

A person in a dark jacket is seen from behind, looking out over a vast mountain valley. In the foreground, a calm lake reflects the surrounding landscape. The mountains are covered in dense evergreen forests, and the sky is a soft, hazy blue. The overall scene conveys a sense of exploration and discovery.

# Next Frontier Solutions

The Premier Cannabis Market Entry Solution



# DISCLAIMER: PRIVILEGED INFORMATION

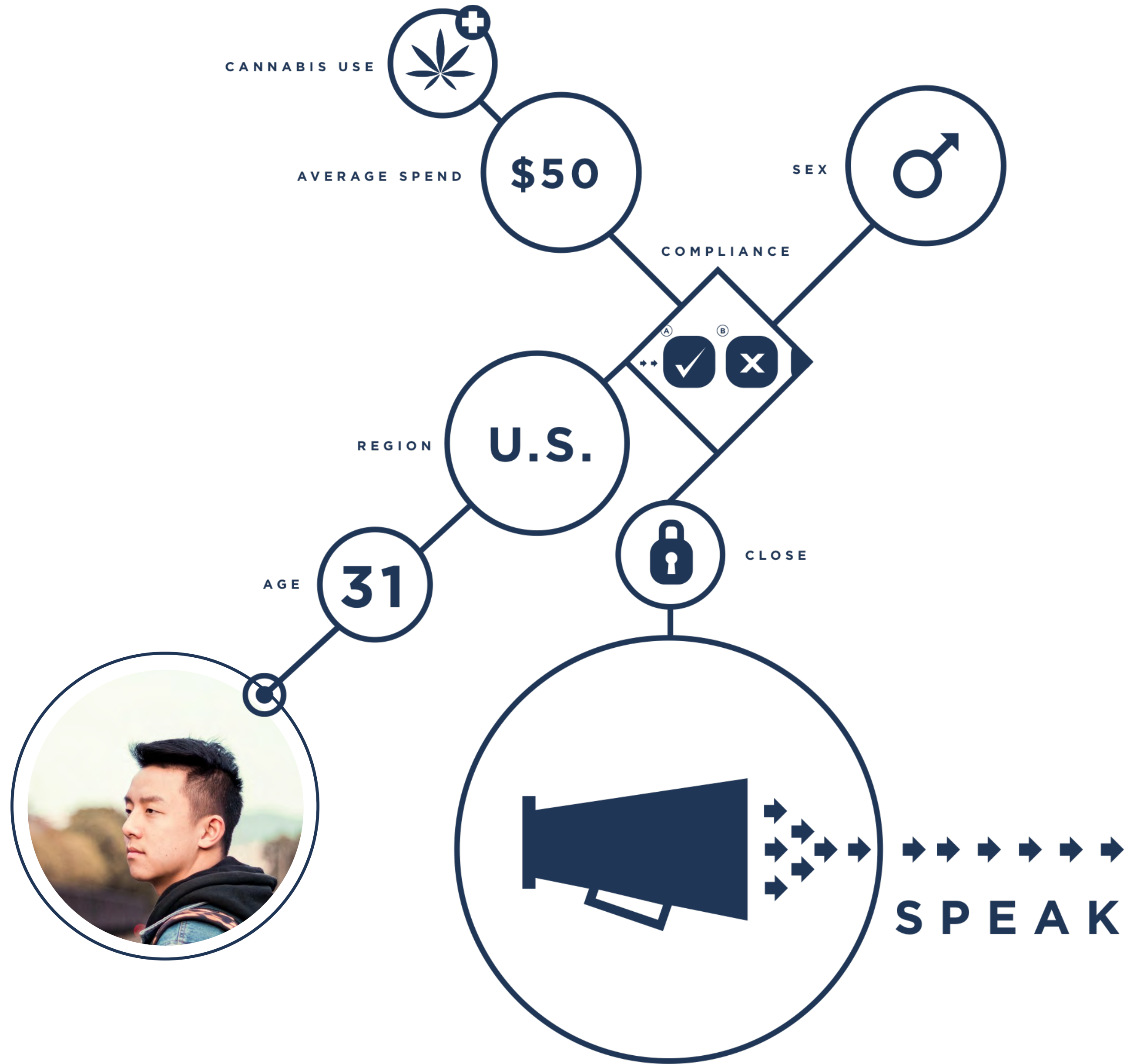
---

This document contains forward looking statements. As such, certain information set forth in this presentation contains “forward-looking information”, including “future oriented financial information” and “financial outlook.” Forward-looking statements are provided to allow potential investors the opportunity to understand management’s beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment.

Except for statements of historical fact, information contained herein constitutes forward-looking statements and may include, but is not limited to, the (i) projected financial performance of the Company; (ii) the expected development of the Company’s business, projects and joint ventures; (iii) execution of the Company’s vision and growth strategy; (iv) sources and availability of third-party financing for the Company’s projects; (v) completion of the Company’s projects that are currently underway, in development or otherwise under consideration; (vi) future liquidity, working capital, and capital requirements.

These statements are not guarantees of future performance and undue reliance should not be placed on them. Although forward-looking statements contained in this presentation are based upon what the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. The Company undertakes no obligation to update forward-looking statements if circumstances or management’s estimates or opinions should change except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.

This presentation contains information obtained by the Company from third parties, including but not limited to market data. The Company believes such information to be accurate but has not independently verified such information. To the extent such information obtained from third party sources, there is a risk that the assumptions made and conclusions drawn by the Company based on such representations are not accurate.

