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# Akerna Releases 2021 Cannabis Industry Year-End Review

**2021 brought the largest cannabis sales day ever, the first-ever comprehensive cannabis reform bills, new markets, new opportunities, and so much more**

DENVER, Jan. 25, 2022 /PRNewswire/ -- Akerna (Nasdaq: KERN), a leading enterprise software company and the developer of the most comprehensive technology infrastructure, ecosystem, and compliance engine powering the global cannabis industry, today announced the release of its annual Cannabis Industry Year-End Review.



Despite its challenges, 2021 brought another year of growth in markets, consumers, and spending for the cannabis industry

[You can access the report here.](#)

This report highlights the state of the ever-changing and emerging cannabis industry. It takes a deep dive into capital markets, investing, new opportunities, data, consumer trends, marketing, eCommerce, and more.

## Cannabis Industry Year-End Review Sections + Authors:

- **Introduction:** Jessica Billingsley, CEO, Co-Founder & Board Chair for Akerna; Board Chair for the US Cannabis Council
- **Cannabis Markets & Investing:** Tahira Rehmatullah, CEO & Co-Founder of Commons; Partner at Highlands Venture Partners; Member of the Board of Directors for Akerna, Ceres Acquisition Corp., and Superette
- **Journalist Thoughts:** Javier Hasse, Managing Director, Benzinga Cannabis; CEO, El Planteo
- **Journalist Thoughts:** Debra Borchardt, Co-Founder, Executive Editor at Green Market Report
- **Analyzing the Data: Consumer Spending and Trends:** James Ahrendt, Business

Intelligence Architect, Akerna

- **Cannabis Marketing Trends for 2022: Navigating the Present While Predicting the Future:** Brad Bogus, Vice President of Marketing & Communications, Akerna
- **Using eCommerce to Drive Cannabis Sales:** Rafael Sabbagh, Enterprise Account Executive, Akerna

The report also includes information on 2021 data, current US federal reform efforts, legal cannabis states, the US Cannabis Council, and more.

"Despite its challenges, 2021 brought another year of growth in markets, consumers, and spending for the resilient cannabis industry," said Jessica Billingsley, Akerna Chief Executive Officer. "I knew cannabis would never reach mass legalization and wide consumer adoption until it could be tracked and traced transparently and safely, and I am thrilled that Akerna's ecosystem of software has provided that supply chain tracking need for our vibrant and growing industry."

### **About Akerna:**

Akerna (Nasdaq: KERN) is an enterprise software company focused on compliantly serving the cannabis, hemp, and CBD industry. First launched in 2010, Akerna was the first cannabis software company listed on Nasdaq. The company's cornerstone technology, MJ Platform, the world's leading infrastructure as a service platform, powers retailers, manufacturers, brands, distributors, and cultivators.

For more information, visit <https://www.akerna.com/>.

### **Forward-Looking Statements:**

**LEGAL DISCLAIMERS:** Certain statements made in this year-end review are "forward-looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995, as amended. When used in this mid-year review, the words "estimates," "projected," "expects," "anticipates," "forecasts," "plans," "intends," "believes," "seeks," "may," "will," "should," "future," "propose" and variations of these words or similar expressions (or the negative versions of such words or expressions) are intended to identify forward-looking statements. Such forward-looking statements include but are not limited to statements regarding: the future state of the cannabis marketplace, the key drivers for future cannabis markets, the potential benefits of Akerna Connect for brands and retailers, potential federal cannabis legislation in 2022, and other similar statements. These forward-looking statements are not guarantees of future performance, conditions or results, and involve a number of significant known and unknown risks, uncertainties, assumptions, and other important factors, many of which are outside Akerna's control, that could cause actual results or outcomes to differ materially from those discussed in the forward-looking statements. Important factors, among others that may affect actual results or outcomes, include (i) Akerna's ability to maintain relationships with customers and suppliers and retain its management and key employees, (ii) changes in applicable laws or regulations, (iii) changes in the market place due to the coronavirus pandemic or other market factors, (iv) risks related to our ability to successfully integrate our acquisitions and implement potential business opportunities, and (iv) and other risks and uncertainties disclosed from time to time in Akerna's filings with the U.S. Securities and Exchange Commission, including those under "Risk Factors" therein. You are cautioned not to place

undue reliance on forward-looking statements. All information herein speaks only as of the date hereof, in the case of information about Akerna, or the date of such information, in the case of information from persons other than Akerna. Akerna undertakes no duty to update or revise the information contained herein, except as required by law. Forecasts and estimates regarding Akerna's industry and end markets are based on sources believed to be reliable; however, there can be no assurance these forecasts and estimates will prove accurate in whole or in part.



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