



1/11/2024

WM Technology (MAPS)

Initiation of coverage: Neutral

Key Highlights:

- Trading at 0.6x sales (vs. 4.5x for comparable stocks), the valuation does not properly reflect MAPS' unique franchise as the leading online cannabis consumer marketplace.
- As more states legalize recreational sales and more dispensaries open, MAPS should be well placed to grow top line, outside its four core markets of CA, CO, MI, and OK.
- Still, industry challenges in the company's core markets, execution risks, and guidance pointing to minimal near-term growth, make us opt for a Neutral stance at this stage.

US\$Mn				
Sales	FY22	FY23	FY24	FY25
1Q	57.5 A	48.0 A	46.5 E	50.8 E
2Q	58.3 A	50.9 A	49.9 E	53.5 E
3Q	50.5 A	47.7 A	50.5 E	54.9 E
4Q	49.3 A	47.0 E	49.6 E	57.0 E
FY	215.5 A	193.6 E	196.5 E	216.2 E
EBITDA	FY22	FY23	FY24	FY25
1Q	-1.0 A	-1.0 A	4.8 E	9.0 E
2Q	-0.6 A	6.6 A	5.9 E	9.5 E
3Q	-9.6 A	6.2 A	7.0 E	9.7 E
4Q	-20.1 A	4.9 E	7.3 E	10.7 E
FY	-31.3 A	16.8 E	24.9 E	38.9 E
Share price (US\$)	\$0.88		Rating	Neutral
Share count (mn)	160.0		Price target	No PT
Market Cap (\$Mn)	142		Fiscal Year	Dec
Ticker	MAPS			

FCF	FY22	FY23	FY24	FY25
1Q	-11.2 A	-1.1 A	2.2 E	6.4 E
2Q	-1.2 A	-0.6 A	3.9 E	6.9 E
3Q	-11.2 A	5.3 A	4.3 E	7.0 E
4Q	-4.1 A	2.1 E	4.4 E	7.9 E
FY	-27.7 A	5.6 E	14.8 E	28.2 E
Net Debt	FY22	FY23	FY24	FY25
1Q	55.9 A	25.9 A	32.0 E	51.0 E
2Q	47.6 A	24.6 A	35.9 E	58.0 E
3Q	34.2 A	27.7 A	40.2 E	65.0 E
4Q	28.6 A	29.8 E	44.6 E	72.8 E
Performance	MAPS	MSOS	NASDAQ	
30d	10%	1%	5%	
90d	-26%	2%	14%	
1yr	-24%	3%	-9%	

Pablo Zuanic

ZUANIC & ASSOCIATES

pablo.zuanic@zuanicgroup.com

420Odysseus; www.zuanicassociates.com



Investment Summary

We initiate coverage of WM Technology (NASDAQ: MAPS) with a Neutral rating. Trading at 0.6x sales (vs. 4.5x for comparable ecommerce/marketplace/SaaS stocks), the stock valuation does not properly reflect MAPS' unique franchise as the leading online cannabis consumer marketplace. As more states legalize recreational sales and more dispensaries open, MAPS should be well-placed to grow top line (long-term opportunities are not just confined to North America). Also, in the future, as US regulatory hurdles start to fall, the company could be an acquisition target for the larger tech groups. Still, current industry challenges in the company's core markets, execution risks (narrowing the strategic focus; changing to a price dynamic model), and guidance pointing to minimal near-term growth, make us opt for a Neutral stance at this stage (attractive valuation notwithstanding).

On the company franchise strength. Since its founding in 2008, Weedmaps has become a premier destination for cannabis consumers to discover and browse information regarding cannabis and cannabis products, permitting product discovery and order-ahead for pickup or delivery by participating retailers. The company claims close to 100% penetration in CA (>50% of revenues) with storefront and delivery operators; it has also gained presence in other states with high store density (we estimate CA, CO, MI, and OK, account for over 80% of company revenues), and is gaining awareness with consumers and operators in new markets. The weedmaps marketplace provides consumers (it claimed 17mn MAUs back in mid 2022) with information regarding cannabis retailers and brands, through its mobile apps and website, permitting product discovery and order-ahead for pickup or delivery by participating retailers. On the supply-side of the marketplace, the company has 5,414 average monthly paying business clients (3Q23), spending close to \$3,000 per month (5x Leafly, its closest competitor). These paying clients can choose to purchase multiple listings solutions (they had purchased over 8,000 listing pages as of 9/30/23). The marketplace accounts for over three quarters of company revenues, with the rest coming from "Weedmaps for Business", which is described as a set of SaaS/ecom enablement tools designed to help retailers and brands get the best out of the weedmaps consumer experience and create labor efficiencies and manage compliance needs.

Top line growth drivers. Overall US cannabis market growth should be a key driver of company growth (although we note company revenues have lagged the US market and its home market of CA since 3Q22). We conservatively project US legal sales to grow from \$28Bn in CY23 to >\$40Bn by 2027, with more states legalizing rec. As states become more competitive and more stores are added, the need for weedmaps should increase. That said, the jury may still be out on the MAPS "right to win" outside CA. Indeed, while the company's four core states (CA, CO, MI, OK) account for over 80% of company sales, they only account for 35% of total US legal sales (i.e., the track record of MAPS penetrating new states is mixed). Also, while the company may have close to 100% penetration in CA, this is not the case in the company's three other core states, although we are well impressed with the company's visibility in Michigan (a relatively new rec state). But MAPS growth will not just be driven by market growth (defined as GMV, or gross merchandise value). Indeed, in addition to underlying market sales growth, MAPS will seek to garner more revenue from existing customers (the recent changes to the pricing policy are consistent with this) and

penetrate new accounts in existing markets. But unlike in the past, new SaaS solutions will not be a driver of growth, as MAPS has narrowed its focus away from a “one-stop” solution provider.

How the strategy has changed over time. Three years ago, the vision called for a “business in a box” (BiaB) concept, with the company offering an increasing suite of solutions to its customers, essentially becoming a “one-stop shop” tech vendor (and moving clients “down funnel” from the marketplace “top of funnel”). In short, this vision has been streamed down. Even though over time MAPS has evolved from being a listing page with a product menu (with now featured listings, promoted deals, display ads, and search engine results page ads), to also offering online ordering (for pick-up or delivery) as well as a logistics/fulfillment software and driver app, the reality is that other services have either been phased out or de-emphasized. Some of those services included: an ad campaign manager (performance-based bidding engine); a CRM system; a loyalty program; a premium data analytics product. As a result, the revenue mix has changed little: back in 3Q21, featured and deal listings accounted for 71% of company revenues compared with 69% in 3Q23, and SaaS/WM business solutions were 22% of sales compared with 23% now. Also, as the company has adapted its strategy, it changed its pricing strategy (in part as it became more selective in targeting accounts, and onboarding accounts in news states has been slower than expected) to garner more revenue from the stronger existing accounts.

Risk of backlash to recent changes in the pricing structure. Weedmaps began rolling out changes to its pricing structure in early August, and these took effect nationwide on 10/1/23. The typical subscription monthly rate of \$495 per store shifted to a “dynamic pay for performance” model, in which rates increased for some and dropped for others based on business volume. For heavy users (well above the average monthly customer spend of ~\$3,000), we do not think the increase in the \$495 rate would be so significant as % of total spend (as the base subscription would have been, say, only 10% of their total spend to start with). The bid process for featured ad listings was already a dynamic process, so this part (90%, say, of the spend for a heavy user) did not change. Sure, there is a risk over time some retailers may opt for their own digital solutions, but this is easier said than done (weedmaps does drive traffic, and some see it as a “necessary evil”, given the dearth of alternatives with comparable volume and reach). Still, the commentary in state trade journals and social media (Reddit, X), and from vocal leaders (like Catalyst’s CEO Elliot Lewis), raises the question of a customer backlash, at least in CA. We assume MAPS management implemented these changes for the sake of growth and to build a more sustainable model (relying on stronger customer for a larger % of revenue), but 4Q23 sales guidance does not show a lift, and we fear the new policy may imply less revenue generation from newer states at least initially (given lower volumes at the start).

Projections: a growth story? Company sales peaked at \$58Mn in 2Q22 but have declined since then (\$48Mn in 3Q23), and 4Q23 guidance points to a further sequential drop (\$47Mn). Based on continued US market growth and significant room to increase penetration in new rec states, the company should have relevant top line growth potential. But aspirations are now more muted (at the time of the IPO in mid 2021, MAPS was pointing to \$440Mn in CY23 sales). On the other hand, profitability has improved (>20% EBITDA margins in 2Q23 and 3Q23 after -19% in 3Q22), and management is focused on cash flow and controlling cash opex. Still, this is supposed to be a growth story, and top line visibility is an issue given, a) uncertainty from a potential CA backlash

(to the change in pricing), b) the effect on top line from pruning out weaker accounts that previously may have driven growth (medical stores in OK; CA delivery operators), and c) and the company's mixed track record of growth in new markets.

The ownership structure has changed. MAPS became public in June 2021 via a SPAC transaction with Silver Spike group (the SPAC stock price peaked at \$29 in early Feb 2021, with the MAPS stock itself peaking at \$21 in late June 2021 post SPAC closing). When the transaction closed, proforma ownership was 22% for the PIPE, 17% for Silver Spike, 4% for the SPAC sponsor, and 57% for other shareholders. By late Nov 2021 (FactSet), insiders owned >24% (including 15% by Silver Spike), and the balance (free float) was 51% held by institutions and 25% retail investors. As per the latest FactSet data, Silver Spike no longer owns A shares in the company. Regarding the 93mn class A shares, as per FactSet, insiders now own 13% (including Tony Aquila and Doug Francis), institutions own 37%, and retail investors >50%. *Note: For valuation purposes, besides the class A shares, we also count 56mn class V shares and 3.2mn class P shares (converted from 14.9mn); see appendix.*

Valuation and upside. On our CY24 estimates, and taking projected EV, the stock trades at 0.5x sales and 4.2x EBITDA (0.4x and 2x on CY25). Vertical SaaS stocks trade at 5x 1yF sales (17x EBITDA), marketplace stocks are at 3.3x sales (11x), and ecommerce enablement stocks at 5x (46x). On a spot basis, we calculate an EV of \$121Mn for MAPS. We take the latest share count disclosed on 11/3/23 (93.9mn class A; 55.5mn class V; 3.3mn class P adjusted from 14.9mn) plus RSUs and PRSUs totaling 7.4mn (we exclude the public and private warrants [19.5mn] as they are out of the money). At the current share price of \$0.88, that implies a market cap of \$142Mn. For EV purposes, we take net cash of \$28Mn and leases net of right of use assets of \$7Mn; we do not factor the minority interest of \$95Mn as that is already reflected in the non-controlling share classes. See appendix for spot and forward calculations. So, with a current EV of \$121Mn, MAPS trades at 0.6x current sales (3Q23 annualized) and 5x current EBITDA.

- **The bull case:** From a technical perspective, the stock could move up if cannabis stocks surge on rescheduling news (the stock is more correlated to the MSOS ETF than NASDAQ) but also if tech stocks re-rate (EV/Sales for comparable tech stocks have dropped from the low teens three years ago to 4-5x now). From a fundamental perspective, acceleration in the US cannabis market growth, more stores opening (say, 1,000 in NY state?), and improved operator economics, should all bode well for MAPS. Last, but not least, the company has room to increase penetration of several states, and that could drive sales well above our estimates. If company sales were to reach \$500Mn by 2026 (vs. our more conservative estimate of \$241), at 4x EV/Sales, the stock could be worth \$13 by Dec'25 (we do not assign price targets) vs \$0.81 now.
- **The bear case:** There is a risk the backlash in CA worsens, and that the company loses penetration while realizing little increased revenue per paying client there, and that MAPS fails in expanding penetration in new states (and or CO and MI). Also, the AR picture has improved, but if CA retailer economics worsen, receivables collection could become an issue again. All this said, the renewed focus on profitability and cash flow, limit the financial risk, as we see little downside to the current valuation of 1x sales.

Company Background and Strategy

Founded in 2008 (headquartered in Irvine, CA), WM Technology operates a leading online cannabis marketplace for consumers (“weedmaps”) together with a comprehensive set of eCommerce and compliance software solutions for cannabis businesses, which are sold to retailers (storefront locations and delivery operators) and brands, primarily in the US. According to management, “the company’s comprehensive business-to consumer (B2C) and business-to-business (B2B) suite of products afford cannabis retailers and brands of all sizes integrated tools to compliantly run their businesses and to reach, convert, and retain consumers”.

Table 1: Revenues

	2020	2021	1Q22	2Q22	3Q22	4Q22	2022	1Q23	2Q23	3Q23
Total (\$000s)	161,791	193,146	57,452	58,294	50,500	49,285	215,531	48,007	50,852	47,725
SaaS and WM Biz	15,939	42,611	12,737	12,973	12,383	12,569	50,662	11,684	11,286	10,877
Featured & deal listings	134,969	138,480	41,470	40,595	34,644	32,912	149,621	33,494	35,401	32,945
Other WM ad solutions	10,883	12,055	3,245	4,726	3,473	3,804	15,248	2,829	4,165	3,903
Change yoy %		19%	40%	24%	-1%	-9%	12%	-16%	-13%	-5%
SaaS and WM Biz		na	na	na	12%	2%	19%	-8%	-13%	-12%
Featured & deal listings		na	na	na	-5%	-15%	8%	-19%	-13%	-5%
Other WM ad solutions		na	na	na	-1%	27%	26%	-13%	-12%	12%
Mix	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SaaS and WM Biz	10%	22%	22%	22%	25%	26%	24%	24%	22%	23%
Featured & deal listings	83%	72%	72%	70%	69%	67%	69%	70%	70%	69%
Other WM ad solutions	7%	6%	6%	8%	7%	8%	7%	6%	8%	8%

Note: 2020, 1Q21, and 2Q21, are not comparable due to different disclosure groupings

Source: Company reports

The business consists of a commerce-driven marketplace (weedmaps), and a fully integrated suite of end-to-end Software-as-a-Service (“SaaS”) solutions software offering. The latter (weedmaps for business) accounted for 23% revenues in 3Q23, and the weedmaps marketplace for 77% (featured listings and deal listing 69%, and other ad solution for 8%). But it is important to note the company was monetizing the same customers (retailers, brands) in both sides of the business. For example, prior to the 10/1/23 price change, the basic subscription for retailers was \$495 per month (delivery \$395, and brands \$900), but customers on average were spending close to \$3,000 on the account.

- Marketplace:** The weedmaps marketplace provides cannabis consumers with information regarding cannabis retailers and brands. Also, the marketplace aggregates data from a variety of sources, including retailer point-of-sale (“POS”) solutions, to provide consumers with the ability to browse by strain, price, cannabinoids and other information regarding locally available cannabis products, through the weedmaps website and mobile apps. The marketplace provides consumers with product discovery, access to deals and discounts, and reservation of products for pickup by consumers or delivery to consumers by the participating retailers (retailers complete orders and process payments outside of the weedmaps marketplace as the latter serves only as a portal, passing a consumer’s inquiry to the dispensary).



- **Weedmaps for business:** The subscription package includes, a) WM Listings: a listing page with product menu for a retailer or brand on the weedmaps marketplace, enabling clients to be discovered by the user of the marketplace; b) WM Orders: software for retailers to receive pickup and delivery orders directly from a weedmaps listing and connect orders directly with a retailer's point of sale (POS system); c) WM Store: customizable online store which allows retailers and brands to import their weedmaps listing menu or product reservation functionality to their own white-labeled WM Store website or separately owned website; d) WM Connectors: a centralized integration platform, including API tools, for easier menu management, automatic inventory updates and streamlined order fulfillment to enable clients to save time and more easily integrate into the WM Technology ecosystem and integrate with disparate software systems; e) WM Insights: an insights and analytics platform (providing data and analytics on user engagement and traffic trends to a client's listing page) for clients leveraging data across the weedmaps marketplace and software solutions. See the next table for other services provided.

In the 3Q23 10-Q (released 11/3/23), the company said it planned to “sunset WM AdSuite, WM CRM, and WM Screens product offerings on 12/15/23 and focus our efforts on other Weedmaps for Business products that support the Weedmaps marketplace and improve the eCommerce experience for our clients and users”.

Table 2: WM Business Solutions

Weedmaps for biz subscription	WM Ad Solutions	Other SaaS
WM listings	Featured listings	WM Dispatch
WM orders	WM deals	WM AD Suite
WM store	Banner ads	WM CRM
WM connectors	Promotion tiles	WM Screens
WM insights		

Source: Company reports

The recent price change... Weedmaps began rolling out changes to its pricing structure in early August, and these took effect nationwide on 10/1/23. The typical monthly rate of \$495 per store shifted to a “dynamic pay for performance” model, in which rates increased for some and dropped for others based on business volume and traffic. There is a risk some retailers may opt for their own digital solutions, but this is easier said than done (weedmaps does drive traffic, and some see it as a “necessary evil”, given the dearth of alternatives with comparable volume and reach). Still, the commentary in state trade journals and social media (Reddit, X), and from vocal leaders (like Catalyst's CEO Elliot Lewis), raises the question of a customer backlash, at least in CA. MAPS management implemented these changes for the sake of growth and to build a more sustainable model (relying on stronger customer for a larger % of revenue). That said, 4Q23 sales guidance does not show a lift, and we fear the new policy may imply less revenue generation from newer states at least initially (given lower volumes at the start).

... **and change in strategy.** From a vision of a being a one stop tech solution to retailers, the company is now more focused in terms of the services it will provide. Under the prior strategy, management was making the following argument: “Traditional technology solutions (such as Shopify, Zillow, Fiverr, GoodRx, Etsy, Yelp) do not operate with the cannabis industry given the end-market’s regulatory complexity (even though those solutions may all offer similar revenue growth opportunities for those retailers). By the same token, competing cannabis-focused technology solutions lack WM’s scale and breadth of product offering; they are either smaller in terms of revenues and GMV (gross merchandise value), or are more specialized in one part of the array of tech solutions (springbig, dutchie, I-heart-jane, leaflink, leafly, flowhub, Kern)”. In that context, WM believed “a comprehensive package was a better solution for retailers and brand owners”. The company made acquisitions and developed proprietary tools to fulfill the “one-stop shop” vision, but we believe both the challenging market context and execution challenges with the that vision triggered a more cautious and focused approach. Long term, the one-stop vision might work, but by then we would see WM technology as being part of a larger tech platform (yes, as we explain in the valuation section, we think the company being acquired down the road is part of the bull long term thesis).

In the next section we discuss the company’s performance in its four main markets (CA, CO, MI, and OK), which we estimate account for 82% of company revenues. Importantly, although in our view the company’s results outside its core states are at best mixed (lagging overall market growth in those states), we note states outside the core now account for 18% of company sales vs. 8% in 2021.

Table 3: Company revenues by state (our estimates)

	2020	2021	1Q22	2Q22	3Q22	4Q22	2022	1Q23	2Q23	3Q23
Company sales	161,791	193,146	57,452	58,294	50,500	49,285	215,531	48,007	50,852	47,725
California		119,862	34,471	34,393	28,785	27,600	125,249	26,404	27,460	24,817
CO/MI/OK		57,944	17,236	17,488	15,150	14,786	64,659	14,402	15,256	14,318
rest		15,340	5,745	6,412	6,565	6,900	25,622	7,201	8,136	8,591
Change yoy %		19%	40%	24%	-1%	-9%	12%	-16%	-13%	-5%
California			29%	16%	-7%	-15%	4%	-23%	-20%	-14%
CO/MI/OK			40%	24%	-1%	-9%	12%	-16%	-13%	-5%
rest			179%	95%	43%	27%	67%	25%	27%	31%
Mix	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
California		62%	60%	59%	57%	56%	58%	55%	54%	52%
CO/MI/OK		30%	30%	30%	30%	30%	30%	30%	30%	30%
rest		8%	10%	11%	13%	14%	12%	15%	16%	18%

Source: Z&A calculations

How the Addressable Market is Evolving

Here we try to determine the potential \$ market for weedmaps. The assumption is that as sales per store and retailer gross margins fall, there are less \$s for marketing on weedmaps (increased competition should increase the need for marketing, but only if the economics allow it). On the other hand, the # of stores has also grown (although the quality of the average account has probably fallen), which would compensate for the reduction in marketing \$s/store. So, excluding new states (where we think the results for MAPS so far are at best mixed), we calculate \$s that would potentially be spend on weedmaps are mostly flat.