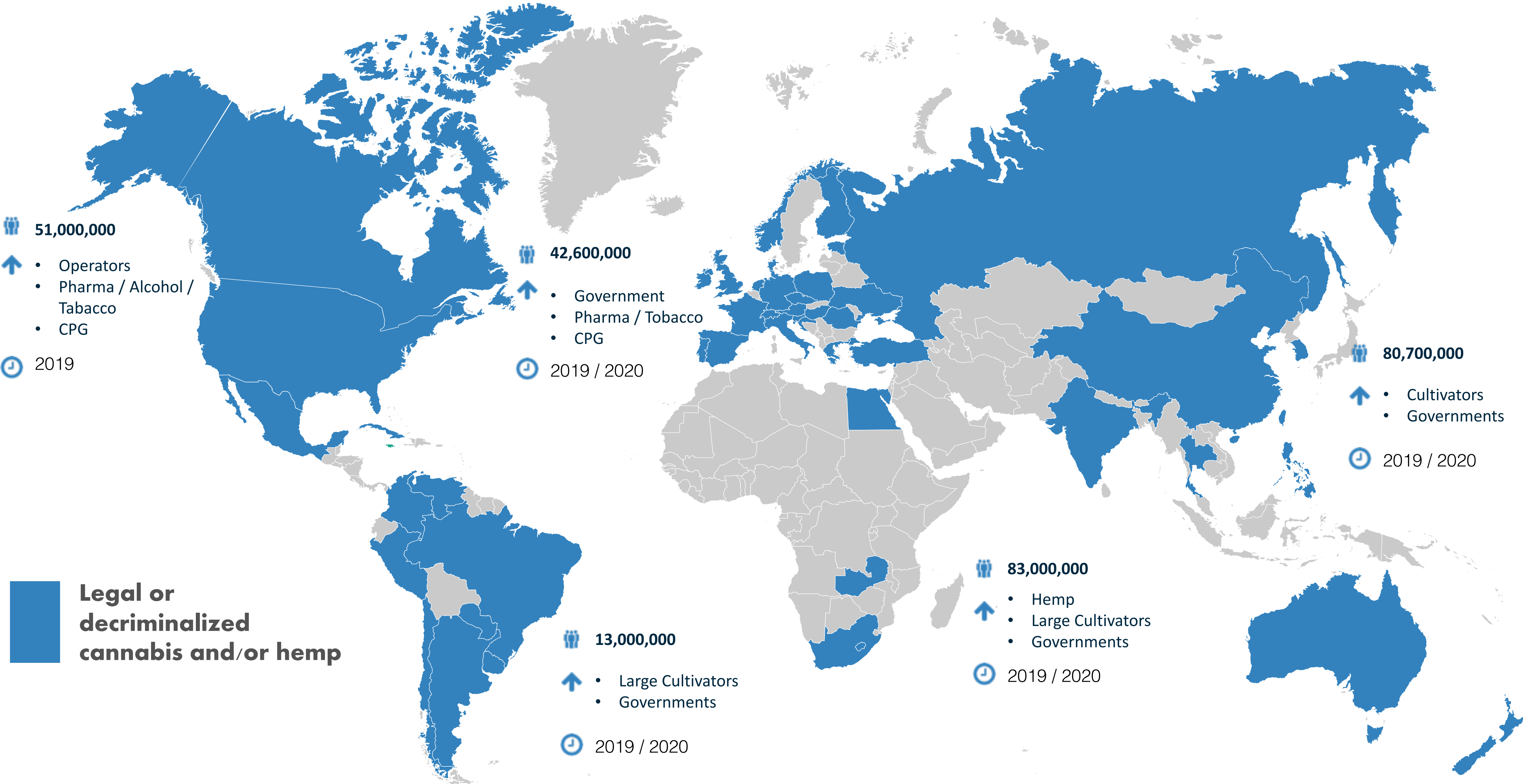


# Next Frontier The Premier Cannabis Market Entry Solution

With Next Frontier, enterprises entering the legal cannabis industry can finally research, target and reach their ideal cannabis consumers in a closed controlled system.

