

\$MAPS Monthly

May 2022 | Edition 3

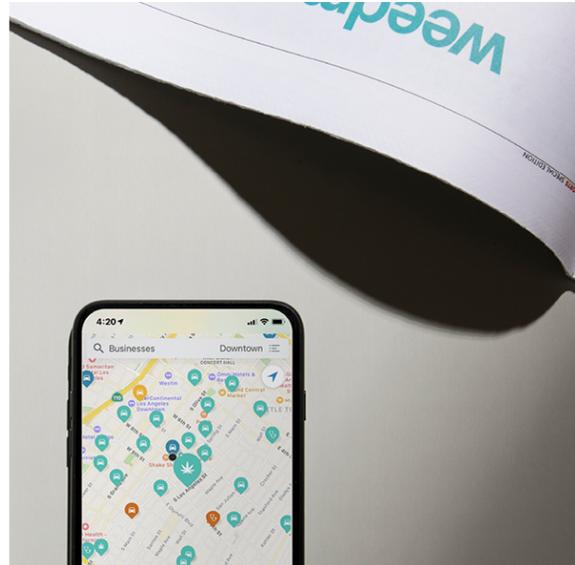
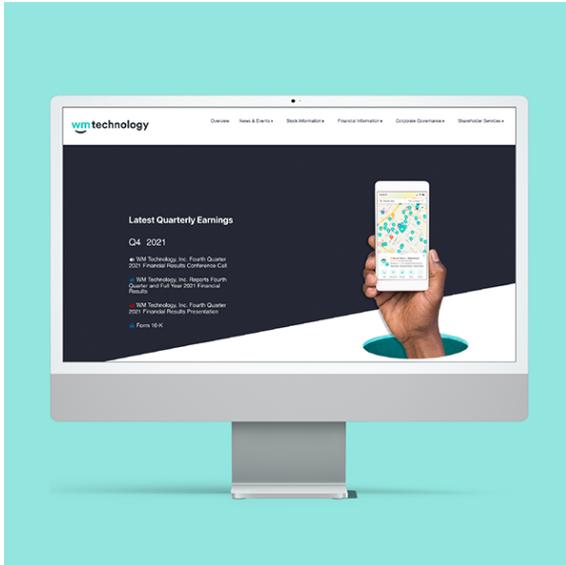


As we head into summer, we wanted to flag a hot product announcement: our new solution WM Store for Brands is now live, allowing our Brand clients to access a bundle of eCommerce tools, such as a Dispensary Finder, Product Finder, and Online Orders, all powered by Weedmaps.

We also announced Canadian Payments! This win for our neighbors up north provides a glimpse into how our business and operating models could be transformed following federal legalization in the US, where we are currently unable to process payments; and we hope that we can share a similar win for the US someday.

Additionally, over the next few weeks our leadership team will be presenting at various conferences in NYC and Boston. Please make sure to watch our presentations, and reach out if you'd like to connect in-person. We have very limited slots available on June 2 (NYC) and Boston (June 8 & 9).

WM Technology Investor Relations
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Where to Find Us

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[LinkedIn](#)

[WM Tech Blog](#) (NEW!)

[WM Policy Page](#) and [Blog](#)

[Corporate Page](#) (Mission,
Leadership, Press)

**First Quarter
Revenue increased
to \$57.5 million
representing
growth of 40%
year-over-year**

[Press Release](#)

[Earnings Presentation](#)

[Conference Call Webcast](#)

Key Product Updates

WM Store for Brands



Harnessing the full power of the Weedmaps marketplace, WM Store for Brands is an easy-to-use eCommerce solution that is connected to 15,500+ retailers across multiple states. This will allow brands to enable pick-up and delivery orders through their brand website. Brands can easily set up a Dispensary Finder, Product Finder and Online Orders by quickly adding a simple line of code from WM Admin to the brand website. It delivers a seamless experience from checkout to pick-up or delivery with real-time, accurate retailer menu level data powered by Weedmaps. Brands will save time with a one-stop-shop for product catalog management across both the brand website and the Weedmaps brand page listing.

Weedmaps acquires Enlighten, expands tools to support in-dispensary advertising

weedmaps®



ENLIGHTEN

Enlighten's 'SmartHub' subscription offering powers:

- In-store digital menus and kiosks.
- Allow brands to reach customers at point of purchase via 'AdSuite' in-store digital solution.

