

# Q4: Quarterly Industry Update

AS OF December 31, 2023



## Hemp Industry Summary

**COGENT VALUATION** identified **Hemp** publicly traded companies, IPOs, and recent M&A transactions within the Hemp industry, which provides a basis for market and transaction pricing that can be used by your firm in estimating market sentiment and its impact on your firm's value. Over the last year since December 31, 2022, the median 52-week share price return of the Hemp industry decreased from -65.3% to -50.5%, and the median YTD return increased from -44.2% to -41.9%. Between December 31, 2022 and December 31, 2023, the median EV/Revenue multiple decreased from 35.9 to 25.35 and the median EV/EBITDA multiple decreased from 55.8 to 47.47. The median price-to-earnings multiple increased from 27.23 to 36.42 and the median EV/Gross Profit multiple decreased from .7 to -3.40 over the same period. The median MVIC/Earnings multiple increased from 23.2 to 26.96% The median Price/Revenue increased from -4.94 to -4.65 over the same period.

### Public Company Key Statistics

Median 52-Week Return	Median 3-Year CAGR Return	Median EV/Revenue Multiple	Median EV/EBITDA Multiple
-50.5%	-41.9%	25.35x	47.47x
Median Price/Earnings Multiple	Median EV/Gross Profit Multiple	Median MVIC/Earnings Multiple	Median Price/Revenue Multiple
36.42x	-3.40x	26.96x	-4.44x

## Comparable Public Company Market Metrics as of December 31, 2023

	2023	1 Year	2 Year	Revenues	Gross Profit	Net Income	GP Margin	NI Margin	P/Rev.	P/GP
<b>22nd Century Group, Inc.</b>	-11.1%	-32.4%	130.0%	\$25.23	\$0.46	-278.3%	1.8%	-11.0%	12.28x	679.82x
<b>420 Property Management, Inc.</b>	-25.0%	29.7%	141.2%	\$0.05	\$0.05	-831.2%	100.0%	-16624.9%	0.01x	0.01x
<b>Acacia Diversified Holdings, Inc.</b>	-71.2%	-31.3%	-21.8%	\$0.27	\$0.11	-198.4%	42.5%	-738.6%	13.71x	32.28x
<b>Algae Dynamics Corp.</b>	15.0%	-52.7%	87.8%	N/A	N/A	-262.3%	N/A	N/A	N/A	N/A
<b>Artelo Biosciences, Inc.</b>	N/A	-59.6%	30.3%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Aurora Cannabis Inc.</b>	-35.1%	19.4%	123.6%	\$87.28	\$50.14	-5249.8%	57.4%	-60.1%	56.82x	98.91x
<b>Bespoke Extracts, Inc.</b>	-89.6%	186.1%	190.3%	\$0.06	\$0.02	-261.9%	39.8%	-4566.2%	46.12x	115.90x
<b>C21 Investments Inc.</b>	-40.3%	33.3%	100.0%	\$0.40	(\$0.17)	-1209.5%	-42.9%	-2996.3%	63.81x	-148.71x
<b>Canbiola, Inc.</b>	68.8%	-15.9%	18.6%	N/A	N/A	-85.4%	N/A	N/A	N/A	N/A
<b>Canopy Growth Corporation</b>	-71.4%	-91.0%	-98.4%	\$0.44	\$0.08	-639.6%	18.5%	-1440.4%	63.70x	343.49x
<b>Charlotte's Web Holdings, Inc.</b>	-33.3%	-82.9%	-45.2%	\$113.66	\$24.32	-30147.5%	21.4%	-265.2%	80.96x	378.31x
<b>CorGreen Technologies Holding</b>	-59.7%	-60.0%	-30.8%	\$0.13	\$0.01	-116.9%	8.3%	-926.2%	89.15x	1067.97x
<b>Corix Bioscience, Inc.</b>	-77.3%	-87.1%	-80.5%	\$60.60	\$46.02	1101.4%	75.9%	18.2%	17.08x	22.49x
<b>Crailar Technologies Inc.</b>	-44.1%	-15.9%	-11.8%	\$1.95	\$1.20	80.0%	61.4%	41.0%	24.91x	40.58x
<b>Curative Biosciences, Inc.</b>	0.0%	0.0%	41.4%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Demand Brands, Inc.</b>	-8.1%	-45.2%	210.1%	\$6.55	\$0.15	-1218.2%	2.3%	-186.0%	0.02x	1.02x
<b>Earth Science Tech, Inc.</b>	0.0%	-50.0%	0.0%	N/A	N/A	-51.8%	N/A	N/A	N/A	N/A
<b>Elev8 Brands, Inc.</b>	-65.9%	-8.3%	90.3%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>ENDEXX Corp.</b>	-52.3%	360.9%	213.6%	\$0.74	\$0.29	-223.6%	39.6%	-301.1%	54.50x	137.59x
<b>Eviana Health Corporation</b>	25.0%	-32.9%	-4.7%	\$0.13	(\$0.01)	-285.2%	-11.0%	-2166.2%	62.98x	-573.79x