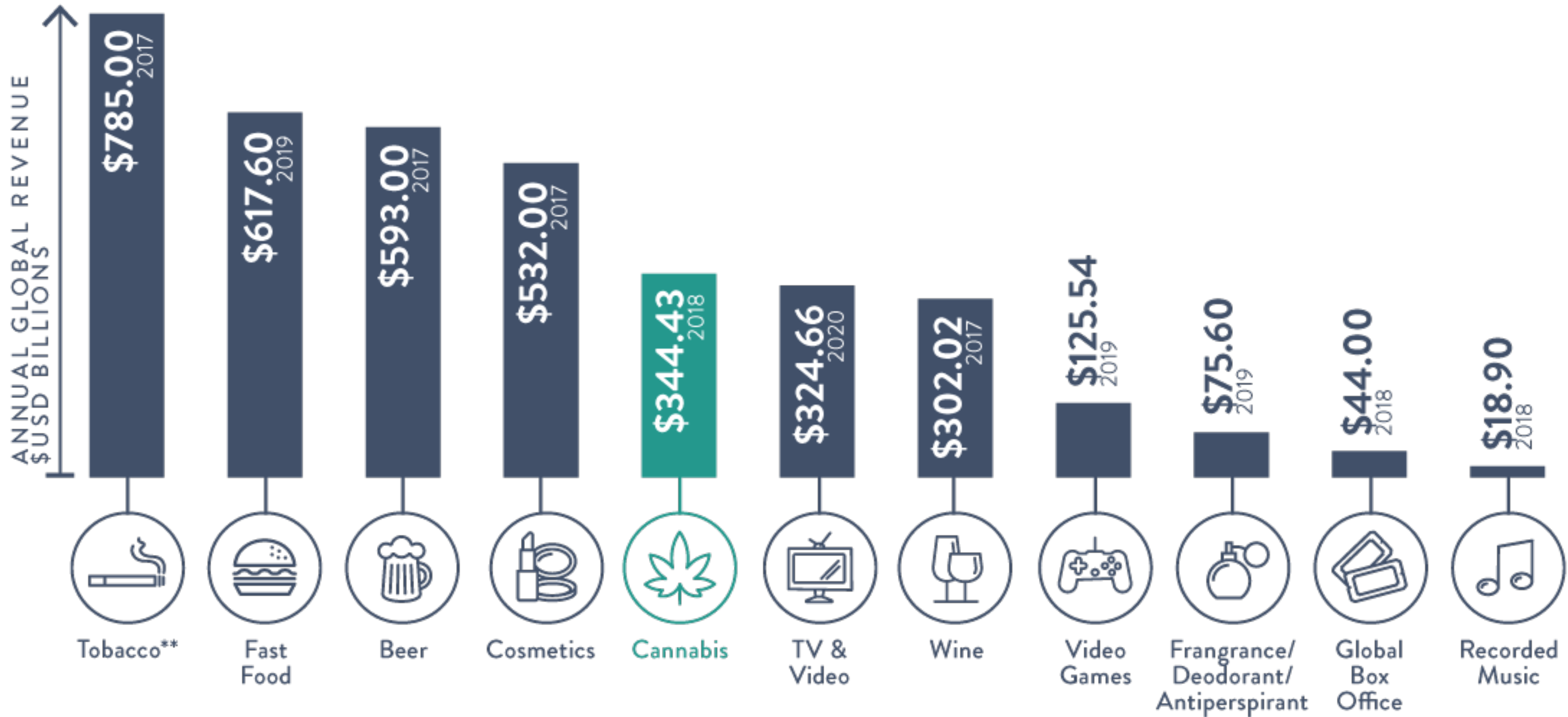
Engaging today's cannabis consumer through the power of data and digital.

# \$344B GLOBAL CANNABIS CONSUMER DEMAND





# THE MARKET OPPORTUNITY



# THE PROBLEM

---

## The Legal Cannabis Market : **Misunderstood, Fragmented, and Untapped**



Mature industries do not know nor understand the true cannabis consumer



Market data and information is fragmented in a complicated, highly regulated, nascent market



Companies have an inability to engage the fast-growing cannabis consumer segment and advertise their products effectively.



A close-up photograph of a lit sparkler. The sparkler is the central focus, with a bright, glowing core from which numerous thin, golden sparks radiate outwards. The background is dark