**Weedmaps parent launches digital marijuana
retail payments in Canada**



Participating Ontario retailers can:

- Browse for cannabis products through Weedmaps' industry-leading listings platform.
- Make payments directly to participating retailers in-app through Visa or MasterCard credit cards.
- For improved customer experience and to help facilitate compliance with Canada's personal possession limits, customers will be directly notified when an in-cart item is out of stock or if their order exceeds the legal purchasing limits.

Cova live menu integration makes inventory management easier

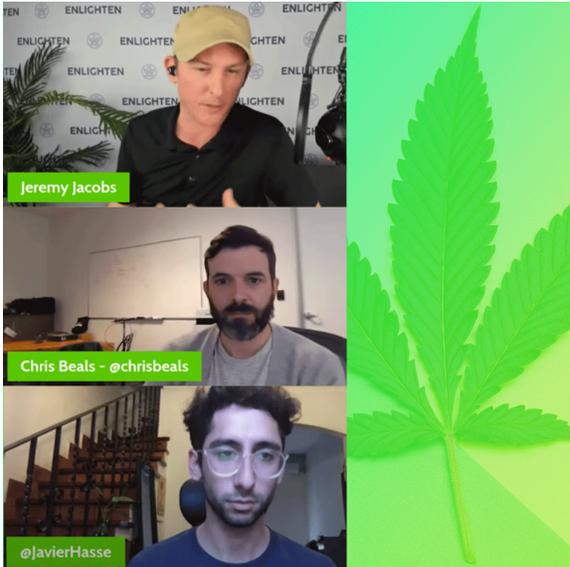


Weedmaps has partnered with Cova to automatically sync inventories and menus to provide customers with a seamless shopping experience.

Weedmaps launches live menu integration with Blaze



Weedmaps clients can now connect their BLAZE POS data to their Weedmaps menu to keep their menu information accurate and up-to-date.



The Forefront of Cannabis Tech - Benzinga Cannabis Insider

Sit down with our CEO, Chris Beals, and the co-founder of

Highly Objective Podcast - CEO, Chris Beals

Beals discusses Q1 2022 earnings, M&A, policy, brands, dispensary density, specialty

Enlighten, Jeremy Jacobs, to learn more about our recent acquisition on [Benzinga Cannabis' recent episode](#).

NEW CANNABIS VENTURES

Chris Beals
WM Technology CEO | Exclusive Interview



Weedmaps Parent Company Launches New Solutions to Unlock More Value in the Cannabis Tech Stack

[Exclusive Interview with WM Technology CEO Chris Beals.](#)

retail, interstate commerce, and more in his interview on [Highly Objective](#).



Data Insight

We drive discovery and loyalty:

Over 30% of our orders are first time Weedmaps orders at any given dispensary; while >25% of orders contain re-ordered products.

The Green Peak Interview with CFO, Arden Lee



Arden Lee

Weedmaps Chief Financial Officer

“People associate [Weedmaps] and understand it’s the means in which so many consumers connect between themselves and their suppliers, their supplier being a dispensary, online ordering, or anything else, but Weedmaps is a lot more than that. And it’s growing into many different areas.”

