

10/28/2024

Canada: 3Q24 Hifyre Trends

Cannabis Sector Equity Research



Pablo Zuanic

ZUANIC & ASSOCIATES

pablo.zuanic@zuanicgroup.com

420Odysseus; www.zuanicassociates.com

Summary

Key points,

- The Canadian market is on trend for no growth in CY24, per StatCan, after mid-teens growth both in CY23 and CY22.
- On a more positive note, flower retail prices bottomed in late 2023 and have inched up to C\$5 per gram (US\$3.70) now.
- Pre-rolls now account for 35% of the total market, as much as flower.
- LP leadership varies by category, with VFF #1 in flower (though share is down), Decibel in pre-rolls (share down), and Motif in vape (share mostly stable).
- We note that of the top 3 companies in Canadian rec, Tilray is the least dependent on that market. Compared with OGI, VFF has less exposure to rec as it derives a greater % of sales from B2B (and, soon, more from international given its Dutch venture – [see report](#)).
- All this said, we continue to think that while Canadian domestic rec performance matters, investor sentiment is now more driven by how LPs are “angling” for US exposure (under the assumption of potential positive reform changes there) and for international growth. Indeed, the latter has helped stabilize and increase Canadian B2B prices.

Market Growth: StatCan vs. Hifyre

The official data (StatCan) points to significant deceleration in the Canadian rec market, while Hifyre shows continued growth but at a slower pace. *Note: the estimated yoy % growth gap between Hifyre v. StatCan gap was as wide as 6-7pt in 1Q and 2Q, but in 3Q it was only 2pt.*

- StatCan has reported sales through August, and the data shows rec sales down 0.4% year-to-date thru August, compared with 15.3% growth for Jan-Aug 2023 (CY22 +17%; CY21 +48%). Per StatCan, sales for 1Q24 were up 1 % yoy, down 1% for 2Q, and Jul/Aug point to -1% for 3Q too.
- Hifyre, on the other hand, shows +4.5% growth year-to-date thru Sep (+5.2% thru Aug). In the past, Hifyre would correct historical data to track StatCan, but now it claims the sample size at StatCan has been reduced, which may make the StatCan data less accurate and reliable. So, while StatCan has 1% yoy growth for 1Q24, Hifyre says +8%; for 2Q StatCan says -1% and Hifyre has +5%. But the gap seems to be tightening with StatCan pointing to -1% yoy and Hifyre +1% for 3Q24.
- If we assume zero growth for CY24, this would mean a rec market of C\$5.2Bn (medical is ~C\$400Mn) for CY24. In total per capita terms (med+rec) this is equivalent to US\$100 (C\$136), taking the population at 41.3mn. So, after almost six years since the legalization

of rec (10/17/18), total per capita (med+rec) remains well below states in the US where rec/med is legal: MI >US\$300; above US\$200 CO, MA, MO, NV, OR; above US\$150 AZ, IL, MD, WA. Note: CA is at US\$130.

Growth Trends by LPs

According to Hifyre, the companies with >5% total rec market share in 3Q24 were Tilray with 9.8%; Organigram and Village Farms each with 7.3%; Cronos and Decibel each with 5.3%; and Auxly with 5.2%. There were four more players between 2-5% (Motif 4.6%, Cannara Biotech 3.2%, Weed Me 2.5%, and Canopy Growth 2.4%)