and out of focus, featuring soft, circular bokeh lights in shades of blue, orange, and white, suggesting a night cityscape or a festive event. The overall mood is celebratory and dynamic.

Building a Solution



# THE INTELLIGENT SOLUTION

*Get the right message, to the right customer, in the right place, at the perfect time*

## Find the customer / Know the Customer

- Consumer reach
- Profiling consumer pool by state and country
- Pricing performance
- Dispensary reach

## DISCOVER

## Analytics

- Market size and growth modelling
- Consumer identification, attitude profiling and targeting
- Regulatory guidance
- Competitor assessments

## DELIVER

## Consumer Engagement

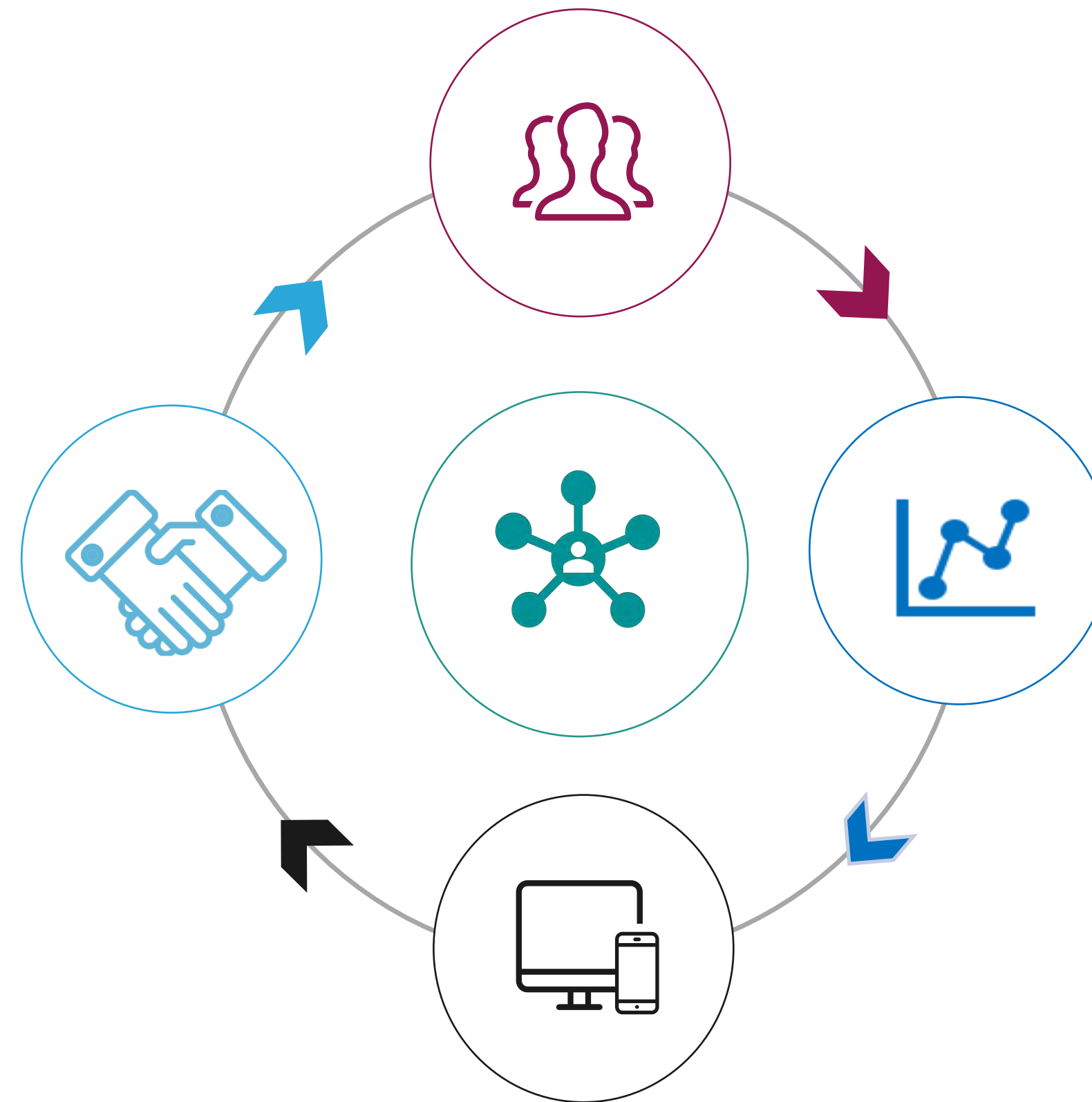
- Right message
- Right person
- Right time

