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New Frontier Launches **equio**[™]

Washington – New Frontier, the leading Big Data provider in the cannabis industry, launches *equio* – New Frontier’s Data Platform. *Equio* allows users to take a deep dive into consumer data and behavior utilizing a state-of-the-art geospatial data tool, as well as to create targeted email marketing campaigns. The public beta launch of *equio* allows test users to work with New Frontier’s full platform of services and provides New Frontier with valuable feedback on how to refine it.

“No other company in the cannabis industry is doing what we are doing. Since its origin, this industry has been highly segmented with growers, lawmakers, investors, and retailers all in their respective corners. *Equio* opens a dialogue between all those groups and brings them to the center of the ring where they can be strongest, with actionable data tying them all together,” said Giadha DeCarcer, New Frontier CEO and Founder.

Equio is made up of New Frontier’s Cannabis Relationship Manager and Data Feed. It provides users with sophisticated risk management tools to manage their corner of the industry from seed to sale. The interactive customizable interface contains powerful vetted, trusted data that can be layered with other relevant Big Data sources like census, medical, legislative, demographic and even real estate data that can then be accessed by geo-location as granular as down to a zip code.

“We are not only bringing big data to cannabis, we are developing and leveraging cutting edge technologies that will take cannabis to the forefront of all industries. Our customizable geospatial interface brings us the future of the industry now,” said Glenn Harless, New Frontier Chief Technology Officer.

New Frontier’s *equio* data feed provides an engaged user experience with a number of options:

- Customizable dashboards
- API’s tailored to your business needs
- Geospatial user-friendly interactive interfaces
- Flexible data visualizations
- Personalized, reusable searches
- Downloadable data sets and reports

Users are granted free access to the CRM segment of *equio* where they can create customized, hyper-segmented email marketing campaigns based on in depth knowledge about their customers from background and history to purchasing behaviors and forecasting. The CRM will integrate with the operator’s current Point-of-Sale (POS) system via APIs or accept file uploads so users do not have to worry about duplicating efforts. For customers without a POS, New Frontier

provides an easy to use data entry interface that allows them to only enter the information they want to track.

“The CRM tool takes all the painstaking work out of email marketing. It allows the operator to layer consumer behavior data with dynamic information that’s specific to each customer and create highly customized marketing campaigns with as few as 3 clicks of a mouse,” said Rick Gilchrist, New Frontier COO.

New Frontier combines a unique, disruptive, and patented analytical solution, proven across the aerospace sector, with reliable collection of exclusive historical data from hundreds of operators across the US, to provide sophisticated and authoritative cannabis industry reporting all while protecting client confidentiality.

“*Equio* dissects Big Data and gives it back to its users, so they can grow their businesses making informed decisions. This blooming industry needs informed actionable data to grow and *equio* is finally giving the cannabis sector what every other industry has – insight,” said DeCarcer.

Reporters who are interested in a demo or login for equio, please contact Gretchen Gailey at ggailey@frontierfinancials.com or 202-489-3821.

About New Frontier:

New Frontier Financials is the first company to provide objective, sophisticated and comprehensive reporting for the nascent and underserved cannabis industry. New Frontier, the premiere Big Data shop in the sector, looks beyond the plant cultivation and distribution, to raise the industry bar and provide visibility into what will inevitably soon be a mature and more complex industry. New Frontier is headquartered in Washington, D.C. For more information or media inquiries, please visit www.frontierfinancials.com or contact Gretchen Gailey at 202-489-3821 or ggailey@frontierfinancials.com.

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