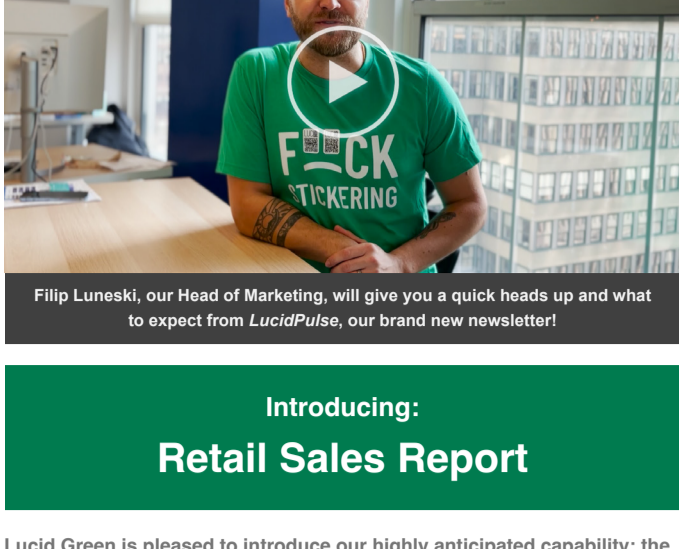


LucidPulse



Filip Luneski, our Head of Marketing, will give you a quick heads up and what to expect from *LucidPulse*, our brand new newsletter!

Introducing: Retail Sales Report

Lucid Green is pleased to introduce our highly anticipated capability: the **Retail Sales Report**, which combines Sell-In and Sell-Out sales data. This reporting tool provides you with an important understanding of your **products' performance in the retail market (sell-out)** and offers valuable **insights for inventory management (sell-in)**. By utilizing CaseIDs, we now offer comprehensive insights into the ever-changing retail landscape, enabling you to optimize your strategies, boost sales, and establish a **strong brand presence in the market**.

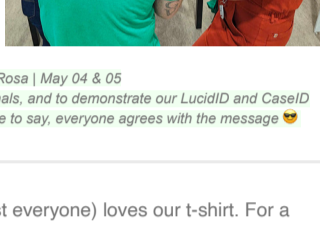
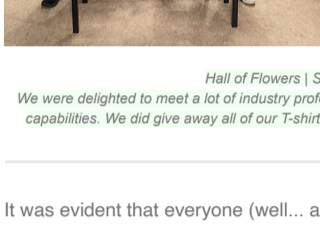
Through careful analysis of sell-out data, **you gain unparalleled insights into the performance of each individual unit or case across different stores, regions, and retailers**. This detailed perspective allows you to identify intricate patterns, spot emerging trends, and make precise adjustments to your distribution and marketing strategies.

By leveraging sell-out data, you can easily identify which products are selling well and which ones may need extra attention, facilitating accurate inventory forecasting. **Armed with this knowledge, you can optimize your inventory management, plan promotions, and ensure that your products are consistently available in high-demand areas.**

This feature is just the beginning, and we will continue to enhance its capabilities. **For more information on how Lucid Green can best serve your business, we encourage you to reach out to your Lucid Green representative.**

From the West to the East coast, Lucid Green is enabling the industry to work smart

Bringing you a slice of the industry events we participated. Next time you happen to be on the same happening as us, don't hesitate to drop by and say hello. We'll make sure you get one of those t-shirts everyone is raving about.



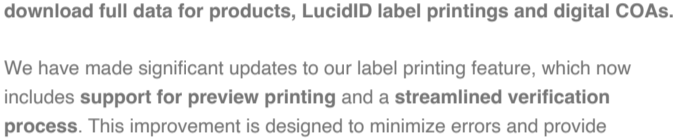
420 started in Washington Square Park. at 4:20pm, smoke up happened and it was a blast. We were there. In the evening there was a private event for CUARD license holders. We helped it get organized.



Hall of Flowers | Santa Rosa | May 04 & 05

We were delighted to meet a lot of industry professionals, and to demonstrate our LucidID and CaseID capabilities. We did give away all of our T-shirts. Safe to say, everyone agrees with the message 🍀

It was evident that everyone (well... almost everyone) loves our t-shirt. For a reason, too! So we would like to call you for a collab. Let's spread this message, together! Contact filip@lucidgreen.io and he will make it happen.



Tech Improvements

Continuous improvement is the MO of our team!

In response to popular demand, we are pleased to announce that you can now **download full data for products, LucidID label printings and digital COAs.**

We have made significant updates to our label printing feature, which now includes **support for preview printing** and a **streamlined verification process**. This improvement is designed to minimize errors and provide invaluable assistance when collaborating with co-manufacturers.

Start utilizing this functionality today by contacting your designated Lucid Green account representative. They will be more than happy to assist you in effectively employing it.