*Multiple year periods are calculated as the average annual return.*

## Comparable Public Company Market Price Metrics as of December 31, 2023

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	2023	1 Year	2 Year	Revenues	Gross Profit	Net Income	GP Margin	NI Margin	P/Rev.	P/GP
<b>Right On Brands, Inc.</b>	-59.5%	-59.5%	-58.4%	\$0.16	(\$0.00)	-323.3%	-1.6%	-2047.8%	35.85x	-2300.66x
<b>Rocky Mountain High Brands, Inc.</b>	-50.9%	-50.9%	-50.6%	\$0.24	(\$0.24)	-1026.7%	-101.7%	-4325.4%	75.60x	-74.35x
<b>SanSal Wellness Holdings, Inc.</b>	N/A	N/A	N/A	\$0.81	\$0.26	-1263.8%	31.9%	-1551.2%	14.59x	45.70x
<b>Tree of Knowledge International Corp.</b>	-68.7%	-68.7%	38.4%	\$1.54	\$0.55	-382.4%	35.9%	-248.5%	18.72x	52.13x
<b>True Leaf Medicine International</b>	-56.5%	-56.5%	N/A	\$1.64	\$0.40	-315.8%	24.2%	-192.9%	16.83x	69.56x
<b>Vitalibis, Inc.</b>	N/A	N/A	N/A	\$0.04	\$0.02	-162.9%	52.9%	-4533.0%	1360.73x	2570.50x
<b>Wanderport Corporation</b>	-11.3%	-11.3%	125.8%	N/A	(\$0.02)	-16.7%	N/A	N/A	N/A	-582.53x
<b>Western Sierra Resource Corporation</b>	1900.0%	1900.0%	701.8%	\$0.06	\$0.02	-10.9%	30.6%	-196.1%	509.32x	1665.36x
<b>Median of Industry Public Companies</b>	<b>-41.9%</b>	<b>-50.5%</b>	<b>-11.8%</b>	<b>\$0.59</b>	<b>\$0.11</b>	<b>-262.1%</b>	<b>40.1%</b>	<b>-370.8%</b>	<b>27.69x</b>	<b>40.58x</b>

## Median Public Companies

	12/31/23	9/30/23	6/30/23	3/31/23	12/31/22	9/30/22	6/30/22	3/31/22
<b>Median EV/Revenue Multiple</b>	25.35x	29.24x	16.66x	24.74x	18.23x	8.01x	8.13x	8.05x
<b>Median EV/EBITDA Multiple</b>	47.47x	34.88x	5.61x	30.00x	9.24x	-2.11x	6.03x	8.28x
<b>Median Price/Earnings Multiple</b>	36.42x	-4.62x	-5.44x	-4.15x	-2.57x	13.54x	-4.42x	-3.84x
<b>Median EV/Gross Profit Multiple</b>	-3.40x	34.49x	22.46x	28.77x	19.49x	14.45x	10.32x	18.66x
<b>Median MVIC/Earnings Multiple</b>	26.96x	42.07x	12.14x	35.34x	15.32x	-3.85x	9.88x	17.26x
<b>Median Price/ Revenue Multiple</b>	-4.44x	-5.50x	-5.95x	-5.05x	-3.78x	10.48x	-5.25x	-5.57x

