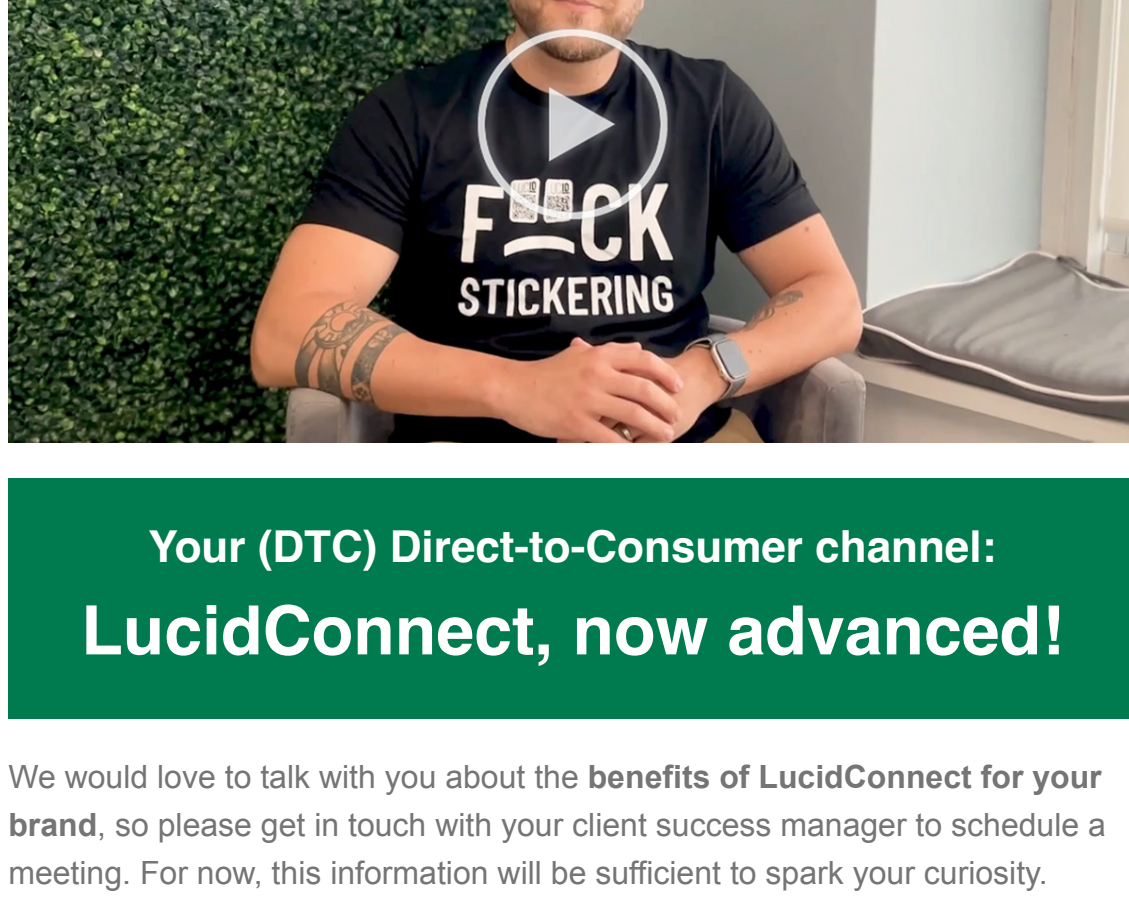


LucidPulse



Your (DTC) Direct-to-Consumer channel: LucidConnect, now advanced!

We would love to talk with you about the **benefits of LucidConnect for your brand**, so please get in touch with your client success manager to schedule a meeting. For now, this information will be sufficient to spark your curiosity.

LucidConnect is an advanced consumer-centric platform transforming the cannabis landscape of brand-consumer interactions. At its core, it is designed to put consumers at the forefront of the digital experience. It offers a wide array of features to create meaningful and engaging connections between brands and their customers.

With its focus on informative content, personalized experiences, data insights, feedback, and rewards programs, LucidConnect is an excellent way for brands to create lasting connections with loyal customers and improve their overall customer experience.

It's all about making the consumer experience better and more enjoyable!

