

# Q1: Quarterly Industry Update

AS OF March 31, 2025



## Plant-Touching Cannabis Industry Summary

**COGENT VALUATION** identified **Electronic Payments** publicly traded companies, IPOs, and recent M&A transactions within the Electronic Payments 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 March 31, 2023, the median 52-week share price return of the Electronic Payments industry decreased from 18.6% to 14.3%, and the YTD return was - 41.2%. Between March 31, 2023 and March 31, 2025, the median EV/Revenue multiple decreased from 57.8 to 53.1 and the median EV/EBITDA multiple decreased from 68.8 to 43.20. The median price-to-earnings multiple increased from 54.5 to 45.66 and the median EV/Gross Profit multiple decreased from -3.3 to -3.67 over the same period. The median MVIC/Earnings multiple decreased from 63.2 to 32.33. The median Price/Revenue multiple increased from - 5.4 to -3.21x over the same period.

### Public Company Key Statistics

Median 52-Week Return	Median YTD Return	Median EV/Revenue Multiple	Median EV/EBITDA Multiple
14.3%	-32.4%	53.1x	43.20x
Median Price/Earnings Multiple	Median EV/Gross Profit Multiple	Median MVIC/ Earnings Multiple	Median Price/Revenue Multiple
45.66x	-3.67x	32.33x	-3.21x

## Public Company Median Multiples by Quarter

	3/31/25	12/31/24	9/30/24	6/30/24	3/31/24	12/31/23	9/30/23	6/3/23
Median EV/Revenue Multiple	90.04x	83.2x	63.4x	42.7x	81x	63.2x	42.9x	83.0x
Median EV/EBITDA Multiple	58.07x	28.0x	17.6x	13.4x	14.6x	14.6x	19.4x	10.7x
Median Price/Earnings Multiple	-5.14x	30.9x	20.3x	4.2x	-5.8x	9.7x	-7.9x	-7.7x
Median EV/Gross Profit Multiple	98.84x	82.2x	71.3x	73.6x	84.5x	53.3x	80.4x	27.0x
Median MVIC/Earnings Multiple	67.40x	71.6x	42.7x	53.7x	65.4x	63.5x	52.2x	43.2x
Median Price/ Revenue Multiple	-5.30x	3.2x	3.4x	2.7x	10.6x	2.5x	3.2x	3.2x

 Highest Multiple
  Median Multiple
  Lowest Multiple

## Comparable Public Company Market Metrics as of March 31, 2025

	2025	1-Year	Revenues	Gross Profit	Net Income	GP Margin	NI Margin	P/Rev.	P/GP
<b>Abattis Bioceticals Corp.</b>	-56.6%	39.1%	N/A	N/A	-944.8%	N/A	N/A	N/A	N/A
<b>Acacia Diversified Holdings</b>	22.2%	-54.9%	\$0.42	\$0.30	-157.2%	70.7%	-372.1%	30.88x	43.65x
<b>Advantis Corp.</b>	115.2%	144.5%	N/A	N/A	-29.5%	N/A	N/A	N/A	N/A
<b>Alliance Growers Corp.</b>	-62.2%	214.5%	N/A	N/A	-322.3%	N/A	N/A	N/A	N/A
<b>Althea Group Holdings Limited</b>	-40.2%	77.0%	\$23.89	\$23.02	2486.0%	96.3%	104.0%	66.27x	68.79x
<b>Aphria Inc.</b>	-60.5%	25.8%	\$2.95	(\$0.48)	-74.1%	-16.1%	-25.1%	11.14x	-68.97x
<b>Canada House Wellness Group Inc.</b>	-63.0%	-54.1%	\$0.32	\$0.32	-1568.7%	100.0%	-4910.2%	23.71x	23.71x
<b>Canadian Cannabis Corp.</b>	300.0%	0.0%	N/A	N/A	-193.1%	N/A	N/A	N/A	N/A
<b>Cann Group Limited</b>	7.1%	N/A	\$0.04	\$0.04	-244.1%	100.0%	-5916.6%	7321.54x	7321.54x
<b>Cannabics Pharmaceuticals</b>	-39.2%	-60.7%	\$0.01	\$0.01	-352.1%	100.0%	-43310.0%	16301.87x	16301.87x
<b>Cannabis Sativa, Inc.</b>	-38.5%	-33.3%	\$0.41	\$0.21	-654.2%	51.4%	-1589.6%	201.12x	391.04x
<b>Cannabis Science, Inc.</b>	-38.4%	-23.2%	\$0.01	\$0.00	-836.3%	47.7%	-118629.2%	23207.55x	48694.42x
<b>Cannalink, Inc.</b>	46.0%	-51.3%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>CannaRoyalty Corp.</b>	4.8%	42.8%	\$2.45	\$0.72	-709.0%	29.4%	-288.9%	55.76x	189.50x
<b>CanniMed Therapeutics Inc.</b>	56.2%	221.3%	\$14.72	\$11.03	269.1%	74.9%	18.3%	47.23x	63.03x
<b>Cannpal Animal Therapeutics</b>	10.7%	N/A	\$0.10	\$0.10	-170.6%	96.0%	-1692.0%	159.76x	166.44x