Table 1: Top LP Trends

	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	2024 Jul	2024 Aug	2024 Sep
Market Share %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Tilray	15.1%	14.4%	13.6%	13.4%	13.2%	12.1%	11.1%	10.3%	9.8%	10.4%	9.6%	9.4%
Village Farms	6.4%	8.2%	7.2%	6.3%	6.3%	6.8%	8.0%	8.4%	7.3%	8.0%	7.1%	6.6%
Organigram	7.8%	6.7%	6.5%	6.1%	6.7%	6.8%	7.3%	6.9%	7.3%	7.2%	7.4%	7.5%
Decibel	4.5%	5.9%	6.6%	7.3%	7.2%	6.7%	6.1%	5.5%	5.3%	5.5%	5.4%	5.0%
Cronos	3.9%	4.0%	4.4%	4.3%	4.5%	5.3%	5.4%	5.2%	5.3%	5.2%	5.4%	5.2%
Auxly	4.6%	4.8%	5.2%	4.9%	4.5%	4.4%	4.7%	4.5%	5.2%	4.9%	5.3%	5.4%
Motif Labs	2.1%	2.8%	3.5%	4.1%	4.7%	4.8%	4.5%	4.6%	4.6%	4.6%	4.6%	4.8%
Cannara Biotech	0.5%	1.5%	1.8%	2.0%	2.5%	2.7%	2.9%	3.0%	3.2%	3.0%	3.3%	3.5%
Canopy Growth	6.2%	5.2%	4.6%	4.3%	3.8%	3.0%	2.6%	2.5%	2.4%	2.4%	2.5%	2.3%
Weed Me	2.8%	3.2%	3.1%	3.0%	2.7%	2.5%	2.5%	2.3%	2.5%	2.4%	2.6%	2.6%
SNDL	3.9%	3.3%	3.3%	3.0%	2.4%	2.1%	2.0%	1.8%	1.8%	1.7%	1.8%	1.8%
Aurora	1.7%	2.4%	2.7%	2.7%	2.1%	2.0%	1.9%	1.8%	1.5%	1.5%	1.5%	1.6%
Ayurcann	0.3%	0.5%	0.9%	1.2%	1.6%	1.8%	1.8%	1.7%	1.8%	1.8%	1.8%	1.9%
Rubicon	2.1%	1.8%	1.7%	1.8%	1.8%	1.8%	1.7%	1.8%	2.0%	1.9%	1.9%	2.0%
Others	38.0%	35.5%	34.9%	35.5%	35.9%	37.3%	37.6%	39.5%	40.0%	39.6%	40.0%	40.3%
3mo yoy growth %	14.0%	13.4%	14.8%	13.5%	17.2%	12.3%	8.0%	5.2%	0.9%	4.1%	2.9%	0.9%
Tilray	-30%	-19%	-11%	-6%	2%	-6%	-12%	-19%	-25%	-20%	-22%	-25%
Village Farms	9%	132%	27%	17%	14%	-8%	21%	40%	17%	42%	32%	17%
Organigram	33%	10%	3%	-10%	1%	14%	21%	20%	11%	16%	12%	11%
Decibel	100%	120%	103%	97%	88%	28%	0%	-20%	-26%	-22%	-24%	-26%
Cronos	21%	2%	27%	26%	35%	49%	31%	27%	17%	24%	23%	17%
Auxly	-8%	-24%	-10%	2%	14%	4%	-4%	-2%	16%	4%	10%	16%
Motif Labs	1057%	857%	419%	237%	160%	94%	41%	19%	0%	12%	6%	0%
Cannara Biotech	6140%	2702%	1856%	602%	484%	106%	76%	54%	30%	43%	37%	30%
Canopy Growth	-31%	-35%	-31%	-30%	-27%	-35%	-40%	-39%	-37%	-39%	-38%	-37%
Weed Me	73%	62%	44%	32%	14%	-11%	-11%	-19%	-7%	-19%	-13%	-7%
SNDL	41%	18%	3%	-8%	-28%	-27%	-36%	-37%	-25%	-34%	-29%	-25%
Aurora	-49%	-11%	21%	64%	47%	-4%	-23%	-33%	-26%	-31%	-29%	-26%
Ayurcann	11684%	585%	385%	357%	453%	295%	120%	54%	16%	32%	25%	16%
Rubicon	93%	42%	48%	9%	0%	12%	7%	7%	8%	6%	8%	8%
Others	69%	41%	-35%	-21%	-20%	-33%	173%	172%	185%	164%	164%	185%

Source: Hifyre; Z&A calculations

Key highlights,

- During 3Q24 (when the market grew 1% yoy, as per Hifyre), Tilray sales fell 25% yoy, OGI grew 11%, Village Farms +17%, Cronos +17%, Decibel -26%, and Auxly +16% (for those between 2-5% share: Motif 3Q sales were flat yoy; Cannara +37%; Weed Me -7%; Canopy -37%).
- Trend wise, for the top 5, if we look at the Sep month vs. 3Q and 2Q, only OGI shows gains (Sep 7.5% share vs. 2Q 7.3% and 1Q 6.9%). Tilray is at 9.4% (Sep month) vs. 9.8% and



10.3%; VFF is at 6.6% vs. 7.3% and 8.4%; Decibel is at 5% vs. 5.3% and 5.5%. Cronos is stable at 5.2% vs. 5.3% and 5.2%. Of those between 2-5% total share, all showed seq improvement ex Canopy.

- We realize consolidated CPG industries typically show 2-3 companies with combined 70-80% share, while in Canada the top 3 only have less than 22% share combined. Still, Canada rec is more concentrated than most US states (at a total market level).