## Industry Initial Public Offerings: Hemp (dollars in millions, except share prices)

Effective Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets <sup>1</sup>	Debt <sup>1</sup>	LTM Revenue <sup>1</sup>	LTM EBITDA <sup>1</sup>	LTM Net Income <sup>1</sup>	LTM Cash Flows <sup>1</sup>
12/11/23	Asia Cannabis Corp.	\$0.19	12.50	\$98.22	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
11/9/23	Ovation Science Inc.	\$0.23	40.00	\$5.96	\$0.73	\$0.00	\$0.00	\$0.00	(\$0.46)	(\$0.46)
4/30/23	Charlotte's Web Holdings, Inc.	\$5.39	6.85	\$0.64	\$0.22	\$0.00	\$0.00	\$0.00	(\$0.02)	(\$0.02)
12/5/22	Elixinol Global Limited	\$0.79	6.63	\$0.75	\$0.08	\$0.00	\$0.00	\$0.00	(\$0.14)	(\$0.14)
11/18/22	Phivida Holdings Inc.	\$0.31	10.00	\$0.10	\$0.04	\$0.05	\$0.04	\$0.00	(\$0.12)	(\$0.12)
10/18/21	Creso Pharma Limited	\$0.15	0.03	\$0.00	\$0.01	\$0.05	\$0.00	(\$0.02)	(\$0.02)	(\$0.02)
8/15/21	Aja Cannafacturing, Inc.	\$0.01	2.00	\$0.02	\$0.02	\$0.00	\$0.00	\$0.00	(\$0.02)	(\$0.02)
9/16/20	Phoenix Life Sciences International Limited	\$0.01	1.00	\$0.01	\$0.01	\$0.00	\$0.00	\$0.00	(\$0.02)	(\$0.02)
9/3/20	Peak Pharmaceuticals, Inc.	\$0.10	0.41	\$0.04	\$0.01	\$0.00	\$0.00	\$0.00	(\$0.02)	(\$0.02)
	<b>Median of all IPOs</b>	<b>\$0.21</b>	<b>6.74</b>	<b>\$0.37</b>	<b>\$0.03</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>(\$0.02)</b>	<b>(\$0.02)</b>

[1] As of the effective date of the IPO

## Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

Transaction Date	Target	Acquirer	Transaction Size	% Bought	LTM Revenues <sup>1</sup>	EV/ Revenues <sup>1</sup>	Transacti on Date	Target
11/28/23	<b>Fresh Hemp Foods Ltd.</b>	Tilray, Inc.	\$318.50	100.0%	N/A	N/A	N/A	N/A
10/23/23	<b>INXL Holdings, Inc.</b>	Khrysos Industries Inc.	\$15.14	100.0%	N/A	N/A	N/A	N/A
12/15/22	<b>Substantially All of the Assets of Grander Distribution, LLC</b>	TerrAscend Corp.	\$23.00	100.0%	N/A	N/A	N/A	N/A
12/17/21	<b>Viverian</b>	Chemesis International Inc.	\$0.50	100.0%	N/A	N/A	N/A	N/A
11/22/21	<b>ICC Labs Inc.</b>	Aurora Cannabis Inc.	\$219.45	100.0%	\$0.53	\$4.54	396.35x	46.60x
11/1/21	<b>Eviana Inc.</b>	Eviana Health Corporation	\$0.38	100.0%	N/A	N/A	N/A	N/A
10/19/20	<b>Hemp Extraction Technology Corp.</b>	EVITRADE Health Systems Corp.	\$6.42	100.0%	N/A	N/A	N/A	N/A
9/27/20	<b>Pasa Verde, LLC</b>	Nutritional High International Inc.	\$6.34	100.0%	N/A	N/A	N/A	N/A
9/16/20	<b>Absorbent Concepts Inc.</b>	Naturally Splendid Enterprises Ltd.	\$0.50	100.0%	\$0.84	N/A	0.59x	N/A
<b>Median of the M&amp;A Transaction Targets</b>			<b>\$1.40</b>	<b>100.0%</b>	<b>\$0.53</b>	<b>(\$0.02)</b>	<b>2.33x</b>	<b>-1.44x</b>

[1] As of the close of the Transaction

■ USA
 ■ International

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**Definitions of Financial Terms Used in this Quarterly Industry Update:**

**Enterprise Value (EV):** Market Value of Equity + Market Value of Debt - Cash

**Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA):** Profitability metric sometimes also referred to as operating profit or operating earnings.

**Gross Cash Flows:** Net Income + Depreciation and Amortization Expense

**Latest Twelve Months (LTM):** Financial information is as of the latest twelve months through the date of this Quarterly Industry Update.

**Market Value of Invested Capital (MVIC):** Market Value of Equity + Market Value of Debt

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