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## Comparable Public Company Market Metrics as of March 31, 2025

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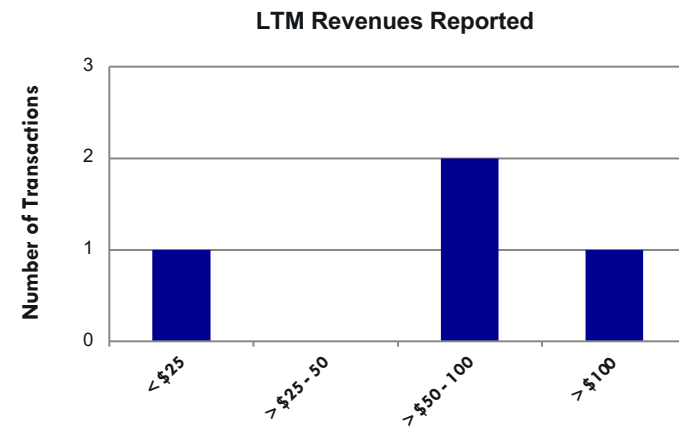
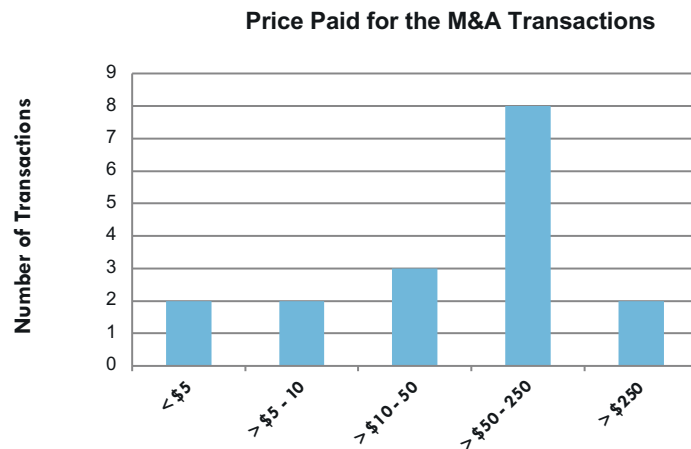
	2025	1 Year	Revenues	Gross Profit	Net Income	GP Margin	NI Margin	P/Rev.	P/GP
<b>Next Generation Management</b>	52.6%	61.1%	\$0.05	\$0.05	-537.7%	100.0%	-10189.5%	14.18x	14.18x
<b>Nutritional High International</b>	-52.6%	169.2%	\$0.77	\$0.77	-647.0%	100.0%	-841.2%	115.49x	115.49x
<b>Phivida Holdings Inc.</b>	-7.7%	N/A	\$0.01	\$0.01	-141.8%	82.4%	-12163.1%	3186.86x	3866.68x
<b>Rocky Mountain High Brands.</b>	-25.2%	-81.0%	\$0.12	(\$0.23)	-1101.6%	-190.1%	-9232.7%	155.52x	-81.82x
<b>Terra Tech Corp.</b>	-56.5%	-38.8%	\$37.59	\$6.77	-3259.8%	18.0%	-86.7%	4.39x	24.38x
<b>Tetra Bio-Pharma Inc.</b>	-28.1%	12.4%	N/A	N/A	-556.3%	N/A	N/A	N/A	N/A
<b>The Green Organic Dutchman</b>	N/A	N/A	N/A	\$0.20	-1421.8%	N/A	N/A	N/A	N/A
<b>Tianjin Guifaxiang 18th Street Mahua Food Co., Ltd.</b>	-4.7%	-43.1%	\$78.14	\$38.17	1446.1%	48.8%	18.5%	6.16x	12.61x
<b>True Leaf Medicine</b>	-32.4%	253.3%	\$0.91	\$0.28	-246.2%	30.4%	-271.5%	45.18x	148.63x
<b>United Cannabis Corporation</b>	-48.7%	-37.5%	\$0.44	\$0.31	-1229.8%	69.8%	-2801.9%	146.34x	209.74x
<b>Wildflower Brands Inc.</b>	25.8%	416.9%	\$0.74	\$0.51	-95.5%	67.9%	-128.3%	89.97x	132.50x
<b>Median of Industry Public Companies</b>	<b>29.2%</b>	<b>4.6%</b>	<b>\$0.43</b>	<b>\$0.24</b>	<b>-356.7%</b>	<b>68.4%</b>	<b>-947.9%</b>	<b>90.04x</b>	<b>58.15x</b>