ENGAGE, DELIGHT, REPEAT



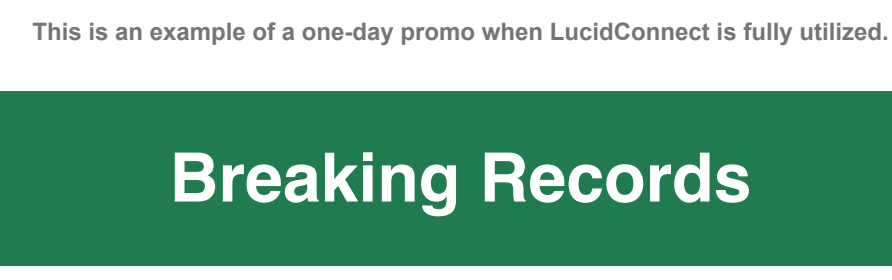
Always-on marketing suite for consumer engagement & loyalty

Push Notifications

- ✓ Compliant direct messaging to your loyal customers
- ✓ Drive consumer loyalty and give users a reason to continuously connect with you.
- ✓ Only reach opted-in users
- ✓ Communicate offers, incentives and brand messages.
- ✓ Deliver timely messages based on user activity.
- ✓ Optimized, hosted landing pages to drive conversion.
- ✓ Deep promotion analysis and insights



Brands Using LucidDirect Average 15-30x ROI

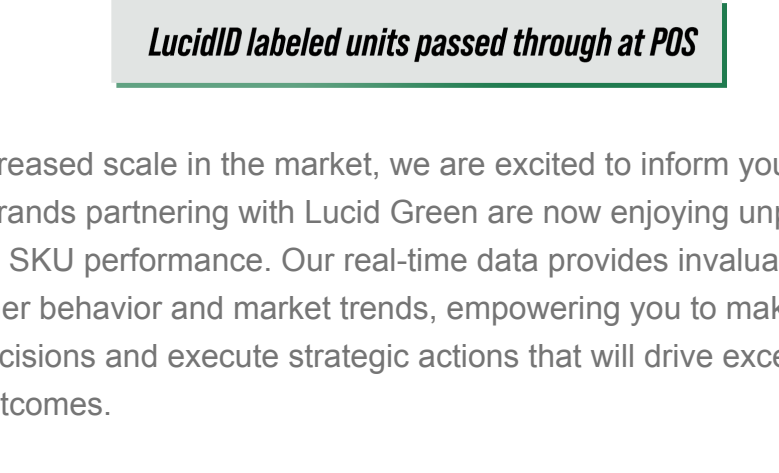


This is an example of a one-day promo when LucidConnect is fully utilized.

Breaking Records

Lucid Green's LucidID Makes Waves with a 44% Surge in POS Labeled Units!

We are thrilled to share some truly remarkable news with you this month! We has achieved an astonishing milestone with LucidID labeled units passed through at POS, **marking an incredible 44% increase compared to the previous month**. This surge in performance unequivocally speaks volumes about the growing market demand for LucidID and its transformative impact on the industry.



LucidID labeled units passed through at POS

With the increased scale in the market, we are excited to inform you that our esteemed brands partnering with Lucid Green are now enjoying unparalleled visibility into SKU performance. Our real-time data provides invaluable insights into consumer behavior and market trends, empowering you to make well-informed decisions and execute strategic actions that will drive exceptional business outcomes.

No more guesswork! Armed with LucidID's cutting-edge technology and insightful data, our brand partners fine-tune their strategies with laser precision!

A TEASER to Retail Sales Data Enhancement: Actionable Insights for Enhanced Decision Making

You asked for more comprehensive analytics, and we heard you loud and clear!

Over the last period, our dedicated team has been hard at work enhancing our reporting tool to provide you with a more powerful and insightful experience. We are happy to announce that the Retail Sales Data reporting tool will soon include advanced reports enriched with actionable insights.

OUT OF STOCK AND OVER STOCK IDENTIFICATION

REAL-TIME VISIBILITY / SKU-LEVEL ANALYSIS / PREDICTIVE INDICATORS:

COMING SOON

Empowering You with Data-driven Decision-making: Out of Stock and Over Stock Identification

Our very first report in this new series delves deep into the realm of inventory management, honing in on "Out of Stock and Over Stock Identification." This enhanced report will equip you with precise data, right down to the SKU level, and location-specific insights, enabling you to make informed decisions that optimize your inventory levels like never before.