## DEFINE

## Branding & Consumer Outreach

- Content creation
- Advertising channel identification
- Marketing strategy formulation

## DECIDE



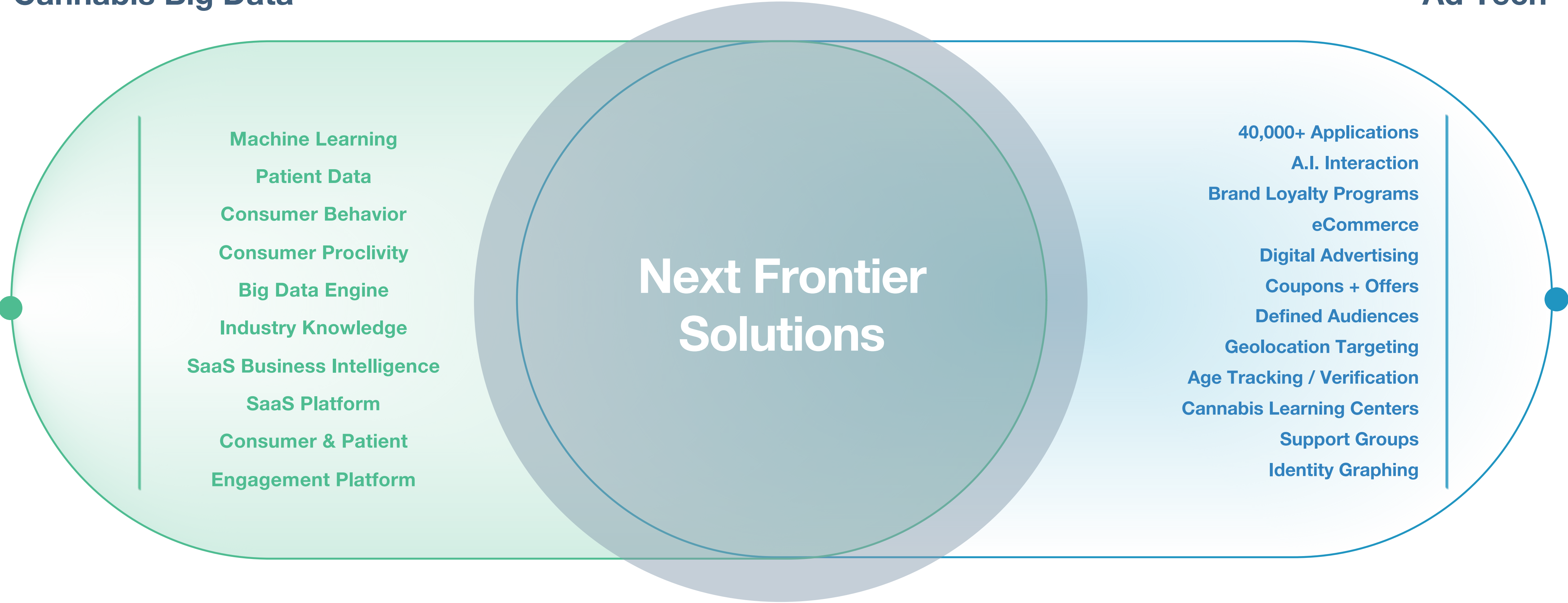


# THE NEXUS OF THE CANNABIS INDUSTRY

*Cannabis Big Data and Ad Tech have never come together like this before.*

## Cannabis Big Data

## Ad Tech





# NEXT FRONTIER: GREATER THAN THE SUM OF ITS PARTS

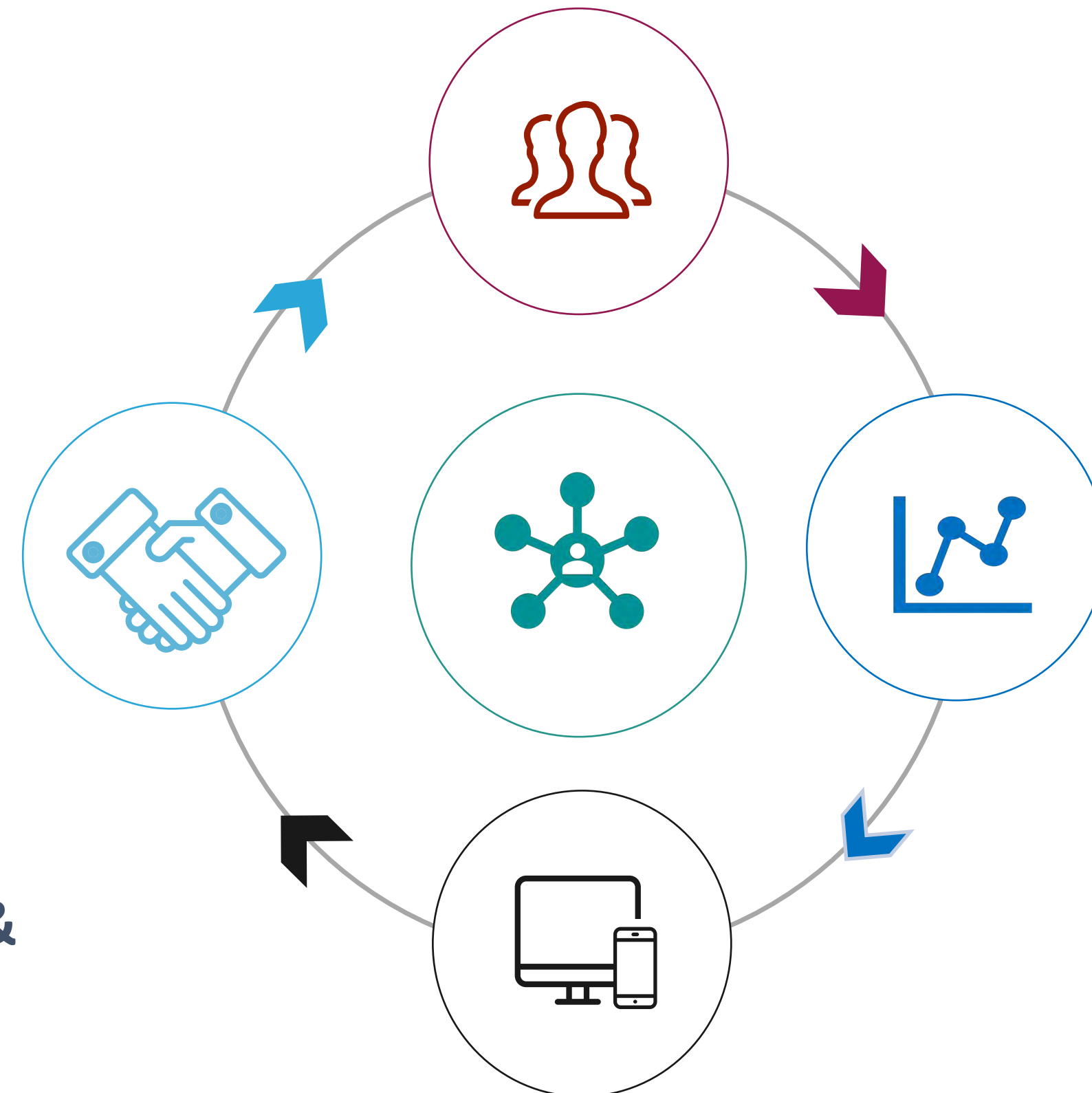
From market research to customer engagement, best of breed offerings come together to serve cannabis new market entrants.

