



\$MAPS Monthly

March 2022 | Edition 1

Welcome to the \$MAPS Monthly newsletter from the Investor Relations team at WM Technology (Nasdaq: MAPS).

Designed for investors, \$MAPS Monthly is a great way to stay in the loop about WM Technology, our leading cannabis marketplace Weedmaps, and the cannabis industry.

This first edition has an interview with our CEO Chris Beals, product updates like Express Reorder, a tasty legalization map, our [March 2022 investor deck](#), and the latest state-by-state regulatory updates from the wonks on our [WM Policy team](#).

We also have links to our 4Q earnings results, and you can't miss our Superbowl ad [#SaveBrockOllie](#), about censorship.

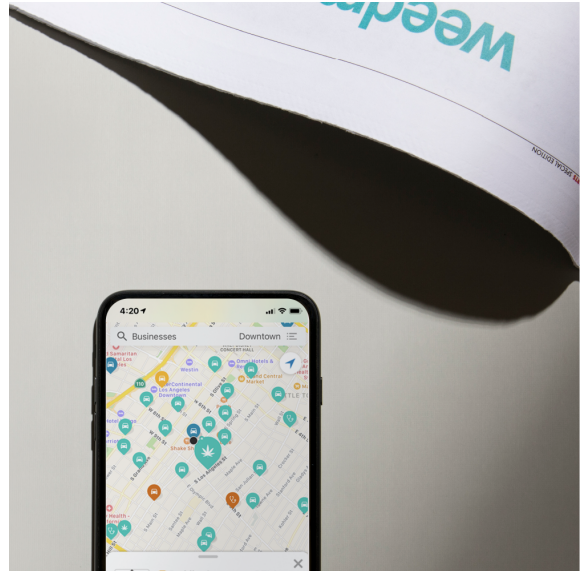
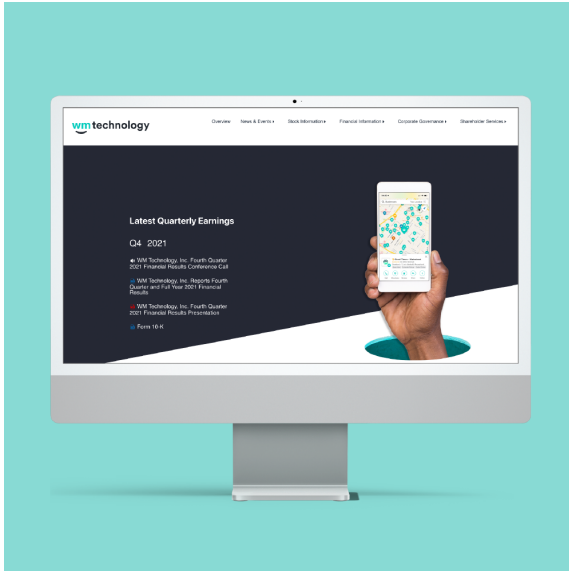
This is one of several new initiatives designed to help surface relevant data for investors, to make it easy to learn the \$MAPS story.

Say hi to us at the BTIG (Apr 6), Cantor Fitzgerald (Apr 13) and Benzinga (Apr 21) cannabis conferences. Follow us on [Twitter](#). And please send feedback.

What are your plans for 4/20? Weedmaps is a sponsor at [Hippie Hill](#) in Golden Gate Park - how many of you are going? It's the first one in 3 years.

To be continued next month...

Email investors@weedmaps.com to subscribe



Where to Find Us

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

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

Financial Update

On 2/23/22, we announced our financial results for the fourth quarter ending December 31, 2021. **Fourth Quarter Revenue increased to \$54 million**, exceeding expectations, with **Full Year Revenue of \$193 million**.

For full results and related information, please visit

ir.weedmaps.com or

[Our March 2022 Investor Deck](#)

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

[4Q 2021 Earnings Call Replay](#)

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

[Our Fourth Quarter 2022 Earnings Slides](#)



Chris Beals
Weedmaps CEO



Anthony Bay
Chairman, Board of Directors

What's on tap for marijuana tech platform Weedmaps' parent: Q&A with CEO Chris Beals (MJBizDaily)

Hear from Chris on the evolution of Weedmaps since going public, the business outlook for 2022, and what projects are on the horizon in this in-depth [Q&A with MJBiz](#).

WM Technology, Inc. Appoints Anthony Bay as New Chairman of Company's Board of Directors | WM Technology, Inc

In March, MAPS announced the appointment of Anthony Bay as the new Chairman of the Company's Board of Directors. We are excited to have him as part of the team!

For more, please find the press release [here](#).



4/20 is Coming!

