ATTRACT
NEW CUSTOMERS

RETAIN
LOYAL CUSTOMERS

TRACK
YOUR GROWTH

Leafbuyer™

2019 MEDIA KIT

Traded as **LBUY** on OTC Markets

NOW FEATURING greenlight ORDER AHEAD

Do you know what a NEW CUSTOMER IS WORTH?

One new cannabis customer will spend

$2,400 PER YEAR*

$24,000 LIFETIME VALUE!

Based on 10-year customer life cycle

LEAFBUYER IS THE LEADING SOLUTION FOR

ACQUIRING & RETAINING NEW CUSTOMERS

*Source: CannabisConsumer.org 2017 Report

ONE SIMPLE, POWERFUL SOLUTION FOR SUCCESS

ONE-STOP SHOP

The most comprehensive suite of products for the cannabis industry.

NEW CONSUMERS

Access millions of new customers every month through the Leafbuyer Network.

TEXTING/LOYALTY

Grow your list in-store and online with Leafbuyer Loyalty.

ONLINE ORDERING

Capture the sale immediately when consumers discover you online.

ADDITIONAL SERVICES

EMAIL & TEXT BLASTS

SOCIAL MEDIA PROMOS

SEO SERVICES

SPONSORED CONTENT

JOBS NETWORK

Leafbuyer™

The one tool that every cannabis business needs!

Leafbuyer promotes your business across a network of cannabis-related websites.

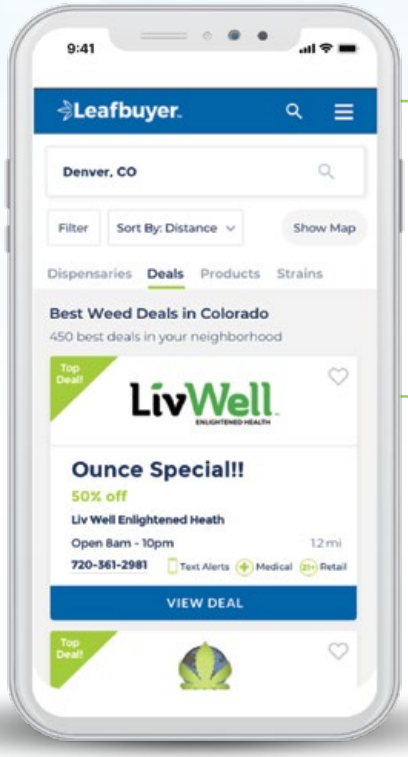
Nationwide in Legal States | 720.235.0099 | sales@leafbuyer.com

IT'S TIME TO

ATTRACT

NEW CUSTOMERS

THE LEAFBUYER NETWORK REACHES **MILLIONS** OF CANNABIS CONSUMERS EACH MONTH



SIMPLE SEARCH TECHNOLOGY

Search hundreds of products, deals, menus, listings and more

Leafbuyer™

Flower Ounce, <$120

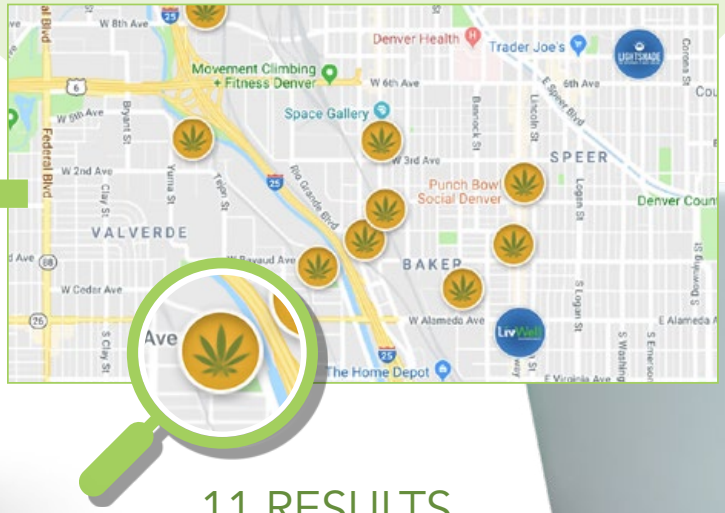
EASIEST SEARCH IN THE INDUSTRY

Ounce Special!

