share Pt Chg - YTD

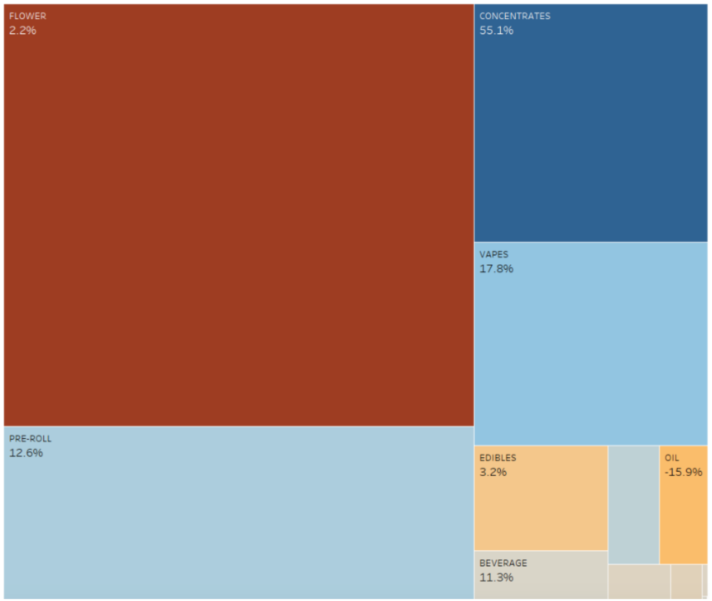


Category Importance - YTD



	$ Share	$ Share Change
FLOWER	47.3	-4.1
PRE-ROLL	19.5	0.3
CONCENTRATES	13.3	3.8
VAPES	11.3	0.6
EDIBLES	3.4	-0.3
BEVERAGE	1.6	0.0
CAPSULES	1.4	0.2
OIL	1.4	-0.4
ACCESSORIES	0.5	0.0
TOPICALS	0.3	-0.1

Inhalable categories represent 91% of the market with concentrates growing share at the expense of Flower.

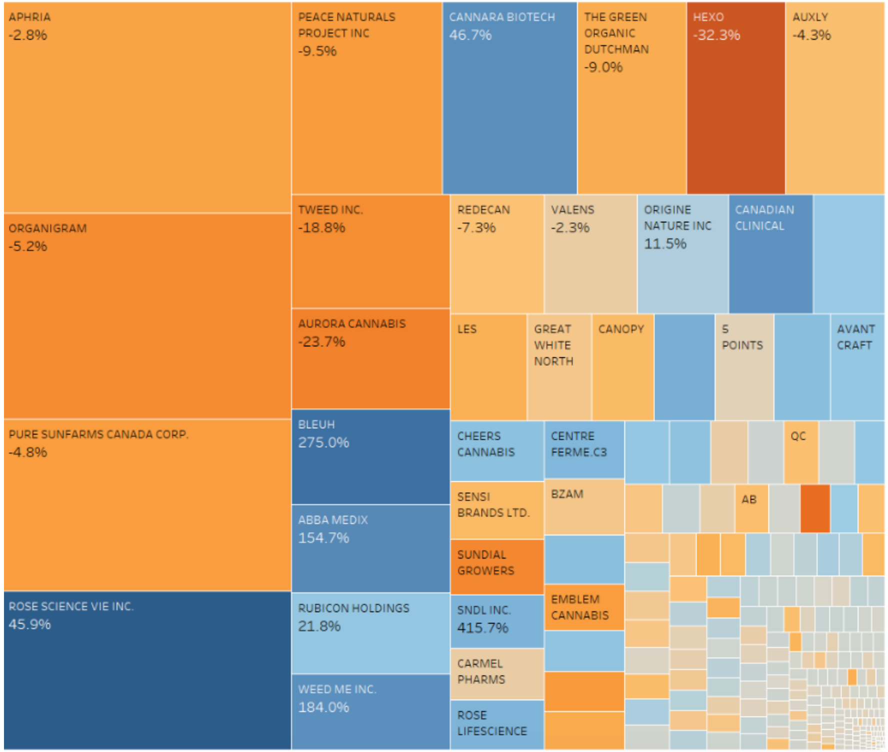


Growth in concentrates can be attributed to infused pre-rolls.