## *Next Frontier*

Strategic Customer  
Engagement  
& Targeted Marketing

## **Civilized.**

Cannabis Brand Creation &  
Consumer Engagement



Cannabis Consumer Discovery  
& Profiling



Cannabis Industry Data  
& Analytics



# THE COMPETITIVE ENVIRONMENT

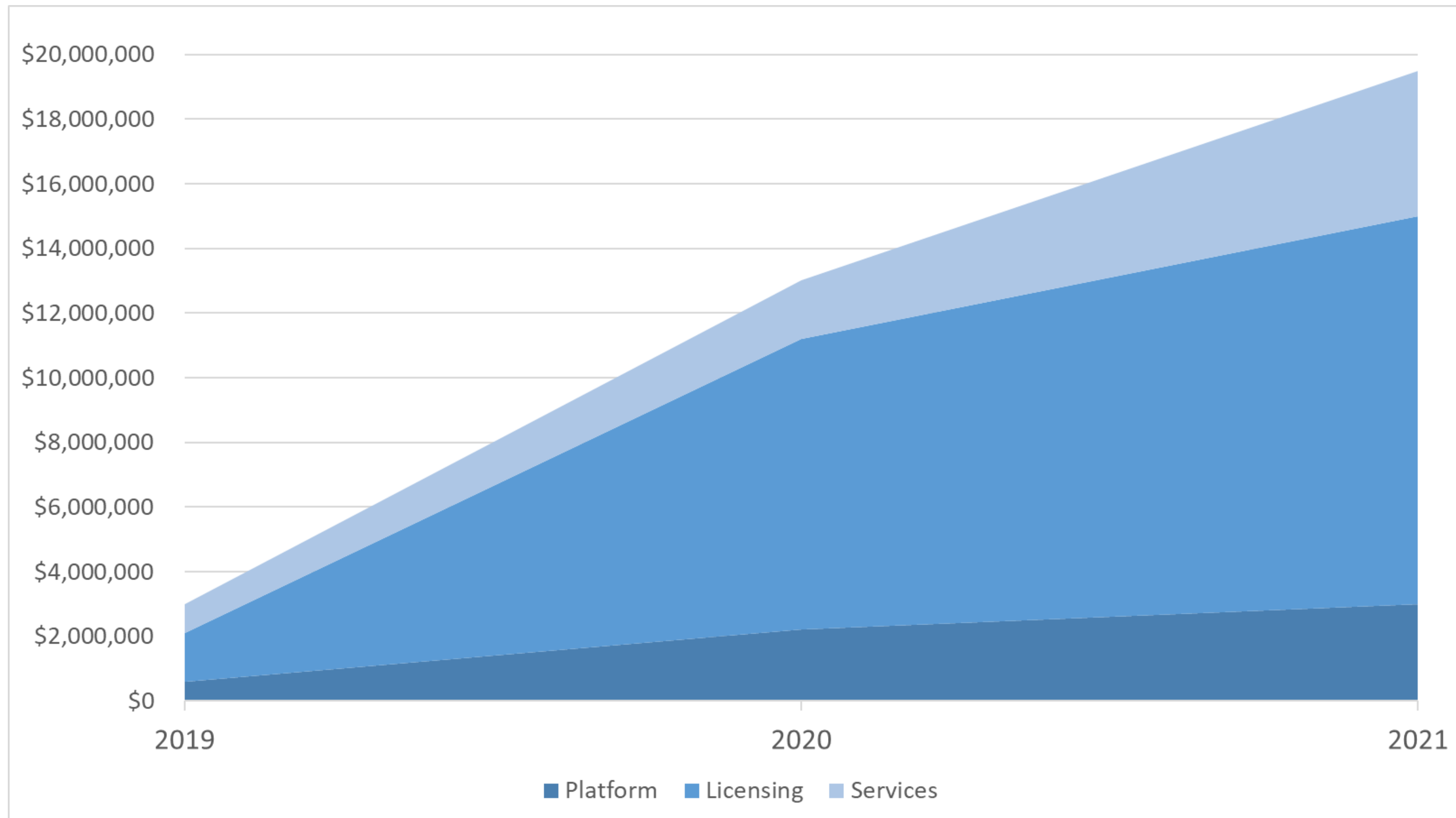
No one provider is currently able to effectively connect FMCGs to the cannabis consumer

		DISCOVER			DEFINE		DELIVER		
		Cannabis Patient Data	Cannabis Consumer Behavior & Proclivity Data	Consumer Engagement Data	Big Data Engine	Macro & Micro Industry Knowledge	Messaging Outreach & Distribution Platform	SaaS Business Intelligence & Education Platform	Consumer & Patient Engagement Platform
COMPETITORS	BDS Analytics / Headset	✗	✓	✗	✗	✓	✗	✓	✗
	StrainPrint/ PotBotics	✓	✗	✗	✗	✗	✗	✗	✓
	Mantis / MJBiz	✗	✗	✗	✗	✗	✓	✗	✓
	Biotrack/MJBiz	✓	✓	✗	✗	✗	✗	✓	✗
	Civilized/GreenMarket	✗	✗	✗	✗	✗	✓	✓	✓
NEXT FRONTIER	New Frontier Data	✓	✗	✗	✓	✓	✗	✓	✗
	Civilized	✗	✓	✓	✗	✗	✓	✗	✓
	Zefyr	✗	✓	✓	✗	✗	✗	✗	✗
	<b>Next Frontier</b>	✓	✓	✓	✓	✓	✓	✓	✓



# THE REVENUE STREAMS

Platform, data licensing and services will continue to be the foundation of our revenues, with accelerated growth and increased profitability once combined.





# THE JOINT VALUE

Company	Revenue Projections			Asset Value (Today)
	2019	2020	2021	
	\$2M	\$5M	\$6M	\$50M
	\$3M	\$4M	\$5M	\$20M*
	\$-	\$1M	\$3M	\$5M*
<b>NEXT FRONTIER SOLUTION</b>	\$-	\$8M	\$11M	<b>\$75M</b>
<b>TOTAL</b>	<b>\$5M</b>	<b>\$18M</b>	<b>\$25M</b>	

\*Both Civilized and Zefyr valuations being renegotiated accordingly based on assessed value post DD.





# Execution

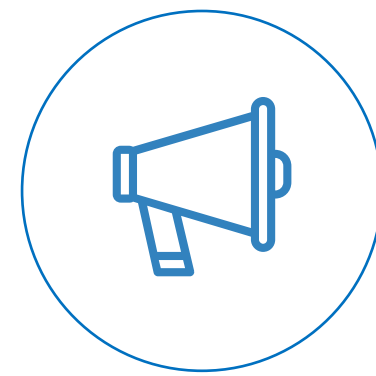


# THE ROLL OUT PLAN



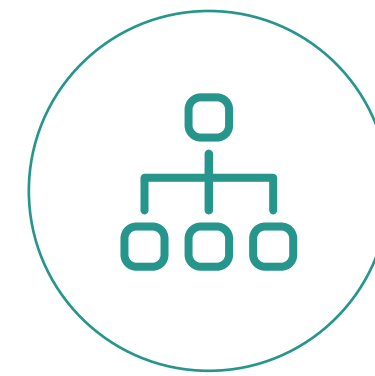
## Set Up

- Synergetic Business Model Built
- All LOIs signed
- Initial Funding Identified
- Q3/Q4 2019



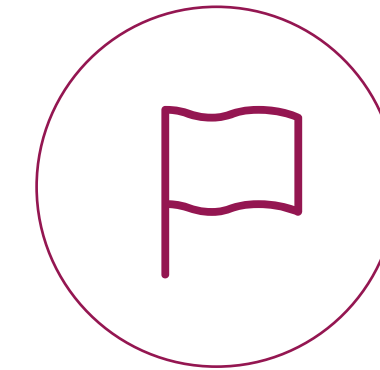
## Go Public

- New Frontier Data & Civilized transaction (72%/28%) – Q3/Q4 2019 (Binding Agreement in Place)
- Joint entity RTO / SPAC (Q4 2019 / Q1 2020)