$75 Qty: **1 oz**

+21 Recreational

Come in now for this limited time offer! Present this coupon for a $75 rec ounce!



11 RESULTS NEAR YOU!

Traded as **LBUY** on OTCMarkets

TRACK

YOUR ROI WITH CLEAR ANALYTICS

Every month we provide a report on:

- ✔ ROI based on deal redemptions and profile activity
- ✔ Demographic data and industry trends
- ✔ Tips for improving results
- ✔ Top-performing deals

OUR ACCOUNT MANAGERS WILL ENSURE YOU GET THE MOST FROM YOUR LEAFBUYER PACKAGE!

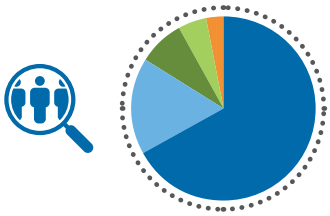
Data pulled November 2018

72% Mobile Traffic

69% New Visits

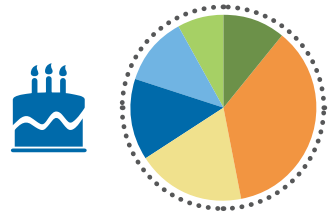
2.4 Pages Per Visit

ACQUISITION



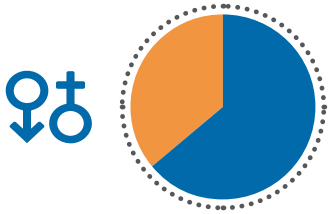
- Search: 67%
- Social: 5%
- Direct: 17%
- Other: 3%
- Referral: 8%