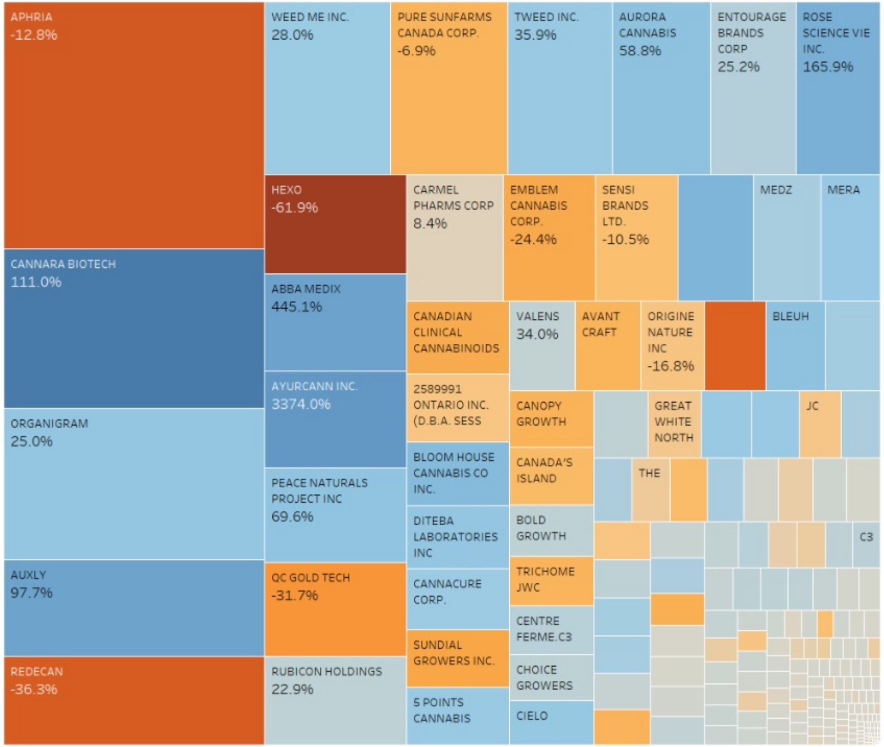
Data Sources: OCS, QC, PEI, NS & NB (December 31st, 2023)

