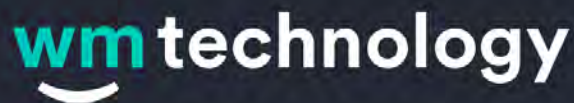




\$MAPS Monthly

Summer 2022 | Edition 5



From new product announcements to earnings, there is a lot going on at WM Technology! Please let us know if you'd like to connect with management, either by Zoom or in-person as we expect to be in New York, Chicago, San Francisco and Los Angeles during the quarter.

First up is Weedmaps for Business! Formerly known as WM Business, the renaming of our SaaS bundle reflects the integration of our most recent acquisitions - Sprout, Enlighten, Cannveya and CannCurrent - and enables us to provide an interconnected suite of logical end-to-end solutions.

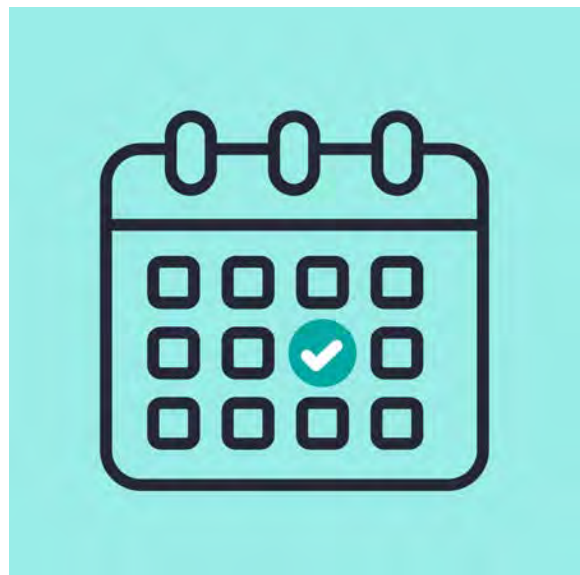
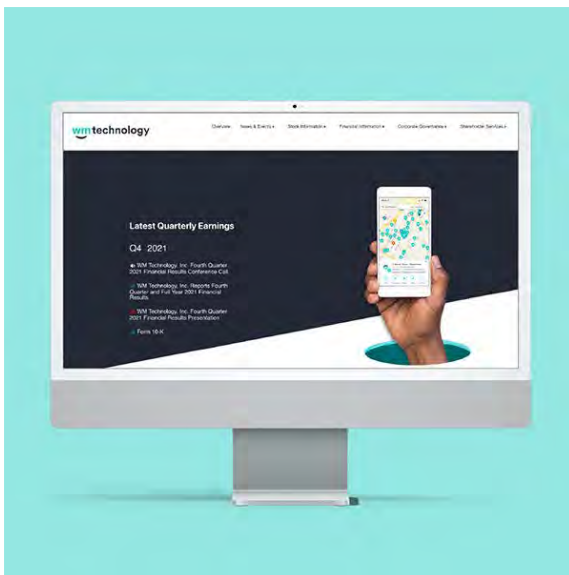
We also continue to roll out big feature updates for key products, and this month we are highlighting updates we believe will be especially popular with our delivery clients.

One-Touch Audits and Express Menus are both designed to help cannabis delivery operators manage and optimize their complex businesses. Scheduled Orders allows users the convenience of shopping for cannabis

on their time table, scheduling a pickup or delivery ahead of time, even outside store hours.

Finally, don't miss our new US cannabis license tracker, included in this newsletter below!

WM Technology Investor Relations
Subscribe at [irweedmaps.com](https://www.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)

Q2 Earnings

We announced our Q2 earnings on August 9. In case you missed it, here are the details:

Press Release

Earnings Slides

Webcast Replay

10Q



Times Union: Chris Beals

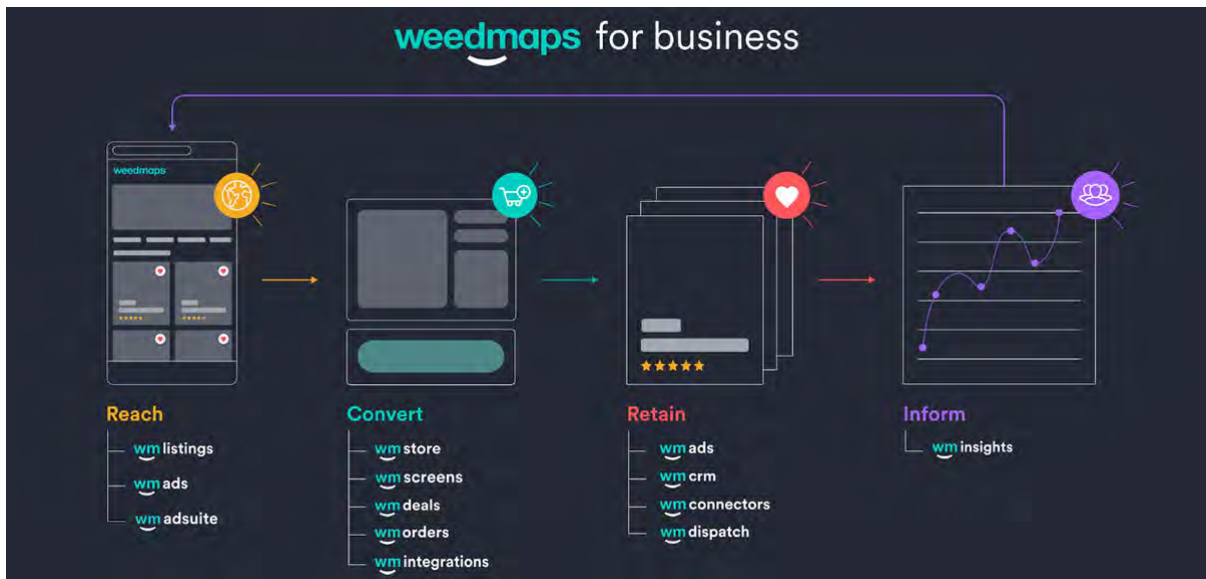
Our CEO, Chris Beals, discusses how facts, not myths, must drive the New York cannabis marketplace in his [commentary piece](#) in Times Union.



MG Magazine: Chris Beals

The August issue of mg magazine features our very own Chris Beals as the cover story for their annual tech issue. The article highlights Chris' focus as Weedmaps CEO, where he sees the industry heading, what it took to take the company public and the role of data in cannabis. Read the full article [here](#) starting on page 23!

Weedmaps for Business



We announced "**Weedmaps for Business**," our reconfigured SaaS offerings that better reflects the comprehensive B2B and B2C suite of products we provide to cannabis retailers and brands.

Formerly WM Business, "Weedmaps for Business" is a fully integrated suite of solutions powering cannabis businesses of all sizes, from SMBs to MSOs. This realignment builds on the momentum of our acquisitions -- Sprout, Enlighten, Cannveya, and CannCurrent -- to fully realize the power of Weedmaps for Business through an interconnected suite of logical, end-to-end solutions.

Where to find us in Q3:

- High Canada (9/12) - Hillsdale, CAN
- **Growth Frontiers Conference (9/12-14) - Nashville, TN**
- **Benzinga Chicago (9/12-15) - Chicago, IL**
- NJ Cannabis Insider Conference (9/15) - NJ

- Riot Fest (9/16-18) - Chicago, IL
 - Baltimore Raven Tailgate x ReLeaf v. Dolphins (9/18) - Baltimore, MD
 - Outlaw Music Festival (9/18) - Saratoga Springs, NY
 - The Clarendon Hotel Budtender (9/19) - Phoenix, AZ
 - Boston Cannabis Week (9/19-25) - Boston, MA
 - High Canada (9/21) - Brampton, CAN
 - High Canada (9/22) - Port Hope, NJ
 - Outlaw Music Festival (9/23) - Camden, NJ
 - NECANN (9/24-25) - Portland, ME
-

Product updates

Scheduled orders



Weedmaps now allows users to schedule orders ahead of time.

Our clients can now offer customers the convenience of shopping for

cannabis on their time table. This is designed to help clients reach new and existing shoppers, even outside of store hours. This should also help clients experience even fewer canceled orders by managing consumer expectations upfront. And it should help save time and money by optimizing driver routes based on consumer demand.

Express Menu



Our clients can now showcase Express Menus in addition to Scheduled Menus to display products available in a driver's vehicle available for express delivery.

This will allow operators to show items available in a driver's vehicle in addition to items available at the hub. We hope this will help our clients expand their reach into new markets that can be serviced by a local delivery driver. And it gives shoppers the option to choose between same-day express delivery or schedule a next-day delivery.



We recently launched **One-Touch Audit** to provide our customers with **seamless access to their most important data – the manifest of all completed deliveries**. Managing a cannabis delivery operation is no easy feat, which is why we're dedicated to launching features that help you manage your business, faster.