Table 4: Deriving potential \$s that could be spent on weedmaps by retailers in CA, CO, and MI

	2020	2021	1Q22	2Q22	3Q22	4Q22	2022	1Q23	2Q23	3Q23
# of stores										
CA	552	803	865	965	1,067	1,090	1,090	1,150	1,210	1,225
CO	450	509	550	661	667	670	670	674	681	685
MI	216	420	224	526	569	609	609	656	694	729
OK	2,040	2,300	2,325	2,351	2,375	2,401	2,401	2,811	2,750	2,698
sales/store pa										
CA	8.1	7.2	6.1	5.9	4.9	4.9	4.9	4.5	4.4	4.1
CO	4.9	4.4	3.3	2.7	2.7	2.5	2.6	2.3	2.3	2.3
MI	4.6	4.3	8.2	4.3	4.4	4.2	3.8	3.9	4.3	4.6
OK	0.4	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.3
flower \$ price/gram										
CA	8.84	8.33	7.13	6.73	6.34	6.09	6.57	5.74	5.47	5.36
CO	4.64	4.78	3.74	3.53	3.42	3.45	3.54	3.49	3.19	3.35
MI	12.06	8.42	5.91	5.14	4.40	3.84	4.82	3.37	3.25	3.54
OK	na	na	na	na	na	na	na	na	na	na
flower \$ spread/gram										
CA	4.52	3.90	3.61	3.49	3.30	3.16	3.39	2.97	2.80	2.71
CO	2.90	3.08	2.14	2.00	2.01	2.07	2.05	2.12	1.90	2.01
MI	5.73	4.01	2.53	2.04	1.89	1.77	2.06	1.54	1.46	1.53
OK	na	na	na	na	na	na	na	na	na	na
flower % gross margins										
CA	51%	47%	51%	52%	52%	52%	52%	52%	51%	51%
CO	62%	64%	57%	57%	59%	60%	58%	61%	60%	60%
MI	47%	48%	43%	40%	43%	46%	43%	46%	45%	43%
OK	na	na	na	na	na	na	na	na	na	na
Mktg budget (\$/store pa)										
CA	1.2	1.0	0.9	0.9	0.8	0.8	0.8	0.7	0.7	0.6
CO	0.9	0.8	0.6	0.5	0.5	0.4	0.5	0.4	0.4	0.4
MI	0.6	0.6	1.1	0.5	0.6	0.6	0.5	0.5	0.6	0.6
OK	na	na	na	na	na	na	na	na	na	na
<i>Note: assumes mktg budget is 30% of gross profits</i>										
Spent on MAPS per store pa										
CA	0.44	0.35	0.33	0.32	0.27	0.27	0.27	0.24	0.24	0.22
CO	0.32	0.30	0.20	0.16	0.17	0.15	0.16	0.15	0.14	0.15
MI	0.23	0.21	0.37	0.18	0.20	0.20	0.17	0.19	0.20	0.21
OK	na	na	na	na	na	na	na	na	na	na
<i>Note: assumes weedmaps is 35% of that</i>										
\$s spent on weedmaps per period based on total stores										
Total (3 states)	433	524	119	127	127	130	502	125	132	129
CA	240	284	71	77	71	73	292	69	72	67
CO	144	151	28	27	28	26	108	25	24	25
MI	49	90	21	24	28	31	103	31	36	38
<i>Note: assumes weedmaps has 100% penetration</i>										

Source: Z&A calculations

Table 5: MAPS revenues vs. our estimate of market potential

	2020	2021	1Q22	2Q22	3Q22	4Q22	2022	1Q23	2Q23	3Q23
Potential \$s (CA/CO/MI/OK)	433	524	119	127	127	130	502	125	132	129
yoy ch %		21%	-3%	-10%	-3%	1%	-4%	5%	3%	2%
Actual reported	162	193	57	58	51	49	216	48	51	48
yoy ch %		19%	40%	24%	-1%	-9%	12%	-16%	-13%	-5%
% achieved	37%	37%	48%	46%	40%	38%	43%	38%	39%	37%

Source: Z&A calculations

As per the tables above, we estimate back on in 1H22, MAPS revenues represented about half of its market potential (48% in 1Q22; 46% in 2Q22), but now this is down to 37%. The analysis is based on data available for CA, CO, and MI:

- Total # of stores and \$ revenue per store (as per official state data)
- Retailer spreads per gram and % gross margins (as per Headset)
- We assume marketing budgets are 30% of gross profits (the balance is G&A), and we take 35% of that as the weedmaps potential (i.e., we do not assume weedmaps accounts for 100% of the retailers' marketing budgets). These are our own assumptions.

Table 6: Market growth potential and current state economics

	2020	2021	1Q22	2Q22	3Q22	4Q22	2022	1Q23	2Q23	3Q23
Sales yoy ch %										
Total US market	54%	35%	7%	1%	1%	3%	3%	9%	9%	12%
California	51%	29%	-1%	-10%	-9%	-7%	-7%	-4%	-5%	-4%
Weedmaps	-1%	48%	40%	24%	-1%	-9%	12%	-16%	-13%	-5%

Source: Hifyre; Z&A calculations

Key Markets for MAPS

In this section, we review the state of the company's four main US markets. Importantly, in 3Q23, we estimate states outside the company's top 4 accounted for 63% of total legal sales in the US, but they only accounted for 18% MAPS revenues in 3Q23.

Table 7: Markets trends in CA, CO, MI, and OK

	2020	2021	1Q22	2Q22	3Q22	4Q22	2022	1Q23	2Q23	3Q23	4Q23e	2023e
Cannabis Markets												
Total US (\$Mn)	18,389	24,904	6,088	6,520	6,481	6,565	25,654	6,640	7,076	7,282	7,313	28,310
CA	4,480	5,779	1,328	1,412	1,300	1,343	5,383	1,280	1,335	1,253	1,240	5,108
CO	2,191	2,229	459	447	451	411	1,769	394	389	398	362	1,543
MI	985	1,793	461	569	630	635	2,294	642	754	830	807	3,033
OK	831	941	210	198	187	186	780	182	189	178	178	728
rest	9,902	14,162	3,631	3,894	3,913	3,990	15,429	4,142	4,409	4,623	4,725	17,899
Total US (yoy ch%)	54%	35%	7%	1%	1%	3%	3%	9%	9%	12%	11%	10%
CA	51%	29%	-1%	-10%	-9%	-7%	-7%	-4%	-5%	-4%	-8%	-5%
CO	25%	2%	-18%	-24%	-22%	-18%	-21%	-14%	-13%	-12%	-12%	-13%
MI	241%	82%	28%	26%	26%	31%	28%	39%	33%	32%	27%	32%
OK	94%	13%	-17%	-21%	-18%	-11%	-17%	-13%	-4%	-4%	-4%	-7%
rest	52%	43%	2079%	1317%	2995%	1506%	9%	14%	13%	18%	18%	16%
As % of total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CA	24%	23%	22%	22%	20%	20%	21%	19%	19%	17%	17%	18%
CO	12%	9%	8%	7%	7%	6%	7%	6%	5%	5%	5%	5%
MI	5%	7%	8%	9%	10%	10%	9%	10%	11%	11%	11%	11%
OK	5%	4%	3%	3%	3%	3%	3%	3%	3%	2%	2%	3%
rest	54%	57%	60%	60%	60%	61%	60%	62%	62%	63%	65%	63%

Source: Z&A calculations

California

- Market:** At >\$5Bn in retail sales (before factoring sales taxes), CA is the largest cannabis market in the US, but the state lags most other rec states in per capita spend. CA \$130 per cap spend is well below \$330 in MI and \$270 in MA, and even below states that only recently went rec: MO \$230, MD \$180. High sales taxes (as much as 40% in some cases), low store density vs. other matured states (partly due to municipal restrictions), lax enforcement of illicit retail stores, and generally more red tape, all in part explain the state's low per capita. In theory, we could argue the state has significant runway for growth, provided change comes. Jan-Sep sales are down 4.3% yoy, after a 7% drop in 2022 (sales peaked in 2021 at \$5.8Bn). Bigger picture, the official data confirms what we have seen in other matured states: a large boost in CY21 due to stimulus and stay at home mandates, with sales in CY21 up 23% yoy (yes, partly a recovery from a depressed COVID base in 2020), and then drops after that (-7% yoy in CY22 and -4.3% yoy for Jan-Sep 2023). Headset projects a 4% QoQ drop for 4Q23 (equivalent to -10% yoy), but we would qualify that estimate based on their recent estimates (projected -11% yoy for 3Q23, but sales only fell 4%). We believe sales are starting to stabilize.
- Economics:** Normally, the focus has been on CA's lower flower wholesale prices, but we think that does not capture the whole picture, given a) the mix of outdoor, greenhouse, and indoor growth; b) retail flower prices well above the average for western states; and



c) CA's superior flower spreads vs. western states. Wholesale prices of \$730/lb (mid Dec, as per Cannabis Benchmarks) are the lowest in the US, but in part this is due to the large component of outdoor growth (indoor flower commands 3x the price vs. outdoor. Retail flower prices (and retail spreads) are higher in CA than in other western states, which makes for better retailer economics (even adjusting for red tape and other costs), both in terms of margins and revenue per store. Flower in CA retails for \$5.36/gram (3Q23 as per Headset) vs. WA \$3.31, CO \$3.35, MI \$3.54, OR \$3.85, AZ \$4.24. Retail spread per gram in CA is \$2.71/gram vs. WA \$1.52, MI \$1.53, AZ \$1.90, CO \$2.01, and OR \$2.44 (in fact, CA is not far off MA at \$2.95). Still, more recently, we have seen a decline in retailer margins. Flower retail prices were stable in 3Q23 vs. 2Q23 (as per Headset), although down 15% yoy (on top of a 21% drop in CY22). The Headset price and cost data is consistent with the notion of a yoy retailer margin squeeze in flower, with spreads per gram at \$2.71 in 3Q23 vs. \$3.30 in 3Q22 (and \$4.65 in 3Q20; \$3.69 in 3Q21).

Colorado

CO sales have fallen since 1H21 and economics have worsened.

- Market:** CO sales reached \$398Mn in 3Q23 (official data), with rec accounting for 88% of sales; 3Q23 sales fell 12% yoy. As seen in other matured states, sales peaked during the pandemic at \$588Mn in 2Q21 (1.5x 3Q23 levels). The decline is partly deflation related. The state went rec in 2014, but per capita spend of \$250 is below that of MA's \$270 (a state that began rec sales in late 2018), and only barely above MO's \$230 (a state that began rec sales in early 2023). CO is one of the densest store states (inc. med stores) at 140 stores per 1mn people (the only higher states are: OR 200; NM 310; OK 600). Format wise, the state looks like other matured states: flower 33%, vape 27%, edibles 18%, (CA is 34/26/11; in CA, pre-rolls are 18% of sales compared with 9% in CO). In that sense, MI looks less matured (flower is 46% of sales). House brand share in flower is 34% vs. 7% in CA, but house brand share in CO is down from 73% in 1Q20.
- Economics:** Wholesale prices are only slightly above CA levels. Deflation is an issue in this market, with 3Q23 flower retail prices down 32% (\$3.35/gram vs. \$3.54 and \$5.36 in CA) since 3Q21, as per Headset. But at least, prices seem to be stabilizing, down only 2% yoy. Retailer spreads for flower of \$2.01/gram (CA \$2.71; MI \$1.53), are down 37% since 3Q21 (but down only 2% yoy). In short, while trends have worsened over time, they did not change much in the last 12 months. The rise in the number of dispensaries (from 450 at the end of 2020 to 686 now, as per state data)) and price deflation, have resulted in squeezing average revenue per store, from \$4.9Mn in early 2021 to \$2.2Mn now. During that time, retailer flower gross margins have gone from the high 60s to 60% now. The state, like CA, will likely need to consolidate; the three largest dispensary chains in CO (Schwazze, Cannabist, and Pharmacann) only account for 10% of total dispensaries.



Michigan

MI is one of best growing markets in the US, but operator economics are challenging.

- Market: MI is the 2nd largest market in the US, after CA. The state began rec sales in Dec 2019. In per capita terms (\$330), it is the #1 market, and almost 3x CA. As per the official state data, 3Q23 total rec/med sales reached \$830Mn (98% rec, 2% med), up 32% yoy and +10% seq. Yes, growth has “slowed”, but this is still a growing market (Oct sales were up 26% yoy, and Nov +28%). The market may continue to grow as more municipalities allow rec sales. In fact, there are “only” 74 stores per 1mn people in MI compared with ~140 in CO and ~200 in OR, but in MI only 138 municipalities have “opted in” to rec (1,370 have opted out), and the opt in # has changed very slowly (it was 130 in Nov 2022). Format wise, flower is 46% of sales, vape 18%, pre-rolls 17%, and edibles 11%.
- Economics: A large number of stores and increased supply have weakened economics both for retailers and growers (although more so for retailers). There were 741 licensed dispensaries to sell rec as of Nov’23 vs. 409 in Nov 21. As per the official state data, average retail prices for flower in Nov’23 were \$12.2 for an eight ounce (\$3.43/gram); Headset estimates retail flower prices were down 32% comparing 3Q21 with 3Q23. While wholesale prices fell too, according to Headset, retailer spreads for flower fell 60% to \$1.53/gram in 3Q23 (lower than CA and CO) vs \$3.87 in 3Q21. All that said, wholesale prices in MI at \$1,050 are >40% higher than in CA, according to Cannabis Benchmarks.

Oklahoma

We have limited data for OK (a medical market only). We estimate 2023 sales closed to \$730Mn, down 4% yoy, after -11% in 2022 (sales peaked in early 2021 during the pandemic). There are over 2,400 stores (and over 5,000 growers), which means less than \$300K in annual sales per store. Easy access has resulted in about 10% of the population buying medical cannabis, and those 400,000 patients were spending over \$150 per month (more restrictive med markets are \$200-250). As a more developed med market (\$182 per cap taking the entire population), sales could reach \$1.32Bn if we took MI per cap (\$330), or increase “only” about 80% (vs. markets like NJ that went up 6x after shifting to rec).

In short, size wise, we think this is an attractive market, but a company like MAPS would need to rather careful in targeting accounts (i.e., we doubt all 2,400 stores are viable customers).

Earnings Outlook

In modelling our sales estimates, a) we project market sizes for CA, for the other three core states, and for the rest of the US); b) we define the “addressable” market for MAPS by taking 50% gross margins on market size, 30% marketing (of gross profit), and 35% of marketing as being the MAPS potential); c) we then make an assumption about MAPS penetration of that number.

Table 8: Market growth potential and current state economics

\$Mn	2022	1Q23	2Q23	3Q23	4Q23e	2023e	1Q24e	2Q24e	3Q24e	4Q24e	2024e	2025e	2026e
Market sizes	25,654	6,640	7,076	7,282	7,313	28,310	7,394	7,707	7,845	7,908	30,855	34,904	37,623
California	5,383	1,280	1,335	1,253	1,240	5,108	1,225	1,294	1,264	1,245	5,028	5,146	5,265
CO/MI/OK	4,843	1,218	1,332	1,406	1,347	5,304	1,357	1,437	1,473	1,448	5,715	6,120	6,409
rest	15,429	4,142	4,409	4,623	4,725	17,899	4,812	4,976	5,108	5,216	20,112	23,638	25,950
TAM	1,347	349	371	382	384	1,486	388	405	412	415	1,620	1,832	1,975
California	283	67	70	66	65	268	64	68	66	65	264	270	276
CO/MI/OK	254	64	70	74	71	278	71	75	77	76	300	321	336
rest	810	217	231	243	248	940	253	261	268	274	1,056	1,241	1,362
MAPS TAM penetration	16%	14%	14%	12%	12%	13%	12%	12%	12%	12%	12%	12%	12%
California	44%	43%	43%	41%	40.0%	41.8%	39.5%	40.0%	40.0%	38.0%	39.4%	38.2%	39.0%
CO/MI/OK	25%	23%	22%	19%	19.0%	20.6%	19.0%	19.0%	19.5%	20.0%	19.4%	20.9%	22.0%
rest	3.2%	2.2%	2.4%	2.6%	3.0%	2.6%	3.0%	3.2%	3.3%	3.5%	3.3%	3.7%	4.3%
Company sales	215.5	48.0	50.9	47.7	47.0	193.6	46.5	49.9	50.5	49.6	196.5	216.2	240.8
California	125.2	28.8	30.0	27.2	26.0	112.1	25.4	27.2	26.6	24.8	104.0	103.3	107.8
CO/MI/OK	64.7	14.4	15.3	14.3	13.4	57.4	13.5	14.3	15.1	15.2	58.2	67.1	74.0
rest	25.6	4.8	5.6	6.2	7.5	24.1	7.6	8.4	8.8	9.6	34.4	45.7	59.0

Source: Company reports; state data; Z&A calculations

Table 9: Financial Projections

US\$ Mn	Dec 2022	Mar 1Q23	Jun 2Q23	Sep 3Q23	Dec 4Q23e	Dec 2023e	Mar 1Q24e	Jun 2Q24e	Sep 3Q24e	Dec 4Q24e	Dec 2024e	Dec 2025e	Dec 2026e
Reported sales	215.5	48.0	50.9	47.7	47.0	193.6	46.5	49.9	50.5	49.6	196.5	216.2	240.8
qoq ch %	na	-3%	6%	-6%	-1%	na	-1%	7%	1%	-2%	na	na	na
yoy ch %	12%	-16%	-13%	-5%	-5%	-10%	-3%	-2%	6%	6%	1%	10%	11%
Guidance					47.0	na	na	na	na	na	na	na	na
Consensus					47.1	193.7	48.6	50.1	50.2	50.8	199.8	210.1	na
Profit margins													
Gross profit	200.1	44.5	47.6	44.7	44.2	181.0	43.7	46.9	47.5	46.6	184.7	205.4	228.8
as % of sales	92.9%	92.7%	93.6%	93.7%	94.0%	93.5%	94.0%	94.0%	94.0%	94.0%	94.0%	95.0%	95.0%
Op exp	-269.7	-48.7	-43.8	-50.3	-41.8	-184.5	-41.5	-43.6	-43.2	-42.2	-170.6	-178.8	-196.4
as % of sales	-125.2%	-101.4%	-86.2%	-105.3%	-88.9%	-95.3%	-89.3%	-87.5%	-85.7%	-85.0%	-86.8%	-82.7%	-81.6%
EBIT	-69.6	-4.1	3.8	-5.5	2.4	-3.5	2.2	3.2	4.2	4.5	14.1	26.6	32.3
as % of sales	-32.3%	-8.6%	7.4%	-11.6%	5.1%	-1.8%	4.7%	6.5%	8.3%	9.0%	7.2%	12.3%	13.4%
adj EBITDA	-31.3	-1.0	6.6	6.2	4.9	16.8	4.8	5.9	7.0	7.3	24.9	38.9	46.3
as % of sales	-14.5%	-2.0%	13.1%	13.1%	10.4%	8.7%	10.2%	11.8%	13.8%	14.8%	12.7%	18.0%	19.2%
Guidance adj EBITDA					5.0	na	na	na	na	na	na	na	na
as % of sales					10.6%	na	na	na	na	na	na	na	na
Consensus adj EBITDA					4.7	32.8	4.4	5.0	10.6	8.8	28.9	33.3	na
as % of sales					10.1%	16.9%	9.1%	10.0%	21.1%	17.4%	14.4%	15.8%	na
EPS													
Pre tax income	96.4	-4.0	2.0	-2.5	2.6	-4.1	2.4	3.4	4.4	4.7	14.9	27.8	34.3
Tax rate assumption	220.3%	37.6%	38.2%	38.8%	15.0%	32.1%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%
Net income	-116.0	-2.5	1.2	-1.5	2.2	-2.8	2.1	2.9	3.7	4.0	12.7	23.7	29.2
Share count diluted (mn)	85.0	92.3	93.6	93.7	93.9	93.4	93.9	93.9	93.9	93.9	93.9	93.9	93.9
EPS	-1.36	-0.03	0.01	-0.02	0.02	-0.03	0.02	0.03	0.04	0.04	0.14	0.25	0.31
consensus					-0.03	-0.06	-0.03	-0.02	0.01	0.00	-0.04	-0.01	na
BS & CF highlights													
Operating cash flow	-11.6	2.2	1.9	8.3	3.6	16.0	3.7	5.4	5.8	5.9	20.8	34.2	40.9
(-) Capex	16.1	3.2	2.6	3.1	1.5	10.4	1.5	1.5	1.5	1.5	6.0	6.0	6.0
Free cash flow	-27.7	-1.1	-0.6	5.3	2.1	5.6	2.2	3.9	4.3	4.4	14.8	28.2	34.9
Ending net cash (debt)	28.6	25.9	24.6	27.7	29.8	29.8	32.0	35.9	40.2	44.6	44.6	72.8	107.8
Equity	13.4	15.4	19.9	22.1	22.1	24.2	27.1	30.8	34.8	34.8	58.5	87.7	

Source: Company reports; Z&A calculations



Guidance

The latest guidance for 4Q23, issued on 11/8/23, calls for \$47Mn in revenues and adj EBITDA of \$5Mn. The latter implies a 2% seq drop in sales (-5% yoy) and a hefty drop in EBITDA from \$10.7M in 3Q23. There is no guidance for 2024. Although dated and probably not valid anymore, at the time of the SPAC deal in 2021, the company was targeting sales of \$440Mn for 2023 (and 30% EBITDA margins), 2.3x what 4Q23 guidance implies now 2023.

The implied decline in EBITDA for 4Q23 (from 22% margins in 3Q23 to 11%) relates mostly to the company's decision to spend more on marketing and cleaning up bad debts. Advertising as % of sales was 9.2% in 2021 and fell all the way to 2.3% in 1Q23 (it increased to ~7% both in 2Q23 and 3Q23). Timing of bonus accruals may have flattered 3Q23 margins too.

MAPS Sales vs. Underlying Cannabis Market Sales

MAPS US reported sales (including M&A) grew ahead of the US market, and of California, in 2021 and 2022, but have lagged in 2023 (based on reported data for Jan-Sep). Indeed, sales have lagged since 3Q22. We realize the company is more focused on profitability, cash flow, and being more selective about target accounts, but for the stock to re-rate, top line trends would need to improve. The numbers (MAPS vs. the US market) imply the company has had mixed success in penetrating new markets. On the other hand, the performance vs. CA is more understandable given the company's greater selectiveness in targeting accounts.

