

# About New Frontier Data

*New Frontier Data is the premier data, analytics and technology firm specializing in the global cannabis industry, delivering solutions that enable investors, operators, advertisers, brands, researchers and policy makers to assess, understand, engage and transact with the cannabis industry and its consumers.*

Our mission is to inform policy and commercial activity for the global legal cannabis industry. As the global nexus of cannabis data, we report on the merits of cannabis legalization through comprehensive and transparent data analysis and projections that shape industry trends, dynamics, demand, and opportunity drivers.

New Frontier Data was founded in 2014 when viable cannabis market data and reporting did not exist. Today, we are recognized as the leading global cannabis data authority serving all stakeholders in the cannabis space. Through accurate and consistent prediction of cannabis market movements, we enable industry stakeholders to respond competitively to shifting market dynamics.

We are a seasoned team of analysts, economists, data scientists, and technologists who are committed to providing trusted, unbiased, and accessible information to all cannabis stakeholders globally.

**We are committed to our brand promise by delivering on the following solution categories:**

- **Business Intelligence & Analysis**
- **Advertising Data & Technology**
- **Market Entry & Expansion**

We provide individuals and organizations operating, researching, or investing in the cannabis industry with unparalleled access to actionable industry intelligence and insight, helping them leverage the power of big data to succeed in a fast-paced and dynamic market. Our solutions inform strategic planning, market entry or positioning, investing, socio-economic understanding, and public policy decision-making.

New Frontier Data is headquartered in Washington, D.C. with a presence in Europe, Latin America and Africa.

## Our Core Values



Honesty



Understanding



Respect