We prioritize compliance by:

- Storing your data in perpetuity, so you can meet regulatory requirements and pass an audit with flying colors
- Providing functionalities that help you run a compliant SOP, such as driver checklists and license expiration alerts
- Making audit reporting easy to organize and generate
- Integrating with state reporting systems such as METRC, so you don't have to manage them manually

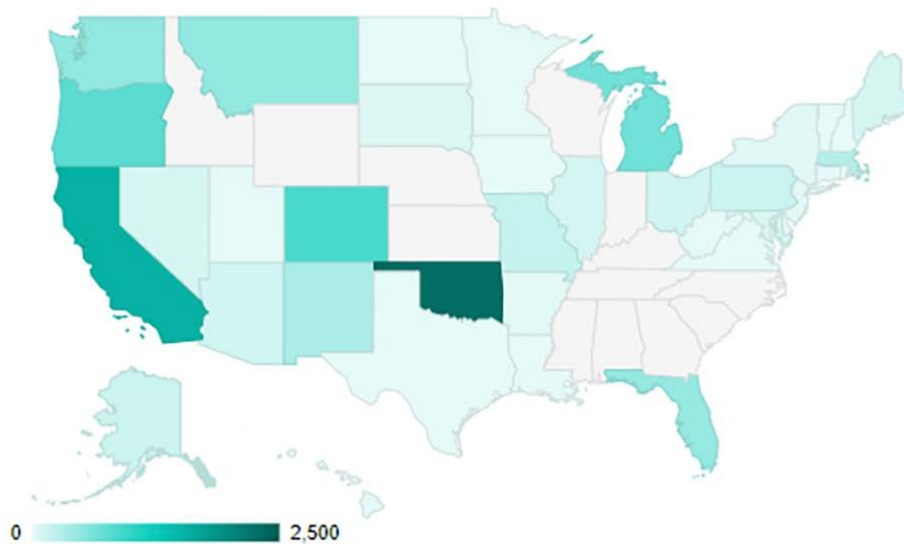
Data Insight



We have insights on over 1000 strains at WM. Fruity strains (e.g. Watermelon, Strawberry, and Pineapple Express) make up ~50% of our top 15 strains and their share of WM orders amongst top strains has been growing steadily (+4% since January).

We tie our strain insights to effect and flavor profiles from our users to create the deepest cannabis knowledge base in the world.

Cannabis Licenses by State



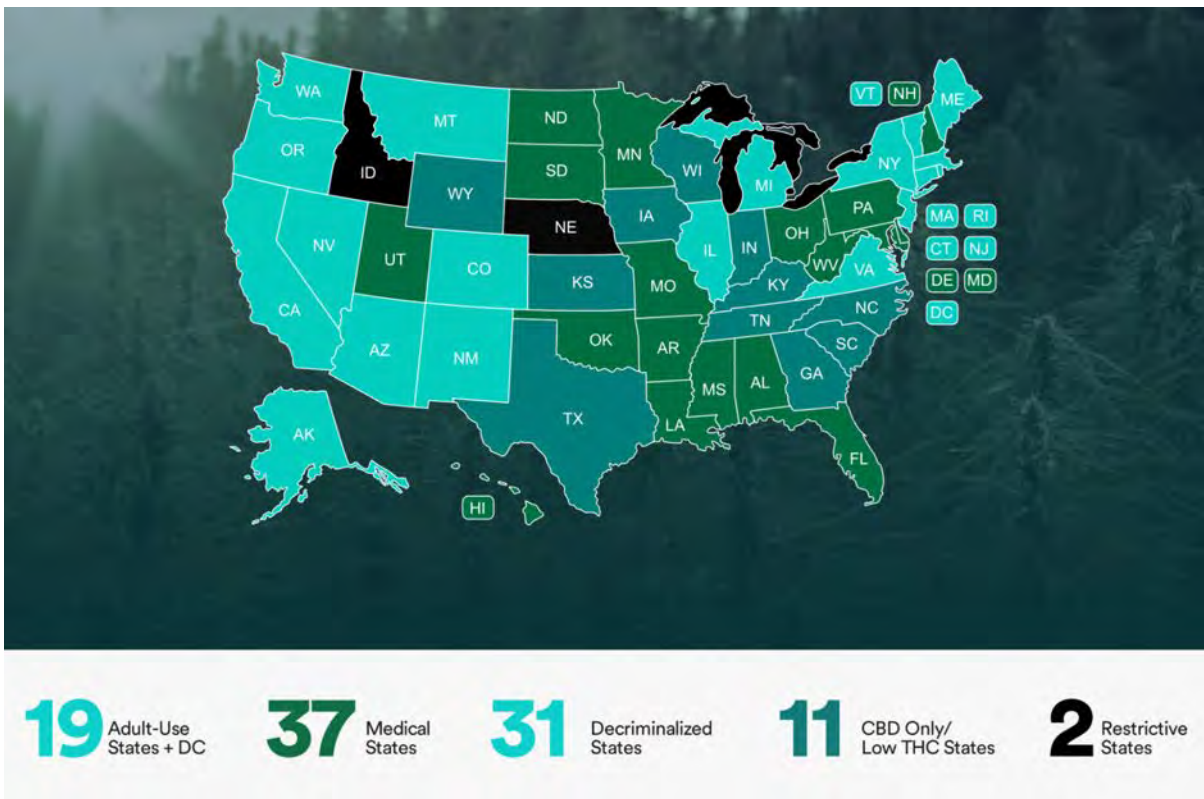
To view the cannabis licenses issued in each state, click the [heat map](#) and hover your mouse over the specific state.