Table 10: Market growth potential and current state economics

	2020	2021	1Q22	2Q22	3Q22	4Q22	2022	1Q23	2Q23	3Q23
Sales yoy ch %										
Total US market	54%	35%	7%	1%	1%	3%	3%	9%	9%	12%
California	51%	29%	-1%	-10%	-9%	-7%	-7%	-4%	-5%	-4%
Weedmaps	-1%	48%	40%	24%	-1%	-9%	12%	-16%	-13%	-5%

Source: Company reports; state data; Z&A calculations

Recent Earnings Trends

While growth trends have slowed and dropped, in recent quarters the company has focused on improving profitability and cash flow trends.

Sales trends. Company sales of \$47.7Mn in 3Q23 (down 6% seq and -5% yoy) are well below the peak they reached in 2Q22 of \$58.3Mn, and well below the company's IPO target (in mid 2021) of a \$440Mn annual run rate by 2023. As the company has become more selective regarding target accounts (due to viability and AR issues), but also added accounts (in new states) that spend less initially, both the # of paying accounts and average monthly spend have declined. In fact, we calculate the company's clients in CA (~1,200) spend >\$5Mn per account vs. \$1.3Mn elsewhere.

Table 11: Market growth potential and current state economics

	2020	2021	1Q22	2Q22	3Q22	4Q22	2022	1Q23	2Q23	3Q23
Avg month rev/client	3,256	3,711	3,810	3,509	3,019	2,888	3,291	2,837	3,022	2,938
qoq ch %	na	na	1%	-8%	-14%	-4%	na	-2%	7%	-3%
yoy ch %		14%	9%	-5%	-21%	-24%	-11%	-26%	-14%	-3%
# of avg paying clients	4,140	4,337	5,026	5,537	5,576	5,689	5,457	5,641	5,609	5,414
qoq ch %	na	na	5%	10%	1%	2%	na	-1%	-1%	-3%
yoy ch %		5%	28%	31%	25%	19%	26%	12%	1%	-3%

Source: Company reports; state data; Z&A calculations

Profitability trends. Due to increased spending in the pursuit of growth that did not materialize, EBITDA margins dropped from 26% in 2020 to 16% in 2021 and 3% in 2022 (-19% in 3Q22). But now, G&A has dropped from a \$33Mn peak in 3Q22 and 4Q22 to \$19Mn (3Q23), and during the same period, product development was cut from \$12-13Mn per qtr to \$8Mn. Sales and marketing has fallen from \$22Mn per qtr in 1H22 to ~\$11Mn now. That said, the company will start spending again to support the strategic changes (hence, 4Q23 EBITDA guidance of \$5Mn vs. \$10-11Mn in 2Q23 and 3Q23). On the other hand, over time, operating leverage on G&A should help offset the margin impact from increased spend on marketing and development.

Cash flow and balance sheet. Net cash holdings have dropped from \$68Mn at the end of 2021 to \$28Mn now. OCF was -\$12M in 2022 and the company spent \$16Mn in capex that same year. But now capex is at \$2Mn rate per qtr, and OCF average +\$4Mn per qtr in the Jan-Sep 2023 period. The company has not debt.

Our Evaluation Framework (“Filter”)

We expand here on our filter and how we evaluate companies in the cannabis group in general.

- **Avoid highly levered companies (with negative cashflow trends).** The recent shareholder dilution seen with stocks like CGC (down 73% in the last three months vs. +6% for MSOS ETF) and TLRY (-32%), should serve as a cautionary tale for investors. That said, with some these North American companies, the question is about survival, so for minority equity investors the option is more about getting diluted or fully wiped out. Sure, most would prefer the former. Still, with the sector being inexpensive in general, we believe it is better to choose stocks with lower dilution risk (relatively speaking).
- **Avoid companies with governance issues and lackluster M&A track record.** While these factors are backward looking, they are still relevant. We prefer to avoid companies with a history of buying “related” assets at steep prices; with well above average executive compensation (unlinked to performance); with stacked boards; with a history of proven rule-breaking (here we do not include unproven allegations), such as cross-state shipping, improper labelling, THC inflation, just to name a few “transgressions”. In terms of M&A, one metric we factor is sales per share over time - we prefer scale, so no issue with M&A

if it is accretive and grows a company's moat and strategic position. But if we take net sales per share for 2Q23 vs. 2Q21, we see this metric among MSOs grew 23% for Schwazze and 15% for MariMed, while group average was -3%. In the same period, adj EBITDA per share is down for most MSOs, with few exceptions.

- Look for sustainable franchise strength or specific know-how.** A small operator may only own a few stores, but if those stores outsell peers in the state by a factor of 2-3x rev/store, we see that as franchise strength. A company with a unique concept, such as Planet 13's superstore in Las Vegas, or with niche strength, such as Decibel in infused pre-rolls in Canada, we see as having franchise strength. A company with a large retail store network, such as Trulieve in Florida, has franchise strength (and those stores outsell peers 2-3x on a per store basis). By the same token, Cresco Labs' leading wholesale presence (as per market data), also counts as franchise strength (and this is not just a function of retail presence – see its #1 position in MA). On the know-how front, we would highlight Village Farms' years of expertise in farming, and low production costs, at scale.
- Positive financial metrics.** By this we mean profitability, cash flow conversion (EBITDA to OCF), and decent balance sheet. In 1Q23, Schwazze had the highest gross margin among MSOS (58%). MariMed and Tilt Holdings (TLLTF/NR) had the lowest cash recurring SGA to sales in 1Q23 (29% and 28%, respectively). Green Thumb (GTBIF/NR) has the best cash flow conversion in the group, with OCF/EBITDA of 51% in CY22. On balance sheet metrics among MSOs (net debt at less than 0.5x sales, or in net cash position), Green Thumb, MariMed, Planet 13, and Tilt Holdings stand out.
- Visionary management (with financial discipline in mind, we would add).** We agree there are plenty of opportunities in the US for MSOs, and given financial restrictions (i.e., capital access, no US exchange listing), their options to expand internationally are more limited. That said, we value Curaleaf's forays into overseas markets via the EMMAC and Four20 Pharma deals (the latter is a leader importer in Germany). Tilray's plans to build a global powerhouse of CPG brands (not just THC), that are synergistic, also fits our vision filter (recent shareholder dilution notwithstanding). Plans to list in the TSX are also forward thinking in several aspects, so kudos to TerrAscend for pulling this off, and to those that may follow (Curaleaf's recent filings imply it may be next).

Valuation and Stock Performance

Tech Comps and Recent Performance

Tech stock valuation multiples have come down, but MAPS has fallen more. Back in late 2021, SaaS providers, marketplace, and ecommerce enablement platforms were trading at 11-14x 1yF sales compared with 4-5x now. During that time, MAPS has dropped from 4x 1yF sales to below 1x now. In other, words, the tech peer premium to MAPS has expanded, in the context of tech stocks generally derating in the last three years (see appendix).

Table 12: Tech Stocks Valuation Multiples

			1/11/24	US\$ Mn								
			Price	Mkt	Ent	EV/Sales	EV/EBITDA	1-year Forward Consensus			EBITDA	Net Debt
Company	Ticker	Listing	US\$	Cap	Value	1yF	1yF	Sales	EBITDA	EPS	mgn %	to EBITDA
Vertical SaaS						6.6x	19.9x					
Veeva	VEEV	NYSE	193.89	27,861	24,819	9.1x	24.2x	2,726	1,024	5.52	38%	3.0x
Appfolio	APPF	NASDAQ	176.44	3,629	3,523	4.6x	21.0x	769	168	1.81	22%	0.6x
Chegg	CHGG	NYSE	10.80	1,366	1,518	2.1x	7.2x	711	209	1.21	29%	-0.7x
Aspen	AZPN	NASDAQ	201.77	13,007	12,834	10.8x	27.3x	1,194	471	6.93	39%	0.4x
Marketplace						2.9x	11.0x					
Fiverr	FVRR	NYSE	26.34	989	988	2.4x	12.7x	411	78	2.21	19%	0.0x
GoodRx	GDRX	NASDAQ	6.47	539	499	0.6x	2.2x	785	224	0.29	29%	0.2x
Match	MTCH	NASDAQ	38.78	10,844	14,210	3.9x	10.9x	3,636	1,306	2.20	36%	-2.6x
Etsy	ETSY	NASDAQ	74.72	9,344	10,605	3.7x	13.4x	2,877	792	2.67	28%	-1.6x
Zillow	Z	NASDAQ	54.60	9,312	7,815	3.6x	15.9x	2,156	490	1.47	23%	3.1x
Ecommerce enablement platforms						5.1x	48.1x	0.2x 3.2x				
BigCommerce	BIGC	NASDAQ	8.65	640	685	2.0x	32.9x	337	21	0.24	6%	-2.2x
Shopify	SHOP	NYSE	81.10	96,971	93,315	11.1x	68.4x	8,387	1,364	1.05	16%	2.7x
Zoominfo	ZI	NASDAQ	16.15	6,526	7,294	5.7x	13.4x	1,280	543	1.00	42%	-1.4x
Lightspeed	LSPD	NYSE	19.18	2,899	2,123	2.0x	54.7x	1,086	39	0.34	4%	20.0x
Hubspot	HUBS	NYSE	569.89	28,048	27,442	10.8x	57.3x	2,541	479	6.68	19%	1.3x
Sprout Social	SPT	NASDAQ	60.70	2,887	2,736	6.4x	135.5x	429	20	0.22	5%	7.5x
Digital Turbine	APPS	NASDAQ	6.07	604	949	1.5x	7.6x	622	125	0.68	20%	-2.8x
Medallia	MDLA	NYSE	na	na	na	na	na	na	na	na	na	na
Square	SQ	NYSE	67.90	36,626	35,354	1.4x	14.9x	24,657	2,381	3.11	10%	0.5x
Cannabis Tech						0.4x	12.1x					
WM Holdings	MAPS	NASDAQ	0.88	142	116	0.6x	4.0x	200	29	-0.04	14%	2.1x
Leafly	LFLY	NASDAQ	4.81	199	199	5.2x	-56.2x	38	-4	-5.29	-9%	0.0x
Akerna	KERN	NASDAQ	0.34	11	11	na	na	na	na	na	na	na
Springbig	SBIG	US OTC	0.15	8	-177	-4.6x	88.7x	38	-2		-5%	-92.5x

Source: FactSet

MAPS performance vs. MSOS ETF and NASDAQ. As the chart below shows, MAPS shares are a lot more correlated with the cannabis group (as by the MSOS ETF) than with the tech-heavy NASDAQ index. The stock jumped in the first half of Sep (like the MSOS ETF) following the HHS rescheduling recommendation, and it is also up in the last two weeks following news the DEA is evaluating the said recommendation. That said, while both the MSOS ETF (+22%) and NASDAQ (+7%) are up in the last six months, MAPS is down 6%.

Table 13: MAPS vs. NASDAQ and MSOS ETF



Source: company reports, FactSet, Z&A estimates

Spot EV

We calculate a spot EV of \$121Mn for MAPS.

- We take the latest share count disclosed on 11/3/23 (93.9mn class A; 55.5mn class V; 3.3mn class P adjusted from 14.9mn) plus RSUs and PRSUs totaling 7.4mn (we exclude the public and private warrants [19.5mn] as they are out of the money). At the current share price of \$0.88, that implies a market cap of \$142Mn.
- For EV purposes, we take net cash of \$28Mn and leases net of right of use assets of \$7Mn; we do not factor the minority interest of \$95Mn as that is already reflected in the non-controlling share classes. See appendix for spot and forward calculations.
- So, with a current EV of \$121Mn, MAPS trades at 0.6x current sales (3Q23 annualized) and 5x current EBITDA.

In terms of forward EV, the stock looks even more attractive given our FCF projections (i.e., lower EV over time). There is not much of a consensus, but On our CY24 estimates, and taking projected EV, the stock trades at 0.5x sales and 4.2x EBITDA (0.4x and 2x on CY25). Vertical SaaS stocks trade

at 5x 1yF sales (17x EBITDA), marketplace stocks are at 3.3x sales (11x), and ecommerce enablement stocks at 5x (46x).

Table 14: EV calculation and forward price references

US\$ Mn	Dec 2022	Mar 1Q23	Jun 2Q23	Sep 3Q23	Dec 4Q23e	Dec 2023e	Dec 2024e	Dec 2025e	Dec 2026e
Current valuation									
Total EV (US\$Mn)	121	123	124	121	119	119	104	77	43
Market cap	142	142	142	142	142	142	142	142	142
Share price (US\$)	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88
FD share count (Mn)	160.0	160.0	160.0	160.0	160.0	160.0	160.0	160.0	160.0
common shares	152.6	152.6	152.6	152.6	152.6	152.6	152.6	152.6	152.6
derivatives in the mon	7.4	7.4	7.4	7.4	7.4	7.4	7.4	7.4	7.4
Broadly defined net cash (21	18	17	21	23	23	37	65	99
net financial debt (profo	29	26	25	28	30	30	45	73	108
leases, net	-8	-8	-7	-7	-7	-7	-7	-8	-9
warrant/derivatives inflo	0	0	0	0	0	0	0	0	0
Multiples (Z&A estimates)									
PE				-53.9x	38.1x	-29.5x	6.5x	3.5x	2.8x
EV/Sales				0.6x	0.6x	0.6x	0.5x	0.4x	0.2x
EV/EBITDA				4.8x	6.1x	7.1x	4.2x	2.0x	0.9x

Source: company reports, FactSet, Z&A estimates

Stock Drivers

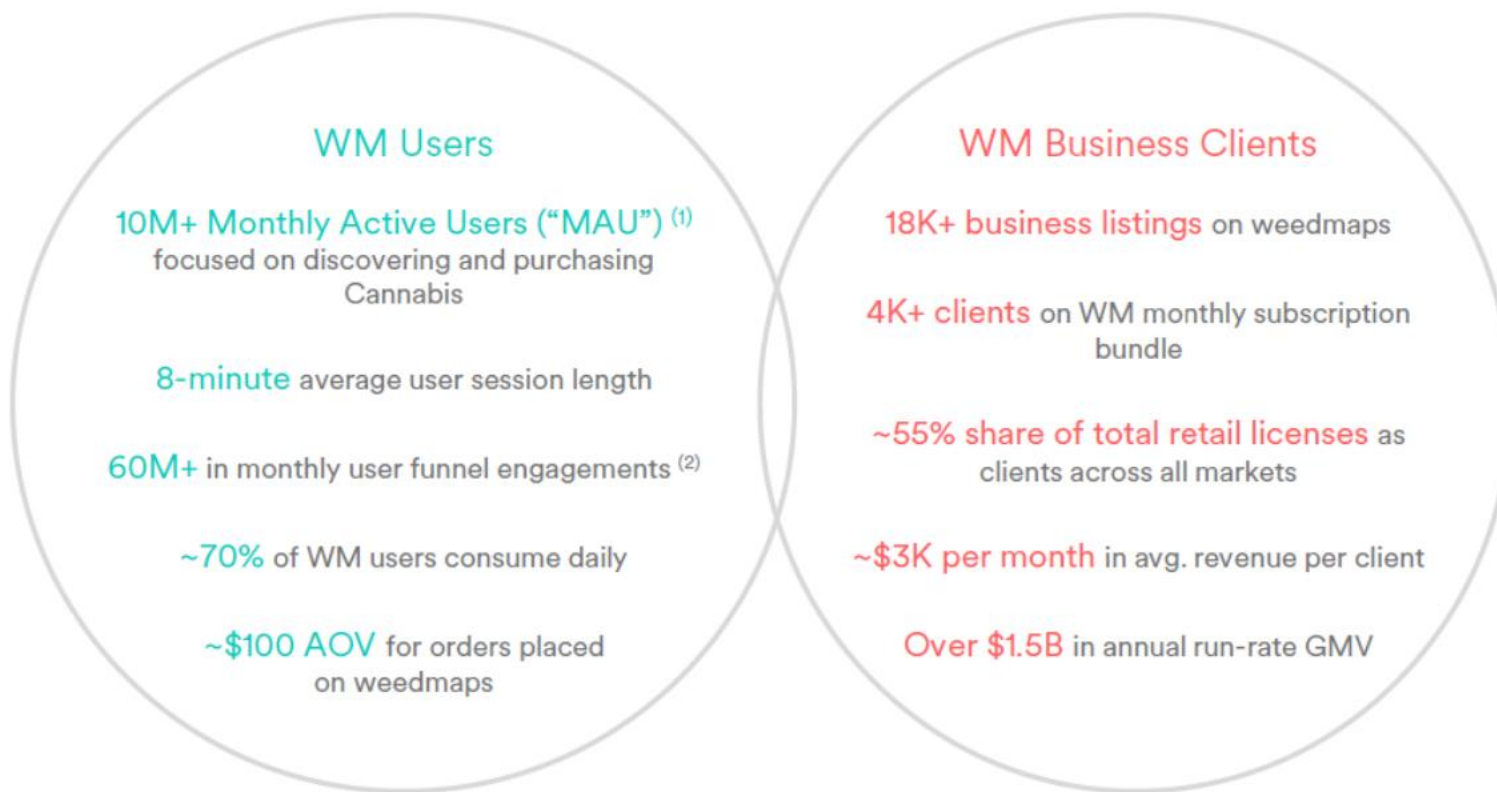
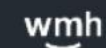
Three sources of potential upside. In theory, US cannabis stock upside (and MRMD's) could come from three sources,

- Sectoral rerating. This could be led by a re-rating of the NASDAQ and or by the MSOS ETF.
- Company growth. We realize this can land in various scenarios: will the company retain or lose CA penetration? Can it ramp penetration in CO and MI? will it succeed entering new markets like NY?
- Stock re-rating vs. peers. Narrowing of the discount vs. tech stocks.



Appendix I: Company Slides

Exhibit 1: two-sided marketplace

Weedmaps is the Most Valuable 2-Sided Marketplace in Cannabis

Source: Company reports

Exhibit 2: The previous growth strategy



Grow both
Cannabis consumers
and businesses
on our two-sided
listings marketplace



Expand our existing
markets and enter
new markets as
regulation passes
(both domestic
and international)



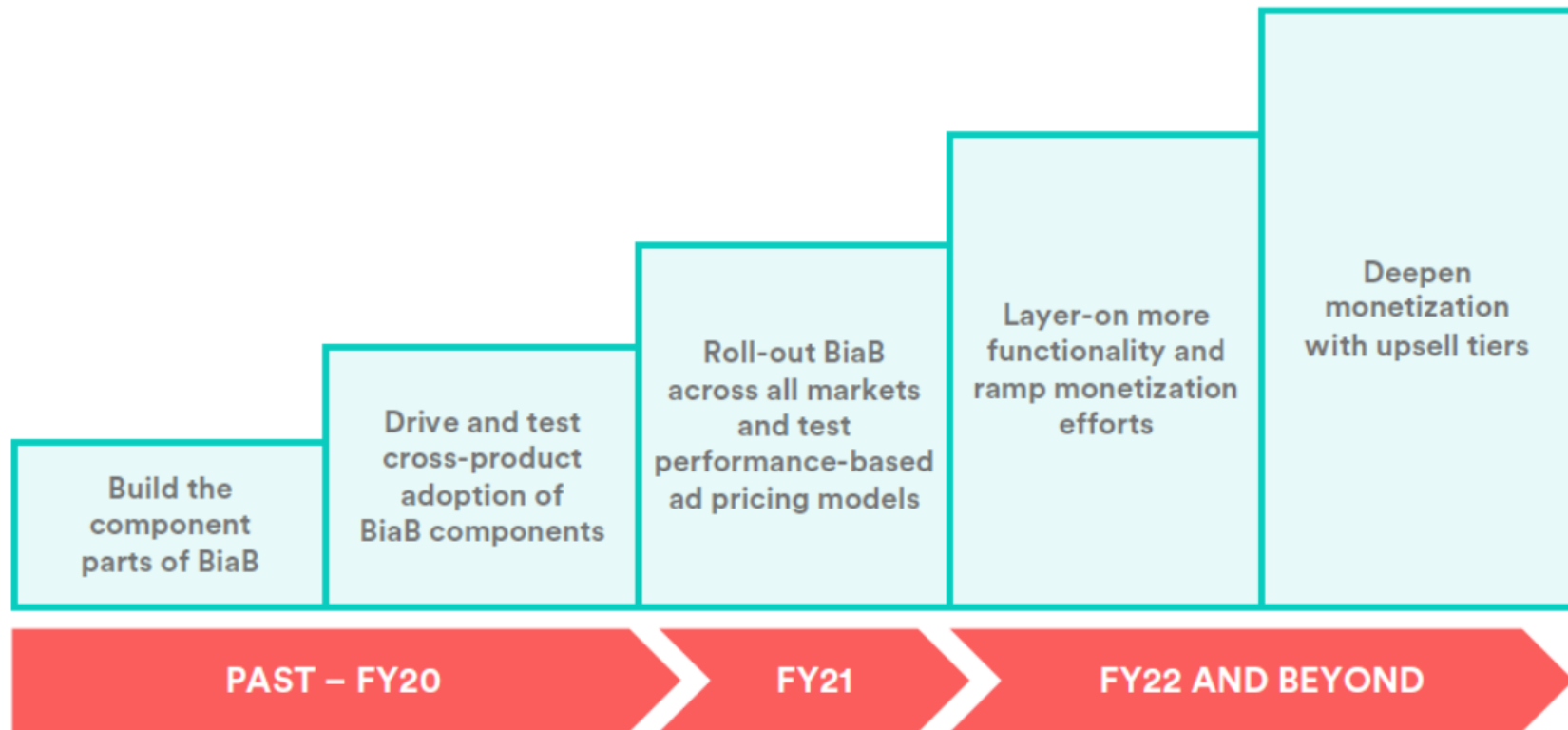
Drive adoption
of the WM
Business-in-a-Box
software solution
and grow GMV