Supplier Share & Performance

Flower



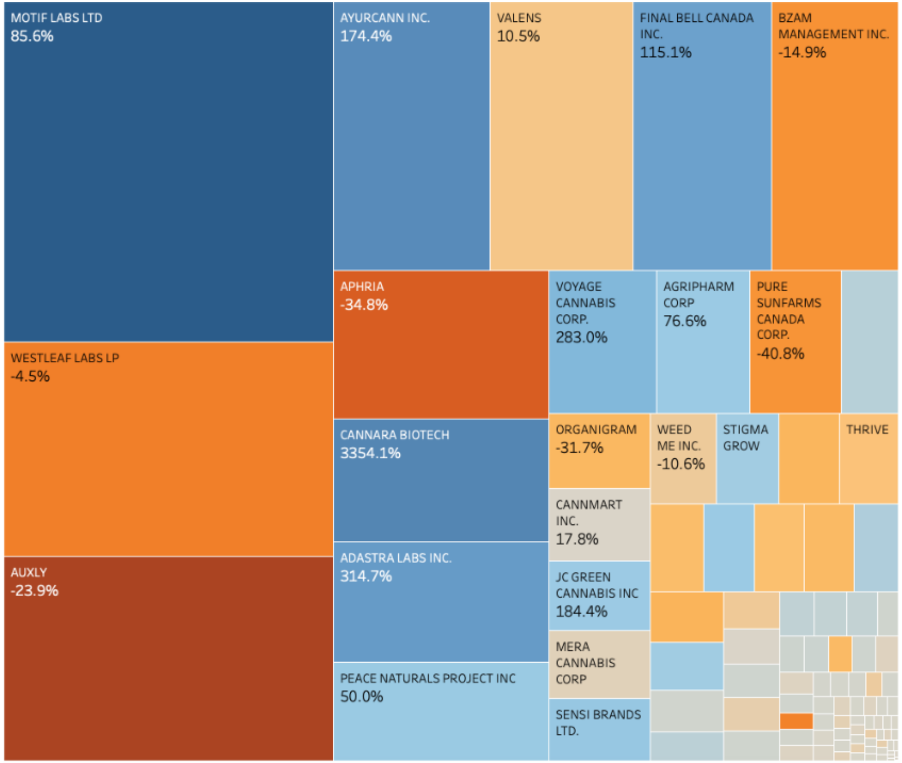
Pre-Roll



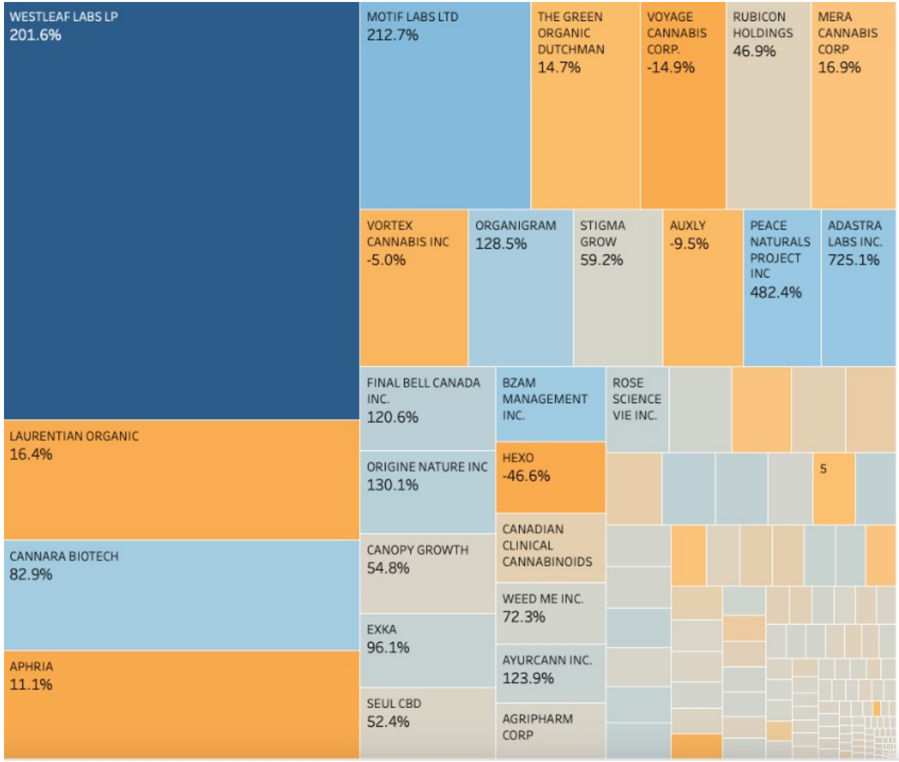
Data Sources: OCS, QC, PEI, NS & NB (December 31st, 2023)

Supplier Share & Performance

Vapes



Concentrates



Data Sources: OCS, QC, PEI, NS & NB (December 31st, 2023)