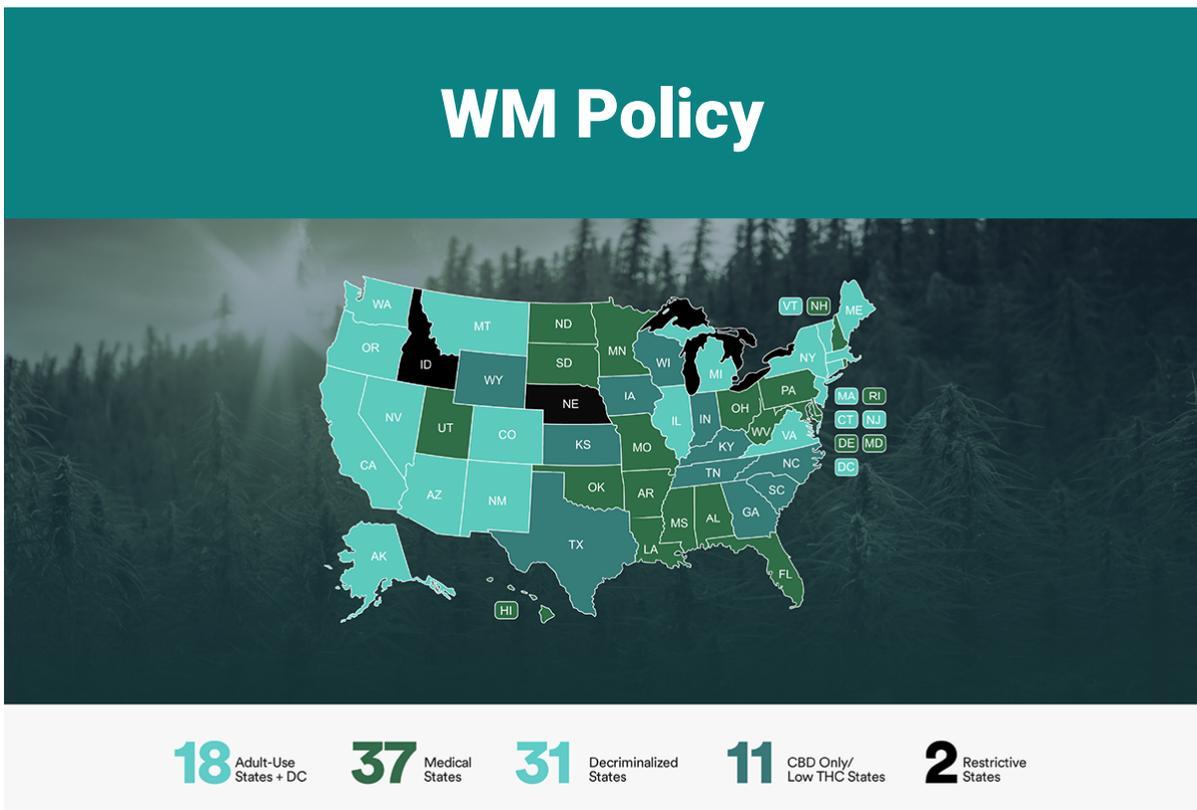
Listen to Arden’s take on what constitutes Weedmaps and where it’s expanding to in his interview on **Green Peak**.

Q&A with Michele Cheowtirakul, VP and GM of Brand



Q&A with Michele Cheowtirakul, VP and GM of Brand

Michele Cheowtirakul, VP and GM of Brands, leads the long-term strategic planning and execution of growth opportunities for Weedmaps. In addition to finding ways to scale the business and drive revenue, she oversees the development of Weedmaps solutions for WM Brands.



Visit our [WM Policy's page](#) for more information on the industry, policy considerations, and additional resources.

Industry Updates:

California: The Governor's recently proposed state budget included a Weedmaps-supported grant program that will promote retail access in local jurisdictions, giving consumers and patients better access to legal cannabis. The budget package also proposes to eliminate the state's cultivation tax and replace it with a point of sale excise tax.

Colorado: We continue to actively support the campaign for the "Your Choice Colorado Springs" ballot initiative, which allows medical dispensaries to transition to adult-use.

Ohio: A ballot measure to permit adult-use cannabis will not proceed following a court decision, although the ruling maintained a path for a potential 2023 initiative.

Kansas: The legislative session ended without additional movement on the pending medical cannabis bills. Sponsors are committed to continuing debate on the issue during the summer session but we are not confident that any measure will be passed prior to the election.

South Carolina: A bill to allow medical cannabis will not see further action this legislative session following a legislative finding of procedural non-compliance.

Delaware: Governor Carney vetoed legislation passed by the legislature that would allow adult-use cannabis. The bill passed with veto-proof majorities in both chambers but it is unclear if the legislature will override the Governor's veto as doing so is a rare occurrence in Delaware.

Vermont: The state's Cannabis Control Board issued its first adult-use

cultivation license - a critical first step in kicking-off the legal marketplace.

New Hampshire: A bill to permit adult-use cannabis is officially dead, and it is unlikely that any further action on cannabis will be taken this legislative cycle.

Michigan: The “Social Equity All-Star Program” was launched this month, where the Cannabis Regulatory Agency will provide equity “seals” to licensees who exhibit efforts pertaining to diversity, equity, and inclusion. We also continue to explore pathways for more communities to opt-in to allowing licensed cannabis businesses.

Maryland: The state Legislature has approved an adult-use legalization initiative that will require approval by voters on the November ballot. If approved, regulated sales could begin in 2023.

Oklahoma: Following the Governor’s approval of legislation, the Oklahoma Medical Marijuana Authority will become an independent state agency as of November 1, 2022. This development will further streamline regulatory oversight in the state.

Rhode Island: On May 25, Rhode Island became the 19th state to legalize adult-use cannabis and the 7th to do so legislatively. The bill allows for existing medical providers to start serving adult use consumers as early as October of this year and targets December 1 as the first day of legal sales by new retailers.

New Jersey: With ATCs now actively selling adult-use cannabis, concerns about sufficient supply failed to manifest and dispensaries posted \$24M in the first month of legal adult use sales. More ATCs are expected to begin licensed adult-use sales in the near future.