Pursue strategic
acquisitions to
accelerate
our growth
strategies

Source: Company reports

Exhibit 3: The prior growth vision



Source: Company reports

Exhibit 4: The prior BiaB vision

WM's "Business-in-a-Box" Provides an Integrated Solution to Drive Growth			wmh
Evolution of the WM Business Subscription Package			
WM Solution	Addressing Pain-Points	Launch Date	
Listing page with product menu	Presence on weedmaps marketplace to capture high-value users	Prior to 2019	
Online order-ahead for pick-up and delivery	Convert traffic into high-margin orders	2018	
Logistics & fulfillment software and driver apps	Facilitate compliant delivery	2018	
Wholesale exchange marketplace	Facilitate compliant and efficient transactions between brands and retailers	2019	
Retail Point-of-Sale "POS" solution	Inventory management solution with integrations to streamline workflows and facilitate compliance with track and trace reporting	2019	
Insights dashboard	Data & analytics on traffic trends	2020	
Menu embed	Convert traffic into high-margin orders with labor savings	2020	
Expansion of WM Upsell and Add-On Solutions			
WM Solution	Addressing Pain-Points	Launch Date	
Featured listings	Drive traffic with prominent placing in homepage carousels and map-pages	Prior to 2018	
Promoted deals	Showcase discounts on favorite products to appeal to price-conscious consumers	Prior to 2018	
Nearby listings	Increase presence in adjacent regions	Prior to 2018	
Display ads	Targeted ads in highly visible slots to reach high-value users	2019	
Search engine results page ("SERP") ads	Reach high-value users at the moment of relevance in their discovery journey	2020	
Performance-based bidding engine	Dynamic, self-serve, ad campaign manager to solve solutions for tailored budgets	2020 (Pilot)	
<i>Future solution – CRM</i>	<i>Manage and analyze user relationships and interactions</i>	<i>2021</i>	
<i>Future solution – Loyalty</i>	<i>Employ and manage programs to drive revenue and strengthen user connectivity</i>	<i>2021</i>	
<i>Future solution – Premium Analytics</i>	<i>Advanced data and analytics functionalities</i>	<i>2021</i>	

Source: Company reports

Exhibit 5: The pitch

Cannabis is Unlike Any Sector In Its Nascency and High Regulation and Complexity

Cannabis 101

- Cannabis users represent <10% of total population
- Cannabis consumers are overwhelmingly price-conscious
- Regulations vary widely state-by-state resulting in a “nation-state” dynamic across the US
- Cannabis is unlike tobacco or alcohol given its lack of product homogeneity and wide range of effects and flavors
- Cannabis is a perishable good
- Brands are only in the early innings of establishing consumer presence

Challenges Facing Consumers

- Challenging product and retailer discovery given lack of data normalization
- Inconsistent product and brand availability across retailers and markets
- Inconsistent product quality
- Constantly evolving landscape of brands and retailers
- Product counterfeiting and inconsistent product quality
- Inability to price compare across brands and retailers

Challenges Facing Businesses

- Inability to effectively reach high-value consumers
- Lack of cost-effective customer acquisition channels
- Lack of robust data and market intelligence
- Lack of universally-adopted product catalog
- Inability to scale given disparate and complex regulatory frameworks
- Little-to-no avenues for brands to build voice and affinity with consumer

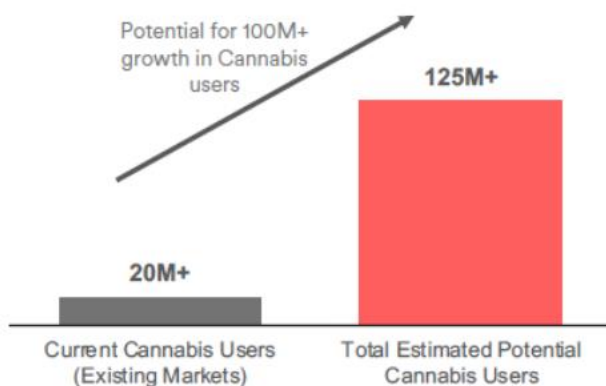
Source: Company reports

Exhibit 6: LT growth drivers

Long-term Growth Across Both Users and Businesses is Substantial

wmh

Implied Cannabis User Growth (assuming alcohol usage as a proxy) ⁽¹⁾



Implied Cannabis Retail License Growth (assuming alcohol usage as a proxy) ⁽²⁾

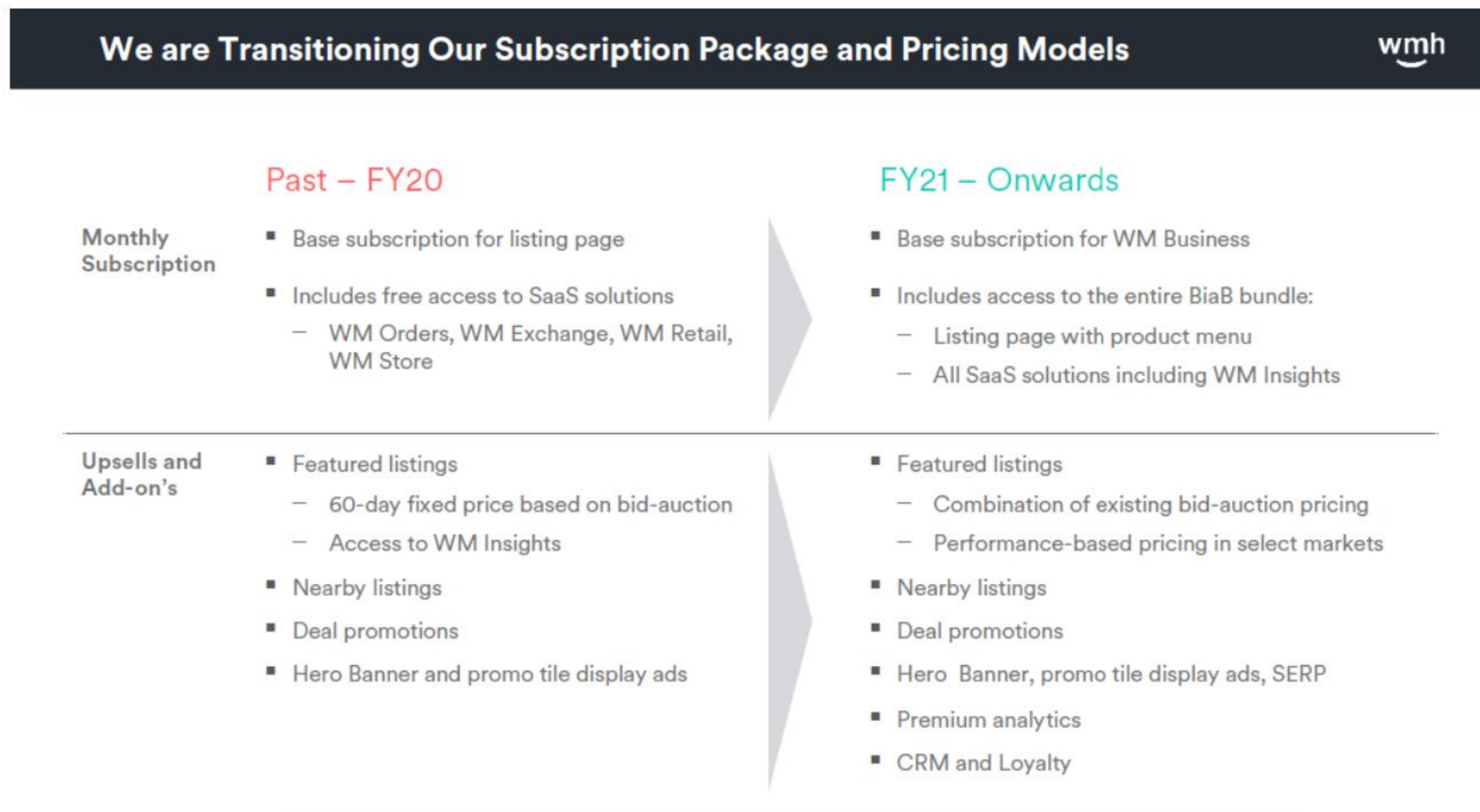


(1) Assumes cannabis usage equals alcohol penetration and each consumer makes ~12 purchases per annum. Alcohol data per National Survey on Drug Use and Health on past month incidence usage

(2) Existing Markets represents WM estimates of total retail license count in existing markets. 1:10K Ratio represents the total license count if all states issued licenses at a ratio of 1:10K residents which WM believes is the minimum to minimize any gray market impact. Alcohol Penetration represents the total license count if retail licenses were to match alcohol retail licenses (~1:13K residents)

Source: Company reports

Exhibit 7: Pricing Model Evolution (some may be dated, but this still provides an idea how services have been expanded over time)



Source: Company reports

11 January 2024

WM Technology: Initiation of Coverage

Exhibit 8: Basic and diluted share count as of 9/30/23

Ownership	Calculation	Percentage	10-Q Reference
Non-controlling interests ownership as of September 30, 2023		38.5%	Note 10
Controlling interests ownership as of September 30, 2023		61.5%	
Common Shares as of September 30, 2023		Shares	10-Q Reference
Common Stock Class A (voting publicly traded)	A	93,881,130	Statement of Equity
Class V Common Stock ⁽¹⁾ (not publicly trade but has a voting right and exchangeable into shares of Class A common stock on a 1:1 basis)	+ B	55,486,361	Statement of Equity
Total Common Voting Shares		149,367,491	
Other Securities		Units	10-Q Reference
Class P units ⁽²⁾ (vested)	+ C	14,853,794	Note 11
Pro Forma Share Count		Shares	
Pro Forma Common Stock – basic (assuming vested P units covert at 1:1)	= D	164,221,285	
Pro Forma Common Stock – basic + 19.5M public & private placement warrants ⁽³⁾		183,721,258	
Warrants		Shares	10-Q Reference
Public warrants		12,499,973	Note 9
Private placement warrants		7,000,000	Note 9

Note: See our Q3 FY 2023 10-Q issued on November 8, 2023, and filed with the SEC for additional information and/or certain adjustments.

(1) The Company issued shares of Class V Common Stock to Class A Unit holders, representing the same number of Class A Units retained by the Legacy WMH equity holders. Each holder of the shares of Class V Common Stock is entitled to one vote for each share of Class V Common Stock held of record by such holder on all matters on which stockholders generally are entitled to vote.

(2) 14,966,127 outstanding as of September 30, 2023. Conversion ratio from P units to Common Stock Class A based on MAPS share price and not necessarily 1:1. See filings for additional detail.

(3) In this situation, MAPS to receive cash proceeds of \$224M (19.5M warrants * \$11.50 exercise price), subject to adjustments.

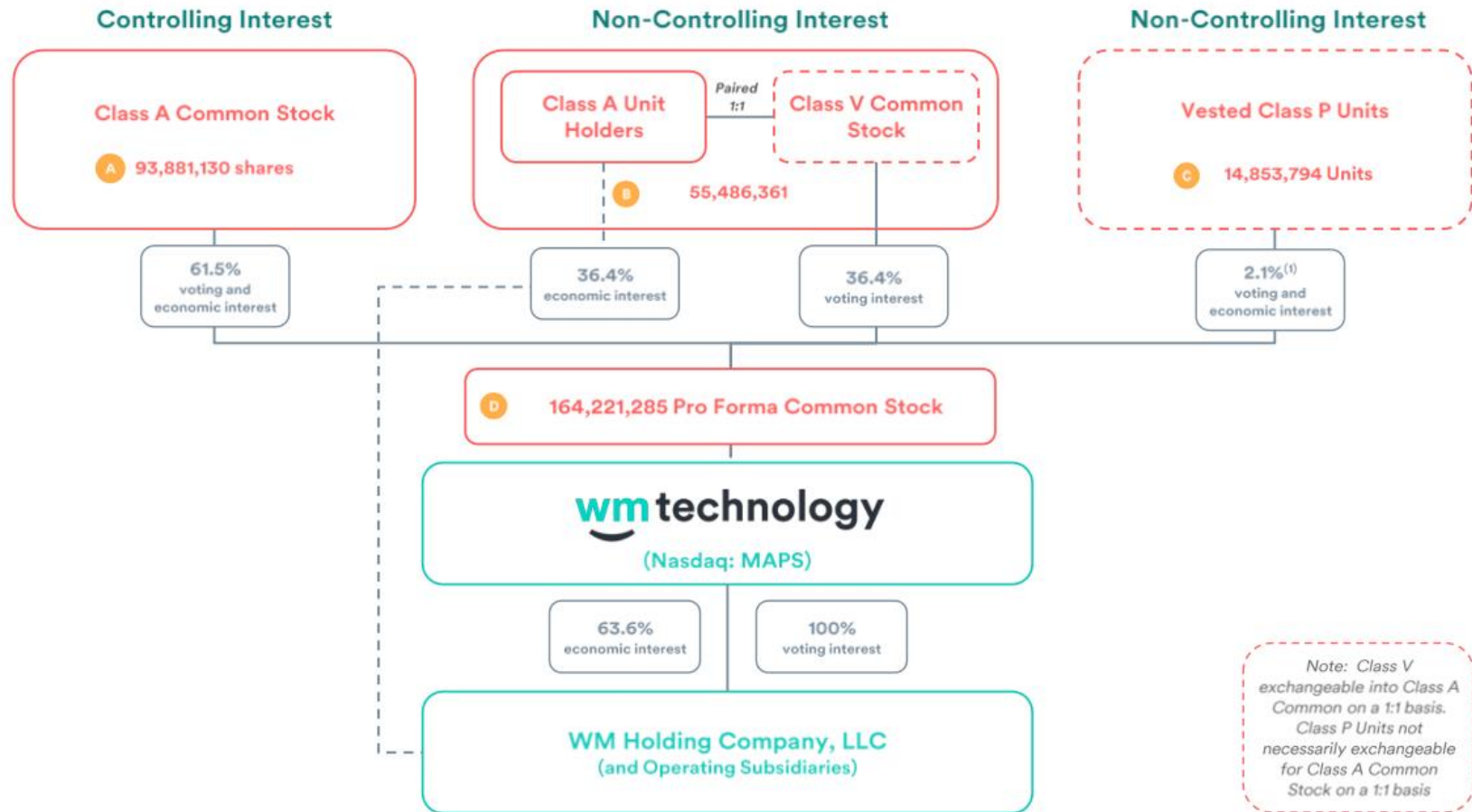
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Source: Company reports

11 January 2024

WM Technology: Initiation of Coverage

Exhibit 9: Share classes



Note: See our Q3 FY 2023 10-Q issued on November 8, 2023, and filed with the SEC for additional information and/or certain adjustments.

Note: Totals may not sum due to rounding.

(1) Assumes conversion of 3,256,672 Class P Units to Class A Common Stock based on 9/30/23 share price of \$1.32.

10

Source: Company reports



Appendix II: Company Financials

11 January 2024

WM Technology: Initiation of Coverage

Exhibit 10: Financial highlights

US\$ Mn	Dec 2021	Dec 2022	Mar 1Q23	Jun 2Q23	Sep 3Q23	Dec 4Q23e	Dec 2023e	Mar 1Q24e	Jun 2Q24e	Sep 3Q24e	Dec 4Q24e	Dec 2024e	Dec 2025e	Dec 2026e
Reported sales	193.1	215.5	48.0	50.9	47.7	47.0	193.6	46.5	49.9	50.5	49.6	196.5	216.2	240.8
qoq ch %	na	na	-3%	6%	-6%	-1%	na	-1%	7%	1%	-2%	na	na	na
yoy ch %		12%	-16%	-13%	-5%	-5%	-10%	-3%	-2%	6%	6%	1%	10%	11%
<i>Guidance</i>						47.0	na	na	na	na	na	na	na	na
<i>Consensus</i>						47.1	193.7	48.6	50.1	50.2	50.8	199.8	210.1	na
Profit margins														
Gross profit	185.2	200.1	44.5	47.6	44.7	44.2	181.0	43.7	46.9	47.5	46.6	184.7	205.4	228.8
as % of sales	95.9%	92.9%	92.7%	93.6%	93.7%	94.0%	93.5%	94.0%	94.0%	94.0%	94.0%	94.0%	95.0%	95.0%
Op exp	-193.4	-269.7	-48.7	-43.8	-50.3	-41.8	-184.5	-41.5	-43.6	-43.2	-42.2	-170.6	-178.8	-196.4
as % of sales	-100.1%	-125.2%	-101.4%	-86.2%	-105.3%	-88.9%	-95.3%	-89.3%	-87.5%	-85.7%	-85.0%	-86.8%	-82.7%	-81.6%
EBIT	-8.2	-69.6	-4.1	3.8	-5.5	2.4	-3.5	2.2	3.2	4.2	4.5	14.1	26.6	32.3
as % of sales	-4.2%	-32.3%	-8.6%	7.4%	-11.6%	5.1%	-1.8%	4.7%	6.5%	8.3%	9.0%	7.2%	12.3%	13.4%
adj EBITDA	31.7	-31.3	-1.0	6.6	6.2	4.9	16.8	4.8	5.9	7.0	7.3	24.9	38.9	46.3
as % of sales	16.4%	-14.5%	-2.0%	13.1%	13.1%	10.4%	8.7%	10.2%	11.8%	13.8%	14.8%	12.7%	18.0%	19.2%
<i>Guidance adj EBITDA</i>						5.0	na	na	na	na	na	na	na	na
<i>as % of sales</i>						10.6%	na	na	na	na	na	na	na	na
<i>Consensus adj EBITDA</i>						4.7	32.8	4.4	5.0	10.6	8.8	28.9	33.3	na
<i>as % of sales</i>						10.1%	16.9%	9.1%	10.0%	21.1%	17.4%	14.4%	15.8%	na
EPS														
Pre tax income	151.6	96.4	-4.0	2.0	-2.5	2.6	-4.1	2.4	3.4	4.4	4.7	14.9	27.8	34.3
Tax rate assumption	0.4%	220.3%	37.6%	38.2%	38.8%	15.0%	32.1%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%
Net income	60.4	-116.0	-2.5	1.2	-1.5	2.2	-2.8	2.1	2.9	3.7	4.0	12.7	23.7	29.2
Share count diluted (mn)	66.8	85.0	92.3	93.6	93.7	93.9	93.4	93.9	93.9	93.9	93.9	93.9	93.9	93.9
EPS	0.90	-1.36	-0.03	0.01	-0.02	0.02	-0.03	0.02	0.03	0.04	0.04	0.14	0.25	0.31
<i>consensus</i>						-0.03	-0.06	-0.03	-0.02	0.01	0.00	-0.04	-0.01	na
BS & CF highlights														
Operating cash flow	30.2	-11.6	2.2	1.9	8.3	3.6	16.0	3.7	5.4	5.8	5.9	20.8	34.2	40.9
(-) Capex	7.9	16.1	3.2	2.6	3.1	1.5	10.4	1.5	1.5	1.5	1.5	6.0	6.0	6.0
Free cash flow	22.3	-27.7	-1.1	-0.6	5.3	2.1	5.6	2.2	3.9	4.3	4.4	14.8	28.2	34.9
Ending net cash (debt)	67.8	28.6	25.9	24.6	27.7	29.8	29.8	32.0	35.9	40.2	44.6	44.6	72.8	107.8
Equity	63.6	13.4	15.4	20.5	19.9	22.1	22.1	24.2	27.1	30.8	34.8	34.8	58.5	87.7

Source: Z&A estimates, company reports

11 January 2024

WM Technology: Initiation of Coverage

Exhibit 11: Company sales projections

\$Mn	2021	2022	1Q23	2Q23	3Q23	4Q23e	2023e	1Q24e	2Q24e	3Q24e	4Q24e	2024e	2025e	2026e
Market sizes	24,904	25,654	6,640	7,076	7,282	7,313	28,310	7,394	7,707	7,845	7,908	30,855	34,904	37,623
California	5,779	5,383	1,280	1,335	1,253	1,240	5,108	1,225	1,294	1,264	1,245	5,028	5,146	5,265
CO/MI/OK	4,963	4,843	1,218	1,332	1,406	1,347	5,304	1,357	1,437	1,473	1,448	5,715	6,120	6,409
rest	14,162	15,429	4,142	4,409	4,623	4,725	17,899	4,812	4,976	5,108	5,216	20,112	23,638	25,950
TAM	1,307	1,347	349	371	382	384	1,486	388	405	412	415	1,620	1,832	1,975
California	303	283	67	70	66	65	268	64	68	66	65	264	270	276
CO/MI/OK	261	254	64	70	74	71	278	71	75	77	76	300	321	336
rest	743	810	217	231	243	248	940	253	261	268	274	1,056	1,241	1,362
MAPS TAM penetration	15%	16%	14%	14%	12%	12%	13%	12%	12%	12%	12%	12%	12%	12%
California	40%	44%	43%	43%	41%	40.0%	41.8%	39.5%	40.0%	40.0%	38.0%	39.4%	38.2%	39.0%
CO/MI/OK	22%	25%	23%	22%	19%	19.0%	20.6%	19.0%	19.0%	19.5%	20.0%	19.4%	20.9%	22.0%
rest	2.1%	3.2%	2.2%	2.4%	2.6%	3.0%	2.6%	3.0%	3.2%	3.3%	3.5%	3.3%	3.7%	4.3%
Company sales	193.1	215.5	48.0	50.9	47.7	47.0	193.6	46.5	49.9	50.5	49.6	196.5	216.2	240.8
California	119.9	125.2	28.8	30.0	27.2	26.0	112.1	25.4	27.2	26.6	24.8	104.0	103.3	107.8
CO/MI/OK	57.9	64.7	14.4	15.3	14.3	13.4	57.4	13.5	14.3	15.1	15.2	58.2	67.1	74.0
rest	15.3	25.6	4.8	5.6	6.2	7.5	24.1	7.6	8.4	8.8	9.6	34.4	45.7	59.0

