

About WM Policy

Weedmaps' Public Affairs Team



About Weedmaps

Founded in 2008, WM Technology operates the leading online cannabis marketplace for consumers together with a comprehensive set of eCommerce and compliance software solutions for cannabis businesses, which are sold to retailers and brands in the U.S. state-legal and Canadian cannabis markets. The Company's mission is to power a transparent and inclusive global cannabis economy.

The Company's technology addresses the challenges facing both consumers seeking to understand cannabis products and businesses who serve cannabis users in a legally compliant fashion. Over the past 14 years, the Weedmaps marketplace has become the premier destination for cannabis consumers to discover and browse information regarding cannabis and cannabis products, permitting product discovery and order-ahead for pick-up or delivery by participating retailers. Weedmaps for Business is a set of eCommerce-enablement tools designed to help retailers and brands get the best out of the Weedmaps' consumer experience, create labor efficiencies, and manage compliance needs.

WM Technology holds a strong belief in the power of cannabis and the importance of enabling safe, legal access to consumers worldwide. Since inception, WM Technology has worked tirelessly, not only to become the most comprehensive platform for consumers, but to build the software solutions that power businesses compliantly in the space, to advocate for legalization, social equity, and licensing in many jurisdictions, and to facilitate further learning through partnering with subject matter experts on providing detailed, accurate information about the plant.

About WM Policy

WM Policy is the government relations, research, education, and public engagement arm of Weedmaps. The WM Policy staff—with decades of legislative, regulatory and public policy experience, and an impressive record of achievement in local, state and national political campaigns; far reaching and impactful policy development; effective and creative public awareness efforts; and powerful, change-making coalition building—works with lawmakers, advocates, industry groups and other allies to forge safe, open, and sensible cannabis policy across the country and around the world.

Our Policy Priorities

- **Protecting and Expanding Access:** Our efforts ensure that access to legal cannabis is sufficient so that medical patients and adult-use consumers are discouraged from turning to the unregulated market. Our vision of appropriate access includes sufficient retail density, delivery services in all jurisdictions, and a full range of legitimate medical ailments and conditions eligible for a doctor's recommendation.
- **Fostering Social Equity and an Inclusive Industry:** We help build markets where fairness, inclusivity, diversity, and social equity are the core, and that those disproportionately impacted by the failed "War on Drugs" have the proper tools and resources to thrive in the competitive cannabis industry. From expunging criminal records and breaking down barriers to entry, to broadening opportunities for market participation through thoughtfully established, rigorously designed, and appropriately delivered social equity programs, we endeavor for diverse and inclusive marketplaces.
- **Advancing State-of-the-Art Lab Testing:** Robust standards for lab testing and lab independence from retail operators is a critical component of a safe and successful cannabis marketplace. We partner with science and safety advocates to develop standards in tandem with emerging cannabis research

and best practices.

- **Demonstrating a Commitment to Safety:** We initiate continuous health and safety initiatives through partnerships, public education campaigns, and legislative/regulatory enhancements and subscribe to a culture of continuous safety awareness and improvement.
- **Establishing Reasonable Taxation:** A fundamental premise of our work is that taxes should not be the vehicle that drives patients and adult consumers to the illicit market.
- **Creating and Growing Efficient Markets:** Unrealistic restrictions on cross-licensure or onerous requirements for unnecessary layers—like monopolistic, independent distributors—drive entrepreneurs and investors away from emerging cannabis markets. We work with the appropriate stakeholders and policymakers to craft licensing requirements that are well-tailored to legitimate needs.