Growth Trends by Formats

Key trends,

- During 3Q24, pre-rolls caught up with flower and now each account for 35% of sales; vape is 16% of the market, followed by concentrates and edibles at 5%, and beverages and oils each with 2%.
- For context, flower was 41% of sales in 1Q23 (1Q22 48%; 1Q21 57%); pre-rolls 27% (22%; 17%); vape 16% (15%; 14%); edibles 6% (6%; 4%); concentrates 5% (5%; 3%).
- Compared with the total 1% yoy market growth estimated by Hifyre for 3Q24, among the categories accounting for 2% or more of the market, three categories outperformed: pre-rolls +9%, vape +6%, and drinks +4%. The “laggards” were flower -7%, oils -5%, edibles -5%, and concentrates -2%.

Key Players in Flower, Pre-rolls, Vape

VFF leads in flower, Decibel in pre-rolls, and Motif in vape. Re key segment trends for 3Q24

Flower segment,

- Four companies had >5% flower segment share in 3Q24 (all as per Hifyre scans). VFF had 15.0% share (2Q24 17.4%; 1Q24 16.6%; 3Q22 11.2%); followed by Tilray 12.8% (13.0%, 13.1%, 12.3%), OGI 10.8% (9.0%, 9.1%, 12.1%), and Cronos 6.1% (6.2%, 6.6%, 5.2%). So, comparing 3Q24 with 1Q24, of the top 4 all are down ex OGI.
- There were seven LPs with 2-5% flower share in 3Q24: Auxly 4.6%, Canopy 3.3%, CCC 2.9%, Cannara 2.8%, SNLD 2.6%, Rubicon 2%, and Atlantic with 2%.
- Average flower prices in 3Q24 were C\$5/gram compared with C\$4.80 in 3Q23. Indeed, retail flower prices seem to have bottomed in 3Q23 and have remained in the C\$5 range for the last two quarters. However, this varies by operator.
- For VFF ex QC average flower retail prices dropped to C\$4.06 (3Q24) from C\$4.27 (3Q23); Tilray's 3Q24 price of C\$4.05/gram was up from C\$3.82; OGI also slightly moved up to C\$4.43 from C\$4.23; Cronos also moved up from C\$4.32 to C\$4.51.



- Other interesting nuggets per Hifyre for the flower segment: QC accounted for 43% of VFF's total flower retail sales in 3Q24 (vs. 30% in 3Q23). Tilray's top 4 flower brands were Good Supply accounting for 30% of its flower sales (avg price C\$2.68/gram), followed by Redecan at 26% (C\$5.36), Bake Sale 15%, and Hexo 12%. At OGI, Shred accounted for 46% of its total flower sales in 3Q24 (avg price C\$4.19), followed by Big Bag O'Buds at 33% (C\$4.26), and Holy Mountain 11% (C\$3.97).

Pre-rolls,

- Four companies had >5% segment share in 3Q24. Decibel had 10.8% share in 3Q24 (2Q24 11.8%; 1Q24 14.1%), followed by Tilray 8.5% (8.9%; 10.9%), OGI 6.4% (6.4%; 6.8%), and VFF 5.4% (5.5%; 4.9%). If we compare these top 4 with segment share as of 3Q22, Tilray proforma is down from 19.7%, while the rest is up (3Q22: Decibel 7%, OGI 3.8%, VFF 4.2%).
- There were another six companies between 2-5% share in 3Q24: BZAM (inc. Final Bell and Jeeter) had 4.2%, Weed Me 3.9%, Auxly 3.3%, Cronos 2.8%, Motif 2.6% and Stigma Grow 2.2%.
- Re category structure, in 3Q24 joints accounted for 55% of sales, infused joints for 27% (33% if we include infused blunts and "variety infused pre-rolled"), pre-rolled 9%, and other categories for 9%.
- Segment mix has not changed much over the last 12 months. Back in 3Q23: joints were 60% of sales, infused joints 26% (33%), pre-rolled 5%, and the rest were 9%. That said, Decibel's lead in infused joints has weakened, from 55% subsegment share in 3Q23 to 38% in 3Q24.

Vape,

- There were five companies with >5% segment share in 3Q24. Motif Labs had 20.6% share (2Q24 21.4%; 1Q24 20.2%; 3Q22 12.9%), followed by Auxly 12.9% (10.7%; 10.3%; 11.5%), Decibel 9.7% (9.3%; 9.3%; 13.3%), Cronos 7.3% (7.5%; 7.9%; 3.9%), and Ayurcann 6.2% (6.0%; 5.5%; 2.2%). Back in 1Q24, Tilray and BZAM were top 5 and 6 with 6.3% and 6.2% share, respectively, but their respective vape share has fallen to 4.9% and 2.6%.
- Outside those with >5% share, in 3Q24 there were six companies between 2-5% share (Tilray 4.9%, Heritage 4.2%, Adastra 3.5%, Cannara 3.4%, and Weed Me 3.1%).
- Re the category itself, in 3Q24 74% of sales came from 510 cartridges (1ml 49%, 1.20ml 17%, rest 8%); disposables 14% (1ml 10%); live resin 510 carts 11% (1m 10%); closed loop systems only accounted for 2% of total vape sales.
- Motif over-indexes in big formats; 75% of its total vape sales in 3Q24 came from 1ml and 1.2ml 510 carts (510 carts were in total 83% of its vape sales; disposables 14%; close loop 3%).

