



**OTCQB: KSHB**

Supplemental Earnings Deck

November 26, 2018

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# Revenue Breakout by Rec State, Other US, Canada, and other

SHIPPING STATE/PROVINCE	Q4 REVENUE	Q4 or Q3 GROWTH %	% of 2018 REVENUE	2018 REVENUE
CA	\$ 9,596,551	65.12%	48.7%	\$ 25,338,460
WA	\$ 2,326,746	15.82%	13.5%	\$ 7,022,534
CO	\$ 2,138,447	95.05%	10.6%	\$ 5,498,265
NV	\$ 1,159,838	64.78%	5.9%	\$ 3,081,660
OR	\$ 1,404,831	79.13%	5.9%	\$ 3,055,179
MA	\$ 246,848	27.12%	1.2%	\$ 605,276
AK	\$ 156,141	15.66%	0.82%	\$ 427,193
ME	\$ 172,269	41.36%	0.66%	\$ 355,955
<b>Rec State Totals</b>	<b>\$ 17,201,672</b>	<b>58%</b>		<b>\$ 45,384,522</b>
Other US	\$ 2,012,630	13.83%	10.4%	\$ 5,402,010
CAN Totals	\$ 509,766	127.91%	1.6%	\$ 852,576
World Totals	\$ 237,670	320.86%	0.84%	\$ 435,731
<b>Total</b>	<b>\$ 19,961,739</b>	<b>55%</b>		<b>\$ 52,074,839</b>

	Q4 over Q3 Growth	Year over Year Growth
<b>Recreational State Totals</b>	<b>58%</b>	<b>181.11%</b>
<b>Total Revenue</b>	<b>55%</b>	<b>176.98%</b>

2018 projected YoY Cannabis Sector growth from Statista: **CA 50%, WA 31%, CO: 25%, NEV 131%, OR 30%, Rec States = 58%**

# 5 Product Categories QoQ + YoY

ITEM CLASS	Q4 REVENUE	Q4 OVER Q3 GROWTH	2018 REVENUE	% OF 2018 REVENUE
Vape	\$ 10,722,137.28	57.64%	\$ 27,709,644.69	53.2%
Packaging	\$ 5,064,402.27	48.24%	\$ 15,145,176.56	29%
Papers & Supplies	\$ 2,304,445.39	52.24%	\$ 6,179,750.29	11.8%
Energy + Natural Products	\$ 1,629,436.39	266.21%	\$ 2,291,891.80	4.4%
Labels, Seals & Application	\$ 241,317.51	32.74%	\$ 748,375.33	1.43 %
	\$ 19,961,738.84	55%	\$ 52,074,838.67	

- Kush Energy represents 8% of revenue in Q4 and is now integrated within the sales efforts of Kush Supply Co.

# SKU Cross-sell Progression

	\$10K-\$49K	\$50K-99K	\$100K-249K	\$250-499K	\$500K+
Customer Count	546	88	51	18	14
Avg SKUs Purchased	15	21	33	37	45
Average rev	\$27,739	\$68,631	\$144,568	\$334,351	\$917,071

Customer Size	FY2016	FY2017	FY2018
\$50-99k	6	29	88
\$100k - \$250k	5	13	51
\$250k - \$500k	2	7	18
\$500k +	0	5	14

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