Tumbleweeds Premiere

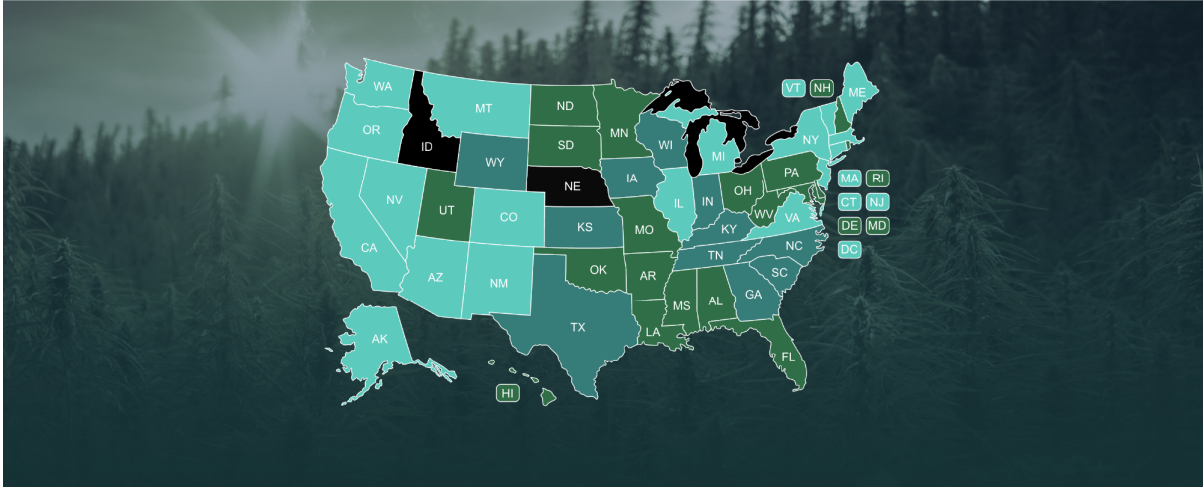
To celebrate 4/20 this year, Weedmaps will be premiering an original docuseries, Tumbleweeds: Killer Mike, on VICE.

Rapper and activist Killer Mike will host 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 will drop on VICE on 4/20, and exclusive content will be available on the Weedmaps App. Read our Forbes exclusive [feature](#) on our docuseries!

#SaveBrockOllie

Our Marketing team created a Super Bowl ad featuring original character Brock Ollie. Though it couldn't be shown during the big game, it did ignite an [important conversation](#) around censorship of cannabis content. Be sure to check out the ad [here](#), and share on [Twitter](#), [Instagram](#), and [LinkedIn](#).

WM Policy



18 Adult-Use States + DC

37 Medical States

31 Decriminalized States

11 CBD Only/ Low THC States

2 Restrictive States

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

[New WM Policy Blog](#)

[Policy Paper: Cannabis Consumption Lounges](#)

[A Look at 5 States that Legalized Cannabis](#)

Industry Updates:

On a federal level, many organizations and companies are working with Congress and the Administration to move the MORE Act, but it still faces an uphill climb to making it into law this year. The SAFE Act faces similar hurdles but there is a possibility of it moving as part of a larger package of legislation later this year. Majority Leader Schumer and Senators Booker and Wyden plan to introduce comprehensive cannabis legislation this spring.

California - Governor Newsom's [annual budget plan](#) includes language calling for the creation of an incentive program to encourage holdout jurisdictions to open up for adult-use retail sales. Currently, only around 175 of the state's 482 cities allow for cannabis retail businesses. The WM Policy team is actively lobbying and engaging in public affairs to help to ensure an effective program is included in the state's budget which will be passed by the legislature by June 15, 2022. There are a number of changes to taxes being considered in several legislative vehicles. Insiders suggest that several of these changes will pass, likely making it easier for the legal industry to better compete with the illicit-side.

New Jersey's retail application process opened in March with 232 applications for retail licenses submitted as of March 17, 2022; 68 conditional licenses for cultivation and manufacturing have been approved so far; the state's Cannabis Regulatory Commission anticipates approving some alternative treatment centers to serve adult use cannabis at their next meeting on April 11, 2022.

Massachusetts announced they have officially authorized over 200 AU retailers.

New York published draft regulations that would first license 100-200 retailers; these initial licenses would be limited to SE applicants (those who have been convicted themselves or who have a parent, guardian, child, spouse or dependent who was convicted of a cannabis-related offense). The goal is for sales to commence in late Q4/early 2023. The state also began accepting Conditional AU Cultivation applications from licensed hemp farmers, an important milestone in setting up the foundation for the launch of the AU marketplace.

New Mexico's adult-use (21+) sales are slated to commence on April 1.

Maryland - A House bill to put legalization on the ballot in November 2022 via constitutional amendment was taken up for debate by the Senate Finance Committee. Leaders in both chambers have been vocal supporters of legalization.

Colorado Springs advocates, equipped with Weedmaps' support and investment, launched a ballot campaign to allow ~130 medical-only dispensaries to transition to adult-use. The campaign is now in the ballot qualification phase. Colorado Springs is the state's second largest city by population.

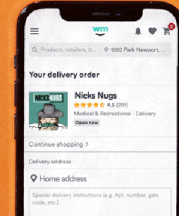
Delaware - While a legalization bill failed a House vote last month, advocates believe there is sufficient time remaining this session to amend and pass the legislation.

Rhode Island - Identical bills introduced in the state House and Senate caps retail licenses to 24 (half of which are allocated for social equity applicants and worker owned cooperatives). Appears likely going into budget and favored to pass.

An **Illinois** Court lifted the stay in issuing social equity licenses; timeline is soon but uncertain.