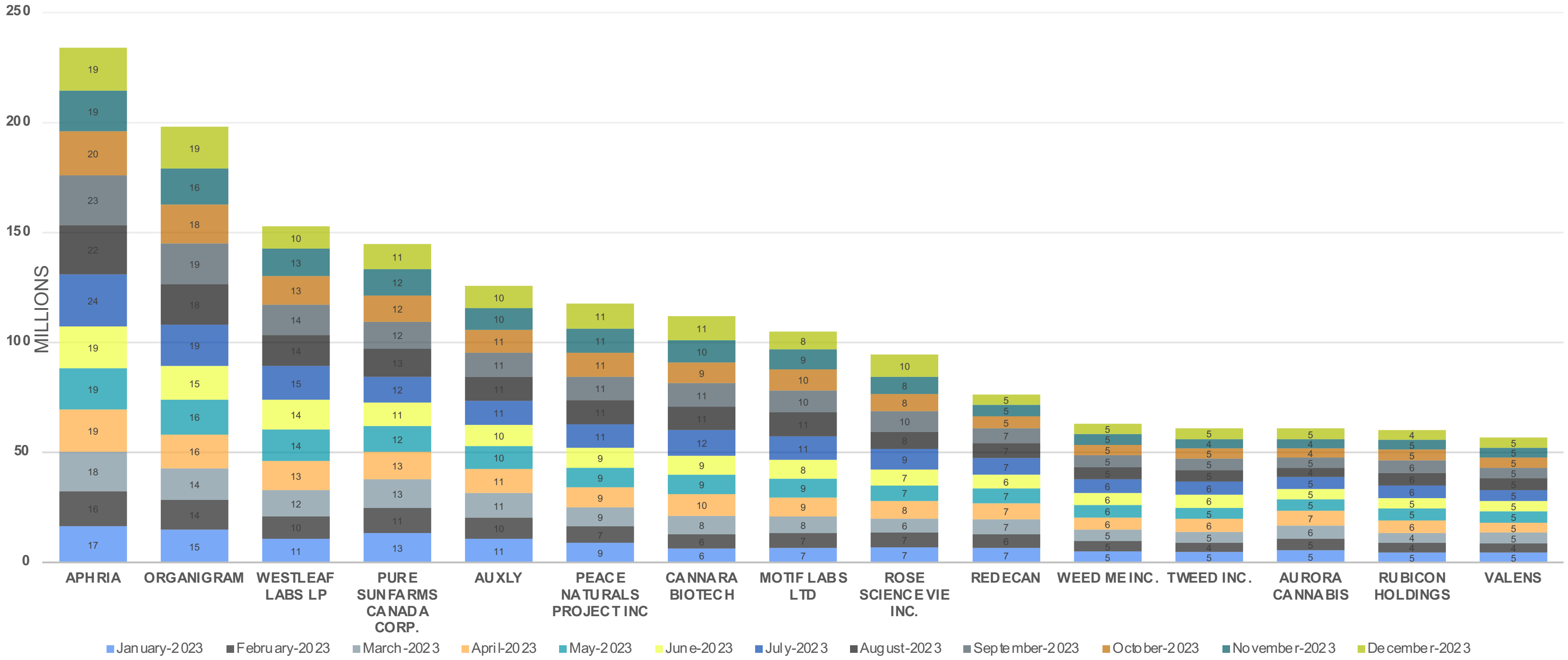
Flower Product Ranking

Product	Supplier	$	$ Abs Chg	$ % Chg
GOOD SUPPLY JEAN GUY 3.5g	APHRIA	19,554,192	-25,739	-0.1%
D. Burger	PURE SUNFARMS CANADA CORP.	16,265,822	13,806,954	561.5%
Pine Tar Kush	ROSE SCIENCE VIE INC.	15,013,475	10,188,668	211.2%
Gros Plaisirs	ROSE SCIENCE VIE INC.	12,745,192	-809,433	-6.0%
Funk Master	ORGANIGRAM	11,060,818	-5,666,646	-33.9%
Symphonie	ROSE SCIENCE VIE INC.	11,018,700	8,927,800	427.0%
Gnarberry	ORGANIGRAM	10,868,123	-4,397,861	-28.8%
Citrique électrique	ORGANIGRAM	10,598,831	127,820	1.2%
Tropic Thunder	ORGANIGRAM	9,993,075	-6,394,951	-39.0%
OS.130	HEXO	9,226,380	3,270,086	54.9%
HIGHLY DUTCH ORGC-AMSTRDM CHER MNTS-28	THE GREEN ORGANIC DUTCHMAN	8,787,034	-2,431,535	-21.7%
MAC 1	PURE SUNFARMS CANADA CORP.	8,197,197	6,355,369	345.1%
La Cerise sur le Funday	ORIGINE NATURE INC	8,043,598	-3,951,264	-32.9%
Pink Kush	PURE SUNFARMS CANADA CORP.	7,822,802	-5,936,094	-43.1%
Mélange Indica	LES ENTREPRISES GREENTONE	7,726,895	3,985,110	106.5%

Total Flower Sales = $1,410M with 7 skus in the top 15 seeing YOY growth.
28G = $482M (34%) with a total of 1,080 skus with the top 25 skus = $160M or 33% of the segment

Data Sources: BC, OCS, QC, PEI, NS & NB (December 31st, 2023)