Table 2: Stocks mentioned in this report

Company name	Ticker	Ticker	Rating
US MSOs			
4Front Ventures		FFNTF	Not rated
Acreage Holdings		ACRDF	will cover
Ascend Wellness		AAWH	Not rated
AYR Wellness		AYRWF	Not rated
Cannabist		CCHWF	Not rated
Cansortium		CNTMF	will cover
Cresco Labs		CRLBF	Overweight
Curaleaf Holdings		CURLF	will cover
GlassHouse Brands		GLASF	Not rated
Gold Flora		GRAM	Overweight
Goodness Growth		GDNSF	Not rated
Green Thumb Industries		GTBIF	Overweight
Grown Rogue		GRUSF	Not rated
Jushi Holdings		JUSHF	Overweight
MariMed		MRMD	Overweight
Planet 13 Holdings		PLNHF	Overweight
Schwazze		SHWZ	Not rated
StateHouse Holdings Inc		STHZF	Neutral
TerrAscend		TSNDF	Not rated
TILT Holdings		TLLTF	Neutral
Trulieve Cannabis		TCNNF	will cover
Verano Holdings		VRNOF	Overweight
Vext Science, Inc.		VEXTF	Overweight
Tech			
Leafly		LFLY	Not rated
Springbig		SBIG	Not rated
WM Technology		MAPS	Neutral

Company name	Ticker	Rating
Canada LPs		
Aurora Cannabis	ACB	Neutral
Auxly Cannabis Group	CBWTF	not rated
Avant Brands	AVTBF	not rated
Avicanna	AVCN	will cover
BZAM	BZAMF	not rated
Cannara Biotech	LOVFF	not rated
Canopy Growth Corporation	CGC	will cover
Cronos Group	CRON	not rated
Decibel Cannabis Co	DBCCF	Overweight
Organigram Holdings	OGI	will cover
Rubicon Organics	ROMJF	not rated
SNDL	SNDL	not rated
Tilray Brands	TLRY	Neutral
Village Farms Intl	VFF	Overweight
Finance Companies		
AFC Gamma	AFCG	Overweight
Chicago Atlantic REFC	REFI	Overweight
Innovative Industrial Properties	IIPR	will cover
New Lake Capital Partners	NLCP	Overweight
RIV Capital	CNPOF	not rated
SHF Holdings	SHFS	not rated
Silver Spike Inv Corp	SSIC	will cover
Other		
Intercure	INCR	Overweight
LFTD Partners Inc.	LIFD	Overweight
Ispire Technology	ISPR	will cover
Smoores International	SMORF	will cover

