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California Marijuana Sales Hit \$2.7 Billion in 2015

New Report Breaks Down the Legal Marijuana Market Across the United States

Washington – New Frontier, the cannabis Big Data and analytics authority, in partnership with ArcView Market Research, the leading publisher of cannabis market projections and information, has released the 4th edition of the State of Legal Marijuana Markets, which shows that the legal cannabis industry is one of the fastest growing industries in America with a compound annual growth rate of 31%. The official 2015 ArcView market estimate is \$5.7 billion, up from \$4.6 billion in 2014.

The California cannabis market generated an estimated \$2.7 billion in sales in 2015.

“If California legalizes adult use in 2016 as expected and adult use sales become operational in 2018, the state market is expected to reach nearly \$6.6 billion by 2020,” said Giadha DeCarcner, Founder and CEO of New Frontier.

“California’s legal medical cannabis market is the largest of any state, responsible for 62% of the country’s total medical cannabis sales in 2015 and over half of all legal cannabis sales (medical and adult use markets combined). All eyes are on California as voters decide on whether to legalize adult-use in the state in November. Success at the ballot box would massively increase California’s total legal market share,” said Troy Dayton, CEO of The ArcView Group.

California was the first state to pass legal medical cannabis legislation in 1996, paving the way for medical cannabis legalization in the country. It is the most populated U.S. state, with over 39 million residents, and has weather conditions ideally suited to grow cannabis outdoors with the highest production across its northern counties on the border with Oregon.

It is the largest state cannabis market (medical or adult use) in the country, estimated at \$2.7 billion in 2015. Significant changes are coming to California’s medical market following the recent passage of a comprehensive medical marijuana law aimed at increasing oversight and regulation of the industry. The impact of these regulations will be seen in the years ahead.

If you would like more information on the California’s market or any of the other states where marijuana is legal. You can download the State of Legal Marijuana Markets Report at <https://frontierfinancials.com/SOLMM/> and www.ArcViewMarketResearch.com and where it can be ordered for \$497.

About New Frontier:

New Frontier provides objective, sophisticated and comprehensive reporting for the nascent and underserved cannabis industry. New Frontier, is the premiere Big Data shop in the sector and 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.

About The ArcView Group:

Founded in 2010, The ArcView Group is responsible for a number of groundbreaking ventures in the cannabis industry. The ArcView Investor Network includes more than 500+ dues-paying accredited investors who have put more than \$70 million behind 108 companies. The next members-only meeting of the group will take place in Portland May 1-3. [ArcView Market Research](#) produces the State of Legal Marijuana Markets report, which is the most oft-cited market report. ArcView is a partner in [CanopyBoulder](#), a seed-stage mentor-driven business accelerator. ArcView is also co-founder of [Cannasure Insurance Services](#), the leading provider of business insurance to the cannabis industry. For more information or media inquiries, please visit www.arcviewgroup.com or contact Abby Benjamin 720-518-7611 or abbybenjamin@arcviewgroup.com.

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