## Industry Initial Public Offerings: Plant-Touching Cannabis

(dollars in millions, except share prices)

Offer Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets	Debt	LTM Revenues	LTM EBITDA	LTM Net Income	LTM Cash Flows
2/24/25	Hydrofarm Holdings	\$0.16	1.6	\$4.5	\$0.00	\$0.00	\$1.30	\$0.40	\$13.00	\$4.00
11/11/24	The Green Organic Dutchman Holdings Ltd.	\$0.79	20.00	\$15.71	\$80.92	\$0.22	\$0.00	(\$6.36)	(\$6.35)	(\$6.34)
2/1/24	Elixinol Global Limited	\$0.31	12.50	\$3.89	\$0.68	\$0.00	\$0.01	\$0.00	(\$1.92)	(\$1.92)
11/20/23	Phivida Holdings Inc.	\$0.16	30.00	\$4.68	\$4.50	\$0.00	\$0.05	\$0.00	(\$1.47)	(\$1.47)
4/14/23	Cannpal Animal Therapeutics Limited	\$7.05	0.53	\$74.77	\$56.19	\$7.21	\$30.27	\$13.03	\$8.22	\$9.48
1/12/23	MedReleaf Corp.	\$0.22	45.00	\$10.06	\$1.39	\$0.00	\$0.00	(\$1.06)	(\$1.09)	(\$1.07)
12/23/22	Cann Group Limited	\$0.15	17.50	\$2.69	\$0.67	\$1.40	\$0.00	\$0.00	(\$4.87)	(\$4.87)
11/10/22	eSense-Lab Limited	\$8.85	5.00	\$44.25	\$39.39	\$22.40	\$7.31	(\$0.34)	(\$17.23)	(\$16.38)
9/1/22	CanniMed Therapeutics Inc.	\$20.00	3.35	\$67.00	\$0.00	\$0.00	\$5.63	\$5.63	\$4.99	\$4.99
8/20/22	Innovative Industrial Properties, Inc.	\$2.41	32.00	\$77.21	\$97.55	\$14.99	\$43.21	\$19.16	\$13.87	\$14.86
5/14/22	Tianjin Guifaxiang 18th Street Mahua Food Co., Ltd.	\$0.15	25.00	\$3.83	\$0.00	\$0.00	\$0.00	\$0.00	(\$0.10)	(\$0.10)
3/12/22	Creso Pharma Limited	\$1.52	2.50	\$3.80	\$9.37	\$1.01	\$0.11	\$0.00	(\$3.95)	(\$3.91)
2/10/22	CannaRoyalty Corp.	\$0.04	32.90	\$1.29	\$0.64	\$0.00	\$0.00	\$0.00	(\$2.50)	(\$2.50)
12/1/21	Nutritional High International Inc.	\$0.16	29.66	\$4.85	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
11/20/21	MMJ PhytoTech Limited	\$0.09	6.85	\$0.64	\$0.22	\$0.00	\$0.00	\$0.00	(\$0.02)	(\$0.02)
11/14/21	Searchtech Ventures Inc.	\$0.20	3.00	\$0.61	\$0.42	\$0.00	\$0.00	\$0.00	(\$0.02)	(\$0.02)
6/12/21	Lifestyle Delivery Systems Inc	\$0.01	3.30	\$0.03	\$0.00	\$0.00	\$0.00	\$0.00	(\$0.02)	(\$0.02)
	Median	\$0.20	12.5	\$4.50	\$0.67	\$0.00	\$0.00	\$0.00	(\$0.10)	(\$0.10)