On Aug 8, there were a total of 10,088 cannabis licenses issued in the retailer, dispensary, and delivery categories in the US. This is up from ~9,838 licenses on June 22, an increase of 250 licenses since that time.

This figure excludes distribution, cultivation and manufacturing licenses, and does not include brands.

Data Sourced from Cannabiz Media – www.cannabiz.media

WM Policy



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

State Updates:

New York: Regulators approved final retail rules for dispensaries, and the review of social equity applications will start soon. Governor Hochul awarded \$5 million to community colleges in NY for cannabis industry job training programs and courses.

California: Regulators are seeking input on proposals to standardize lab testing of cannabis products. With uniform testing requirements, unscrupulous businesses can't "shop around" for better test results.

Minnesota: Hemp-derived products are now allowed up to .5% THC by weight in edibles/drinkables. That's up to 5 milligrams per serving, or 50 milligrams per package—thanks to a new law that took effect in July.

Illinois: Regulators issued 149 conditional adult-use dispensary licenses—

each one qualified for the state's social equity program.

Colorado: Governor Polis issued an executive order that prohibits the denial of professional licenses based on cannabis use.

Nebraska: A petition filed by activists for an adult-use cannabis proposal on the November ballot may lack the necessary numbers' signatures. State officials are reviewing.

Utah: Legislators charged with overseeing the state's medical cannabis program received testimony on a proposal to consolidate regulatory authority under a single entity.

North Dakota: Activists submitted signatures to put adult-use cannabis legalization on the ballot in November, pending signature verification by the state. Under the proposal, cannabis would be legalized for adults 21+, and regulators would have until late 2023 to develop regulations.

Connecticut: Regulators approved the first set of cultivation licenses. Governor Lamont expects retailers to begin to open within six months.

Pennsylvania: Governor Wolf signed a law preventing state authorities from impeding cannabis businesses' access to financial services.

Missouri: A preliminary review of signatures calling for an adult use proposal on the November ballot indicates the initiative may not qualify. Final determination will be in August.

Texas: Sid Miller, the state's Agriculture Commissioner, penned an op-ed advocating for expanded access to medical cannabis, and highlighting the failures of prohibition.

Michigan: Regulators announced that \$20 million in cannabis-generated tax revenue will fund research on the medical benefits of cannabis

for veterans.

WM Policy Blog

Cannabis Administration and Opportunity Act: WM Policy Analysis



In our newest **blog** post, we provide an analysis of the Cannabis Administration and Opportunity Act, emphasizing the bill's highlights and areas for improvement.

Cannabis Policy Challenges Shared by Uruguay, Canada and the U.S.



In their respective efforts to advance their cannabis industries, Uruguay, Canada, and the United States face similar cannabis policy challenges.

In our latest [blog](#) post, our Government Relations Associate, Rebeca Herrera, discusses three challenges and how they help unify these countries.

WM July-August Events Recap

- KIND Cannabis Week (7/5-6) - Toronto, Canada
- CannaOne Mississippi (7/7-9) - Biloxi, MS
- The Clarendon Hotel Budtender Event (7/18) - Phoenix, AZ
- Trailblazers NYC (7/27) - NYC, NY
- Aurora Pride (8/6) - Aurora, CO
- Cannaccord Growth Conference (8/10-11) - Boston, MA
- Outlaw Music Festival (8/13-14) - Bethel/Darien, NY
- Ruido Fest (8/19-21) - Chicago, IL

- Hampton Cannabis Expo (8/20) - East Hampton, NY
- LemonHaze Golf Tournament (8/22) - Boston, MA
- Wolfe Conference Fireside Chat (8/24-25) - Virtual
- NECANN (8/26-27) - Albany, NY
- Jersey City Pride (8/27) - Jersey City, NJ
- Revelry (8/28) - NYC, NY

That's it. See you in a month!

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