Key Highlights of the Actionable Insights Report:

- **Real-time Visibility:** Gain a comprehensive view of stock levels across all your locations, allowing you to spot trends and patterns instantly.
- **SKU-level Analysis:** Identify specific products facing overstock issues and those at risk of stockouts, enabling you to take targeted action.
- **Predictive Indicators:** Anticipate future inventory fluctuations with our advanced forecasting, helping you stay ahead of demand, and avoid losing volumes.

At Lucid Green we understand that success lies in making the right decisions at the right time. The introduction of actionable insights in our Retail Sales Data reports is our commitment to empowering you on this journey. We believe that equipping you with actionable data will not only enhance your operations but also help you grow and thrive in today's dynamic market.

The first actionable insights report, "Out of Stock and Over Stock Identification," is coming to its final stage and will be available at the end of August. Rest assured that we will make a timely announcement before launching.

We highly value your feedback, so please don't hesitate to share your thoughts or ask any questions you may have.

In the meantime, we suggest that you continue to utilize the Retail Sales report as it delivers insightful analysis of your brands' performances.

We want to hear from you: Our Survey is out there!

Our team is constantly working to improve our services and meet the evolving needs of our valued partners. In order to achieve this, we would greatly appreciate your participation in a brief survey linked below. **This survey is designed to better understand your needs and suggestions, which will enable us to provide an even better experience with Lucid Green going forward.**

[FILL IN >>> OUR SURVEY <<<](#)

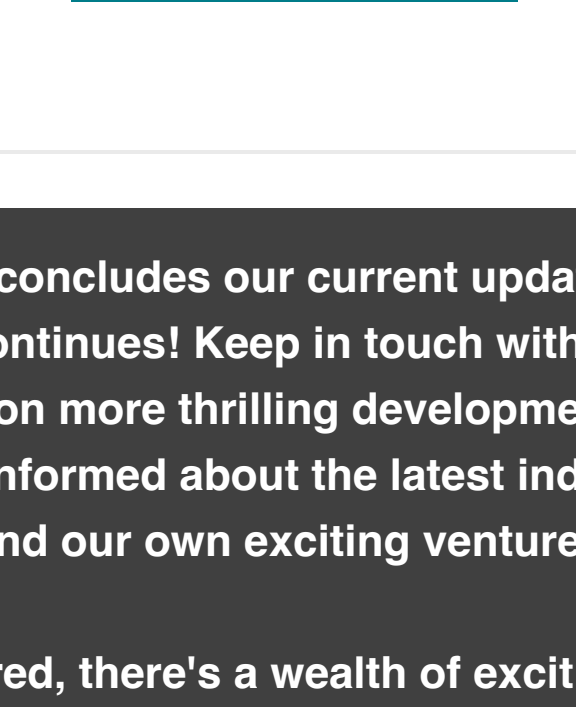
[Enter LUCY!](#)

We are excited to announce the launch of Lucy, our own digital twin.

Lucy takes the familiar shape of our LucidID, breathing new life into our brand. **Lucy is the embodiment of our physical (physical and digital) approach, and you can expect to find it on POS materials, physical retail stores, as well as our website, and other digital media.**

Lucy is still growing and learning, and we are excited to see how it evolves and finds its place in the cannabis community.

For now, let's give Lucy a warm welcome!



Tech Updates

CaseID Validation



Users of LucidSource Mobile and LucidRetail Mobile can now **check the contents of a CaseID to verify that the contents are correct**. In addition, a validation record will highlight any discrepancies in the case that need to be resolved, along with easy resolutions for those discrepancies.

LucidID Retail Locations

Our list of locations utilizing the LucidRetail Lite platform **has been updated with new additions**. Discover the cutting-edge technology transforming these retail spaces and enhancing the shopping journey.

Click the link below to explore all the featured locations and experience Lucid Green's innovation firsthand.

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

Industry Insights

Welcome to our latest edition of **carefully curated insights, exclusively tailored for you!** We couldn't be more thrilled to share another round of crucial industry updates, ensuring you stay informed and at the forefront of progress.

Just like before, **we've prepared a document featuring the most important highlights for your convenience**. Designed with ease of scanning in mind, this digest lets you catch up in no time. Take a moment to dive in and explore the topics that intrigue you the most. We're confident this edition will captivate your interest.

As always, stay engaged, remain informed, and keep an eye out for even more exciting updates to come!

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

And that concludes our current update, but the journey continues! Keep in touch with us to stay updated on more thrilling developments as we keep you informed about the latest industry news and our own exciting ventures.

Rest assured, there's a wealth of exciting content on the horizon! Stay tuned for what's to come!