## Structure

- Stand-alone Divisions / Separate P&Ls
- Accounting, Legal and HR Integration
- All under New Holding Co. (Next Frontier Solutions)



## Strengthen & Expand

- Acquisition targets for each division identified to secure:
- Regional Footholds
  - Advertising Cannabis Inventory
  - Cannabis Data
  - Technology & user Functionalities
  - Q2 2019 – Q4 2020

# THE BUILDING BLOCKS

## Zefyr

Industry leading consumer and transactional sales data collection capabilities:

- License data
- Consumer lifestyle data
- Consumer spending data
- Marijuana use data
- Dispensary product data
- Dispensary rating data
- Healthcare and disease data
- Business contact information

## New Frontier Data

Unmatched global cannabis industry knowledge

- Sole cannabis big data and analytics firm
- .5+ PB of normalized market data
- 7B+ earned media reach
- Sales and data exchange in 80+ nations

### Analytics

- Market size and growth modelling
- Consumer identification, attitude profiling and targeting
- Regulatory guidance
- Competitor assessments

## Civilized

Leading cannabis lifestyle brand, event and multiplatform media company connecting brands, celebrities and influencers with cannabis consumers.

### Owned Audience

- 2M+ monthly uniques on website and YouTube channel
- 500K+ social media followers
- 250K+ newsletter subscribers

Reaching millions through partner distributions.

### Compliant Branding, Advertising and Consumer Outreach

- Content creation
- Advertising channel identification
- Marketing strategy formulation

Uniting best of breed functionalities to produce the first big data as a solution for cannabis stakeholders and marketers.





# Appendix



# How It Works

Risk-Free Ad-Tech Solutions powered by Cannabis Big Data

.....

## 1. Research

Target ideal medical and recreational cannabis consumers based on their lifestyles, preferences, maladies, buying habits, locations and more

## 2. Develop

Confidently develop campaigns with the understanding of cannabis rules, regulations and market climate

## 4. Refine

Leverage the power of our predictive marketing and geo-targeting to inspire action, improve loyalty, drive advocacy and boost your clients' sales

## 3. Distribute

Use our analytic tools to adjust your campaign strategies to the ever-changing cannabis market





