

 **Fyllo**TM

Company Overview

Introducing Fyllo

The Fyllo Compliance Cloud is a suite of **data, media and compliance** solutions that are built for the complexities of highly regulated industries.

Marketers and legal professionals choose Fyllo as their partner to go bigger and grow faster with trust and confidence in compliance.

Cannabis is just the beginning...

Core Fyllo Products

Compliance
Automation

Media
Activation

Regulatory
Database

Data
Marketplace

Cannabis

Pharmacy

Online Gambling

eSports

...

Compliance
Automation

Compliance
Automation

Compliance
Automation

Compliance
Automation

Compliance
Automation

Media
Activation

Media
Activation

Media
Activation

Media
Activation

Media
Activation

Regulatory
Database

Regulatory
Database

Regulatory
Database

Regulatory
Database

Regulatory
Database

Data
Marketplace

Data
Marketplace

Data
Marketplace

Data
Marketplace

Data
Marketplace

Data Marketplace

The **Fyllo Data Marketplace** is the world's first and largest cannabis-endemic data marketplace, providing access to unique, premium quality audience data for digital advertising. It combines previously inaccessible, untapped audience data cultivated from leading cannabis companies with non-endemic audience data, creating millions of consumer profiles in iconic, everyday categories.

Marketers can now access Fyllo Cannabis Derived Audiences to enrich segmentation and enhance audience targeting throughout the purchase funnel.

Fyllo Data Marketplace data is accessible through some of the top platforms, portals and trading desks in the world.



Data Marketplace: Taxonomy

Endemic data

- Product Type**
e.g. CBD, THC, Hemp
- Consumer type**
e.g. Medical, Recreation
- Strain**
e.g. Indica, Sativa, Hybrid
- Category**
e.g. Edibles, Extract, Flower
- Subcategory**
e.g. Snacks, Mints, Gummies
- Location**
e.g. Dispensary state of purchase
- Age**
e.g. 25-34
- Gender**
e.g. Female

Non-endemic data

- Health & Wellness**
e.g. Back pain sufferer
- Interest & Intent**
e.g. Fitness enthusiast, DIYers
- Food & Drink**
e.g. Fast food lovers, Wine drinkers
- Outdoor & Nature**
e.g. Hiking, Camping
- Shopping & Buying**
e.g. Beauty, eco-conscious
- Location**
e.g. Retail stores, Gyms
- Age**
e.g. 25-34
- Gender**
e.g. Female

Data Marketplace: use cases

Endemic Brands				Fractional Brands		
Use case	Product Promo	Cross-Sell	Foot Traffic	Brand Awareness	Product Launch	Seasonal Promo
Objective	Drive awareness of a CBD vitamin product	Convert THC customers into CBD customers	Drive footfall to local dispensaries	Increase awareness of organic skincare lines	Increase awareness of a new craft beer	Drive online sales of a summer promotion
Cannabis Endemic Segments	Target specific CBD extract purchasers	Target flower purchasers with edible sticks	Target frequent local dispensary visitors	Target CBD beauty-savvy purchasers	Target organic CBD edibles purchasers	Target Sativa purchasers who prefer to stay active
Cannabis Infused Segments	Target vitamin shoppers who are interested in holistic health trends	Target evening wine drinkers with a new way to relax after work	Target canna-curious travelers who plan to vacation nearby	Convert organic CBD skincare users into non-cannabis products	Attract progressive beer drinkers by overlaying THC edibles purchasers	Identify nature lovers by overlaying pre-roll flower purchasers

Regulatory Database

CannaRegs is an intelligent regulatory database that aggregates and organizes federal, state and local cannabis research, with more than 4,000 sources across 1,300 jurisdictions in 15 states.

Powerful search

Perform advanced multivariate, multi-jurisdictional searches using cannabis specific filters to focus results and reduce extraneous noise. Surface hidden, hard-to-find cannabis intel that's often overlooked by other research platforms and methods.

Advanced tracking

Continuous monitoring at the federal, state and local level. Advanced calendar views that help you follow policy from start to finish.