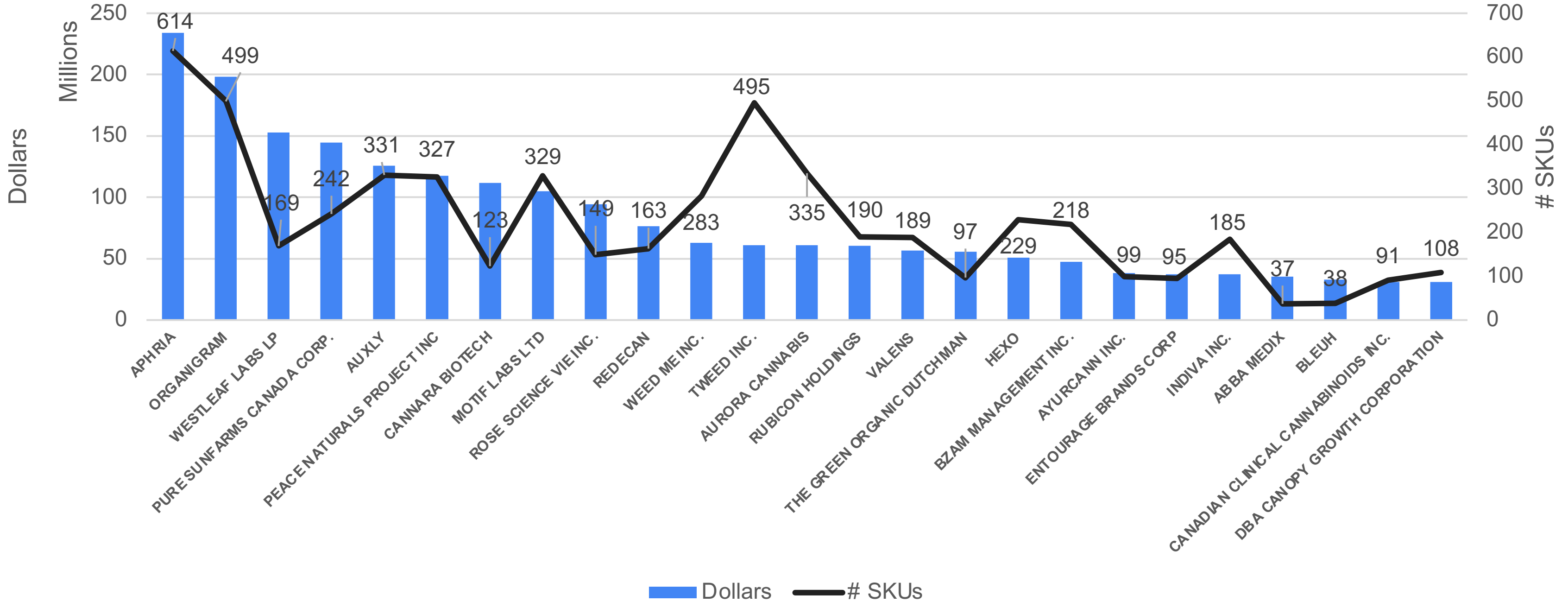
Top 15 Supplier Ranking



Top 15 Suppliers represent 53% of the industry with the remaining 432 representing the balance.

Data Sources: BC, OCS, QC, PEI, NS & NB (December 31st, 2023)

Top 25 Supplier Sales vs # of SKUs



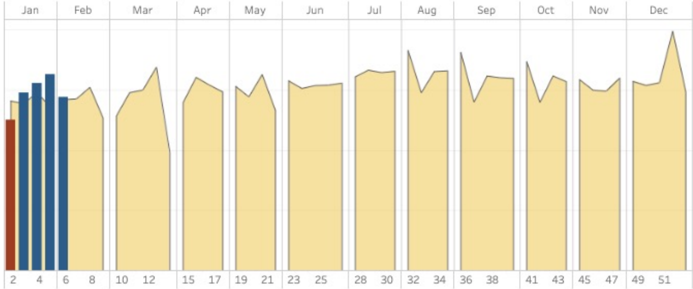
With over 15,000 skus from 447 suppliers, there is a wide variety of the # of skus vs overall sales within the top 25.

Data Sources: BC, OCS, QC, PEI, NS & NB (December 31st, 2023)

SUMMARY

1. Overall industry is growing +10% in sales with all provinces experiencing YOY growth.
2. Inhalable categories continue to dominate the industry…91%.
3. Aphria is the top LP in both Flower and pre-rolls, with Motif Labs growing share in Vapes and WestLeaf Labs in Concentrates.
4. 28 gram represents 34% of the Dried Flower market…down from 37% in September.
5. # of skus listed per category is not sustainable from an operations, supply chain & inventory management perspective….adds too much complexity. Focus should be on fewer/better (80/20 rule).
6. Retail POS Data continues to be fragmented due to multiple sources/inconsistent formats. We have a solution and are working with LPs to 'harmonize' all National/Regional Retail sources to provide a clean National view….available in February for those LPs that have these data sources.