Source: Z&A estimates, company reports

Exhibit 12: Key markets size projections

	2021	2022	1Q23	2Q23	3Q23	4Q23e	2023e	1Q24e	2Q24e	3Q24e	4Q24e	2024e	2025e	2026e
Cannabis Markets														
Total US (\$Mn)	24,904	25,654	6,640	7,076	7,282	7,313	28,310	7,394	7,707	7,845	7,908	30,855	34,904	37,623
CA	5,779	5,383	1,280	1,335	1,253	1,240	5,108	1,225	1,294	1,264	1,245	5,028	5,146	5,265
CO	2,229	1,769	394	389	398	362	1,543	361	370	379	374	1,485	1,530	1,578
MI	1,793	2,294	642	754	830	807	3,033	817	881	919	899	3,517	3,876	4,106
OK	941	780	182	189	178	178	728	179	185	175	175	714	714	724
rest	14,162	15,429	4,142	4,409	4,623	4,725	17,899	4,812	4,976	5,108	5,216	20,112	23,638	25,950
Total US (yoy ch%)	35%	3%	9%	9%	12%	11%	10%	11%	9%	8%	8%	9%	13%	8%
CA	29%	-7%	-4%	-5%	-4%	-8%	-5%	-4%	-3%	1%	0%	-2%	2%	2%
CO	2%	-21%	-14%	-13%	-12%	-12%	-13%	-8%	-5%	-5%	3%	-4%	3%	3%
MI	82%	28%	39%	33%	32%	27%	32%	27%	17%	11%	11%	16%	10%	6%
OK	13%	-17%	-13%	-4%	-4%	-4%	-7%	-2%	-2%	-2%	-2%	-2%	0%	1%
rest	43%	9%	14%	13%	18%	18%	16%	16%	13%	10%	10%	12%	18%	10%
As % of total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CA	23%	21%	19%	19%	17%	17%	18%	17%	17%	16%	16%	16%	15%	14%
CO	9%	7%	6%	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%	4%
MI	7%	9%	10%	11%	11%	11%	11%	11%	11%	12%	11%	11%	11%	11%
OK	4%	3%	3%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%
rest	57%	60%	62%	62%	63%	65%	63%	65%	65%	65%	66%	65%	68%	69%

Source: Z&A estimates, company reports

Exhibit 13: US market growth assumptions

US\$ Mn	CY20	CY21	CY22	1Q23	2Q23	3Q23	4Q23e	CY23e	1Q24e	2Q24e	3Q24e	4Q24e	CY24e	CY25e	CY26e	CY27e	rec began
Total	17,986	24,465	25,469	6,626	7,042	7,304	7,442	28,415	7,527	7,747	7,859	8,020	31,153	35,057	37,612	39,994	
rec	11,478	15,995	16,544	4,214	4,471	4,754	4,837	18,276	4,828	4,996	5,070	5,186	20,080	22,137	24,065	25,864	
med	6,507	8,470	8,924	2,412	2,571	2,551	2,605	10,138	2,699	2,751	2,789	2,834	11,073	12,920	13,547	14,129	
Total (med/rec)	17,986	24,465	25,469	6,626	7,042	7,304	7,442	28,415	7,527	7,747	7,859	8,020	31,153	35,057	37,612	39,994	
AZ	1,034	1,359	1,390	351	339	292	297	1,279	300	297	296	301	1,193	1,209	1,227	1,247	Jan'21
CA	4,480	5,779	5,389	1,279	1,317	1,284	1,333	5,213	1,309	1,346	1,314	1,363	5,332	5,450	5,569	5,687	Oct'16
CO	2,191	2,229	1,769	394	389	393	389	1,565	387	397	406	401	1,591	1,640	1,691	1,744	Jan'14
CT	117	150	150	57	68	74	71	270	73	75	79	81	309	370	444	518	Jan'23
FLA	842	1,456	1,740	437	471	488	525	1,922	525	534	543	552	2,154	2,313	2,482	2,650	med
GA	0	1	16	9	12	13	15	49	21	27	29	32	109	136	156	157	med
IL	1,035	1,776	1,907	467	484	498	509	1,958	499	512	521	531	2,063	2,158	2,258	2,363	Jan'20
MA	921	1,644	1,755	428	450	472	478	1,828	466	471	475	484	1,896	1,929	1,963	1,997	Nov'18
MD	453	551	509	118	123	270	273	784	273	277	281	286	1,117	1,242	1,450	1,704	Jul'23
ME	41	96	171	48	55	66	56	226	58	66	79	67	269	321	382	456	Oct'20
MI	985	1,793	2,294	642	754	830	821	3,047	825	828	833	837	3,324	3,395	3,469	3,545	Apr'22
MN	20	25	36	12	17	18	19	66	19	20	21	21	80	266	448	619	Jan'25
MO	21	210	390	266	363	357	356	1,343	362	374	387	394	1,517	1,643	1,760	1,886	Feb'23
NH	35	44	50	13	14	14	14	54	13	14	14	14	55	60	60	60	med
NJ	196	217	555	179	193	194	208	775	217	227	231	238	913	1,070	1,078	1,085	Apr'22
NM	119	119	358	130	140	143	147	560	147	149	153	154	603	627	657	690	Apr'22
NV	780	1,042	882	213	213	215	211	853	215	224	220	217	876	910	936	962	Jul'17
NY	200	250	260	74	85	111	133	403	152	191	230	279	853	1,437	1,826	1,887	Dec'22
OH	223	379	467	120	119	118	123	481	127	131	134	138	530	1,163	1,648	2,326	Jan'25
OK	428	502	588	169	173	173	176	690	198	202	202	207	810	950	950	950	med
OR	1,111	1,184	994	231	242	244	239	957	236	247	249	244	976	996	1,015	1,036	Oct'15
PA	745	1,395	1,469	370	380	371	372	1,493	366	367	368	368	1,469	1,480	1,491	1,502	med
RI	47	44	39	14	15	17	18	65	19	21	22	23	85	106	128	149	Dec'22
VA	10	27	80	31	35	38	41	145	44	45	47	48	183	202	511	728	Jan'26
VT	37	52	73	23	24	24	24	94	26	27	27	28	108	117	117	117	May'22
WA	1,380	1,464	1,294	304	313	325	318	1,259	305	314	327	319	1,265	1,272	1,278	1,284	Jul'14
WV	0	0	26	15	17	17	18	66	19	20	22	23	84	101	118	135	med
Other states	535	676	817	232	240	244	253	969	324	343	351	370	1,388	2,493	2,500	2,506	

Source: Z&A estimates, Headset, state official data

Exhibit 14: Income statement

US\$ 000s	Dec 2021	Dec 2022	Mar 1Q23	Jun 2Q23	Sep 3Q23	Dec 4Q23e	Dec 2023e	Mar 1Q24e	Jun 2Q24e	Sep 3Q24e	Dec 4Q24e	Dec 2024e	Dec 2025e	Dec 2026e
Revenues	193,146	215,531	48,007	50,852	47,725	47,026	193,610	46,513	49,869	50,484	49,617	196,483	216,162	240,812
(-) operating expenses	0	0	0	0	0	0	0	0	0	0	0	0	0	0
cost of revenues	-7,938	-15,407	-3,494	-3,239	-3,015	-2,822	-12,570	-2,791	-2,992	-3,029	-2,977	-11,789	-10,808	-12,041
sales and marketing	-56,119	-82,624	-12,060	-12,567	-11,544	-13,300	-49,471	-13,300	-13,465	-13,631	-13,397	-53,792	-56,202	-61,388
product development	-35,395	-50,520	-10,934	-9,200	-7,748	-7,054	-34,936	-6,977	-7,480	-7,068	-6,946	-28,471	-30,263	-33,714
general and administrative	-97,447	-125,104	-22,500	-19,208	-19,189	-19,000	-79,897	-18,605	-19,948	-19,689	-18,855	-77,096	-79,410	-86,692
depreciation and amortization	-4,425	-11,498	-3,167	-2,855	-11,777	-2,430	-20,229	-2,644	-2,751	-2,857	-2,964	-11,216	-12,924	-14,631
Loss from operations	-8,178	-69,622	-4,148	3,783	-5,548	2,421	-3,492	2,196	3,234	4,210	4,478	14,118	26,555	32,346
(+) net interest expense	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(+) change in fair value of warrant liabi	166,518	25,370	725	-1,045	-460	144	-636	233	170	191	213	806	1,285	1,992
(-) other expense, net	-6,723	-1,674	-446	-235	3,565	0	0	0	0	0	0	0	0	0
(-) disc ops	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(-) change in tax receivable agreement	0	142,352	-100	-520	-69	0	0	0	0	0	0	0	0	0
Loss before provision for income tax	151,617	96,426	-3,969	1,983	-2,512	2,565	-4,128	2,429	3,404	4,401	4,691	14,925	27,840	34,338
(-) provision for income taxes	601	-179,077	0	0	0	-385	-385	-364	-511	-660	-704	-2,239	-4,176	-5,151
Net profit	152,218	-82,651	-3,969	1,983	-2,512	2,180	-4,513	2,064	2,893	3,741	3,987	12,686	23,664	29,187
(-) SPAC related	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Net loss and comprehensive loss	152,218	-82,651	-3,969	1,983	-2,512	2,180	-4,513	2,064	2,893	3,741	3,987	12,686	23,664	29,187
(-) non controlling interest	-91,835	-33,338	1,494	-757	974	0	1,711	0	0	0	0	0	0	0
Net loss attributable to co	60,383	-115,989	-2,475	1,226	-1,538	2,180	-2,802	2,064	2,893	3,741	3,987	12,686	23,664	29,187
EPS - basic	0.93	-1.36	-0.03	0.01	-0.02	0.02	-0.03	0.02	0.03	0.04	0.04	0.14	0.25	0.31
EPS - diluted	0.90	-1.36	-0.03	0.01	-0.02	0.02	-0.03	0.02	0.03	0.04	0.04	0.14	0.25	0.31
weighted average shares outstanding -	65.0	85.0	92.3	92.9	93.7	93.9	93.2	93.9	93.9	93.9	93.9	93.9	93.9	93.9
weighted average shares outstanding -	66.8	85.0	92.3	93.6	93.7	93.9	93.4	93.9	93.9	93.9	93.9	93.9	93.9	93.9

Source: Z&A estimates, company reports

11 January 2024

WM Technology: Initiation of Coverage

Exhibit 15: Cash Flow

US\$ 000s	Dec 2021	Dec 2022	Mar 1Q23	Jun 2Q23	Sep 3Q23	Dec 4Q23e	Dec 2023e	Mar 1Q24e	Jun 2Q24e	Sep 3Q24e	Dec 4Q24e	Dec 2024e	Dec 2025e	Dec 2026e
Net earnings	152,218	-82,651	-3,969	1,983	-2,512	2,180	-2,318	2,064	2,893	3,741	3,987	12,686	23,664	29,187
(+) D&A	4,425	11,498	3,167	2,855	11,777	2,457	20,256	2,554	2,652	2,749	2,847	10,802	12,362	13,910
Cash earnings	156,643	-71,153	-802	4,838	9,265	4,637	17,938	4,618	5,545	6,490	6,834	23,488	36,026	43,097
(-) Working capital changes	3,724	3,151	-2,750	-9,831	-1,325	-1,048	-14,954	-939	-122	-684	-907	-2,651	-1,827	-2,174
(-) Other operating flows	-130,177	56,381	5,709	6,928	378	0	13,015	0	0	0	0	0	0	0
Operating cash flow	30,190	-11,621	2,157	1,935	8,318	3,589	15,999	3,679	5,423	5,806	5,927	20,836	34,198	40,923
(-) net capex	-7,935	-16,055	-3,226	-2,580	-3,064	-1,500	-10,370	-1,500	-1,500	-1,500	-1,500	-6,000	-6,000	-6,000
Free cash flow	22,255	-27,676	-1,069	-645	5,254	2,089	5,629	2,179	3,923	4,306	4,427	14,836	28,198	34,923
(-) acquisitions	-16,000	-713	0	0	0	0	0	0	0	0	0	0	0	0
(-) distribution to members	-18,998	-2,448	-250	-1,002	-3,233	0	-4,485	0	0	0	0	0	0	0
(+) other	-13,598	-8,357	-28,636	-21,354	-8,470	0	-58,460	0	0	0	0	0	0	0
(+) share issuance / biz combination	79,969	0	0	0	0	0	0	0	0	0	0	0	0	0
(+) share repurchases	-5,565	0	0	0	0	0	0	0	0	0	0	0	0	0
(-) stock options/warrants	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Change in net	48,063	-39,194	-29,955	-23,001	-6,449	2,089	1,227	2,179	3,923	4,306	4,427	14,836	28,198	34,923
Ending net (debt)	67,777	28,583	25,902	24,603	27,721	29,810	29,810	31,990	35,913	40,219	44,647	44,647	72,845	107,768
Cash/inv/sec	67,777	28,583	25,902	24,603	27,721	29,910	29,910	32,090	36,013	40,319	44,747	44,747	72,945	107,868
Gross debts/loans/bonds	0	0	0	0	0	100	100	100	100	100	100	100	100	100

Source: Z&A estimates, company reports

Exhibit 16: Balance Sheet

US\$ 000s	Dec 2021	Dec 2022	Mar 1Q23	Jun 2Q23	Sep 3Q23	Dec 4Q23e	Dec 2023e	Dec 2024e	Dec 2025e	Dec 2026e
Cash and cash equivalents	67,777	28,583	25,902	24,603	27,721	29,910	29,910	44,747	72,945	107,868
Accounts receivable	17,550	17,438	15,401	14,971	12,314	12,134	12,134	12,802	14,696	15,831
Accounts receivable from related parties	0	0	0	0	0	0	0	0	0	0
Due from third parties	0	0	0	0	0	0	0	0	0	0
Deferred rents receivable	0	0	0	0	0	0	0	0	0	0
Notes receivable	0	0	0	0	0	0	0	0	0	0
Inventory	0	0	0	0	0	0	0	0	0	0
Prepaid expenses and other current assets	13,607	8,962	6,866	7,690	6,894	6,793	6,793	7,167	8,227	8,863
Current assets	98,934	54,983	48,169	47,264	46,929	48,837	48,837	64,716	95,868	132,562
PPE, net	13,283	24,928	25,556	26,452	24,660	23,842	23,842	19,596	13,789	6,422
Goodwill	45,295	68,368	68,368	68,368	68,368	68,368	68,368	68,368	68,368	68,368
Intangible assets, net	8,299	10,339	9,784	9,243	2,646	2,507	2,507	1,952	1,397	854
Right of use assets	36,549	31,447	30,245	29,024	27,781	27,781	27,781	27,781	27,781	27,781
Deferred tax assets	152,097	0	0	0	0	0	0	0	0	0
Other assets	10,687	8,970	8,504	8,391	8,310	8,310	8,310	8,310	8,310	8,310
TOTAL ASSETS	365,144	199,035	190,626	188,742	178,694	179,645	179,645	190,723	215,513	244,298
Accounts payable and accrued expenses	23,155	33,635	26,170	18,615	17,731	16,598	16,598	14,264	13,336	11,702
Deferred revenue	8,057	6,256	6,366	6,663	6,090	6,001	6,001	6,331	7,268	7,830
Deferred rent	0	0	0	0	0	0	0	0	0	0
Operating lease liabilities, current portion	5,463	6,334	6,574	6,821	6,867	6,766	6,766	7,139	8,195	8,828
Notes payable	0	0	0	0	0	100	100	100	100	100
Notes payable to members	0	0	0	0	0	0	0	0	0	0
Tax receivable agreement liability, current portion	0	0	500	400	400	394	394	416	477	514
Other current liabilities	1,125	98	98	98	0	0	0	0	0	0
Total current liabilities	37,800	46,323	39,708	32,597	31,088	29,859	29,859	28,250	29,377	28,974
Operating lease liabilities, less current portion	39,377	33,043	31,314	29,500	27,842	27,842	27,842	27,842	27,842	27,842
Tax receivable agreement liability	128,567	500	100	720	789	789	789	789	789	789
Warrant liability	27,460	2,090	1,365	2,410	2,870	2,870	2,870	2,870	2,870	2,870
Debentures payable	0	0	0	0	0	0	0	0	0	0
Other long-term liabilities	0	2,302	2,900	3,041	1,323	1,323	1,323	1,323	1,323	1,323
Total liabilities	233,204	84,258	75,387	68,268	63,912	62,683	62,683	61,074	62,201	61,798
Preferred stock	0	0	0	0	0	0	0	0	0	0
Class A common stock	7	9	9	9	9	9	9	9	9	9
Class V common stock	7	5	5	5	5	5	5	5	5	5
Additional paid in capital	2,173	67,986	72,444	76,351	77,339	77,339	77,339	77,339	77,339	77,339
Retained earnings	61,369	-54,620	-57,095	-55,869	-57,407	-55,227	-55,227	-42,541	-18,877	10,310
Total stockholders equity	63,556	13,380	15,363	20,496	19,946	22,126	22,126	34,812	58,476	87,663
Non controlling interest	68,384	101,397	99,876	99,978	94,836	94,836	94,836	94,836	94,836	94,836
Members' equity	0	0	0	0	0	0	0	0	0	0
TOTAL LIABILITIES AND EQUITY	365,144	199,035	190,626	188,742	178,694	179,645	179,645	190,723	215,513	244,298

Source: Z&A estimates, company reports



Appendix III: Featured Ads by Zip Code

Exhibit 17: Featured retailers, delivery operators, and brands (top 50 zip codes based on population)

Zip Code	1st Feature	2nd Feature	3rd Feature	4th Feature	5th Feature
90011 Los Angeles (CA)					
Featured brands	STIIIZY	West Coast Cure	DANK SOCAL	Good Tide	KUSHAGRAM
Delivery Services	Green Lion	KUSHAGRAM	Fairytale Delivery	New Age care Center W	The Cannndy Club
Dispensary storefronts	Highway DTLA	Off the Charts Powerex	GOAT Global	Space Flyt	Catalyst
90650 Norwalk (CA)					
Featured brands	STIIIZY	Ghost	ROVE	West Coast Cure	KUSHAGRAM
Delivery Services	On Deck Delivery	High Heavens	OG NATION	KUSHAGRAM	Honor Roll Delivery
Dispensary storefronts	PACKS - SGV	LA Kush	GREENWOLF - BellFlow	The Medicine Woman	Cookies LA
91331 Pacolma (CA)					
Featured brands	STIIIZY	ROVE	Jeeter	West Coast Cure	Claybourne Co.
Delivery Services	SUGARBUDZ	Frosty	Cana Sylmar	CaliWee	Royal Kush
Dispensary storefronts	Cana Sylmar	SUGARBUDZ	Herbal Pain Relief Cent	Lemonnade Pacolma	Revo Group
90201 Bell Gardens (CA)					
Featured brands	STIIIZY	KUSHAGRAM	West Coast Cure	Dabwoods	Wav
Delivery Services	OG NATION	Green Lion	Baked	High Heavens	Jackpot Delivery
Dispensary storefronts	OG NATION	Cookies LA	The Syndicate	Firehouse365 Maywoc	PACKS - South LA
92335 Fontana (CA)					
Featured brands	STIIIZY	West Coast Cure	Dabwoods	Wav	BLEM
Delivery Services	SKRT	BuyMoreWeed.com	Lo Key Delivery	Uplyft LA	Spade Smoke
Dispensary storefronts	The Cake House	ASHE Society	The Artist Tree Marijuar	The Green Chamber	
90250 Hawthorne (CA)					
Featured brands	STIIIZY	West Coast Cure	High Tide Organics	Dabwoods	KUSHAGRAM
Delivery Services	Green Lion	KUSHAGRAM	Uplyft LA	CaliWee	Budz Deli
Dispensary storefronts	LA Cannabis Co	Flower & Leaf	Off the Charts Powerex	The Cure Company	Catalyst
91342 Sylmar (CA)					
Featured brands	STIIIZY	ROVE	Jeeter	West Coast Cure	Claybourne Co.
Delivery Services	SUGARBUDZ	Frosty	Cana Sylmar	CaliWee	Royal Kush
Dispensary storefronts	Cana Sylmar	SUGARBUDZ	Herbal Pain Relief Cent	Lemonnade Pacolma	Revo Group
90805 Long Beach (CA)					
Featured brands	STIIIZY	West Coast Cure	Ghost	High Tide Organics	Planta Cannbis Co
Delivery Services	KUSHAGRAM	Long Beach Wellness C	Stilo Supply	Canntonikk 420	Fairytale Delivery
Dispensary storefronts	Backpack Boyz Long Be	KUSHAGRAM	Stilo Supply	Flight On Cherry	HAVEN Cannabis Marij
90280 South Gate (CA)					
Featured brands	STIIIZY	KUSHAGRAM	West Coast Cure	Dabwoods	Wav
Delivery Services	OG NATION	Green Lion	Baked	High Heavens	Jackpot Delivery
Dispensary storefronts	OG NATION	Cookies LA	The Syndicate	Firehouse365 Maywoc	PACKS - South LA
90044 Los Angeles (CA)					
Featured brands	STIIIZY	West Coast Cure	DANK SOCAL	Good Tide	KUSHAGRAM
Delivery Services	Green Lion	BLAZE 420	Love's Connections	Fairytale Delivery	Highway DTLA Delivery
Dispensary storefronts	OG NATION	GOAT GLOBAL South L	Highway DTLA	The Cure Company	
92503 Riverside (CA)					
Featured brands	STIIIZY	West Coast Cure	KUSHAGRAM	Dabwoods	Wav
Delivery Services	BLAZE 420	SKRT	Plant Galaxy	KUSHAGRAM	The Delivery
Dispensary storefronts	The Artist Tree Marijuar	The Cake House	Plant Galaxy	ASHE Society	Remedy Room
92336 Fontana (CA)					
Featured brands	STIIIZY	West Coast Cure	Dabwoods	Wav	Mad Labs
Delivery Services	SKRT	BuyMoreWeed.com	Lo Key Delivery	Uplyft LA	Spade Smoke
Dispensary storefronts	The Cake House	ASHE Society	The Artist Tree Marijuar	The Green Chamber	
94565 Pittsburg (CA)					
Featured brands	STIIIZY	West Coast Cure	WYLD	YOLO Gummies	Wav
Delivery Services	Fast Flavors	Taste	The Sticky Rose Now Er	One Plant Delivery	The Sacred Stem
Dispensary storefronts	One Plant Antioch	HAZE	Lemonnade		
92683 Westminster (CA)					
Featured brands	Dime Industries	STIIIZY	KUSHAGRAM	Ghost	West Coast Cure
Delivery Services	Long Beach Wellness C	JADEROOM Delivery	D'ASHE delivery	Secret Stash OC	The Circle Deivery
Dispensary storefronts	Long Beach Wellness C	JADEROOM Delivery	PACKS - OC	Culture Cannabis Club	The Circle