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



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

Transaction Date	Target	Acquirer	Transaction Size	% Bought	LTM Revenues	LTM EBITDA	EV/ Revenues	EV/ EBITDA
2/4/25	CB Scientific Inc.	Sunorca Development Corp.	\$0.59	100.0%	N/A	N/A	N/A	N/A
1/14/25	Better Buds LLC	C & C Shop LLC	\$0.15	100.0%	N/A	N/A	N/A	N/A
12/14/24	Emerald Med Farms, LLC	QED Connect, Inc.	\$0.17	100.0%	N/A	N/A	N/A	N/A
1/12/24	American Mining Corporation	Cannabics Inc.	\$0.20	51.0%	N/A	N/A	N/A	N/A
12/23/23	AAA Heidelberg Inc.	Chlormet Technologies	\$0.11	16.5%	N/A	N/A	N/A	N/A
11/10/23	MySkin, Inc.	N/A	\$0.13	87.0%	\$0.04	\$0.01	2.93x	8.42x
9/1/22	Diego Pellicer Brand	Plandaí Biotechnology, Inc.	\$0.05	100.0%	N/A	N/A	N/A	N/A
1/12/22	American Mining Corporation	Cannabics Inc.	51.0%	N/A	N/A	N/A	N/A	51.0%
12/23/22	AAA Heidelberg Inc.	Chlormet Technologies	16.5%	N/A	N/A	N/A	N/A	16.5%
11/10/22	MySkin, Inc.	N/A	87.0%	\$0.04	\$0.01	2.93x	8.42x	87.0%
9/1/21	Diego Pellicer Brand	Plandaí Biotechnology, Inc.	100.0%	N/A	N/A	N/A	N/A	100.0%
1/12/21	Hemp Life Today, LLC	Global Links Corp.	100.0%	N/A	N/A	N/A	N/A	100.0%
12/23/20	Berkeley Bio-Organic	SK3 Group Inc.	100.0%	N/A	N/A	N/A	N/A	100.0%
11/10/20	Hemp Life Today, LLC	Global Links Corp.	\$0.83	100.0%	N/A	N/A	N/A	N/A
9/1/20	PharmaSphere, LLC	CannaVest Laboratories	\$0.65	100.0%	N/A	N/A	N/A	N/A
8/10/20	Modern Mobility Aids	Galileo Life Sciences, Inc.	\$0.07	66.5%	\$0.01	N/A	7.47x	N/A
Median of the M&A Transaction Targets			\$4.28	100.0%	\$1.90	(\$0.08)	5.97x	3.30x

**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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