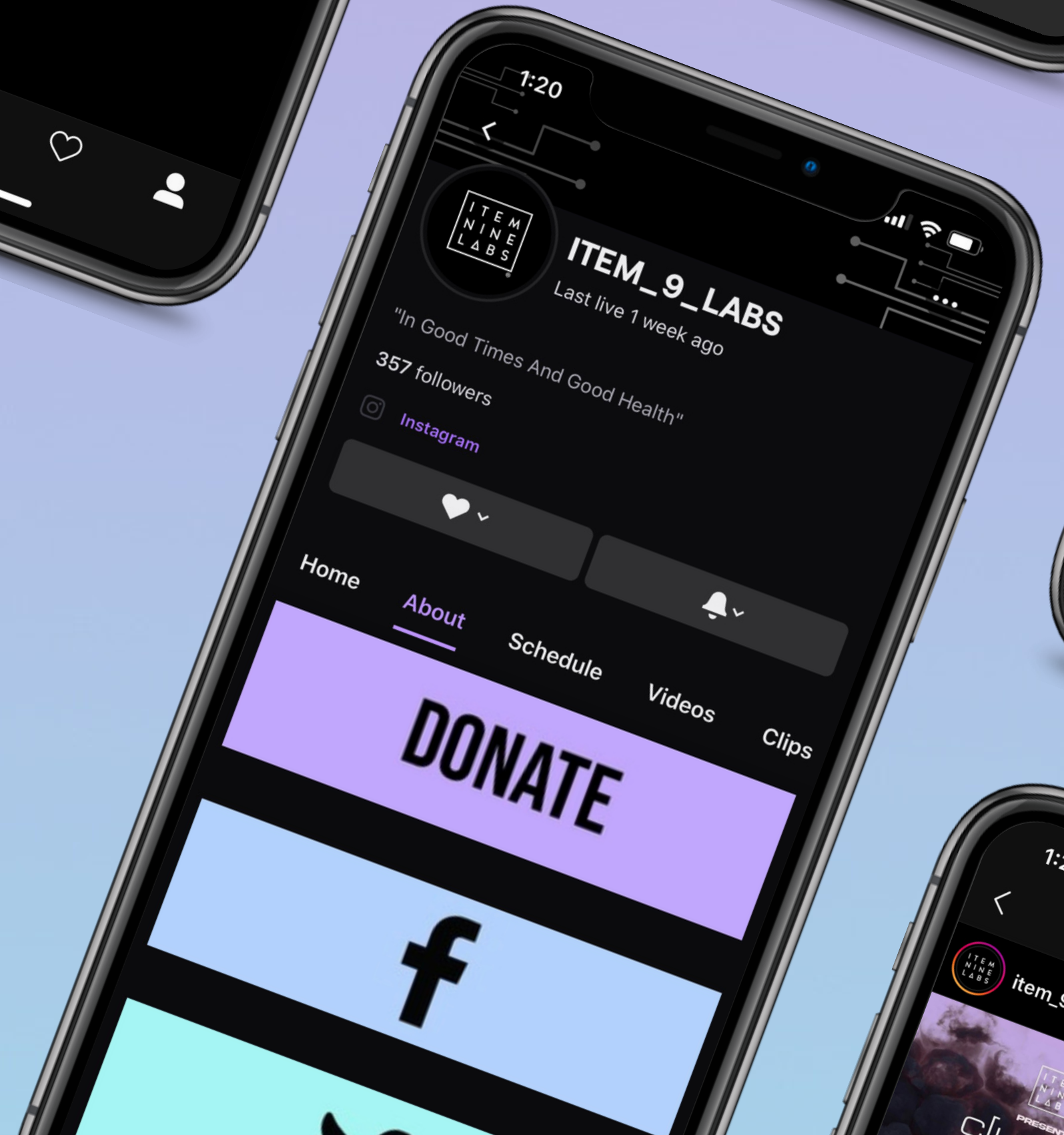


c[LOUD]9

9/9 livestream recap



ITEM 9 LABS PRESENTS

c[LOUD]9

SEPTEMBER 9TH, 2020 . 4:20PM TO 9PM MST

twitch.tv/item_9_labs

KILL SMITH

TRIPZYLEARY

LABS

DJ BATTLESHIP

TRILLWAX

SAVA.

