



\$MAPS Monthly

April 2022 | Edition 2

Happy belated 4/20 from the Investor Relations team at WM Technology!

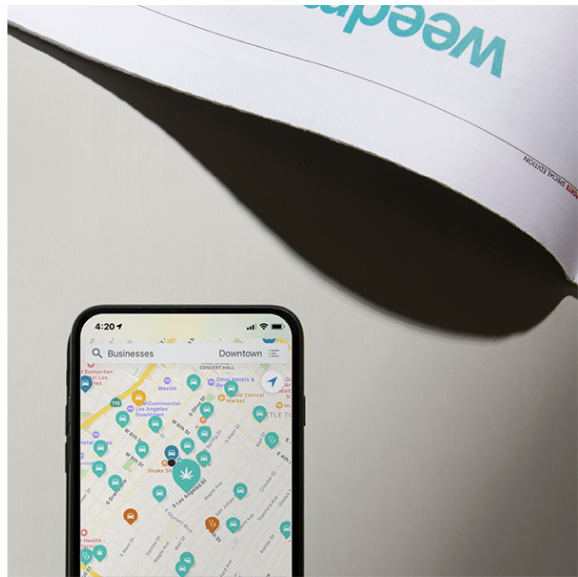
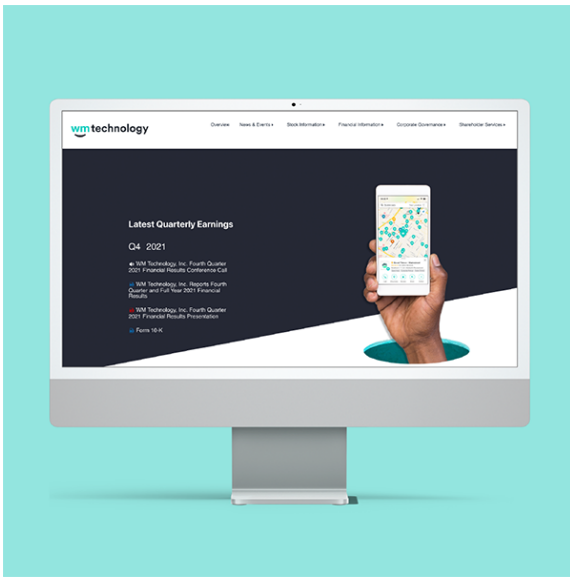
As you'd expect during the high holiday of cannabis, we have fresh and informative content designed to keep our shareholders informed of the latest news and developments.

Weedmaps was everywhere during a historic month when both New Mexico and New Jersey launched recreational cannabis sales. In addition to sponsoring 4/20 festivals across North America, we also garnered over 650 million media impressions about our must-watch Weedmaps original docuseries [Tumbleweeds with Killer Mike](#) (on [Vice TV](#)).

Coming up, we look forward to connecting on May 4, when we announce our 1Q 2022 financial results.

WM Technology Investor Relations

Subscribe at irweedmaps.com or email us: investors@weedmaps.com



Where to Find Us

[Web](#)

[Email](#)

[Twitter](#)

[LinkedIn](#) IR Page; [Tim O'Shea](#) on

LinkedIn

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

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

[Corporate Page \(Mission,](#)

[Leadership, Press\)](#)

May the Fourth Be With You

**WM Technology to Report First
Quarter 2022 Financial Results
on May 4, 2022**

[WM Technology Conference Call:](#)

When: Wednesday, May 4, 2022

Time: 5pm ET (2pm PT)

[Dial-in details:](#)