Source: weedmaps marketplace

Exhibit 18: Featured retailers, delivery operators, and brands (continued)

Zip Code	1st Feature	2nd Feature	3rd Feature	4th Feature	5th Feature
92704 Santa Ana (CA)					
Featured brands	STIIIZY	Ghost	ROVE	West Coast Cure	KUSHAGRAM
Delivery Services	JADEROOM Delivery	KUSHAGRAM	Tropicanna Dispensary	The Gas Station OC	The Cannndy Club
Dispensary storefronts	PACKS	JADEROOM	SUPER CLINIK	ASHE Society	LEGACY KUSH
91710 Chino (CA)					
Featured brands	STIIIZY	West Coast Cure	KUSHAGRAM	Dabwoods	Kinda High
Delivery Services	KUSHAGRAM	Green Buddy	Hyperwolf	SKRT	Honor Roll Delivery
Dispensary storefronts	Remedy Room	ASHE Society	The Green Chamber	Culture Cannabis Club	The Artist Tree Marijuai
92804 Anaheim (CA)					
Featured brands	STIIIZY	Ghost	ROVE	West Coast Cure	KUSHAGRAM
Delivery Services	Tropicanna Dispensary	JADEROOM Delivery	BLAZE 420	606 Boys	King Skunk
Dispensary storefronts	Culture Cannabis Club	HAVEN Cannabis Marij	Cookies	Kannabis Works	Catalyst
95076 Watsonville (CA)					
Featured brands	West Coast Cure	Savage	STIIIZY	URSA Extracts	Halara
Delivery Services	One Plant Delivery	Santa Cruz Naturals	Cannarey Delivery	Cali Xpress	
Dispensary storefronts	CannaCruz - Watsonvil	CannaCruz Salinas	East of Eden Cannabis	Santa Cruz Naturals	White Fire
92154 San Diego (CA)					
Featured brands	Hikei Exotics	HOTBOX	MJ Ultra	STIIIZY	West Coast Cure
Delivery Services	March and Ash Deliver	A Green Alternative	STIIIZY Delivery	Cali Xpress	BLAZE 420
Dispensary storefronts	March and Ash	A Green Alternative	Harvest HOC	Pacbol	Wellgreens
91744 La Puente (CA)					
Featured brands	STIIIZY	KUSHAGRAM	West Coast Cure	Dabwoods	Genuine
Delivery Services	On Deck Delivery	Honor Roll Delivery	The Cannndy Club	J's Delivery	World Class Cannabis
Dispensary storefronts	PACKS	New Generation	ASHE Society		
92376 Rialto (CA)					
Featured brands	STIIIZY	West Coast Cure	Dabwoods	Wav	PHASES
Delivery Services	JADEROOM Delivery	Inland Plug	Plant Galaxy	The New Guys	Hyper Fox
Dispensary storefronts	High Season				
94112 San Francisco (CA)					
Featured brands	STIIIZY	West Coast Cure	Jeeter	Good Tide	YOLO Gummies
Delivery Services	Mission Organic Delive	WeedHub	Enjoymint	Sticky Thumb Delivery	Top Shelf Express
Dispensary storefronts	Mssion Organic	Lytt	Bloomerang	Calalyst	Elevated San Francisco
93307 Bakersfield (CA)					
Featured brands	West Coast Cure	Savage	STIIIZY	URSA Extracts	Halara
Delivery Services	The Source	7 Points	Cali Kosher Delivery	X Group	Alpaca Club
Dispensary storefronts	HerbNJoy				
93722 Fresno (CA)					
Featured brands	West Coast Cure	Savage	STIIIZY	URSA Extracts	Halara
Delivery Services	The Bakery Delivery	7 Points	Uplyft LA	The Artist Tree	Central V Deivery
Dispensary storefronts	The Artist Tree Marijuar	Embarc	Natural Healing Center	HerbNJoy	Tribal Nation Flower Cc
91911 Chula Vista (CA)					
Featured brands	Hikei Exotics	HOTBOX	MJ Ultra	STIIIZY	UP!
Delivery Services	March and Ash Deliver	The Grove Delivery	SDFLEET	A Green Alternative	Harbor Collective
Dispensary storefronts	HerbNJoy	GrassHopper	March and Ash	Element 7	Pacabol
93033 Oxnard (CA)					
Featured brands	STIIIZY	ROVE	Jeeter	West Coast Cure	Claybourne Co.
Delivery Services	Tree Factor	From the Earth	Tree Factory	Green Buddy	420Bird
Dispensary storefronts	The Artist Tree Marijuar	SAFEPORT	SkunkMasters	Legendary Organics	Tree Factory
92592 Temecula (CA)					
Featured brands	STIIIZY	West Coast Cure	Dabwoods	The Capsule Collection	Caliva
Delivery Services	The Healing Tree	Family Delivery	Clean Green	West Coast Farms	SKRT
Dispensary storefronts	Planet Buds	Off the Charts	PSH Dispensary	Budology	Mr. Nice Guy
92126 San Diego (CA)					
Featured brands	Hikei Exotics	HOTBOX	MJ Ultra	STIIIZY	UP!
Delivery Services	SDFLEET	March and Ash Deliver	Mankind Delivery	Goodfellas	The Great Meds
Dispensary storefronts	March and Ash	Off the Charts	Jaxx Cannabis	Mankind Dispensary	Hello Cannabis

Source: weedmaps marketplace

Exhibit 19: Featured retailers, delivery operators, and brands (continued)

Zip Code	1st Feature	2nd Feature	3rd Feature	4th Feature	5th Feature
93727 Fresno (CA)					
Featured brands	West Coast Cure	Savage	STIIY	URSA Extracts	Halara
Delivery Services	The Bakery Delivery	Uplyft LA	7 Points	SkyCloud Delivery	Alpaca Club
Dispensary storefronts	The Artist Tree Marijuar	Tribal Nation Flower Co	HerbNJoy	Cookies	
92509 Riverside (CA)					
Featured brands	STIIZY	West Coast Cure	KUSHAGRAM	Dabwoods	The Capsule Collection
Delivery Services	KUSHAGRAM	Hyper Fox	The New Guys	Hook Me Up	STIIZY Delivery
Dispensary storefronts	The Green Chamber	Remedy Room	Culture Cannabis Club	Off the Charts	The Artist Tree Marijuar
92345 Herperia (CA)					
Featured brands	STIIZY	West Coast Cure	Dabwoods	Wav	The Clear
Delivery Services	RushBudz	Jet Room Delivery	Uplyft LA	Green Scorpion	Weel
Dispensary storefronts	High Season	Jet Room			
91335 Reseda (CA)					
Featured brands	STIIZY	ROVE	Jeeter	West Coast Cure	Claybourne Co.
Delivery Services	Frosty	The Syndicate Delivery	Puff N Luff	Cana Sylmar	Royal Kush
Dispensary storefronts	Mission Hills Patients (Club78	Strain Caregivers	Off The Charts	Elevate
94544 Hayward (CA)					
Featured brands	STIIZY	West Coast Cure	WYLD	YOLO Gummies	Wav
Delivery Services	Purple Lotus	Overland	Sticky Thumb	Top Shelf Express	Buzz Delivery
Dispensary storefronts	Blum	Santa Cruz Flavours	Airfield Supply Company		
95823 Sacramento (CA)					
Featured brands	STIIZY	West Coast Cure	Jeeter	Cam	Dabwoods
Delivery Services	Mainstage Delivery	Urban Flavours Deliver	Alpaca Club Delivery	Tree Talk	Organic Care of Californi
Dispensary storefronts	Zen Garden	Off the Charts	HAZE		
91709 Chino Hills (CA)					
Featured brands	STIIZY	West Coast Cure	KUSHAGRAM	Dabwoods	The Capsule Collection
Delivery Services	KUSHAGRAM	Green Buddy	Hyperwolf	SKRT	Honor Roll Delivery
Dispensary storefronts	Remedy Room	ASHE Society	The Green Chamber	Culture Cannabis Club	The Artist Tree Marijuar
90706 Bellflower (CA)					
Featured brands	STIIZY	West Coast Cure	High Tide Organics	Dabwoods	KUSHAGRAM
Delivery Services	Green Lion	KUSHAGRAM	Fairytale Delivery	High Heavens	OG NATION
Dispensary storefronts	GREENWOLF	The Medicine Woman	Catalyst	Backpack Boyz Long Be	The Cure Company
91706 Baldwin Park (CA)					
Featured brands	STIIZY	KUSHAGRAM	West Coast Cure	Dabwoods	Wav
Delivery Services	BuyMoreWeed.Com	Green Buddy	Honor Roll Delivery	Spade Smoke	J's Delivery
Dispensary storefronts	ASHE Society	Catalyst	PACKS	New Generation	
93257 Porterville (CA)					
Featured brands	West Coast Cure	Savage	STIIZY	URSA Extracts	Halara
Delivery Services	7 Points	The Bakery Delivery	Token Farms	Weedmo	Caliva Delivery
Dispensary storefronts	Valley Pure Tulare	Natural healing Center	HerbNJoy	Valley Pure Farmersville	Vallery Pure - Lemoore
91910 Chula Vista (CA)					
Featured brands	Hikei Exotics	HOTBOX	MJ Ultra	STIIZY	UP!
Delivery Services	March and Ash Deliver	The Grove Delivery	SDFLEET	A Green Alternative	Harbor Collective
Dispensary storefronts	HerbNJoy	GrassHopper	March and Ash	Element 7	Pacabol
95630 Folsom (CA)					
Featured brands	STIIZY	West Coast Cure	Jeeter	Cam	Dabwoods
Delivery Services	Cheap Gas Delivery	Rare Breed Alternative	Organic Care of Californ	Mainstage Delivery	Ohana Gardens
Dispensary storefronts	Chucks's Wellness Cen	Sacred Roots	Foothill Health and We	1841 El Camino	Canntinas
93550 Palmdale (CA)					
Featured brands	STIIZY	West Coast Cure	Dabwoods	The Capsule Collection	Wav
Delivery Services	Quality Care Cannabis	Higher Vision Delivery	Uplyft LA	Cali Cannabis Care	Mad Buds
Dispensary storefronts	Tradecraft	Sun Valley Caregivers	Revo Group		
90255 Huntington Park (CA)					
Featured brands	STIIZY	KUSHAGRAM	West Coast Cure	Dabwoods	BLSTD
Delivery Services	OG NATION	Green Lion	Baked	High Heavens	Jackpot Delivery
Dispensary storefronts	OG NATION	Cookies LA	The Syndicate	Firehouse365 Maywoo	PACKS - South LA

Source: weedmaps marketplace

Exhibit 20: Featured retailers, delivery operators, and brands (continued)

Zip Code	1st Feature	2nd Feature	3rd Feature	4th Feature	5th Feature
95035 Milpitas (CA)					
Featured brands	STIIIZY	West Coast Cure	WYLD	YOLO Gummies	Wav
Delivery Services	Overland	Purple Lotus Patient C	Top Shelf Express	Three Trees	Sticky Thumb
Dispensary storefronts	FLOR	Purple Lotus Patient C	Airfield Supply Compan	Santa Cruz Flavors	
92553 Moreno Valley (CA)					
Featured brands	STIIIZY	West Coast Cure	KUSHAGRAM	Dabwoods	Wav
Delivery Services	JADEROOM Delivery	Family Delivery	Plant Galaxy	Uplyft LA	Shango Delivery
Dispensary storefronts	High Season	JADEROOM	Shango	Good Lyfe	Mr. Nice Guy
94533 Fairfield (CA)					
Featured brands	STIIIZY	West Coast Cure	Jeeter	Cam	Dabwoods
Delivery Services	Three Trees	Nu Cannabis	Green Dragon	Urban Flavours Deliver	The Bright Spot
Dispensary storefronts	The Bright Spot	Showcase	Embarc	Napa Cannabis Collecti	Mainstage
94587 Union City (CA)					
Featured brands	STIIIZY	West Coast Cure	WYLD	YOLO Gummies	Wav
Delivery Services	Overland	Purple Lotus Patient C	Top Shelf Express	Three Trees	Sticky Thumb
Dispensary storefronts	FLOR	Purple Lotus Patient C	Airfield Supply Compan	Santa Cruz Flavors	
94536 Fremont (CA)					
Featured brands	STIIIZY	West Coast Cure	WYLD	YOLO Gummies	Big Tree
Delivery Services	Overland	Purple Lotus Patient C	Top Shelf Express	Three Trees	Sticky Thumb
Dispensary storefronts	FLOR	Purple Lotus Patient C	Airfield Supply Compan	Santa Cruz Flavors	
94110 San Francisco (CA)					
Featured brands	STIIIZY	West Coast Cure	Jeeter	Good Tide	YOLO Gummies
Delivery Services	Mission Organic Delive	Top Shelf Express	WeedHub	Golden Leaf	Budtenders Delivery
Dispensary storefronts	Purple Star D	Ohana Cannabis	Off the Charts	WeedHub Dispensary	Marina Greens
93535 Lancaster (CA)					
Featured brands	West Coast Cure	Savage	STIIIZY	URSA Extracts	Halara
Delivery Services	Quality Care Cannabis	Higher Vision Delivery	Uplyft LA	Cali Cannabis Care	Mad Buds
Dispensary storefronts	Tradecraft	Sun Valley Caregivers	Revo Group		
92105 San Diego (CA)					
Featured brands	Hikei Exotics	HOTBOX	MJ Ultra	STIIIZY	UP!
Delivery Services	March and Ash Deliver	The Grove Delivery	SDFLEET	Golden State Greens P	West Coast Farms
Dispensary storefronts	Hikei	Goldn Bloom	March and Ash	Originals San Diego	Lit

Source: weedmaps marketplace



Appendix IV: Benchmarking Data

Exhibit 21: Balance sheet comparisons

US\$ Mn	Acreage Holdings	Ascend Wellness	AYR Strategies	Columbia Care	Cresco Labs	Curaleaf	4Front Ventures	Glass House	Gold Flora	Goodness Growth	Green Thumb
Debt structure											
Financial debt, net	-213.9	-241.8	-373.1	-290.4	-415.0	-705.9	-79.2	-29.0	-16.5	-49.5	-140.9
Financial debt, gross	244.0	309.8	433.2	327.4	489.8	790.9	84.5	63.9	48.8	60.9	289.9
ST	13.8	9.0	75.9	47.8	18.3	53.7	7.9	0.0	15.5	53.9	1.0
LT	230.2	300.8	357.2	279.6	471.6	737.2	76.6	63.9	33.2	7.0	288.9
cash	30.0	68.0	60.0	37.0	74.8	85.0	5.4	34.9	32.3	11.3	149.0
Income tax payables	34.0	47.0	69.7	46.9	92.4	209.9	41.2	20.6	24.9	0.0	9.8
Deferred tax liabilities	10.6	31.6	72.4	0.0	75.2	318.2	7.6	3.8	17.5	0.0	62.6
Leases, net	2.0	133.3	-5.5	188.2	54.5	29.9	5.6	0.2	32.3	8.4	20.6
Gross leases	21.1	263.7	157.2	228.7	176.4	302.8	141.2	11.4	117.4	10.6	260.6
Right of use assets	19.1	130.3	162.7	40.5	122.0	272.9	135.6	11.2	85.1	2.1	240.0
Contingent considerations	0.0	0.0	0.0	0.3	8.6	23.0	0.0	-28.7	-4.6	0.0	32.0
Ratios under various debt definitions											
Net financial (debt)	-213.9	-241.8	-373.1	-290.4	-415.0	-705.9	-79.2	-29.0	-16.5	-49.5	-140.9
trailing last 12 months											
to sales	-0.9x	-0.5x	-0.8x	-0.6x	-0.5x	-0.5x	-0.7x	-0.2x	-0.2x	-0.6x	-0.1x
to adj EBITDA	-5.4x	-2.4x	-3.3x	-3.9x	-2.8x	-2.4x	-5.1x	-0.8x	na	-3.6x	-0.4x
to OCF	na	-5.7x	-15.2x	-1511.5x	-6.3x	-14.7x	na	-2.3x	na	na	-0.6x
to FCF	na	-30.6x	-572.3x	na	-230.8x	na	na	na	na	na	na
last qtr annualized											
to sales	-0.92x	-0.49x	-0.80x	-0.56x	-0.52x	-0.52x	-0.64x	-0.15x	-0.13x	-0.61x	-0.14x
to adj EBITDA	-7.8x	-2.8x	-3.2x	-3.6x	-2.6x	-2.5x	-10.0x	-0.7x	na	-4.4x	-0.5x
to OCF	na	-2.4x	na	na	-5.8x	-7.7x	na	-0.8x	na	-7.6x	-1.9x
to FCF	na	-3.5x	na	na	-256.2x	-19.7x	na	-1.1x	-1.1x	na	na
Broader definition (1)	-249.9	-422.0	-437.4	-525.8	-570.4	-968.7	-126.0	-21.2	-69.0	-58.0	-203.3
trailing last 12 months											
to sales	-1.0x	-0.9x	-0.9x	-1.0x	-0.7x	-0.7x	-1.1x	-0.1x	-0.7x	-0.7x	-0.2x
to adj EBITDA	-6.3x	-4.1x	-3.8x	-7.0x	-3.8x	-3.3x	-8.1x	-0.6x	na	-4.2x	-0.6x
to OCF	na	-9.9x	-17.9x	-2736.3x	-8.7x	-20.2x	na	-1.7x	na	na	-0.9x
to FCF	na	-53.4x	-670.8x	na	-317.3x	na	na	na	na	na	na
last qtr annualized											
to sales	-1.1x	-0.9x	-0.9x	-1.0x	-0.7x	-0.7x	-1.0x	-0.1x	-0.5x	-0.7x	-0.2x
to adj EBITDA	-9.1x	-4.9x	-3.7x	-6.5x	-3.5x	-3.5x	-15.8x	-0.5x	na	-5.1x	-0.7x
to OCF	na	-4.2x	na	na	-7.9x	-10.6x	na	-0.6x	na	-8.9x	-2.8x
to FCF	na	-6.1x	na	na	-352.1x	-27.0x	na	-0.8x	-4.5x	na	na
Note: 1) broader definition of net debt includes financial net debt, ST income tax payables, leases net of rights of use, and contingent consideration (we do not include deferred											
Note: 2) "na" if EBITDA, OCF, and or FCF negative											
Financials											
LTM metrics											
Sales	244	491	485	509	782	1,371	116	154	93	83	1,036
adj EBITDA	40	102	114	75	148	295	11	36	-58	14	316
OCF	-13	43	24	0	65	48	-44	12	na	-10	224
FCF	-35	8	1	-12	2	-41	-57	-17	na	-17	-19
Last qtr metrics annualized											
Sales	232	492	467	517	792	1,354	123	193	128	81	1,010
adj EBITDA	27	85	118	81	162	280	8	43	-7	11	303
OCF	-2	102	-21	-1	72	91	-183	36	-80	7	73
FCF	-28	69	-48	-1	2	36	-21	27	15	-3	-184

Source: Z&A estimates, company reports

Exhibit 22: Balance sheet comparisons (continued...)