&

special guest artists



VIEWER BREAKDOWN

TWITCH.TV/ITEM_9_LABS

1,851 live viewers from 15 different countries:

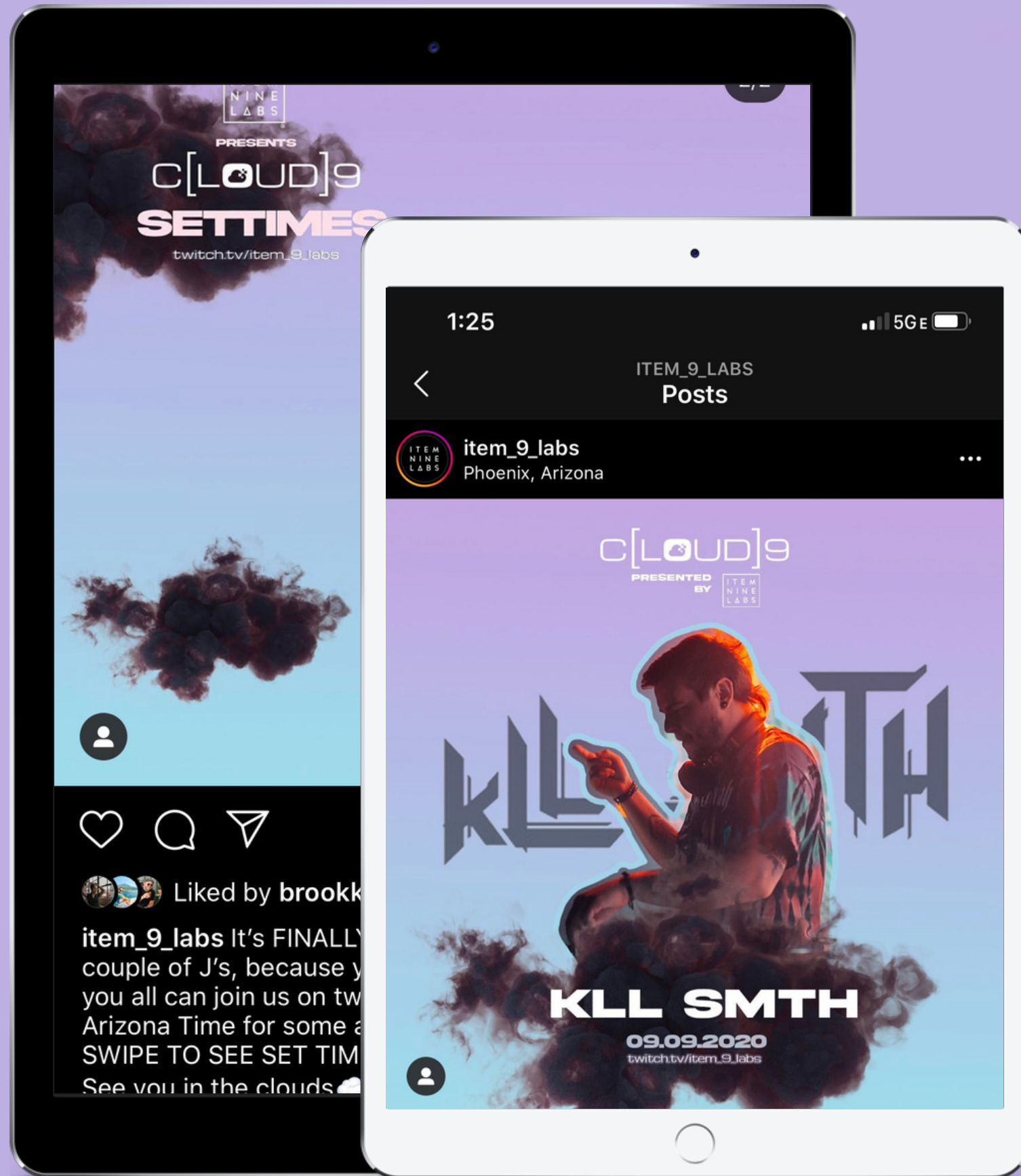
US, Canada, Mexico, France, India, Australia, Brazil, Estonia, UK, Singapore, Peru, Argentina, Chile, Colombia, Germany

8 performances, 4 educational videos, 4 commercials streamed for 5 hours and 23 minutes

123 new Twitch followers - 75.8% of followers have our notifications on.