Source: Z&A ratings



Appendix I: Valuation Comps

28 October 2024

Canada: 3Q24 Domestic Recreational MJ Market Trends

Exhibit 1: Valuation Multiples Comps – US MSOs

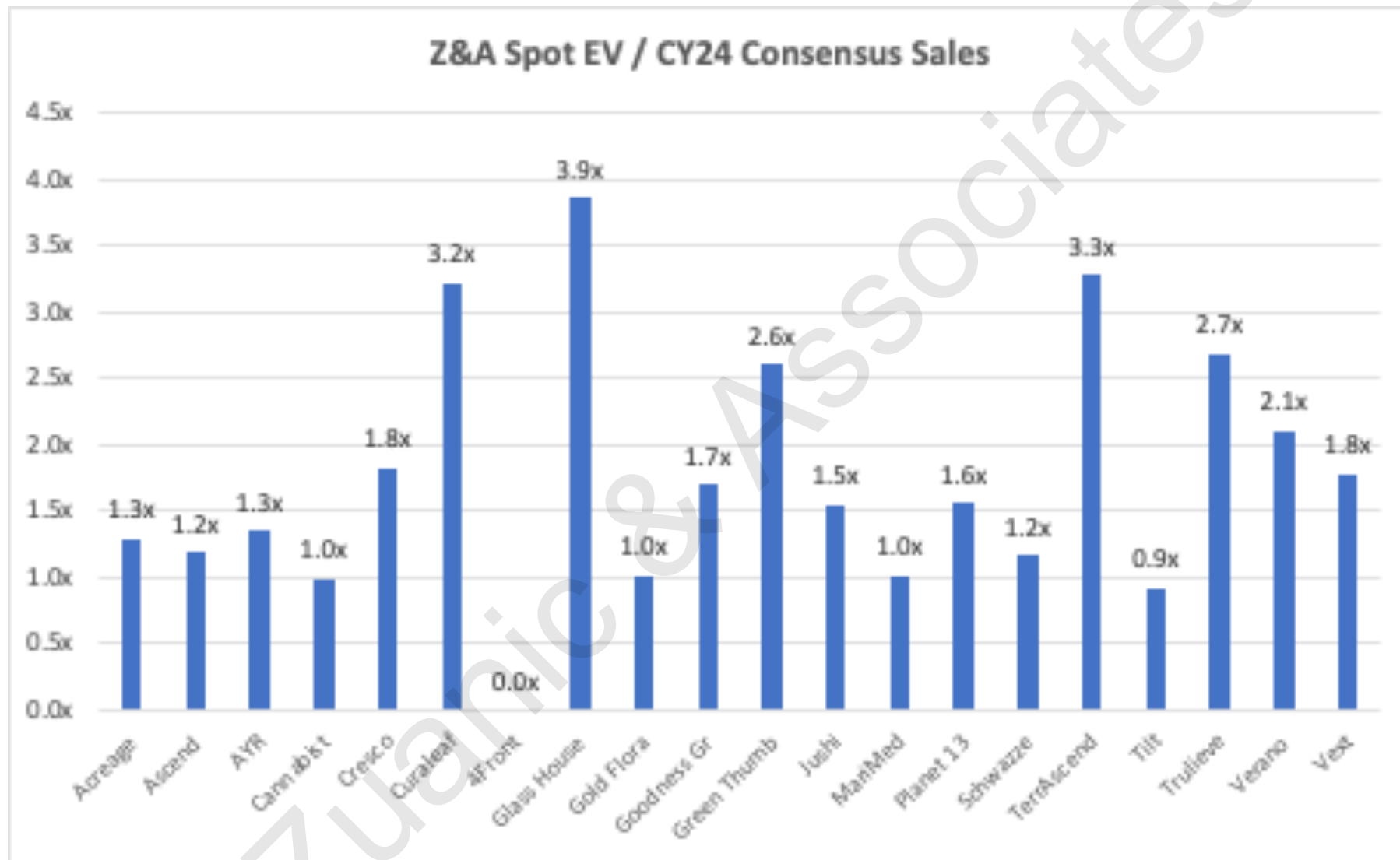
US\$Mn 24-Oct-24	Z&A Spot EV / Sales			Z&A Spot EV / EBITDA			Financial Net Debt				Broadly Defined Net Debt			
							Sales		EBITDA		Sales		EBITDA	
	Current	CY24e	CY25e	2023	2024	2025	CY24	Current	CY24	Current	CY24	Current	CY24	Current
US MSOs	0.9x	1.8x	1.6x	12.9x	11.9x	8.0x								
Acreage Holdings	0.5x	1.3x	na	11.0x	6.5x	na	-1.0x	-1.6x	-4.9x	-33.2x	-1.2x	-2.0x	-6.1x	-40.9x
Ascend Wellness	1.3x	1.2x	1.1x	6.4x	6.0x	5.3x	-0.4x	-0.4x	-2.0x	-2.0x	-0.8x	-0.9x	-4.2x	-4.3x
Ayr Wellness	1.4x	1.3x	1.2x	5.7x	5.8x	4.7x	-0.7x	-0.8x	-3.2x	-3.1x	-0.6x	-0.7x	-2.8x	-2.7x
Cannabist Co	1.0x	1.0x	0.9x	7.0x	7.2x	5.7x	-0.6x	-0.6x	-4.1x	-3.9x	-0.7x	-0.7x	-5.4x	-5.2x
Consortium	5.5x	na	na	19.6x	na	na	na	na	na	na	na	na	na	na
Cresco Labs	1.8x	1.8x	1.7x	7.8x	6.4x	6.2x	-0.5x	-0.5x	-1.9x	-1.8x	-0.8x	-0.8x	-2.8x	-2.7x
Curaleaf	3.3x	3.2x	2.9x	14.7x	14.1x	11.4x	0.0x	0.0x	0.0x	0.0x	-1.3x	-1.3x	-5.6x	-6.2x
4Front Ventures	1.9x	na	na	18.6x	na	na	na	-1.1x	na	-7.6x	na	-1.8x	na	-12.8x
Glass House	5.0x	3.9x	na	32.9x	19.8x	na	-0.2x	na	-1.0x	na	-0.4x	-0.4x	-2.0x	-1.5x