US\$ Mn	iAnthus	Jushi Holdings	Marimed	Planet 13	Schwazze	StateHouse	TerrAscend	Tilt Holdings	Trulieve	Verano Holdings	Vext Science
Debt structure											
Financial debt, net	-145.8	-183.5	-38.1	39.6	-135.6	-109.0	-192.6	-52.9	-494.1	-317.8	-34.7
Financial debt, gross	155.9	213.4	52.7	0.9	155.4	112.3	221.5	57.0	646.5	420.4	39.0
ST	14.7	14.8	5.7	0.9	6.6	8.1	23.9	11.5	134.9	21.4	5.8
LT	141.2	198.6	47.1	0.0	148.9	104.2	197.6	45.5	511.6	399.0	33.2
cash	10.1	29.9	14.6	40.5	19.9	3.3	28.9	4.1	152.4	102.6	4.3
Income tax payables	0.0	32.6	9.6	0.8	14.1	37.3	45.9	1.8	0.0	227.1	0.0
Deferred tax liabilities	23.8	60.5	0.0	1.5	0.2	4.1	35.6	0.0	211.9	189.3	4.1
Leases, net	8.5	-3.8	0.6	5.6	2.9	12.4	6.7	42.9	21.1	4.0	0.1
Gross leases	35.6	61.5	12.7	27.3	26.1	31.5	39.5	58.0	182.6	88.3	1.0
Right of use assets	27.0	65.2	12.2	21.7	23.2	19.1	32.8	15.1	161.5	84.2	0.9
Contingent considerations	0.0	3.1	0.0	0.0	6.5	0.0	10.2	0.0	2.4	2.0	0.0
Ratios under various debt definitions											
Net financial (debt)	-145.8	-183.5	-38.1	39.6	-135.6	-109.0	-192.6	-52.9	-494.1	-317.8	-34.7
trailing last 12 months											
to sales	-0.9x	-0.7x	-0.3x	0.4x	-0.8x	-1.1x	-0.6x	-0.3x	-0.4x	-0.3x	-1.0x
to adj EBITDA	na	-4.4x	-1.5x	na	-2.4x	na	-2.9x	-15.9x	-1.1x	-1.0x	-4.2x
to OCF	na	na	-5.9x	na	-5.6x	na	-6.5x	-30.9x	-3.9x	-3.0x	-5.0x
to FCF	na	na	na	na	-9.0x	na	-22.7x	-49.3x	-11.7x	-4.5x	-8.3x
last qtr annualized											
to sales	-0.94x	-0.69x	-0.26x	0.38x	-0.80x	-1.08x	-0.67x	-0.32x	-0.44x	-0.34x	-0.95x
to adj EBITDA	na	-2.7x	-1.5x	na	-2.5x	-42.9x	-3.8x	-8.6x	-1.6x	-1.1x	-8.3x
to OCF	-32.2x	na	-7.5x	na	-12.6x	-7.5x	-12.5x	na	na	-3.3x	-2.8x
to FCF	-194.9x	na	na	na	-38.0x	-7.6x	-26.1x	na	na	-5.0x	-3.2x
Broader definition (1)	-154.3	-215.4	-48.3	33.2	-159.1	-158.7	-255.4	-97.6	-517.6	-551.0	-34.9
trailing last 12 months											
to sales	-1.0x	-0.8x	-0.3x	0.3x	-0.9x	-1.6x	-0.9x	-0.6x	-0.4x	-0.6x	-1.0x
to adj EBITDA	na	-5.2x	-1.9x	na	-2.9x	na	-3.9x	-29.3x	-1.2x	-1.8x	-4.2x
to OCF	na	na	-7.5x	na	-6.6x	na	-8.6x	-57.1x	-4.1x	-5.2x	-5.0x
to FCF	na	na	na	na	-10.6x	na	-30.2x	-90.9x	-12.3x	-7.8x	-8.3x
last qtr annualized											
to sales	-1.0x	-0.8x	-0.3x	0.3x	-0.9x	-1.6x	-0.9x	-0.6x	-0.5x	-0.6x	-0.9x
to adj EBITDA	na	-3.1x	-1.9x	na	-2.9x	-62.5x	-5.0x	-15.9x	-1.6x	-1.9x	-8.3x
to OCF	-34.1x	na	-9.5x	na	-14.8x	-10.9x	-16.6x	na	na	-5.8x	-2.9x
to FCF	-206.3x	na	na	na	-44.6x	-11.0x	-34.7x	na	na	-8.7x	-3.2x
Note: 1) broader definition of net debt includes financial net debt, ST income tax payables, leases net of rights of use, and contingent consideration (we do not include deferred											
Note: 2) "na" if EBITDA, OCF, and or FCF negative											
Financials											
LTM metrics											
Sales	156	278	146	100	169	101	298	173	1,154	927	35
adj EBITDA	-32	41	26	0	56	-7	66	3	445	310	8
OCF	-1	-3	6	-7	24	-1	30	2	125	106	7
FCF	-4	-19	-10	-15	15	-1	8	1	42	70	4
Last qtr metrics annualized											
Sales	155	266	146	103	170	101	288	166	1,127	936	37
adj EBITDA	-2	69	25	-2	55	3	51	6	315	286	4
OCF	5	-27	5	-6	11	15	15	-13	-94	96	12
FCF	1	-33	-18	-8	4	14	7	-14	-138	64	11

Source: Z&A estimates, company reports

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WM Technology: Initiation of Coverage

Exhibit 23: Sales comps

	CY20	CY21	1Q22	2Q22	3Q22	4Q22	CY22	1Q23	2Q23	3Q23
SALES (\$Mn)										
Acreage	114.5	188.9	56.9	61.4	61.4	57.5	237.1	56.0	58.1	72.1
Ascend	143.7	332.4	85.1	97.5	111.2	112.1	405.9	114.2	123.0	141.3
AYR	155.1	357.6	99.5	110.1	119.6	136.3	465.6	117.7	116.7	114.4
Cannabist	179.5	460.1	123.1	129.6	132.7	126.2	511.6	124.5	129.2	129.2
Cresco	476.3	821.7	214.4	218.2	210.5	199.6	842.7	194.2	197.9	190.6
Curaleaf	626.6	1,196.0	296.1	337.6	339.7	363.0	1,336.3	336.5	338.6	333.2
4Front	57.6	104.6	26.0	28.4	32.5	31.6	118.6	30.4	30.7	23.0
Glasshouse Brands	48.3	69.4	14.0	16.5	28.3	32.2	90.9	29.0	44.7	48.2
Gold Flora	0.0	79.9	22.4	21.7	16.4	23.1	83.6	18.1	19.4	32.0
Goodness Growth	49.2	54.4	15.6	21.1	18.9	19.0	74.6	19.1	20.2	24.7
Green Thumb	556.6	893.6	242.6	254.3	261.2	259.3	1,017.4	248.5	252.4	275.4
iAnthus	151.7	203.0	42.8	43.5	39.4	37.6	163.2	36.8	38.7	42.9
Jushi	80.8	209.3	61.9	72.8	72.8	76.8	284.3	69.9	66.4	65.4
Marimed	50.9	121.5	31.3	33.0	33.9	35.8	134.0	34.4	36.5	38.8
Planet13	70.5	119.5	25.7	28.4	25.6	24.8	104.6	24.9	25.8	24.8
Schwazze	24.0	108.4	31.8	44.3	43.2	40.1	159.4	40.0	42.4	46.7
StateHouse	60.0	60.3	17.3	34.6	30.8	25.5	108.2	24.7	25.3	25.5
TerrAscend	148.0	194.2	48.6	64.8	67.0	67.4	247.8	69.4	72.1	89.2
Tilt	158.4	202.7	42.4	47.1	40.5	44.3	174.2	42.3	41.6	44.6
Trulieve	521.5	938.4	317.7	313.8	300.8	307.4	1,239.8	289.1	281.8	275.2
Verano	228.5	737.9	202.2	223.7	227.6	225.9	879.4	227.1	234.1	240.1
Vext	25.2	37.2	10.8	8.8	7.7	8.2	35.4	9.1	9.2	8.1

Source: Z&A estimates, company reports

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Exhibit 24: Gross margin comps

	CY20	CY21	1Q22	2Q22	3Q22	4Q22	CY22	1Q23	2Q23	3Q23
GROSS MARGIN %										
Acreage	43%	51%	52%	50%	35%	35%	43%	48%	36%	47%
Ascend	42%	41%	28%	34%	33%	37%	33%	31%	23%	31%
AYR	57%	39%	41%	37%	41%	44%	41%	41%	49%	42%
Cannabist	35%	42%	46%	39%	39%	33%	39%	38%	40%	29%
Cresco	43%	49%	50%	52%	47%	44%	48%	44%	44%	49%
Curaleaf	50%	48%	54%	52%	49%	21%	43%	48%	43%	45%
4Front	63%	47%	52%	43%	46%	1%	35%	36%	31%	40%
Glasshouse Brands	39%	23%	17%	2%	31%	32%	24%	41%	55%	54%
Gold Flora	na	16%	30%	28%	26%	39%	31%	43%	49%	35%
Goodness Growth	35%	36%	16%	49%	51%	45%	41%	50%	46%	53%
Green Thumb	55%	55%	51%	49%	50%	48%	50%	50%	50%	49%
iAnthus	54%	54%	53%	45%	41%	43%	46%	42%	48%	41%
Jushi	47%	40%	31%	37%	38%	29%	34%	43%	46%	44%
Marimed	62%	55%	54%	45%	48%	44%	48%	45%	45%	43%
Planet13	49%	55%	50%	49%	41%	43%	46%	44%	46%	45%
Schwazze	28%	46%	34%	57%	60%	57%	53%	58%	58%	46%
StateHouse	47%	43%	32%	43%	36%	42%	39%	44%	49%	45%
TerrAscend	55%	58%	32%	35%	36%	57%	41%	49%	50%	54%
Tilt	37%	25%	22%	23%	24%	19%	22%	21%	10%	18%
Trulieve	74%	60%	57%	56%	56%	51%	55%	52%	50%	52%
Verano	59%	45%	49%	44%	54%	45%	48%	48%	49%	55%
Vext	39%	44%	75%	65%	60%	32%	59%	51%	30%	39%

Source: Z&A estimates, company reports

Exhibit 25: SGA comps

	CY20	CY21	1Q22	2Q22	3Q22	4Q22	CY22	1Q23	2Q23	3Q23
CASH SGA / GROSS PROFIT										
Acreage	191%	83%	79%	73%	121%	127%	96%	88%	99%	72%
Ascend	87%	86%	142%	102%	93%	87%	102%	99%	128%	92%
AYR	82%	105%	122%	120%	111%	116%	117%	108%	83%	81%
Cannabist	229%	120%	98%	143%	136%	187%	138%	99%	100%	152%
Cresco	95%	73%	81%	69%	77%	125%	86%	84%	88%	77%
Curaleaf	72%	68%	62%	61%	63%	176%	77%	70%	75%	65%
4Front	120%	97%	95%	105%	84%	5178%	135%	136%	149%	202%
Glasshouse Brands	118%	290%	550%	5691%	174%	163%	275%	113%	67%	67%
Gold Flora	na	957%	421%	406%	110%	500%	394%	227%	276%	192%
Goodness Growth	154%	170%	373%	83%	89%	87%	109%	75%	86%	51%
Green Thumb	65%	56%	56%	51%	63%	65%	58%	65%	67%	63%
iAnthus	120%	89%	104%	296%	144%	145%	172%	115%	121%	109%
Jushi	143%	135%	133%	145%	113%	347%	164%	84%	61%	63%
Marimed	50%	57%	58%	65%	63%	57%	61%	66%	76%	81%
Planet13	82%	100%	109%	93%	116%	128%	110%	113%	106%	115%
Schwazze	317%	69%	135%	61%	33%	100%	72%	75%	68%	70%
StateHouse	97%	117%	159%	128%	146%	124%	136%	123%	100%	103%
TerrAscend	55%	67%	137%	148%	121%	80%	114%	82%	84%	61%
Tilt	40%	76%	111%	114%	108%	144%	118%	134%	265%	108%
Trulieve	40%	57%	59%	62%	68%	80%	67%	68%	68%	66%
Verano	32%	82%	65%	73%	70%	131%	84%	69%	73%	65%
Vext	25%	32%	34%	39%	44%	55%	40%	57%	30%	82%

Source: Z&A estimates, company reports

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Exhibit 26: EBITDA margins comps

	CY20	CY21	1Q22	2Q22	3Q22	4Q22	CY22	1Q23	2Q23	3Q23
EBITDA MARGIN	19%	14%	9%	-27%	16%	8%	1%	12%	13%	19%
Acreage	-26%	13%	15%	17%	14%	12%	15%	19%	12%	21%
Ascend	21%	24%	19%	21%	25%	25%	23%	20%	17%	21%
AYR	32%	27%	16%	18%	18%	22%	19%	22%	25%	25%
Cannabist	-11%	13%	14%	9%	16%	14%	13%	13%	16%	16%
Cresco	13%	24%	24%	23%	20%	15%	20%	15%	20%	26%
Curaleaf	23%	22%	28%	26%	26%	21%	23%	22%	21%	23%
4Front	28%	32%	28%	32%	29%	21%	23%	12%	6%	15%
Glasshouse Brands	3%	-13%	-46%	-59%	-10%	50%	-3%	-1%	21%	22%
Gold Flora	na	-108%	-107%	-100%	4%	-142%	-93%	-61%	-67%	-5%
Goodness Growth	-11%	-17%	-17%	11%	10%	13%	6%	8%	14%	28%
Green Thumb	32%	34%	28%	31%	32%	31%	31%	31%	30%	30%
iAnthus	70%	3%	23%	-816%	-13%	-98%	-237%	2%	-1%	11%
Jushi	5%	7%	-1%	1%	1%	9%	2%	11%	26%	15%
Marimed	32%	35%	33%	27%	25%	17%	24%	21%	17%	16%
Planet13	12%	14%	10%	5%	2%	-3%	3%	3%	-2%	1%
Schwazze	-32%	30%	25%	34%	37%	33%	33%	36%	33%	30%
StateHouse	12%	1%	-21%	-14%	-15%	-22%	-17%	-10%	3%	2%
TerrAscend	32%	36%	10%	11%	19%	25%	16%	18%	18%	27%
Tilt	-5%	11%	4%	2%	1%	-1%	2%	0%	4%	5%
Trulieve	50%	41%	33%	33%	33%	69%	32%	27%	28%	28%
Verano	77%	44%	43%	34%	36%	35%	37%	31%	31%	37%
Vext	27%	36%	35%	55%	43%	39%	43%	32%	11%	13%

Source: Z&A estimates, company reports

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Exhibit 27: Net interest expense comps

	CY20	CY21	1Q22	2Q22	3Q22	4Q22	CY22	1Q23	2Q23	3Q23
NET INTEREST / SALES										
Acreage	-8%	-8%	-8%	-8%	-8%	-13%	-9%	-14%	-15%	-9%
Ascend	-17%	-9%	-7%	-7%	-7%	-7%	-7%	-8%	-6%	-5%
AYR	-2%	-5%	-6%	-7%	-7%	-6%	-7%	-6%	-9%	-9%
Cannabist	-3%	-5%	-9%	-9%	-10%	-10%	-9%	-10%	-10%	-10%
Cresco	-7%	-6%	-7%	-6%	-7%	-8%	-7%	-8%	-10%	-6%
Curaleaf	-7%	-4%	-4%	-4%	-4%	-6%	-4%	-4%	-4%	-4%
4Front	-12%	-13%	-10%	-12%	-13%	-8%	-11%	-10%	-10%	-15%
Glasshouse Brands	4%	4%	-9%	-10%	-9%	-7%	-8%	-7%	-6%	-4%
Gold Flora	na	-6%	-6%	-6%	-35%	14%	-6%	-7%	-6%	-21%
Goodness Growth	-10%	-19%	-29%	-25%	-30%	-37%	-30%	-37%	-38%	-32%
Green Thumb	-3%	-2%	-2%	-2%	-1%	-1%	-2%	-1%	-1%	-1%
iAnthus	-16%	-11%	-14%	-13%	-9%	-9%	-11%	-10%	-10%	-8%
Jushi	-19%	-15%	-16%	-15%	-18%	-15%	-16%	-12%	-15%	-14%
Marimed	-19%	-2%	0%	0%	-1%	-1%	-1%	-7%	-7%	-6%
Planet13	-3%	0%	0%	0%	0%	1%	0%	1%	1%	1%
Schwazze	-96%	3%	-38%	3%	6%	-23%	-11%	-5%	-7%	1%
StateHouse	-7%	-5%	-8%	-20%	-18%	-22%	-18%	-17%	-19%	-11%
TerrAscend	-7%	-14%	-14%	-21%	-14%	-9%	-14%	-15%	-11%	-11%
Tilt	-4%	-5%	-7%	-8%	-10%	-8%	-8%	-10%	-13%	-14%
Trulieve	-4%	-4%	-6%	-6%	-6%	-7%	-6%	-8%	-7%	-8%
Verano	-2%	-5%	-5%	-5%	-5%	-31%	-12%	-7%	-6%	-6%
Vext	-2%	-5%	-2%	-2%	-1%	-1%	-1%	-1%	0%	-1%

Source: Z&A estimates, company reports

Exhibit 28: Operating Cash Flow

	CY20	CY21	1Q22	2Q22	3Q22	4Q22	CY22	1Q23	2Q23	3Q23
OPERATING CASH FLOW										
Acreage	-67.7	-40.5	-5.4	-18.1	-7.0	-19.6	-50.1	-8.1	-0.5	14.8
Ascend	-6.0	-41.7	-10.2	-10.3	-1.8	-16.1	-38.4	5.8	25.4	27.5
AYR	36.5	-27.8	-21.2	-13.7	0.2	0.5	-34.2	10.3	-5.3	19.0
Cannabist	-49.7	-0.5	-27.8	-72.0	-16.8	5.2	-111.4	-3.4	-0.3	-1.2
Cresco	-7.8	14.5	-3.4	-7.1	25.6	3.6	18.7	3.3	18.0	40.6
Curaleaf	12.4	-58.3	45.6	-34.0	59.9	-25.1	46.4	14.2	22.8	36.0
4Front	-14.0	5.8	-2.4	-0.5	0.9	10.7	8.8	-6.9	-2.0	-45.9
Glasshouse Brands	-12.6	-31.1	-15.5	-9.8	-6.2	-9.3	-40.8	4.5	8.3	9.1
Gold Flora	na	na	na	na	na	na	na	na	na	-20.0
Goodness Growth	-10.9	-30.5	-6.8	-3.1	-2.1	-6.1	-18.1	-3.8	1.6	-1.5
Green Thumb	95.9	132.0	55.4	-15.5	48.3	70.3	158.6	74.7	18.3	60.8
iAnthus	-9.8	16.1	1.8	-7.4	-8.5	-5.4	-19.5	-0.8	1.1	4.4
Jushi	-12.4	-14.3	-13.8	-13.9	1.5	4.8	-21.4	-3.6	-6.7	2.5
Marimed	3.4	35.9	8.5	-6.3	3.3	1.7	7.3	-4.5	1.3	7.9
Planet13	-0.9	-0.4	3.0	-1.8	1.1	1.5	3.8	-5.2	-1.6	-1.7
Schwazze	-9.8	8.4	3.6	-11.6	4.0	15.3	11.4	-0.9	2.7	6.9
StateHouse	-0.6	-15.3	-0.3	-21.8	-10.7	-4.2	-37.1	-1.4	3.7	1.2
TerrAscend	-27.9	-24.2	-18.8	-16.1	1.5	11.6	-21.8	8.4	3.9	5.8
Tilt	16.7	-8.6	4.2	-0.4	4.5	0.3	8.6	3.8	-3.3	1.0
Trulieve	99.6	12.9	45.1	-55.4	-21.6	55.0	23.1	0.4	-23.5	93.4
Verano	71.6	182.9	34.5	9.2	21.7	29.0	94.3	16.9	23.9	36.6
Vext	3.1	11.3	3.1	0.9	-1.0	2.9	5.9	0.4	3.1	0.6