Guidance Documents

Policy Changes

Executive Orders

Ballot Measures

Meeting Updates

Regulations



Bulletins

Applications

Studies

Legislative Updates

Enforcement Actions

Zoning Updates

Local Ordinances

Minutes Reported

Areas of Interest

Employment
Banking

Licensing
Taxation

Packaging
Facilities

Advertising
Zoning

Health
& Safety

Media Activation

Navigating the digital advertising landscape can be challenging. Add the complexity of cannabis regulation and it can be downright overwhelming. From defining audience segments through developing a campaign strategy and executing it across markets and channels, Fyllo specialists help ambitious marketers engage customers and grow businesses in highly regulated industries.

World class team

Experienced planners and operators from leading technology platforms

Extensive reach

Access to top publishers across all IAB categories - Food & Drink, Health & Wellness, Shopping, Travel and Fashion.



VICE media group

SHE media



REFINERY29

HEALTHLINE MEDIA



SPOTX

triplelift

telaria

NATIVO

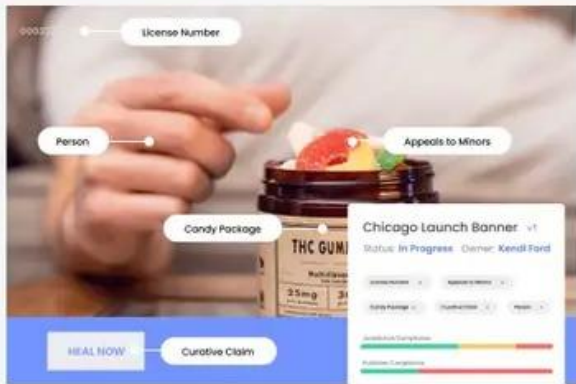
PubMatic

Compliance Automation

Fyllo Compliance Recognition Technology™ removes the complexities of creative compliance, saving marketing, operations and legal teams hours of review and reducing the chances for human error.

Fyllo compliance technology combines AI, image recognition and natural language processing to analyze copy and imagery, detecting content that is non-compliant based on jurisdictional regulations and publisher policies.

In seconds, get detailed compliance summaries that shows what's working and what's not across key jurisdictions and publishers along with recommendations to increase compliance and acceptance rates.



Leadership Team

Management Team



Chad Bronstein
Founder & CEO
Formerly CRO, Amobee,
Adconian



Aristotle Lounis
Co-Founder & Chief of Staff
Formerly President/Founder,
Marcus Lemonis E. Group, Elliott



Erik Shani
Co-Founder & CPO
Formerly SVP/Brand Intelligence
Solutions, Amobee, Kontora,
Neustar



Nicole Cosby
Chief Data & Compliance Officer
Formerly SVP Standards &
Partnerships, Publicis



Arjuna Reddy
Chief Financial Officer
Formerly CFO & Head of HR,
QDiscovery, UBS, William Blair



Amanda Ostrowitz
Chief Strategy Officer
Founder, CarinaPegs



Conrad Lisco
Chief Marketing Officer
Formerly SVP Marketing, Amobee



Jeff Ragovin
Chief Commercial Officer
Formerly Co-Founder Buddy
Media, Social Native, Chief
Strategy Officer, Sales Force

Board Members



Katie Ford

Board Member

Head of Global Brands,
Twitter, Publicis, Amobee



Clive Sirken

Board Member

Formerly Chief Growth Officer,
Kellogg, Managing Director,
Leo Burnett, Kimberly Clark



Lorne Gertner

Board Member

Co-Founder, Cronos,
Tokyo Smoke, CannaGlobal



Chad Bronstein

Founder & CEO

Formerly CRO, Amobee,
Adconian



Mitch Kahn

Board Member

CEO, Grassroots, Hilco,
Frontline



Jason Klarreich

Board Member

COO, JW Asset Management,
Arbor, Morgan Stanley



David Friedman

Board Member

CEO, Panther Capital,
Knox, Boston Logic

 **Fyllo**TM