9 out of the 166 notifications sent resulted in a view

SOCIAL MEDIA IMPACT

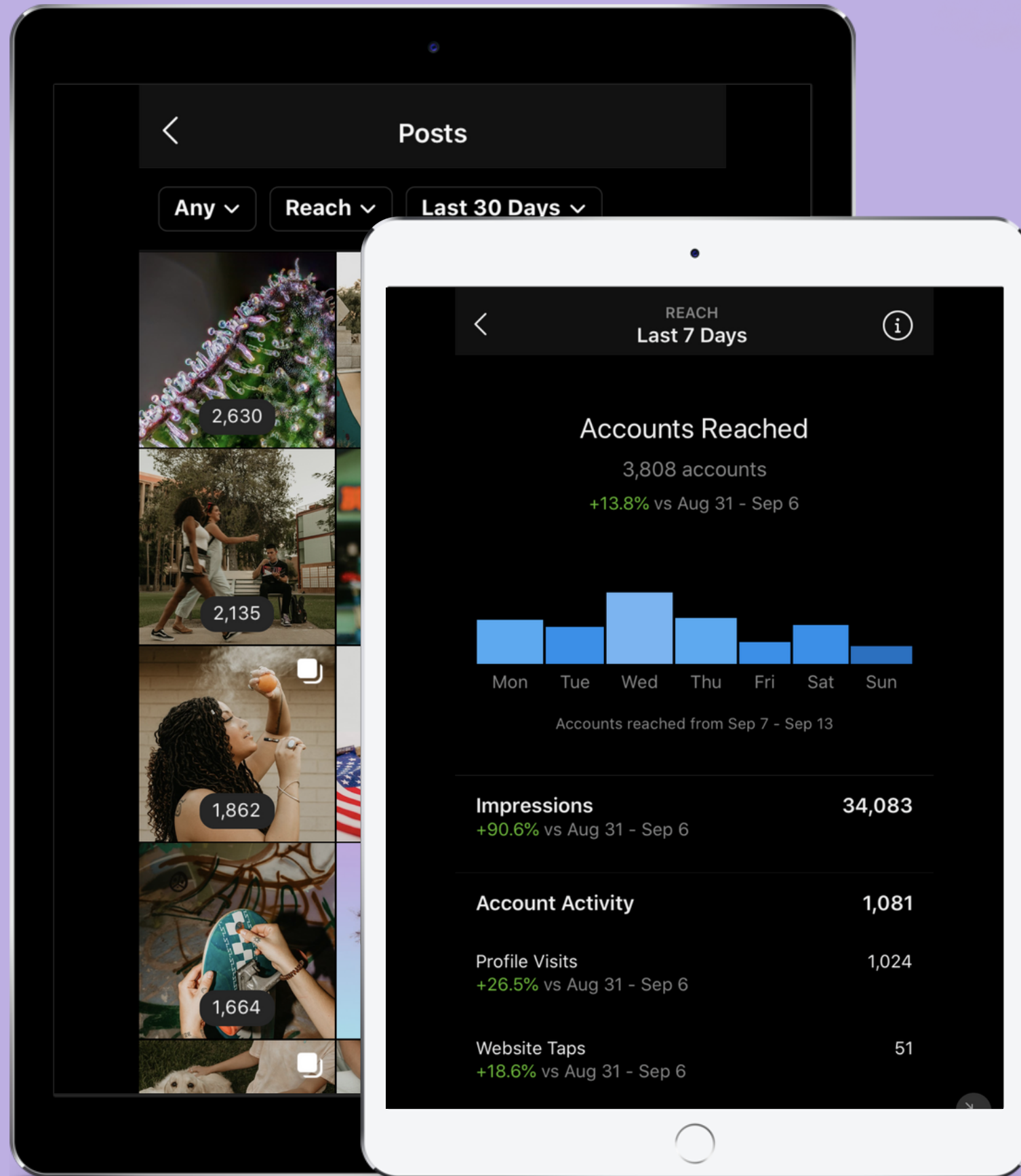


Lineup announcement tweet earned 1,364 impressions -making it our top tweet

Twitter mentions increased 89.5% from the previous month

Facebook event 191 responses

SOCIAL MEDIA GAINS

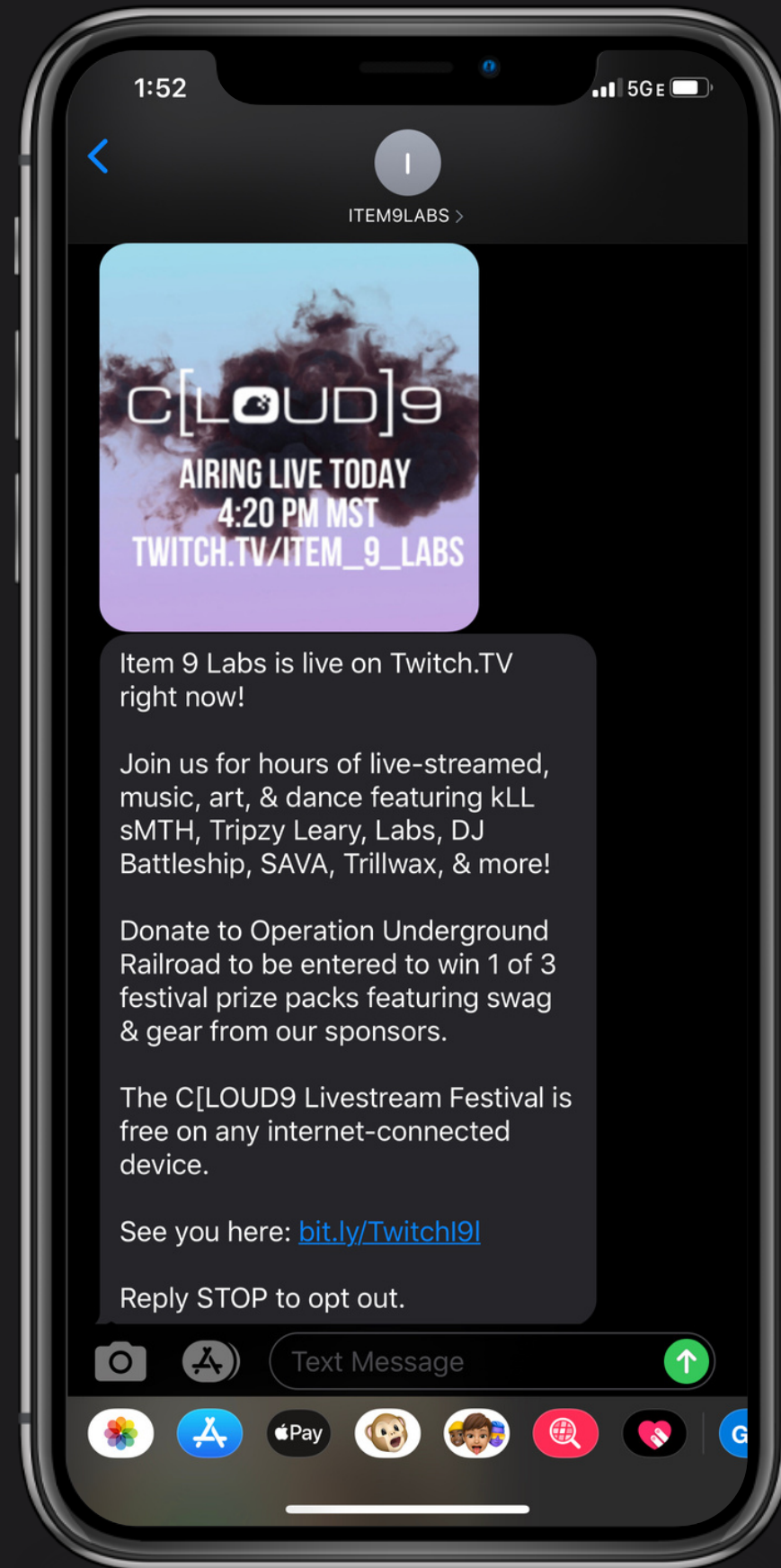


Leading up to 9 Day, our most interacted posts were related to the stream and the giveaways.

Had record impression numbers in one week totaling at:
34,083 impressions / 90.6% increase

On 9 Day we gained a total of 50 followers via Instagram, 24 new followers via Twitter, and 74 new page likes via Facebook.

How did
we get
the
word
out?



EMAIL + TEXT BLASTS

8/31 Artist Relief Fund (email)

2,312 successful deliveries 29.4% open rate, 5.7 click rate

9/8 Allotment Filler (email)

2,366 successful deliveries 31.5% open rate, 4.6 click rate

9/ 8 Nine Day Fresh Drop (text)

9/9 Newsletter (email)

18.7% open rate, 48 click throughs

9/9 Nine Day deals (text)

9/9 Allotment Filler (text)

9/9 C[loud]9 (text)

LINK PERFORMANCE

Twitch profile: 62 clicks

OUR fundraiser link: 34 clicks

9 Day event page: 72 clicks

