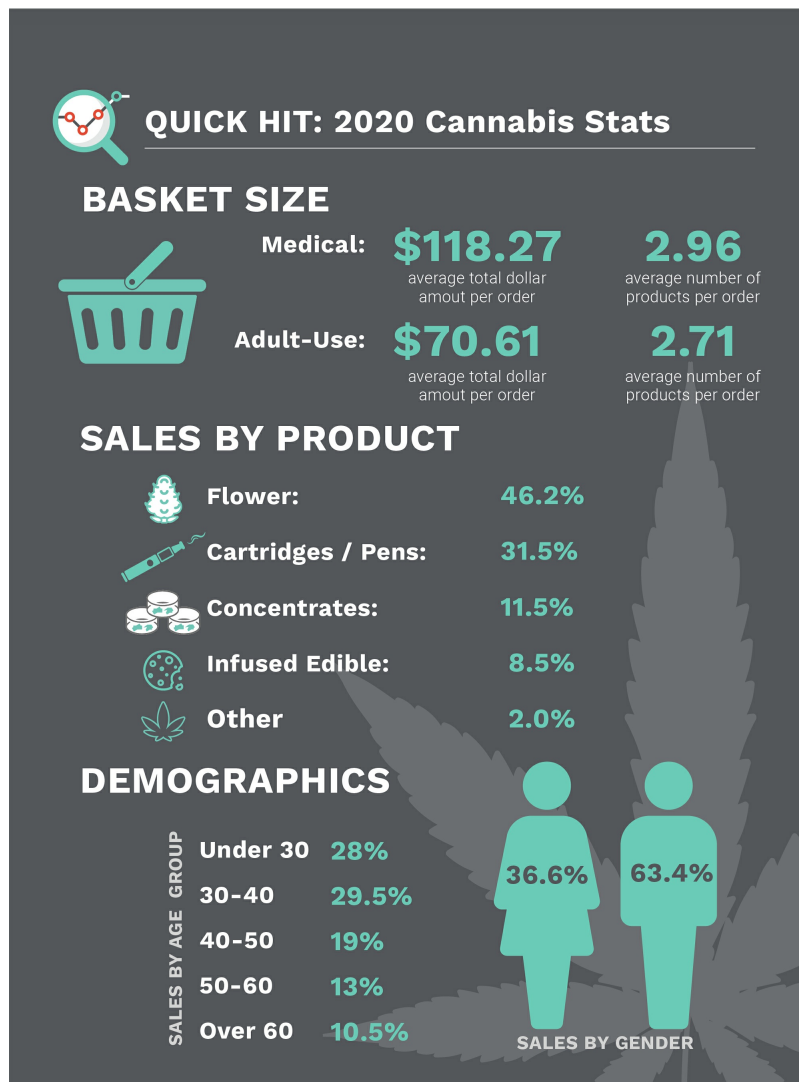A K E R N A
CORP.

2020 Cannabis Industry Year-End Review

DENVER, Feb. 1, 2021 /PRNewswire/ -- Akerna (Nasdaq: KERN), an enterprise software, leading compliance technology provider and developer of the cannabis industry's first seed-to-sale enterprise resource planning (ERP) software technology (MJ Platform®), today announced the release of its first annual year-end review.

Experience the interactive Multichannel News Release here: https://www.multivu.com/players/English/8728753-akerna-2020-cannabis-industry-year-end-review/

"2020 has become synonymous with the unexpected. While the wheels of commerce turned slowly for much of the world, Akerna and the cannabis industry moved forward at full steam," said Jessica Billingsley, chief executive officer, Akerna. "This report provides a curated snapshot of the most important trends and events of 2020. With this collection of business

trends and intelligence, you will be armed with knowledge that can help you stay informed and make the best decisions for your business in the year to come."

[Read the Year-End Review](#)

Cannabis Industry Year-End Review Highlights:

- **Cannabis Capital Markets: States Legalization Pushes the Crest of the Cannabis Wave Higher**, by Codie Sanchez, Entourage Effect Capital
- **A Growing Industry Matures: The Post-Covid Landscape**, by Ben Beckham, Director of Sales, Akerna
- **Cannabis Reform Sweeps 2020 Elections**, by the Akerna Government Relations Team
- **Innovation and Diversification: Cannabis Branding**, by Nina Simosko, Chief Commercial Officer, Akerna
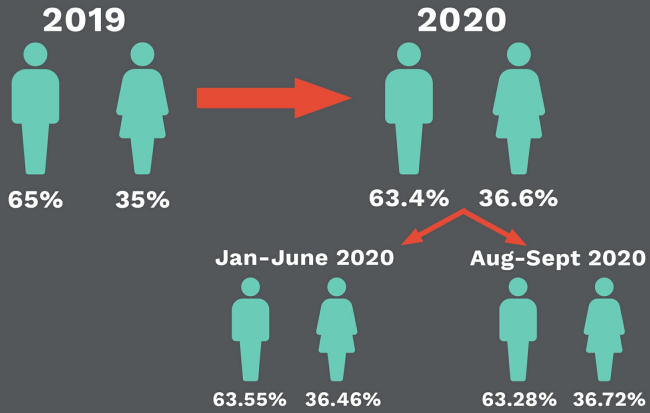
About Akerna
Akerna (Nasdaq: KERN) is an enterprise software company focused on compliantly serving the cannabis, hemp, and CBD industry. Based in Denver, Colorado, the Company's mission is to create the world's most transparent and accountable supply chain by building a cannabis technology ecosystem connecting data points across the global cannabis supply chain from seed to sale to self. First launched in 2010, Akerna has tracked more than $20 billion in cannabis sales to date and is the first cannabis software company listed on Nasdaq.

MALE VS FEMALE CONSUMERS

There is a trend of women spending more on cannabis and gaining market share. **Women, across all age groups 18-55+ drove cannabis sales in the first quarter of 2020**, with the average amount spent by female consumers increasing by **50%** in March 2020.

2019

65%   35%

2020

63.4%   36.6%

Jan-June 2020

63.55%   36.46%

Aug-Sept 2020

63.28%   36.72%

WOMEN'S PURCHASING HABITS

Cartridges/Pens
35%
5% higher than men

Infused Edibles
9.8%
3% higher than men

MEN'S PURCHASING HABITS

Flower
48%
5% higher than women

Concentrates
12.9%
3% higher than women

[1]

View original content:http://www.prnewswire.com/news-releases/2020-cannabis-industry-year-end-review-301218542.html

SOURCE Akerna Corp.