Our commitment to enhancing your experience remains unwavering, **and we will continue to listen to your feedback and implement changes that benefit you.**

Retail Integration Updates

So far this quarter Lucid Green has added a total of 10 new retail locations onto the Lucid Retail Lite platform. Nine of those retailers come from our new partnership with Perfect Union, and the tenth being GoldLeaf which is our introduction to the Maryland market. In the coming weeks we expect to add more retail locations from the Maryland market, as we continue to expand our relationship with the cannabis industry as a whole.

Today, Lucid Green is featured in 47 retail locations that are utilizing LucidRetail Lite platform!

Beyond eliminating stickering at inventory intake, our retailer partners are leveraging Lucid Green QR codes to:

- Ensure accurate inventory management - down to the package/batch level
- Populate their online menus with the trusted products details and assets provided by brands
- Educate and recommend products to clients
- Teach and train their (new) budtenders
- Quickly access COAs straight from their POS

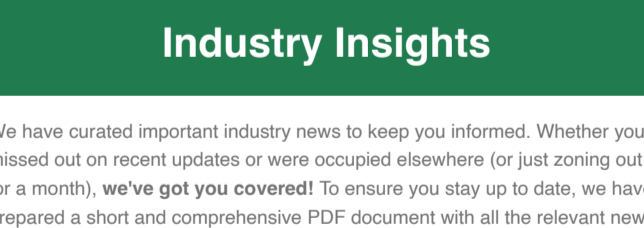
In the coming weeks, **we expect to add more retail locations in California, Maryland, and Nevada.** As we continue to expand our relationships in the cannabis industry nationwide, our retail partners are contributing their ideas and communicating their needs so we collaboratively create innovative and cost-saving efficiencies across the supply chain. **More to come on these new features!**

But meanwhile, we do have something for you. Check the list, sorted by location, of all the retailers who are LucidID ready.

SEE THE RETAIL
[>>> LOCATION LIST <<<](#)

Lucid Green Novelties

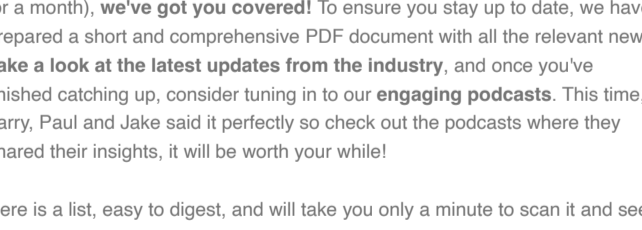
The year started great - with an award!



LucidID won the 2023 BIG (Business Intelligence Group) Innovation Award

This annual business awards program recognizes organizations, products, and people that are bringing new ideas to life in innovative ways.

New office opened!



Lucid Green is expanding its operations by opening new offices in California to better serve the growing cannabis industry in the state.

You can find us easily at

5877 OBAMA BLVD.
LOS ANGELES, CA 90016

Industry Insights

We have curated important industry news to keep you informed. Whether you missed out on recent updates or were occupied elsewhere (or just zoning out for a moment), **we've got you covered!** To ensure you stay up to date, we have prepared a short and comprehensive PDF document with all the relevant news.

Take a look at the latest updates from the industry, and once you've finished catching up, consider tuning in to our **engaging podcasts**. This time, Larry, Paul and Jake said it perfectly so check out the podcasts where they shared their insights, it will be worth your while!

Here is a list, easy to digest, and will take you only a minute to scan it and see what interests you the most.

TAKE A LOOK
[>>> AT THE INSIGHTS <<<](#)

Lucid Green: Experiencing Record Breaking Growth in May!

CaseID Activations Reach New Heights:

Lucid Green's innovative CaseID activations have soared to unprecedented levels, showcasing a staggering **28% increase from the previous all-time high**. This achievement demonstrates the unwavering trust and confidence placed in the company by their brand and retail partners. With CaseID activations playing a pivotal role in supply chain visibility and product authentication, Lucid Green continues to prove its unrivaled expertise in driving secure and transparent experiences.

Retail Ingestion of CaseIDs and LucidIDs Surpasses Expectations:

Lucid Green's CaseIDs and LucidIDs, ingested at retail locations, have experienced an impressive increase from the previous all-time high. **CaseIDs at 5% and LucidIDs at 15%**. This milestone signifies the growing adoption of Lucid Green's cutting-edge technology by retail partners, who recognize the significant value it brings to their operations.

LucidIDs Empowering Brands:

The month of May witnessed a **remarkable 13% increase in the printing and application of LucidIDs** on units that are moved into the field, compared to the previous month. LucidIDs serve as unique identifiers for products, empowering stakeholders to track and trace items as they journey from production to the hands of consumers. With this impressive growth, Lucid Green continues to revolutionize supply chain transparency and bolster consumer trust.

That's all folks... for now. Follow us for more, as we will do our best to keep you up with the industry news, as well as our own. So much more to come!