Source: Z&A estimates, company reports



Appendix V: Valuation Comps

Exhibit 29: Valuation Comps – Tech comps

			1/11/24	US\$ Mn								
			Price	Mkt	Ent	EV/Sales	EV/EBITDA	1-year Forward Consensus			EBITDA	Net Debt
Company	Ticker	Listing	US\$	Cap	Value	1yF	1yF	Sales	EBITDA	EPS	mgn %	to EBITDA
Vertical SaaS						6.6x	19.9x					
Veeva	VEEV	NYSE	193.89	27,861	24,819	9.1x	24.2x	2,726	1,024	5.52	38%	3.0x
Appfolio	APPF	NASDAQ	176.44	3,629	3,523	4.6x	21.0x	769	168	1.81	22%	0.6x
Chegg	CHGG	NYSE	10.80	1,366	1,518	2.1x	7.2x	711	209	1.21	29%	-0.7x
Aspen	AZPN	NASDAQ	201.77	13,007	12,834	10.8x	27.3x	1,194	471	6.93	39%	0.4x
Marketplace						2.9x	11.0x					
Fiverr	FVRR	NYSE	26.34	989	988	2.4x	12.7x	411	78	2.21	19%	0.0x
GoodRx	GDRX	NASDAQ	6.47	539	499	0.6x	2.2x	785	224	0.29	29%	0.2x
Match	MTCH	NASDAQ	38.78	10,844	14,210	3.9x	10.9x	3,636	1,306	2.20	36%	-2.6x
Etsy	ETSY	NASDAQ	74.72	9,344	10,605	3.7x	13.4x	2,877	792	2.67	28%	-1.6x
Zillow	Z	NASDAQ	54.60	9,312	7,815	3.6x	15.9x	2,156	490	1.47	23%	3.1x
Ecommerce enablement platforms						5.1x	48.1x	0.2x3.2x				
BigCommerce	BIGC	NASDAQ	8.65	640	685	2.0x	32.9x	337	21	0.24	6%	-2.2x
Shopfy	SHOP	NYSE	81.10	96,971	93,315	11.1x	68.4x	8,387	1,364	1.05	16%	2.7x
Zoominfo	ZI	NASDAQ	16.15	6,526	7,294	5.7x	13.4x	1,280	543	1.00	42%	-1.4x
Lightspeed	LSPD	NYSE	19.18	2,899	2,123	2.0x	54.7x	1,086	39	0.34	4%	20.0x
Hubspot	HUBS	NYSE	569.89	28,048	27,442	10.8x	57.3x	2,541	479	6.68	19%	1.3x
Sprout Social	SPT	NASDAQ	60.70	2,887	2,736	6.4x	135.5x	429	20	0.22	5%	7.5x
Digital Turbine	APPS	NASDAQ	6.07	604	949	1.5x	7.6x	622	125	0.68	20%	-2.8x
Medallia	MDLA	NYSE	na	na	na	na	na	na	na	na	na	na
Square	SQ	NYSE	67.90	36,626	35,354	1.4x	14.9x	24,657	2,381	3.11	10%	0.5x
Canabis Tech						0.4x	12.1x					
WM Holdings	MAPS	NASDAQ	0.88	142	116	0.6x	4.0x	200	29	-0.04	14%	2.1x
Leafly	LFLY	NASDAQ	4.81	199	199	5.2x	-56.2x	38	-4	-5.29	-9%	0.0x
Akerna	KERN	NASDAQ	0.34	11	11	na	na	na	na	na	na	na
Springbig	SBIG	US OTC	0.15	8	-177	-4.6x	88.7x	38	-2		-5%	-92.5x
Other												
Porch Group	PRCH	NASDAQ	2.95	290	471	1.2x	84.2x	406	6	-0.90	1%	-32.3x
eBay	EBAY	NASDAQ	42.56	22,940	24,853	2.4x	7.7x	10,293	3,233	4.46	31%	-0.6x
Angi	ANGI	NASDAQ	2.38	197	461	0.3x	3.6x	1,385	129	-0.04	9%	-2.0x
Yelp	YELP	NYSE	44.38	3,098	2,813	1.9x	8.1x	1,466	347	1.69	24%	0.8x
Chewy	CHWY	NYSE	19.94	2,276	2,098	0.2x	5.3x	11,645	397	0.14	3%	0.4x
Wayfair	W	NYSE	56.43	4,678	7,555	0.6x	15.7x	12,555	482	0.21	4%	-6.0x
Wix	WIX	NASDAQ	122.18	6,879	6,933	3.9x	19.9x	1,755	349	4.85	20%	-0.2x
DoorDash	DASH	NASDAQ	105.59	38,361	35,351	3.5x	21.7x	10,138	1,628	-0.10	16%	1.8x
Uber Technologies	UBER	NYSE	62.41	125,162	131,888	3.1x	21.9x	42,952	6,010	1.12	14%	-1.1x
Cardlytics	CDLX	NASDAQ	7.18	240	354	1.1x	22.0x	326	16	-1.67	5%	-7.0x

Note: The MAPS valuation above is shown for comp purposes and is based on FactSet consensus. Other tables use our methodology and estimates.

Source: FactSet and company reports

Exhibit 30: Valuation Comps – US MSOs

US\$Mn 11-Jan-24	Z&A Spot EV / Sales			Z&A Spot EV / EBITDA			Financial Net Debt				Broadly Defined Net Debt			
							Sales		EBITDA		Sales		EBITDA	
	2023	2024	2025	2023	2024	2025	CY24	Current	CY24	Current	CY24	Current	CY24	Current
US MSOs	2.0x	1.7x	1.7x	9.9x	8.0x	7.1x								
Acreage Holdings	1.3x	1.2x	na	9.3x	5.9x	na	-0.8x	-0.7x	-4.2x	-3.5x	-1.0x	-0.9x	-5.3x	-4.4x
Ascend Wellness	1.6x	1.4x	1.4x	8.1x	6.9x	6.0x	-0.4x	-0.4x	-2.0x	-2.1x	-1.0x	-1.0x	-4.7x	-4.8x
Ayr Wellness	1.8x	1.6x	1.5x	7.2x	6.3x	5.7x	-0.8x	-0.9x	-3.2x	-3.7x	-1.3x	-1.4x	-5.1x	-5.7x
Cannabist Co	1.5x	1.4x	1.3x	9.8x	7.5x	6.1x	-0.5x	-0.5x	-2.7x	-3.3x	-1.0x	-1.1x	-5.5x	-6.9x
Cresco Labs	1.8x	1.9x	1.7x	8.7x	7.6x	7.2x	-0.6x	-0.5x	-2.3x	-2.1x	-0.9x	-0.9x	-3.8x	-3.6x
Curaleaf	3.4x	3.3x	2.9x	15.4x	13.1x	10.4x	-0.5x	-0.5x	-1.9x	-2.2x	-1.0x	-1.0x	-3.9x	-4.6x
4Front Ventures	2.9x	2.6x	na	26.3x	12.7x	na	-0.7x	-1.0x	-3.5x	-6.9x	-2.1x	-3.0x	-10.3x	-20.1x
Glass House	3.5x	2.7x	na	22.2x	9.5x	na	-0.1x	na	-0.4x	na	-0.4x	-0.4x	-1.5x	-2.0x
Gold Flora	1.0x	0.8x	na	na	na	na	na	-0.1x	na	na	na	-0.5x	na	na
Goodness Growth	1.0x	0.9x	na	4.0x	3.7x	na	-0.5x	-0.5x	-2.1x	-1.8x	-0.6x	-0.6x	-2.6x	-2.1x
Green Thumb	3.0x	2.8x	2.6x	9.9x	9.5x	8.4x	-0.1x	-0.1x	-0.5x	-0.5x	-0.3x	-0.3x	-1.2x	-1.2x
iAnthus	2.0x	na	na	na	na	na	na	-0.8x	na	-7.5x	na	-1.1x	na	-9.3x
Jushi	1.7x	1.6x	1.6x	11.2x	8.4x	7.7x	-0.7x	-0.7x	-3.4x	-4.7x	-1.3x	-1.3x	-6.4x	-9.0x
MariMed	1.3x	1.1x	0.9x	7.2x	5.1x	3.9x	-0.2x	-0.2x	-1.0x	-1.6x	-0.4x	-0.4x	-1.7x	-2.7x
Planet 13	2.3x	1.4x	1.4x	-12.5x	11.9x	9.1x	0.1x	0.2x	1.0x	21.4x	-0.1x	-0.1x	-0.6x	-11.5x
Schwazze	1.9x	1.7x	na	5.7x	4.2x	na	-0.9x	-0.9x	-2.1x	-3.1x	-1.1x	-1.2x	-2.7x	-3.9x
StateHouse	2.0x	na	na	na	na	na	na	-1.1x	na	-57.5x	na	-1.8x	na	-92.6x
TerrAscend	2.9x	2.4x	2.2x	12.7x	9.8x	7.9x	-0.5x	-0.5x	-2.0x	-1.9x	-0.8x	-0.8x	-3.2x	-3.1x
TILT	0.7x	0.7x	0.6x	20.1x	12.0x	8.0x	-0.3x	-0.3x	-5.1x	-5.7x	-0.6x	-0.6x	-11.0x	-12.3x
Trulieve	1.7x	1.7x	1.6x	6.0x	5.9x	5.7x	-0.5x	-0.5x	-1.7x	-1.7x	-0.7x	-0.7x	-2.5x	-2.6x
Verano	2.4x	2.3x	2.2x	7.4x	7.1x	6.6x	-0.3x	-0.3x	-0.9x	-0.8x	-0.6x	-0.7x	-2.0x	-1.8x
Vext	1.9x	1.2x	na	9.6x	4.8x	na	-0.6x	-1.1x	-2.4x	-8.1x	-0.6x	-1.1x	-2.5x	-8.3x

1) By "current", we mean the latest reported qtr annualized; 2) Multiples calculated using FactSet consensus (when available) for 2023, 2024, and 2025

3) As there are no CY23 sales consensus estimates for Gold Flora, iAnthus, and StateHouse, we take "current" sales for each of them

Source: FactSet and company reports

Exhibit 31: Valuation Comps – Canada LPs

US\$Mn	Z&A Spot EV / Sales			Z&A Spot EV / EBITDA			Financial Net Debt				Broadly Defined Net Debt			
							Sales		EBITDA		Sales		EBITDA	
11-Jan-24	Current	2024	2025	Current	2024	2025	Current	CY24	Current	CY24	Current	CY24	Current	CY24
US MSOs														
Aurora Cannabis Inc.	1.2x	1.1x	0.9x	22.2x	10.1x	5.9x	na	na	na	na	0.0x	0.0x	-0.9x	-0.4x
Auxly Cannabis Group Inc.	1.4x	na	na	344.3x	na	na	-1.1x	na	-273.2x	na	-1.3x	na	-310.1x	na
Avant Brands Inc	2.1x	na	na	15.2x	na	na	-0.3x	na	-2.1x	na	-0.7x	na	-4.9x	na
BZAM Ltd	0.8x	na	na	-2.1x	na	na	-0.4x	na	1.0x	na	-0.5x	na	1.4x	na
Canopy Growth Corporation	3.3x	3.0x	2.6x	-19.3x	-277.5x	30.0x	-1.5x	-1.3x	8.7x	125.0x	-1.5x	-1.3x	8.7x	125.0x
Cronos Group Inc	-0.6x	-0.6x	-0.5x	1.0x	2.4x	3.2x	na	na	na	na	8.4x	7.9x	-13.5x	-33.2x
Decibel Cannabis Company Inc	0.9x	0.8x	0.7x	4.0x	3.3x	2.8x	-0.3x	-0.3x	-1.6x	-1.3x	-0.4x	-0.3x	-1.8x	-1.5x
High Tide, Inc.	0.4x	0.4x	0.3x	12.7x	5.8x	3.9x	0.0x	0.0x	-0.7x	-0.3x	-0.1x	-0.1x	-2.6x	-1.2x
Nova Cannabis Inc	0.4x	0.4x	0.3x	3.9x	4.5x	3.5x	0.0x	0.0x	-0.1x	-0.2x	-0.2x	-0.2x	-2.0x	-2.3x
OrganiGram Holdings Inc	0.8x	0.6x	0.5x	-8.7x	16.6x	6.3x	na	na	na	na	0.4x	0.3x	-4.5x	8.6x
Rubicon Organics, Inc.	0.8x	0.7x	na	6.8x	4.0x	na	0.0x	0.0x	-0.3x	-0.2x	0.0x	0.0x	-0.3x	-0.2x
SNDL Inc.	0.4x	0.4x	0.4x	6.4x	10.3x	6.1x	na	na	na	na	0.1x	0.1x	0.9x	1.5x
Tilray Brands, Inc.	0.2x	0.1x	0.1x	3.1x	1.3x	0.7x	-0.1x	-0.1x	-2.0x	-0.9x	-0.2x	-0.1x	-2.5x	-1.1x
Village Farms International, Inc.	0.4x	0.4x	0.4x	9.5x	8.3x	5.4x	0.0x	0.0x	-1.0x	-0.8x	-0.1x	-0.1x	-2.0x	-1.8x

Source: FactSet and company reports

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Exhibit 32: Valuation Comps – Other

			1/11/24	Mkt							Consensus		Cons	Net debt
US\$Mn			Price	Cap	(mn)	Net	Ent		1yr Forward	Consensus	1yF Estimates (US\$Mn)		EBITDA	to Cons
Company name	Ticker	Listing	US\$	US\$Mn	Shares	(Debt)	Value		EV/Sales	EV/EBITDA	Sales	EBITDA	mgn %	1yF EBITDA
Service Providers														
AFC Gamma	AFCG	NASDAQ	12.10	246	20	-17	263	<i>finco</i>	4.0x	#N/A	65	#N/A	#N/A	#N/A
Chicago Atlantic	REFI	NASDAQ	16.01	284	18	-52	337	<i>finco</i>	5.5x	#N/A	61	#N/A	#N/A	#N/A
Innovative Industrial Prop	IIPR	NYSE	94.36	2,640	28	-14	2,653	<i>finco</i>	8.6x	10.6x	310	250	81%	-0.1x
New Lake Capital Partners	NLCP	US OTC	16.54	354	21	42	312	<i>finco</i>	6.7x	#N/A	47	#N/A	#N/A	#N/A
River North	RIV	NYSE	11.45	246	21	34	211	<i>finco</i>	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
SHF Holdings	SHFS	NASDAQ	1.41	33	24	7	26	<i>finco</i>	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
Silver Spike BDC	SSIC	NASDAQ	8.36	52	6	85	-33	<i>finco</i>	-2.1x	#N/A	16	#N/A	#N/A	#N/A
Leafly	LFly	NASDAQ	4.81	10	2	-4	14	<i>tech</i>	0.4x	-4.0x	38	-4	-9%	1.0x
Springbig	SBIG	US OTC	0.15	4	27	-6	9	<i>tech</i>	0.3x	2.7x	31	4	11%	-1.6x
WM Technology	MAPS	NASDAQ	0.88	49	55	0	49	<i>tech</i>	0.2x	1.7x	200	29	14%	0.0x
Greenlane Holdings	GNLN	NASDAQ	0.55	1	2	-8	8	<i>vape parts</i>	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
GrowGeneration	GRWG	NASDAQ	2.48	151	61	23	128	<i>pix & shovel</i>	0.6x	-62.0x	220	-2	-1%	-11.2x
HydroFarm	HYFM	NASDAQ	0.91	41	45	-165	206	<i>pix & shovel</i>	0.9x	19.7x	225	10	5%	-15.7x
Scotts Miracle Gro	SMG	NYSE	61.08	3,451	57	-2,874	6,325	<i>pix & shovel</i>	1.7x	11.4x	3,703	554	15%	-5.2x
urban-gro	UGRO	NASDAQ	1.56	17	11	6	11	<i>pix & shovel</i>	0.1x	-41.8x	113	0	0%	-20.5x
CBD, CPG, Pharma, International														
Charlotte's Web	CWBHF	US OTC	0.20	30	152	9	22	<i>CBD</i>	0.3x	-1.9x	78	-12	-15%	-0.8x
Clever Leaves	CLVR	NASDAQ	3.02	4	1	4	1	<i>CBD</i>	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
CV Sciences	CVSI	US OTC	0.04	6	152	-1	7	<i>CBD</i>	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
Turning Point Brands	TPB	NYSE	25.33	443	17	-314	757	<i>CPG</i>	2.0x	7.7x	384	98	25%	-3.2x
IM Cannabis	IMCC	NASDAQ	0.30	2	8	-7	9	<i>Intl</i>	0.2x	20.5x	42	0	1%	-15.3x
InterCure	INCR	NASDAQ	1.56	71	46	-2	73	<i>Intl</i>	0.8x	-8.9x	90	-8	-9%	0.3x
Ispire Tech	ISPR	NASDAQ	11.16	605	54	45	560	<i>Intl</i>	2.0x	13.1x	282	43	15%	1.1x
Little Green Pharma	LGPPF	US OTC	#N/A	#N/A	298	0	#N/A	<i>Intl</i>	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
PharmaCielo	PCLOF	US OTC	0.19	29	155	-9	38	<i>Intl</i>	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
Smooore Intl	SMORF	US OTC	0.72	4,398	6,078	2,106	2,292	<i>Intl</i>	0.2x	0.8x	15,152	2,832	19%	0.7x
Jazz Pharma	JAZZ	NASDAQ	120.25	7,601	63	-4,936	12,537	<i>pharma</i>	3.1x	6.7x	4,069	1,878	46%	-2.6x

Source: FactSet and company reports

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Exhibit 33: Stock Performance

11-Jan-24	<u>Stock Performance</u>		
	Last	Last	Last
Ticker	30d	90d	12mo
US MSOs			
FFNTF	-5%	-55%	-58%
ACRDF	-25%	-40%	-77%
AAWH	-11%	34%	-21%
AYRWF	-18%	23%	61%
CXXIF	6%	-5%	16%
CBSTF	13%	-38%	-37%
CRLBF	-6%	-2%	-17%
CURLF	1%	3%	5%
GLASF	15%	19%	136%
GRAMF	73%	67%	-9%
GDNSF	-2%	61%	45%
GTBIF	1%	13%	35%
ITHUF	0%	0%	0%
JUSHF	-16%	-29%	-32%
LOWLF	2%	-37%	-80%
MRMD	-7%	-21%	-32%
PLNH	-5%	-13%	-21%
RWBYF	na	na	na
SHWZ	28%	5%	-50%
STHZF	126%	-17%	-55%
TSNDF	14%	-9%	19%
GNRS	na	na	na
TLLTF	-1%	-50%	-58%
TCNNF	-2%	10%	-23%
VRNOF	8%	8%	54%
VEXTF	7%	12%	1%

	<u>Stock Performance</u>		
	Last	Last	Last
Ticker	30d	90d	12mo
Canada			
ALEAF	na	na	-71%
ACB	-7%	-9%	-47%
CBWTF	0%	3%	-30%
AVTBF	3%	-18%	-15%
BZAMF	-14%	-12%	-68%
CGC	-38%	-33%	-81%
CRON	1%	9%	-17%
DBCCF	14%	-8%	22%
ETRGF	-21%	-29%	-41%
HITI	8%	18%	13%
NVACF	3%	53%	1%
OGI	9%	23%	-56%
ROMJF	17%	17%	-54%
SNDL	6%	-2%	-29%
TLRY	9%	2%	-28%
VFF	2%	3%	-44%
YOLO ETF	3%	3%	-15%
CBD, CPG, Pharma, International			
CWBHF	-15%	-30%	-63%
CLVR	39%	8%	-73%
CVSI	-1%	-7%	11%
TPB	4%	19%	19%
IMCC	-19%	-49%	-76%
INCR	21%	15%	-59%
ISPR	7%	28%	#N/A

	<u>Stock Performance</u>		
	Last	Last	Last
Ticker	30d	90d	12mo
Service Providers			
AFCG	1%	4%	-24%
AGFY	-11%	-46%	-86%
REFI	2%	7%	4%
IIPR	7%	26%	-8%
NLCP	17%	29%	3%
PW	15%	-14%	-85%
RIV	5%	8%	-7%
SHFS	41%	109%	8%
SSIC	-12%	-12%	-14%
LFLY	-16%	-33%	-60%
SBIG	7%	15%	-81%
MAPS	10%	-26%	-24%
GNLN	-6%	-7%	-85%
GRWG	-2%	-4%	-41%
HYFM	-11%	-17%	-24%
SMG	5%	30%	2%
UGRO	43%	33%	-49%
CBD, CPG, Pharma, International			
LGPPF	#N/A	#N/A	#N/A
PCLOF	73%	22%	-26%
SMORF	-10%	-18%	-60%
JAZZ	-1%	-6%	-21%
Index			
S&P 500	3%	10%	22%
MSOS ETF	1%	2%	3%

Source: FactSet

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Exhibit 34: 1-Year Performance (MAPS -21% vs. MSOS +9% vs. NASDAQ +52%)



Source: FactSet

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Exhibit 35: 6-Month Performance (MAPS -31% vs. MSOS +61% vs. NASDAQ +9%)



Source: FactSet



Appendix VI: Bio and Disclaimers



Analyst Bio

Pablo Zuanic is a well-known and highly rated equity analyst following the cannabis and psychedelics sector. Over the past four years he launched coverage of over 35 companies (MSOs, LPs, CBD, ancillary, psychedelics), kept close track of sectoral trends, and followed the reform process in the US and elsewhere. His firm Zuanic & Associates publishes equity research on the cannabis and psychedelics sectors, both from a macro/sectoral level in a thematic manner, as well as specific reports on listed stocks. The research service is aimed at institutional investors and corporations. The firm is also available for short term consulting and research advisory projects (www.zuanicassociates.com). At various points in his career, Pablo was II ranked and called as expert witness in industry investigations. He has a deep global background having covered stocks over the past 20 years in the US, Europe, Latin America, and Asia, across consumer sub sectors. Prior employers include JP Morgan, Barings, and Cantor Fitzgerald. An MBA graduate of Harvard Business School, he started his career as a management consultant, which brings a strategic mindset to his approach to equity research. Pablo can be contacted at pablo.zuanic@zuanicgroup.com.



Disclosures and Disclaimers

About the firm: Zuanic & Associates is a domestic limited liability company (LLC) registered in the state of New Jersey. The company's registered address is Five Greentree Centre, 525 Route 73, N Suite 104, Marlton, New Jersey 08053, USA. Pablo Zuanic is the registered agent. The firm publishes equity research on selected stocks in the cannabis and psychedelics sector, as well as thematic macro industry notes. The firm also provides consulting and advisory services. Potential conflicts of interest are duly reflected in the respective specific company reports.

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