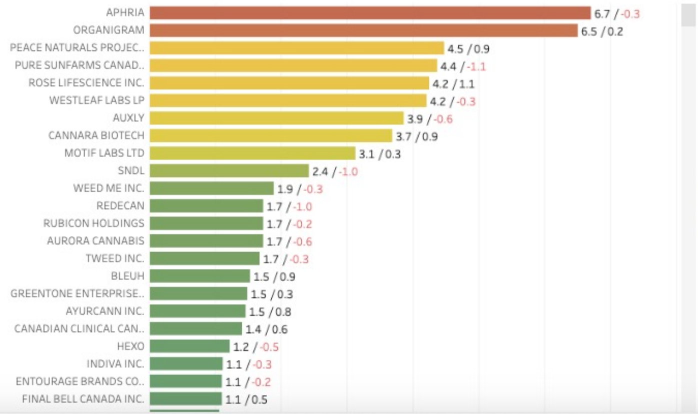
2024 YTD: Canadian Supplier, Provincial and Category Performance



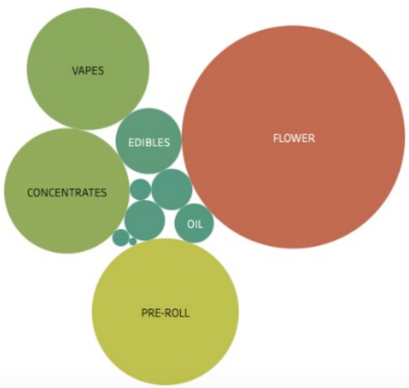
Channel Overview - YTD

	Grand Total	OCS	SQDC	BCCAN	NSCC	CANNABIS NB	PEICMC
$	294,085,008	143,936,906	70,986,985	57,249,933	11,273,405	8,805,229	1,832,550
$ % Chg	4.3%	1.5%	8.5%	4.9%	5.7%	13.8%	4.7%
$ Abs Chg	12,155,960	2,165,560	5,533,056	2,696,282	609,995	1,069,086	81,981
U	16,006,961	8,846,478	2,592,467	3,581,130	525,656	375,802	85,428
U % Chg	6.6%	4.5%	10.2%	9.3%	7.3%	6.7%	13.6%
U Abs Chg	996,580	381,860	240,559	304,770	35,562	23,587	10,242
$ Share Fixed	100.0	48.9	24.1	19.5	3.8	3.0	0.6
$ Share Change Fixed	0.0	-1.3	0.9	0.1	0.1	0.3	0.0

LP Rank with Share & Share Pt Chg - YTD



Category Importance - YTD



	$ Share	$ Share Change
FLOWER	44.4	-2.7
PRE-ROLL	19.2	1.4
CONCENTRATES	14.0	1.8
VAPES	13.4	0.6
EDIBLES	3.9	-0.1
BEVERAGE	1.5	-0.1
CAPSULES	1.5	-0.3
OIL	1.4	-0.4
ACCESSORIES	0.4	-0.1
TOPICALS	0.3	-0.1
SEEDS	0.1	0.0

Slower start to 2024 with overall sales +4.3%. Flower represents 44.4% with Pre-rolls, Vapes and Concentrates gaining share. 5 of the top LPs seeing share growth.

Data Sources: BC, OCS, QC, PEI, NS & NB

Upcoming Webinars

Upcoming Sessions

Each session runs from 3:00-3:45pm ET:

<u>FEB 28</u> - **What to Watch for in 2024**: Deep Dive on the Beverage Category (TBC: Barry Katzman Peak Processing)
<u>MAR 27</u> - **How is 2024 Shaping Up?** Parting the Clouds on Vapes (Guest LP to be determined)

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Dig into the Data with C3

Introducing *By the Numbers*, a new webinar series presented by C3 Affiliate Member SpringBoard Data Management. Each month you'll get insights into emerging trends in the cannabis sector, as well as an opportunity to pose questions about the latest industry data.

Join us January 31 at 3pm ET for a look back at the key trends from 2023.

BY THE Numbers

2023 Year In Review

Spotting the Trends

SpringBoard

Register to attend

Upcoming Sessions

Each session runs from 3:00-3:45pm ET.

JAN 31 - 2023 Year In Review: Spotting the Trends

FEB 28 - What to Watch for in 2024: Deep Dive on the Beverage Category

MAR 27 - How is 2024 Shaping Up? Parting the Clouds on Vapes

The Cannabis Council of Canada ('C3') is the national and international representative of Canada's licensed producers and processors of cannabis.

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Thank You!

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