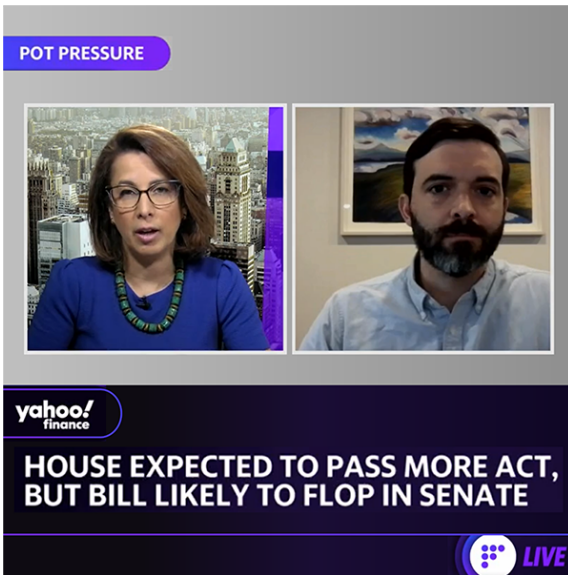
US & Canada: (833) 855-0799

International: (409) 937-8921

Conference ID: 9292726

Webcast:

ir.weedmaps.com



‘The single biggest issue facing’ cannabis markets, according to Weedmaps CEO

Weedmaps CEO Chris Beals joined [Yahoo Finance Live](#) to discuss what's standing in the way of federal cannabis legalization, legal marijuana markets, and whether inflation is also hitting the weed industry.

Chris Beals on Wharton Business Daily (Podcast)

Chris Beals, CEO of WM Technology and operator of Weedmaps, joins Dan Loney on [Wharton Business Daily](#) to take a look at the biggest issues with Cannabis legislation, licensing, banking, and more.

Weedmaps Original Docuseries
Tumbleweeds with Killer Mike



Must watch!

To celebrate 4/20 this year, Weedmaps premiered an original docuseries, *Tumbleweeds: Killer Mike*, on VICE. Rapper and activist Killer Mike hosts the four-part docuseries that celebrates the impact and evolution of cannabis culture in Las Vegas, San Francisco, New York, and Chicago. The first two episodes dropped on **VICE** on 4/20, and exclusive content is available on the **Weedmaps App**. Watch the trailer [here](#).

- 11am May 1 – Tumbleweeds with Killer Mike – New York
- 11am May 8 – Tumbleweeds with Killer Mike – Chicago
- 11am-1pm May 15 – Tumbleweeds with Killer Mike marathon

To date, the press coverage surrounding this has garnered over 650 million media impressions. Highlights include **AdWeek**, **Variety**, **Maxim**, and **Entertainment Weekly**.

The High Times 100 of 2021



Our CEO, Chris Beals, was named to **High Times 100 of 2021**, its celebration of the top market movers and culture creators in the cannabis space.

Chris is on the list, along with other notable figures in the cannabis industry such as Jacque Tortoroli, CEO of Charlotte's Web Holdings; Cookies CEO and co-founder, Berner; and Javier Hesse, founder of El Panteo and managing director at Benzinga Cannabis. According to High Times, this year's list of 100 top movers in the cannabis industry including more public companies that ever -- including of course, WM Technology (Nasdaq: MAPS).