Electric Hawk Article: 18 clicks



WHAT WE LEARNED

While integrating a charity for 9 day was necessary - it is not necessary for the success of the stream.

Screen capture noteworthy moments

We had an agreement with the headliner to take the stream down after the event due to him playing unreleased music. Our views would have increased if left up.

BLITZ TEAM



On top of the rad deals going on during 9 Day, the Blitz Team hit up 23 accounts to surprise and delight 200 lucky patients.

What did they surprise these lucky patients with? Parking tickets! But these were a very special kind of parking ticket. These were the kind you get for parking correctly, having a fresh paint job, or even shiney tires. And with this ticket you were rewarded an Item 9 Labs broad spectrum cartridge!

The reaction from the patients were priceless! A little surprise goes a long way. This was a memorable experience that Item 9 was able to give these patients, and in return we now have a customer for life!

PARTICIPATING DISPENSARIES

Curaleaf locations (8 LOCATIONS)

Emerald

Hana Green Valley

Herbal Wellness Center (Deer Valley)

Jar at Metro

Jars at New River

Nirvana locations (4 LOCATIONS)

Territory Chandler

Territory Gilbert

Territory Mesa

The Mint Mesa

The Mint Tempe

The Phoenix

Trubliss

9 Day Deals:

5 for \$99 Broad Spectrum cartridges

BOGO all Item 9 Labs products (excluding flower)

First 9 patients at each participating dispensary receive
free Apollo pod + battery

- Every Item 9 Labs product purchased is an entry to win
one of two prize packages.

- Runners up will receive Apollo pod with battery, Broad
Spectrum cartridge with battery, & gram concentrate –
one winner per dispensary.

- Grand Prize is a 70-gram allotment killer, consisting of
2.5 ounces worth of Item 9 Labs product credits with a
personal concierge shopping spree – one winner total.

24 LOCATIONS

HOW SALES WERE AFFECTED



2019 depletions 2 weeks prior to 9 day: \$265,906.93
2020 depletions 2 weeks prior to 9 day: \$532,245.49
YOY, INLB's has realized +100.2% year over year in the
same timeframe

5,747 total units sold
= \$185,689 in revenue ON A WEDNESDAY

On average, there was a \$8k increase in revenues per
dispensary due to 9 day

Overall, resulting in an average +55% increase to their top
dollar on, typically, the slowest day of the week.