Ohio's SB 261 (passed by the state Senate, referred to the state House Committee on Gov't Oversight) would create a Division of Cannabis Control to move the medical program from the Department of Pharmacy; the division would be tasked with licensing at least one retail dispensary for every 1,000 patients up to the first 300,000 registered patients and then add additional retail dispensaries on an as-needed basis.

Key product update: Express Reorder



Introducing Express Reorder: consumers can now conveniently reorder their favorite items from retailers they've previously purchased through Weedmaps!

Prior to this update, consumers needed to navigate back to their order history, or search for a specific retailer. With the new favorites feature, Weedmaps users browsing online and in the app will see a carousel on their homepage featuring retailers they've previously ordered from, sorted in chronological order by most recent order. In addition to a simpler order placement process for consumers, the reordering carousel provides more opportunity to drive repeat orders for Weedmaps business clients.

“We’re excited to introduce this dynamic new homepage carousel to Weedmaps users, allowing them to save time when reordering from their favorite shops,” said **Alyx Gatti**, Group Product Marketing Manager for Weedmaps. “We also hope this feature will help our retailers reconnect with and re-engage their customers, and build loyalty over time.”

In order to view this feature, users in an applicable order-enabled region must be logged in and must have completed at least one

previous order. If you're a retailer interested in learning more about WM Orders, you can get started [here](#).

Beyond this new carousel, look out for more new features that will continue to make it easier for consumers to quickly reorder items available to them locally.



Admin 2.0 is a modern, data-harnessing tool that cleanly allows clients to understand and optimize their marketing spend across our Weedmaps platform. It is a strategic surface to drive product cross-sell and help improve client satisfaction with our products.

The redesigned portal includes key features to improve their user experience and benefit their listings, including engagement metrics (seen above), review summaries, and more.

Save the Date

wm technology

Upcoming Conference Presentations
& Fireside Chats



Upcoming Conference Presentations & Fireside Chats:

[BTIG Global Cannabis Conference](#) – (Virtual) Apr 6

[Cantor US Cannabis Conference](#) – (Virtual) Apr 13

[Benzinga Cannabis Capital Conference](#) – (Miami, FL) Apr 21

SXSW Recap



SXSW 2022

Recapping Weedmaps at SXSW 2022:

Combating the Censorship Crisis The mismatch between public opinion and marketing restrictions on cannabis content is problematic as brands struggle to reach and educate millions of consumers. Participants: Juanjo Feijoo, CMO/COO Weedmaps; Javier Hasse, Benzinga/El Planteo.

Rewriting Cannabis Drug Testing Policies Governments, corporations, and athletic organizations have an opportunity and obligation to drive a cultural shift toward a more tolerant and equitable future by revising their drug testing policies and the misguided assumptions that caused them in the first place. Participants: Chris Beals, CEO Weedmaps; Rich Kleiman, Thirty Five Ventures/Boardroom.

Global View: Weed on the World Stage In this session, companies operating on the global stage talk about the future of the global cannabis market on four major fronts: industrial hemp, CBD wellness, medical cannabis and the adult use/recreational market. Participants: Bridget Hennessey, VP of Government Relations at Weedmaps; Stephen Murphy, Prohibition Partners; Emily Paxhia,

Poseidon Asset Management; Trent Woloveck, Jushi Holdings, Inc.

Technology: The Key to Growing the Cannabis Industry The unique demands and needs of technology in the cannabis industry serve as a case study for other emerging sectors and ultimately begs the question, “what’s next?” in cannabis and beyond. Participants: Chris Beals, CEO Weedmaps; Colin Landforce, Unrivaled.

Other Things to Read

[Weedmaps in the News: February Recap](#)

Forbes — Regardless of if they directly touch the plant, social media is a challenge for cannabis companies including Weedmaps. Forbes’ Lindsey Bartlett [spoke with Chris](#) about how cannabis is regulated on social media and our Brock Ollie ad that addressed this ongoing issue.

[Brock Ollie Forbes](#) - Super Bowl airtime organizers don't like broccoli. The National Football League (NFL) championship game's broadcaster, NBC-TV, has rejected a television commercial from the cannabis marketplace and delivery service Weedmaps for Super Bowl LVI (56).

[Weedmaps Ad Satirizes Plight Of Broccoli Emoji As Marijuana](#)

[Stand-In On Social Media](#) - The marijuana technology company Weedmaps released a satirical ad on Monday about a man dressed as broccoli who’s going through an identity crisis because people

have come to associate the vegetable with cannabis.

The ad is a commentary on the censorship that marijuana businesses continue to face on social media and mainstream advertising, forcing people to use emojis like broccoli, maple leafs and literal pots to talk about cannabis.

Weedmaps to Roll Out New Docu-Series that Celebrates Cannabis Culture in Four Major U.S. Cities

- Weedmaps, a top online cannabis marketplace, is launching a four-part docuseries that celebrates the impact and evolution of cannabis culture in Las Vegas, San Francisco, New York, and Chicago. Hosted by famed rapper and activist Killer Mike, the program will premiere on April 20 on VICE TV.

That's it. See you in a month!

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