



Who Weedmaps Is

Weedmaps was founded in 2008 on the premise that consumers needed reliable data about marijuana, its effects and where to legally purchase lab tested products. Since then, Weedmaps has grown to provide a broad range of technology and advertising services. Weedmaps has over 300 employees and is headquartered in Irvine, California with offices in Denver, New York City, Toronto, Barcelona, Phoenix, Boston and Berlin. Our central business mission is to enable companies in the industry to meet the regulatory and competitive needs of a rapidly evolving market through advertising, software and data solutions.

Because Weedmaps has a global footprint, works with participants at all layers of the supply chain, and does not engage in any business which touches the plant – we believe we have a uniquely broad and agnostic perspective of what marijuana regulations and laws have worked and have failed. We are committed to working with lawmakers, regulators, industry participants, non-governmental organizations and trade groups to organize comprehensive marijuana policy solutions that accommodate existing marijuana businesses, enable industry growth and address the public safety, health, tax and community reinvestment goals of legislators and regulators.

What We Do

Since our inception in 2008, Weedmaps has been the leading innovator in developing software and platforms that drive the cannabis industry. Our platform consists of the following main verticals:

- **Weedmaps Core:** This platform provides advertising services to dispensaries, delivery services and doctors. For dispensaries and delivery services we provide the ability for consumers to browse menus and products as well as reviews.
 - *Menus:* Menus are generated by manual entry or can be updated real-time through integration with third-party point of sale systems. We accept direct menu updates from numerous POS' and provide an open API for additional POS' to push menu data.
 - *Lab Data:* Lab data on the platform is only pushed directly from accredited laboratories and we currently receive lab data from over 130 labs with more coming online each month. All lab results expire and have to be refreshed with new data. We recently launched support for full cannabinoid and terpene testing information and are actively working to educate labs, brands and dispensaries that including broader lab testing results is critical for consumer safety and decision-making.
 - *Photos:* We employ over 100 freelance photo and video professionals to populate the site with detailed and informative photos that showcase what products dispensaries carry. This service is provided free to ensure customers get the best data possible.
 - *Competitors:* The primary competitors to Core are Yelp and Google Local. We also face competition from dozens of copycat sites which steal our data and infringe our IP. Simply put, we seek to differentiate ourselves by providing better lab data, learning tools and information to consumers.
- **Weedmaps Brands:** Launched in February 2017, the Brands platform is a revolutionary new product that allows marijuana brands to tell their brand story, showcase their products and surface reliable data on lab testing and where products can be purchased. It also allows consumers to review and discuss products and their effects.
 - *Anti-Counterfeiting:* The Brands platform combats counterfeiting and surreptitious product movement by allowing Brands to review and verify dispensary menu listings claiming to sell their products.

- *Consumer Safety*: Consumers can see a verified product mark on dispensary menu items that have been verified by the Brand. Additionally, they can review the applicable product description and consumer reviews for applicable verified product.
- *Photos*: Like the Core platform, we have spent over a year generating product photos for Brands to ensure that consumers can get a better visual sense of products.
- **MMJ Menu & The Green One**: These platforms are dispensary point of sale systems with MMJ Menu being used in the U.S. and Canada and The Green One being used in Spain. MMJ Menu is compliant with numerous state reporting systems and is one of the most utilized POS systems in the U.S.
- **Safe Access MD (SAMD)**: SAMD is a cloud-based software solution that allows cannabis doctors to administer and manage prescriptions and patients. The system is currently used by doctors throughout the U.S. and allows them to maintain compliance with state-specific law.
- **Weedmaps News/Marijuana.com/Weedmaps TV**: The platforms are the outlet for our news and lifestyle content. Through these platforms we publish content ranging from investigative journalism to product reviews to current event coverage. On our video platform, we provide content that includes medical learning, industry events and lifestyle.

Our Policy

The central tenant of our policy is to encourage legalization of marijuana in a reasonably regulated legal market that minimizes the illegal market for marijuana and doesn't treat marijuana as if prohibition is only "half-abolished" while protecting the concerns of citizens. The key planks of our platform include:

- *Access*: Ensure sufficient access for customers and patients so that they don't turn to illegal markets or are deprived of a legal source of purchase. Looking at existing illegal market data in legalized markets, we strongly believe that a dispensary densities of at least 1/10,000 people is necessary to prevent oversized illegal markets and enable sufficient patient access.
- *Lab Testing*: Mandate robust standards for lab testing and requires labs to maintain independence from licensed operators. Periodically review and revise standards as research on cannabis evolves.
- *Safety*: Continuously seek to improve safety for consumers and minimize negative externalities to the general public. Keep regulations tailored to these needs and seek cost-effective means to accomplish these goals while not breaking marijuana markets. Adopting an iterative and responsive approach to legislation that addresses issues as they arise or seem likely to arise as opposed to over-regulating in the absence of any data.
- *Taxation*: Keep initial tax rates low and avoid multiplicative layers of taxation across levels of government to minimize the illegal market, encourage customers to use the system and ensure sufficient margins for marijuana businesses to spend on lab testing and infrastructure.
- *Efficient Markets*: Ensure that the marijuana industry has a chance to succeed by minimizing restrictions on cross-licensure or requirements for unnecessary layers like monopolistic, independent distributors (*i.e.* Tied House). Ensure requirements for licensing are well tailored to legitimate needs such as public safety, taxation or enforcement.
- *Enforcement*: Ensure that enforcement efforts against illegal operators are based on an evidentiary approach and that law enforcement or regulators have a clearly tasked mission that protects consumers and clearly delineates the legal market. Accept that law enforcement or regulatory policing are the only means to accomplish these goals and attempts to utilize tax authorities, consumer penalties, advertising restrictions or other circuitous means of enforcement have consistently failed in other industries (*e.g.* livery cabs, alcohol, home sharing).