Quick 'Hits' on What we Saw on 4/20

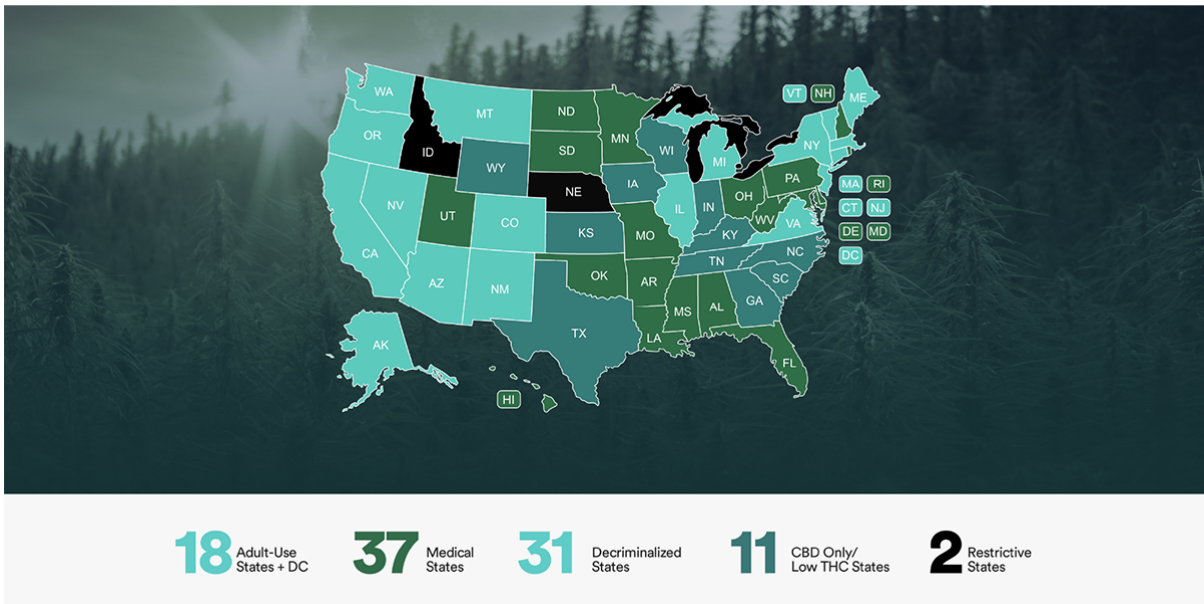


Deals, Deals, Deals: Deals and promotions continue to drive consumer purchase decisions. Driven by improvements in our deals discovery engine - we saw a 50% increase in the share of active sessions where a deal was claimed this 4/20 compared to last year.

Loyal and Repeat Users Drive Growth: While we saw big jumps in ordering across user segments, we saw the biggest gains from our most loyal users whose order volume grew more than 2x the average user this 4/20 compared to last year, once again suggesting that this core base of consumers is driving industry growth.

Open to Experimenting: While many users continued to re-order their favorites, we did see a significant increase in new order types/products vs a normal day demonstrating that users want variety and choice, especially on the most important holiday in cannabis.

WM Policy



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

Industry Updates:

California: We continue to engage in state budget negotiations. Our goal: inclusion of an incentive program that encourages holdout jurisdictions to opt into adult-use retail sales. We are also monitoring legislative threats in Sacramento and instituting opposing strategies as appropriate. For example, there was a recent bill requiring onerous labeling on cannabis packaging.

Colorado: We are visibly and actively supporting the campaign for the “Your Choice Colorado Springs” ballot initiative, which allows medical dispensaries to transition to adult use.

New York: NYC Mayor Eric Adams’ budget proposal identifies \$4.8 million to support the equitable development of the cannabis industry in New York City.

New Jersey: Medical operators can serve adult use clients as of April 21. Seven of the ATCs that applied to serve adult use were given the greenlight to do so, others may follow.

Maryland: Adult use legislation was passed by both chambers and cleared the governor's office. Sales could begin as early as July 2023.

Massachusetts: The senate passed a bill that would clarify and enhance social equity opportunities in the state's cannabis marketplace.

Michigan: Detroit opted to permit legal adult use and medical sales in the city.

Wisconsin: A bill that would permit medical cannabis in the state will likely get a vote in the coming weeks. Pundits are encouraged by how well the bill will do in one chamber, but we are not optimistic how the bill will fare in the other chamber.

Illinois: The legislative session ended with no action on cannabis. But many expect some debate on pending bills during the Fall veto session.

Missouri: The “adult use cannabis via constitutional amendment” petition has 200K signatures. We believe it is likely the issue will be put to voters on the November ballot.

Nebraska: Medical cannabis is not likely to be on the ballot this cycle.

Mississippi: Locals have until May 2 to opt-out of medical cannabis. So far about a dozen local governments have done so. But opting back in will be easy.

Oklahoma: While there will likely be some changes made legislatively to OK's loosely regulated cannabis market, they will be limited. That is because the marketplace was created via constitutional amendment that included a general framework.

Kentucky: The legislative session ended without the senate adopting the house-passed medical legalization bill, prompting consternation from the

governor and a possibility of executive action to address historical inequities associated with cannabis.

Key Product Updates

Promotions spotlight for WM Store



Weedmaps has launched a **new promotions spotlight feature** that lets WM Store clients display active online promotions at the top of their menu. Clients with promotions enabled on WM Store can prominently display custom promo codes to drive more online orders.

Weedmaps launches live menu and orders integration with Treez



Weedmaps and **Treez** clients can now enjoy a more seamless menu and order experience with new live menu and orders integrations.