Gold Flora	1.1x	1.0x	0.8x	na	55.8x	6.3x	na	-0.3x	na	na	na	-0.9x	na	na
Goodness Growth	1.9x	1.7x	na	9.7x	7.3x	na	-0.6x	-0.6x	-2.7x	-1.9x	-1.0x	-1.0x	-4.3x	-3.0x
Green Thumb	2.8x	2.6x	2.4x	9.0x	8.1x	7.8x	-0.1x	-0.1x	-0.3x	-0.3x	-0.1x	-0.1x	-0.4x	-0.3x
Grown Rogue	-26.5x	na	na	19.3x	na	na	na	na	na	na	na	na	na	na
iAnthus	1.3x	na	na	na	na	na	na	-0.9x	na	-4.4x	na	-0.9x	na	-4.5x
Jushi	1.5x	1.5x	1.4x	10.1x	7.2x	6.3x	-0.6x	-0.7x	-3.0x	-2.9x	-1.1x	-1.2x	-5.2x	-5.1x
MariMed	1.1x	1.0x	0.8x	6.7x	8.3x	4.6x	-0.4x	-0.4x	-3.2x	-3.6x	-0.5x	-0.5x	-4.0x	-4.6x
Planet 13	2.0x	1.6x	1.2x	-8.4x	17.1x	7.3x	0.1x	0.1x	1.6x	-14.8x	0.0x	0.0x	0.2x	-1.9x
Schwazze	1.2x	1.2x	na	3.8x	5.5x	na	-0.9x	-0.9x	-4.1x	na	-1.1x	-1.1x	-5.1x	na
StateHouse	1.8x	na	na	na	na	na	na	-1.0x	na	-10.6x	na	-1.7x	na	-17.9x
TerrAscend	3.2x	3.3x	3.2x	14.9x	16.2x	14.0x	-0.9x	-0.9x	-4.6x	-4.7x	-1.9x	-1.9x	-9.1x	-9.3x
TILT	0.7x	0.9x	0.7x	54.1x	na	18.2x	-0.5x	-0.6x	20.8x	12.4x	-0.9x	-1.0x	37.1x	22.2x
Trulieve	2.8x	2.7x	2.6x	9.9x	8.2x	8.3x	-0.2x	-0.2x	-0.7x	-0.8x	-0.5x	-0.5x	-1.6x	-2.0x
Verano	2.0x	2.1x	1.9x	6.3x	6.8x	6.1x	-0.3x	-0.3x	-0.9x	-0.9x	-0.6x	-0.6x	-1.9x	-1.9x
Vext	1.9x	1.8x	na	12.1x	8.6x	na	-0.9x	-0.9x	-4.1x	-7.4x	-0.9x	-1.0x	-4.1x	-7.4x