Regenerative Cannabis Live - VP of Public Affairs, Bridget Hennessey

Regenerative
CannabisLive

MAY 5TH 2022
NEW YORK CITY

Panel 1 - Economic Impact | 8:45 - 9:45

Normalization & Regulation of the Cannabis Industry driven by Education

Toi Hutchinson
Keynote Address
President & CEO, Marijuana Policy Project

Joe Lynam
Moderator
Newstalk Anchor & BBC World Service Correspondent

Bob Hoban
Global Cannabis Industry Expert

Bridget Hennessey
VP of Public Affairs, Weedmaps

Kurt Farrugia
CEO, Malta Enterprise

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Normalization and Regulation of the Cannabis Industry Driven by Education with WM's VP of Public Affairs, Bridget Hennessey

Our VP of Public Affairs, Bridget Hennessey, joined the Regenerative Cannabis Live panel to discuss normalization and regulation of the cannabis industry driven by education. You can watch the full recording of the economic impact panel she participated in [here](#).

WM Policy Blog



Advocating for Retroactive Relief in Canada

Advocates in the U.S. are not the only ones pushing for retroactive sentencing and record relief for those arrested for and/or convicted of cannabis crimes. Our neighbors up north are also carrying out innovative and impactful efforts in this area as well. Read more on how a not-for-profit organization, Cannabis Amnesty, is advocating for creation of an expedited pardon (record expungement) process for simple cannabis possession convictions on our WM Policy blog.

WM Policy Paper

Responsible Advertising & Branding in the Cannabis Industry

The Importance of Advertising in the Legal Cannabis Industry

Advertising is critical to a well-functioning legal cannabis market, as it allows licensed businesses to compete against the unregulated market, build brand

awareness, foster customer loyalty, and increase revenue. Advertising also helps consumers and patients identify licensed cannabis brands and retailers, which is key in shifting consumption to the legal market. While there may be concerns about cannabis advertising directly or inadvertently promoting harmful consumption or reaching youth audiences, careful policy formulation can support legal cannabis businesses and protect public health and safety. To read our Policy team's recommendation on navigating responsible advertising and branding in the cannabis sector, [here](#) is our published paper.

WM May Events Recap

- Re.Up: PK Sesh - 5/3 - Niagara Region, Canada
- Hall of Flowers - 5/4-5 - Palm Springs, CA
- 3MA - 5/5 - Jackson, MS
- EXPEX Mtn - 5/6 - SLC, UT
- G4 Live Budtender awards - 5/12-14 - Las Vegas, NV
- Lift & Co - Trade Show & Afterparty - 5/12 - 5/15 - Toronto, Canada
- The Clarendon Hotel Budtender Event 5/16 - Phoenix, AZ
- Rails Conf - 5/17-19 - Portland, OR
- MJ Unpacked After Party - 5/19 - NYC, NY
- Xpocanna - 5/21-22 - Uncasville, CT
- Movement Festival- 5/27-29 - Detroit, MI

Upcoming June Events

- Jefferies Cannabis Summit - 6/2 - NYC, NY
- CWCB Expo - 6/2-4 - NYC, NY
- Stifel 5th Annual Cross Sector Insight Conference - 6/7-9 - Boston, MA
- Governors Ball - 6/10-12th - NYC, NY
- Motor City Pride - 6/11-6/12- Detroit, MI
- Toronto Pride: Cabana Pool Party - 6/15 - Toronto, Canada
- Chicago PrideFest - 6/18-19 - Chicago, IL
- The Clarendon Hotel Budtender Event - 6/20 - Phoenix, AZ

Save the Date

wm technology

Upcoming Conference Presentations
& Fireside Chats



CWCB Expo — (NYC)

- Thursday June 2, 2022
- 2pm ET
- Keynote: In Conversation with...Chris Beals.

Jefferies Cannabis Summit — (NYC)

- Thursday, June 2, 2022
- Leadership team will be doing 1-1s.

Stifel 5th Annual Cross Sector Insight Conference – (Boston)

- Thursday, June 9, 2022
- 10:20 to 10:50 am ET
- Fireside chat with CFO, Arden Lee ([CLICK HERE for webcast](#)).
Leadership team will be doing 1-1s.

Helpful Links

[Our Latest Investor Presentation](#)

[1Q 2022 Earnings Call Replay](#)

[Our First Quarter 2022 Earnings Press Release](#)

[Our First Quarter 2022 Earnings Slides](#)

That's it. See you in a month!

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