# THE JOINT OFFERING

---

## **Discover** (Consumer Identification) (**Zefyr**)

### **Consumer Platform (Zefyr)**

Consumer Data Subscriptions

Audience Curation

Audience Definition

### **Business Intelligence (New Frontier Data)**

Market Analytics / Indices Subscription

Regulatory Contextualization

Audience Engagement

Business Intelligence

Product Indices

Vertical Indices

Media and Distribution

### **Branding and Product Experience (Civilized)**

Web Properties

Event and Distribution Matching

## **Define** (Consumer and Market Contextualization) (**New Frontier Data**)

### **Consumer Platform Access**

Strategy Formulation

Creative Services

Curated Consumer Audiences

Market Contextualization

### **Business Intelligence Platform**

Regulatory Compliance

Custom Regional Paramateurs

BI Indices

### **Media Delivery Platform**

Network Access

Media Buying

Media Management

Campaign Management

## **Deliver** (Consumer and Market Contextualization) (**Civilized**)

Content creation

Advertising channel identification

Marketing strategy formulation

### **Civilized.life**

Sponsorships

Merchandise Sales

Advertising

Affiliate commissions

### **Civilized Studios**

Product Placements

Sponsored video content

Advertising

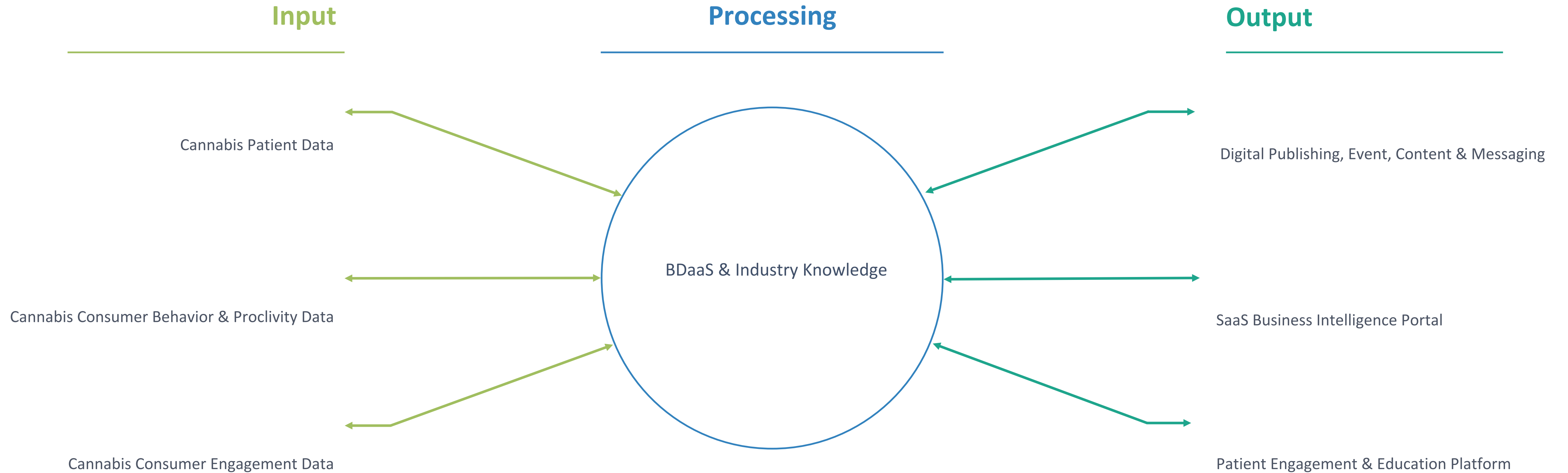
### **Civilized Events**

Ticket sales

Merchandise Sales

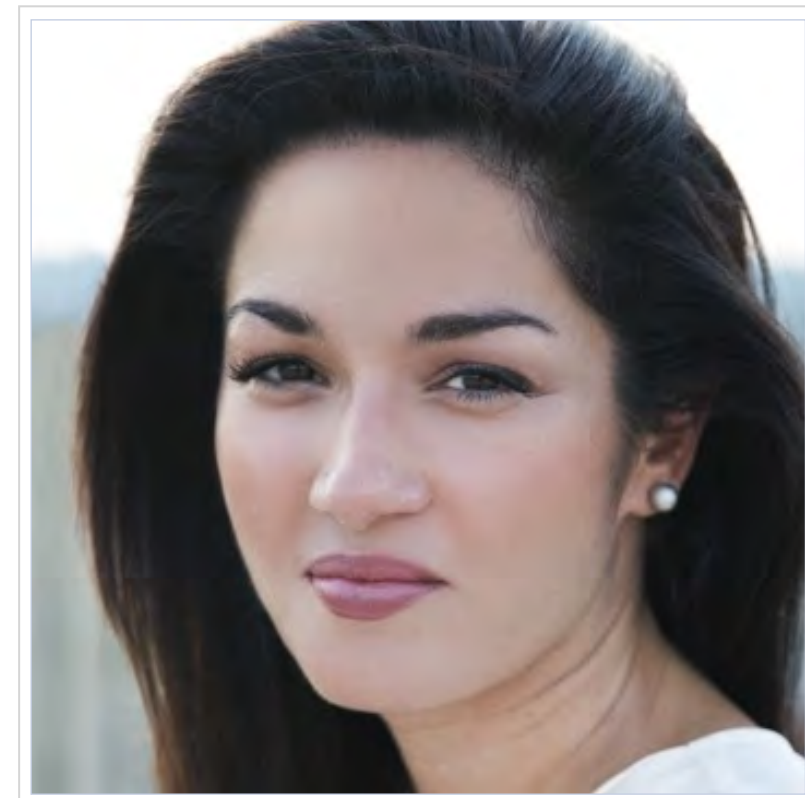
Custom Product Launches

# THE DATA PROCESSING FORMULA



Uniting best of breed functionalities to produce the first **Big Data as a Solution** for cannabis stakeholders and marketers.





## Giadha Aguirre De Carcer

Founder & Chief Executive Officer



Giadha Aguirre de Carcer is Founder and CEO of New Frontier Data, the leading cannabis Big Data & Analytics reporting provider in over 80 countries around the world. An entrepreneur with over 20 years of experience in business execution, management and strategic business development, Aguirre de Carcer has worked in investment banking and as a senior consultant in multiple industries across commercial/government sectors domestically and abroad.



## Gary L. S. Allen

Operations



Gary Allen, a visionary thought leader in the tech space, is robustly experienced in the world of entrepreneurship and is well known for his accomplishments in Marketing Technology. Gary's successes include the creation of a market first Mobile Banking app in 1998; building the market leading bid-management technology while at Performics purchased by DoubleClick, now known as Dart Search, further purchased by Google in 2007.

# Civilized.



## Derek Riedle

Founder & Publisher

---

Derek Riedle is Founder and Publisher of Civilized, the leading lifestyle brand and multiplatform media company that speaks to the millions of adults who chose to enjoy cannabis as a healthy part of a balanced lifestyle. An award-winning entrepreneur, political advisor, television producer and creative story-teller, Derek is igniting positive change in the global cannabis industry and helping shatter outdated stigma.



## Terri Riedle

Co-Founder & President

---

Terri Riedle is the Co-Founder and President of Civilized. A visionary leader, skilled strategist and accomplished entrepreneur, Terri earned her MBA from Dalhousie University and has more than 20 years of experience building, shaping and growing the companies she's founded. She and her business partner and husband Derek Riedle founded Civilized in 2015 and have quickly grown it to become the cultural authority on the exploding global cannabis space and presenter of the annual World Cannabis Congress.





## David Skul

Chairman of the Board

---

A respected executive, David is a visionary thought leader with highly-diversified industry venture experience with two successful exits. Mr. Skul understands the intricacy of the processes necessary in growing businesses which go on to make hundreds of millions of dollars. Two exits Link Aquire His engineering background combined with his successful marketing background enables him to successfully and profitably see opportunities others overlook.



## Jason Lorne Giles

Chief Executive Officer

---

Jason is an experienced leader known for creating streamlined systems for generating, refining, and executing massive quantities of unique and salable ideas. Over the past 12 years, these systems have enabled employees and clients alike to produce remarkably creative and effective solutions in the medical, lifestyle, tech, apparel, and non-profit sectors.



A person wearing a dark sweater and a light-colored hat stands with their back to the camera, arms raised in a gesture of triumph or joy. They are in a field of tall, feathery grasses. The background shows a vast landscape of rolling hills and mountains under a bright, hazy sky at sunset or sunrise. The sun is low on the horizon, creating a warm, golden glow and a lens flare effect.

# Next Frontier

DC, Denver , Los Angeles, Saint John, London, Toronto, Vancouver

GDeCarcer@NewFrontierData.com