1) We take FactSet consensus estimates for CY24e and CY25e multiples

2) By "current", we mean the latest reported qtr annualized

Source: FactSet and company reports

Exhibit 2: US MSOs EV/Sales



Source: FactSet; Z&A Estimates

28 October 2024

Canada: 3Q24 Domestic Recreational MJ Market Trends

Exhibit 3: Spot EV calculation – US MSOs

US\$Mn 24-Oct-24	FactSet Spot EV	ZBA Spot EV	US\$ price	mn shares	mn deriv	Total Mkt Cap	Financial net debt	Net leases	Income tax liab.	Conting Cons.	ITM deriv inflow	Total BDND	Pref Stock Min Int
US MSOs													
Acreage Holdings	244	333	0.14	125.0	34.6	22	-252	-2	-57			-311	
Ascend Wellness	685	685	0.89	213.9	13.3	202	-226	-134	-123			-483	
Ayr Wellness	735	652	2.35	114.0	31.1	341	-359	4	-11	0	55	-311	
Cannabist Co	616	490	0.25	469.6	20.0	122	-276	-27	-65	0		-367	
Cansortium	140	151	0.18	304.9	5.6	54	-59	-9	-29			-97	
Cresco Labs	1,123	1,361	1.71	442.6	9.2	773	-395	-56	-128	-9		-588	
Curaleaf	3,188	4,485	3.41	742.3	11.2	2,569	8	-1,115	-672	-18		-1,796	119
4Front Ventures	261	187	0.06	915.2	3.8	53	-79	-8	-40	-6	0	-134	
Glass House	571	808	8.53	74.8	1.7	652	-42	0	-8	-33		-83	72
Gold Flora	130	137	0.09	287.6	0.0	25	-37	-31	-41	-4		-113	
Goodness Growth	117	165	0.47	144.7		68	-61	-9	-27			-97	
Green Thumb	2,807	2,943	11.43	237.0	9.3	2,815	-114	-26	-25	0	37	-128	
Grown Rogue	75	96	0.67	143.5		96	0	0	0	0		0	
iAnthus	62	224	0.01	6,615.3		63	-156	-6				-162	
Jushi	382	411	0.57	196.6	1.9	113	-170	0	-128			-298	
MariMed	148	165	0.17	380.6	5.0	65	-63	-1	-16			-80	19
Planet 13	148	199	0.62	325.2	0.3	202	18	-6	-5	-5		2	
Schwazze	187	202	0.20	80.2		16	-151	-2	-33	0		-186	
StateHouse	144	200	0.02	256.4	138.6	6	-114	-10	-54	-22	7	-192	2
TerrAscend	580	1,028	1.22	351.2	15.3	447	-293	-169	-6	-114		-581	
TILT	111	111	0.01	390.5	4.4	5	-59	-44	-3			-106	
Trulieve	2,398	3,196	13.60	186.0	3.3	2,574	-264	-20	-333	-5		-622	
Verano	1,720	1,923	3.93	346.4	8.7	1,395	-266	-6	-251	-4		-527	
Vext	49	67	0.14	245.5	3.4	35	-32	0				-32	

Source: FactSet and company reports

28 October 2024

Canada: 3Q24 Domestic Recreational MJ Market Trends

Exhibit 4: Stock Performance

24-Oct-24 Stock Performance			
Ticker	Last 30d	Last 90d	Last 12mo
US MSOs			
Ascend	-9%	-9%	5%
Ayr	30%	12%	44%
Cannabist	13%	28%	-65%
Cansortium	4%	51%	67%
Cresco	7%	4%	8%
Curaleaf	18%	-17%	-3%
4Front	29%	-33%	-74%
GlassHouse	-8%	16%	108%
Gold Flora	-2%	-28%	-27%
Vireo	4%	13%	197%
Grown Rogue	2%	5%	132%
Green Thumb	12%	2%	26%
iAnthus	-15%	-44%	-60%
Jushi	15%	5%	-19%
MariMed	4%	-1%	-52%
Planet13	5%	31%	-11%
Schwazze	54%	-6%	-70%
StateHouse	-40%	1400%	-54%
Trulieve	23%	31%	188%
TerrAscend	9%	-12%	-29%
Vext	-24%	-22%	-35%
Verano	25%	0%	-7%

Stock Performance			
Ticker	Last 30d	Last 90d	Last 12mo
Canadian LPs			
Aurora	3%	3%	39%
Avant	-20%	-47%	-81%
Auxly	31%	37%	200%
Cannara	17%	14%	-35%
Canopy	9%	-31%	-1%
Cronos	4%	-6%	27%
Decibel	-32%	-15%	-65%
Entourage	-6%	-30%	-46%
High Tide	32%	49%	96%
Nova	-1%	36%	144%
OGI	2%	13%	78%
Rubicon	-16%	-17%	-12%
SNDL	8%	-3%	52%
Tilray	-2%	-6%	-6%
VFF	8%	-16%	27%
CBD			
CVSI	7%	-9%	30%
CWEB	-8%	-25%	-46%
LFID	8%	-23%	-75%
International			
InterCure	-7%	-9%	30%
PharmaCielo	13%	21%	110%

Stock Performance			
Ticker	Last 30d	Last 90d	Last 12mo
MJ Fincos			
AFCG	-6%	11%	-8%
CNPOF	-17%	76%	41%
IIPR	-2%	11%	86%
NLCP	-6%	4%	44%
SHFS	-20%	-28%	-29%
SSIC	14%	10%	39%
REFI	-2%	-4%	7%
Tech			
LFLY	-19%	-11%	-76%
SBIG	-6%	-38%	-19%
MAPS	-10%	-11%	-23%
Vape parts			
GNLN	-35%	13%	-44%
ISPR	-12%	-8%	-26%
SMORF	0%	0%	66%
TLLTF	-8%	-33%	-68%
Index			
S&P 500	2%	7%	37%
S&P 477	-1%	6%	24%
Nasdaq	-1%	18%	48%
MSOS ETF	17%	4%	20%
YOLO ETF	6%	1%	23%