WebJoint integration levels up the online shopping experience



Weedmaps has partnered with **WebJoint** to provide a seamless and accurate ordering experience for customers.

Events Around the US



Select Weedmaps sponsored 420 events:

- **Hippy Hill 420** (San Francisco): Weedmaps was the presenting sponsor for this large festival, which returned to SF in 2022 following two years of COVID-related cancellations. Hosted by Berner (CEO of Cookies), the lineup featured comedians Hannibal Buress and Jeff

Ross, and Bay Area turntablist legend DJ Shortcut. Mike Tyson and his Tyson 2.0 cannabis brand also attended. You can read a recap [here](#).

- **The Sesh w/Berner, Too \$hort & More** (San Francisco): Berner (CEO of Cookies) hosted the sold-out, Weedmaps sponsored party the evening of 4/20 that featured some of the same talent from Hippy Hill.
- **The Roll Up** (Northampton, MA): Expecting 10,000 for the first two days, the event allowed re-entry for guests that place an order on [Jack's Cannabis](#) on Weedmaps and they rode in a Weedmaps shuttle to the dispensary and back. The lineup featured Wiz Khalifa, Griz, Method Man and Redman, among others.
- **FlyHi 420 Festival** (Denver): Weedmaps was the main sponsor for Colorado's biggest 420 celebration. The lineup featured Big Boi, Lil Jon, and Talib Kweli.
- **Four-Twenty Experience** (Chicago): Weedmaps handed out copies of our incredible [Weed Book](#) at this private infused dining and consumption-friendly event.
- **National Cannabis Festival** (Washington, DC): Weedmaps did swag giveaways and had a 'hotbox' photo booth at the largest ticketed cannabis gathering on the East Coast. The musical lineup featured Wiz Khalifa.

Save the Date



Upcoming Conference Presentations
& Fireside Chats



Regenerative Cannabis Live – (United Nations, NYC)

Thursday, May 5

VP of Public Policy & Public Affairs Bridget Hennessey will be featured on a panel discussing *'Normalization & Regulation of the Cannabis Industry Driven by Education'*.

MJ Unpacked WM hosted Afterparty – (NYC)

Thursday, May 19

- Entertainment: Ghostface Killah, Roy Rogers, Jared Leighty.
- Email: ir@weedmaps.com for tickets.

Connecticut Cannabis Expo - (Mohegan Sun Casino; Uncasville, CT)

Saturday & Sunday, May 21-22

Weedmaps is the presenting sponsor.

CWCB Expo – (NYC)

June 2-4

CEO Chris Beals will deliver a keynote presentation.

WM Tech Conference Webcasts

View our recent conference presentations below (conference registration may be required):

Benzinga Cannabis Capital Conference (Apr 21)

- **Director, IR Tim O'Shea** (watch)
- **VP IR and Corp Dev Greg Stolowitz** (read)

Cantor Fitzgerald 2nd Annual US Cannabis Summit (Apr 13)

- CEO Chris Beals.
- CFO Arden Lee.

34th Annual Roth Conference (Mar 15)

- CFO Arden Lee.

How Web 3.0 is Impacting the Cannabis Industry



How Web 3.0 is Impacting the Cannabis Industry | Interview with Weedmaps CEO, Chris Beals

The Playbook with David Meltzer

Chris Beals, CEO of Weedmaps, shares his thoughts on what enabled the company to go public with a Nasdaq listing, as well as what makes rapper and activist Killer Mike the perfect host for their four-part docuseries Tumbleweeds that celebrates the impact and evolution of cannabis culture across the United States.

Beals and host of #ThePlaybook, David Meltzer, sat down to chat about a range of subjects including the new wave of acceptance and legitimacy that the cannabis industry is experiencing, the opportunities that Web 3.0 offers the cannabis industry, and the best way for a business leader to truly understand their customer base.

Helpful Links

[Our Latest Investor Presentation](#)

[4Q 2021 Earnings Call Replay](#)

[Our Fourth Quarter 2021 Earnings Press Release](#)

[Our Fourth Quarter 2022 Earnings Slides](#)

That's it. See you in a month!

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