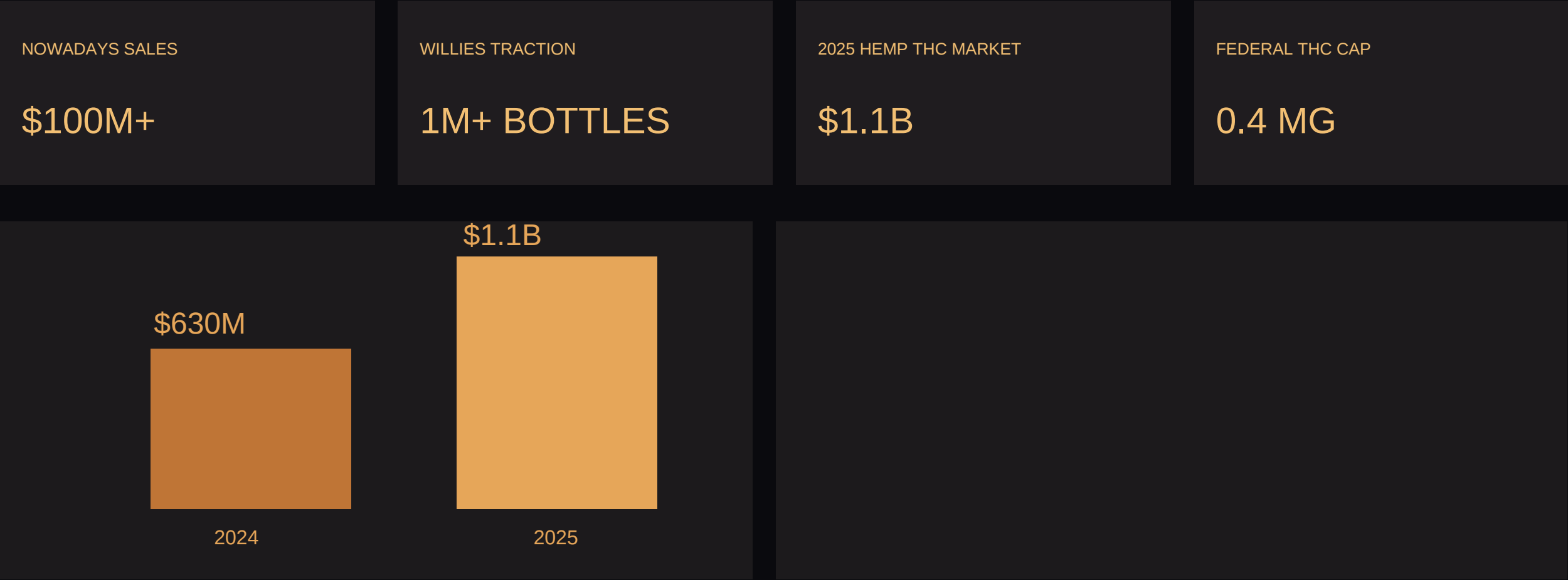


NOWADAYS. A category at the edge.

Demand, competitors, market scale and the federal regulatory cliff.



NOWADAYS versus WILLIES

Brand positioning, demographics, legal threat, and MIRAGE intelligence.

NOWADAYS POSITIONING

Premium cocktail and spirit-style bottle ritual.

5mg, 10mg cans; 2mg, 5mg, 10mg serving tiers.

WILLIES REMEDY+ POSITIONING

Willie Nelson brand association and trust.

Spirits, sodas, teas, shots and gummies.

TARGET DEMOGRAPHIC

Nowadays leadership: women 25-65.

Category survey: relaxation ~79%, no hangovers ~60%.

Survey is self-selected, not nationally representative.

FEDERAL REGULATORY DEADLINE

December 11, 2026: new hemp definition.

Over 0.4mg THC per container excluded from hemp.

State-regulated cannabis laws remain separate.