Source: FactSet



Appendix II: Bio and Disclaimers



Analyst Bio

Pablo Zuanic is a well-known and highly rated equity analyst following the cannabis and psychedelics sector. Over the past four years he launched coverage of over 35 companies (MSOs, LPs, CBD, ancillary, psychedelics), kept close track of sectoral trends, and followed the reform process in the US and elsewhere. His firm Zuanic & Associates publishes equity research on the cannabis and psychedelics sectors, both from a macro/sectoral level in a thematic manner, as well as specific reports on listed stocks. The research service is aimed at institutional investors and corporations. The firm is also available for short term consulting and research advisory projects (www.zuanicassociates.com). At various points in his career, Pablo was II ranked and called as expert witness in industry investigations. He has a deep global background having covered stocks over the past 20 years in the US, Europe, Latin America, and Asia, across consumer sub sectors. Prior employers include JP Morgan, Barings, and Cantor Fitzgerald. An MBA graduate of Harvard Business School, he started his career as a management consultant, which brings a strategic mindset to his approach to equity research. Pablo can be contacted at pablo.zuanic@zuanicgroup.com.



Analyst Bio

Pablo Zuanic is a well-known and highly rated equity analyst following the cannabis and psychedelics sector. Over the past five years he launched coverage of over 40 companies in the US, Canada, and overseas (MSOs, LPs, CBD, ancillary, psychedelics), kept close track of sectoral trends, and followed the reform process in the US, Canada, Germany, Australia, and elsewhere. His firm Zuanic & Associates publishes equity research on the cannabis and psychedelics sectors, both from a macro/sectoral level in a thematic manner, as well as on listed stocks. The research service is aimed at institutional investors and corporations. The firm is also available for short-term consulting and research advisory projects. Now, more than a year since its inception, the firm has collaborated with over 25 companies (in North America and overseas; plant touching and service providers; public and private), both on an on-going basis as well for specific projects. At various points in his career, Pablo Zuanic was II ranked and called as expert witness in industry investigations. He has a deep global background having covered stocks over the past 20 years in the US, Europe, Latin America, and Asia, across consumer sub sectors. Prior employers include JP Morgan, Barings, and Cantor Fitzgerald. An MBA graduate of Harvard Business School, he started his career as a management consultant, which brings a strategic mindset to his approach to equity research. *Pablo Zuanic can be contacted via the company's portal www.zuanicassociates.com; via email at pablo.zuanic@zuanicgroup.com; or via X @420Odysseus.*



Disclosures and Disclaimers

About the firm: Zuanic & Associates is a domestic limited liability company (LLC) registered in the state of New Jersey. The company's registered address is Five Greentree Centre, 525 Route 73, N Suite 104, Marlton, New Jersey 08053, USA. Pablo Zuanic is the registered agent. The firm publishes equity research on selected stocks in the cannabis and psychedelics sector, as well as thematic macro industry notes. The firm also provides consulting and advisory services. Potential conflicts of interest are duly reflected in the respective specific company reports.

Analyst Certification: The publishing analyst, whose name appears on the front page of this report, certifies that the views expressed in this independent research report accurately reflects his personal views about the subject securities or issuers discussed in this report. His opinions and estimates are based on his best judgement at the time of publication and are subject to change without notice. As per the company's policy, the author of this report does not own shares in any company he covers.

Other: This report is for use by professional and or institutional investors only, and it is deemed impersonal investment advice, published on a bona fide and regular basis. This report is for informational purposes only and is based on publicly available data believed to be reliable, but no representation is made whether such data are accurate or complete. As such, this report should not be regarded by its recipients as a substitute for obtaining independent investment advice and/or exercise of their own judgement. When making an investment decision this information should be viewed as just one factor in the investment decision process. Neither the publishing analyst, nor any of the company's officers and directors, accept any liability for any loss or damage arising out of the use of all or any part of the analyst's research.

Risks: The financial instruments mentioned in this report may not be suitable for all investors and investors must make their own investment decisions based on their specific investment objectives. Past performance should not be taken as an indication or guarantee of future performance. The price, value of and income from, any of the financial instruments featured in this report can rise as well as fall and be affected by changes in political, financial, and economic factors. If a financial instrument is denominated in a currency other than the investor's currency, a change in exchange rates may adversely affect the price or value of, or income derived from, the financial instrument, and such investors effectively assume currency risk.

Disclosure: Zuanic & Associates offers advisory and research services, and it also organizes investor events and conferences. The firm is often engaged by various operators in the cannabis industry (both plant touching companies and those providing services, private and public, in North America and overseas) on an ongoing or ad hoc basis. Several of the companies discussed in this report are paying customers of the services provided by the firm.

Copyright: No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the author.