AGE GROUPS



- 21-24: 11%
- 45-54: 14%
- 25-34: 36%
- 55-64: 12%
- 35-44: 19%
- 65+: 8%

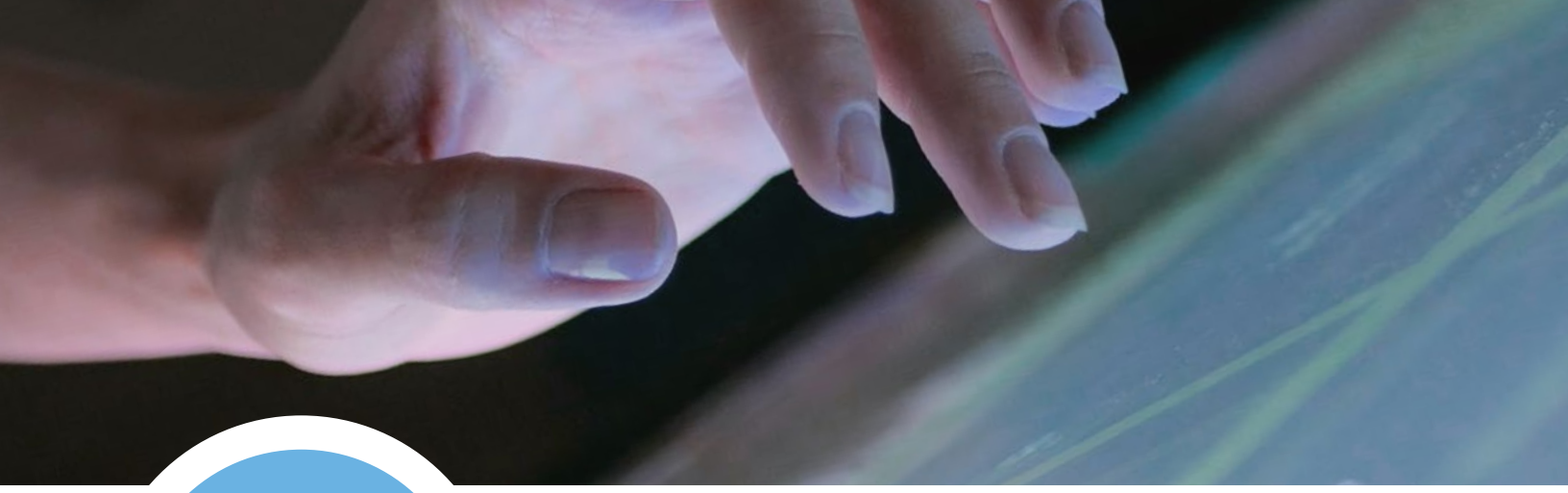
MALE/FEMALE



- Male: 64%
- Female: 36%

> Our experience with Leafbuyer has been fantastic! Our sales have increased exponentially due to our exposure on their site, not to mention they have a top notch account management team!

Dina Fiftal | **Owner, BioMeds**



WHY YOU NEED TEXTING & LOYALTY

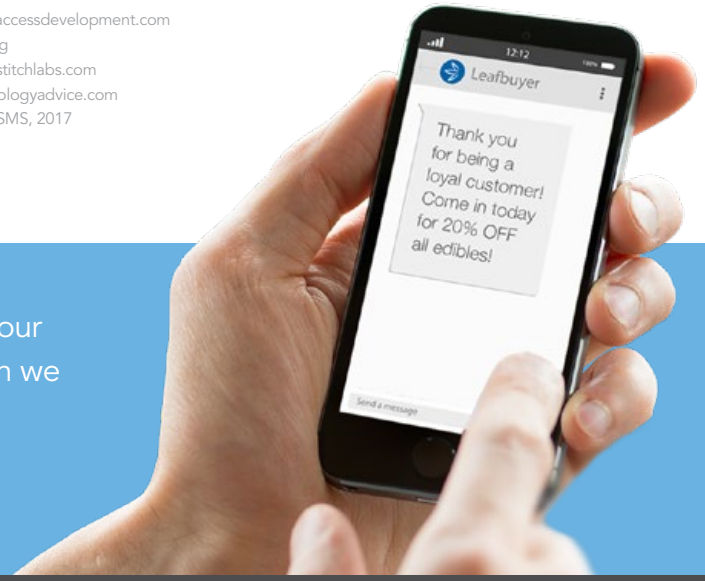
LOYALTY STATISTICS AND FACTS

- Loyal customers buy 90% more often, spend 60% more per transaction, and are 5 times more likely to return to your business[1]
- A Harvard study found that by keeping customers coming back 5% more often, you can increase total profits by 95%[2]
- Return customers annually spend 120% more than new customers[3]
- Consumers are 80% more likely to shop at stores that offer loyalty programs[4]

SMS MARKETING STATISTICS AND FACTS[5]

- Has 10x the response rate of print coupons
- The average person checks their phone 150 times a day
- 98% of texts are opened within 3 minutes
- 70% of U.S. consumers say they'd like to receive offers via SMS

(1) https://blog.accessdevelopment.com
(2) https://hbr.org
(3) https://www.stitchlabs.com
(4) https://technologyadvice.com
(5) The State of SMS, 2017



"We enjoy having the opportunity to get in touch with our customers with a quick text. This feature helps us when we get a new product in or a great product back in stock.

Erin Vanderpool | **Manager, Levels Dispensary**

TARGET SPECIFIC CUSTOMER INTERESTS

RETAIN
CUSTOMERS WITH
Leafbuyer™ Loyalty

- ➔ Customize rewards based on points per spend or points per visit.
- ➔ Create the perfect purchase incentives with our Loyalty Rewards Calculator.
- ➔ Grow your loyalty list in-store or online through the Leafbuyer Network.

> "Leafbuyer has been such an essential ingredient in our business! Bringing in new customers and retaining loyal ones is easy with their loyalty program and text blasts!"
>
> **Sayrah Hassad** | **Marketing Manager, La Brea Collective**

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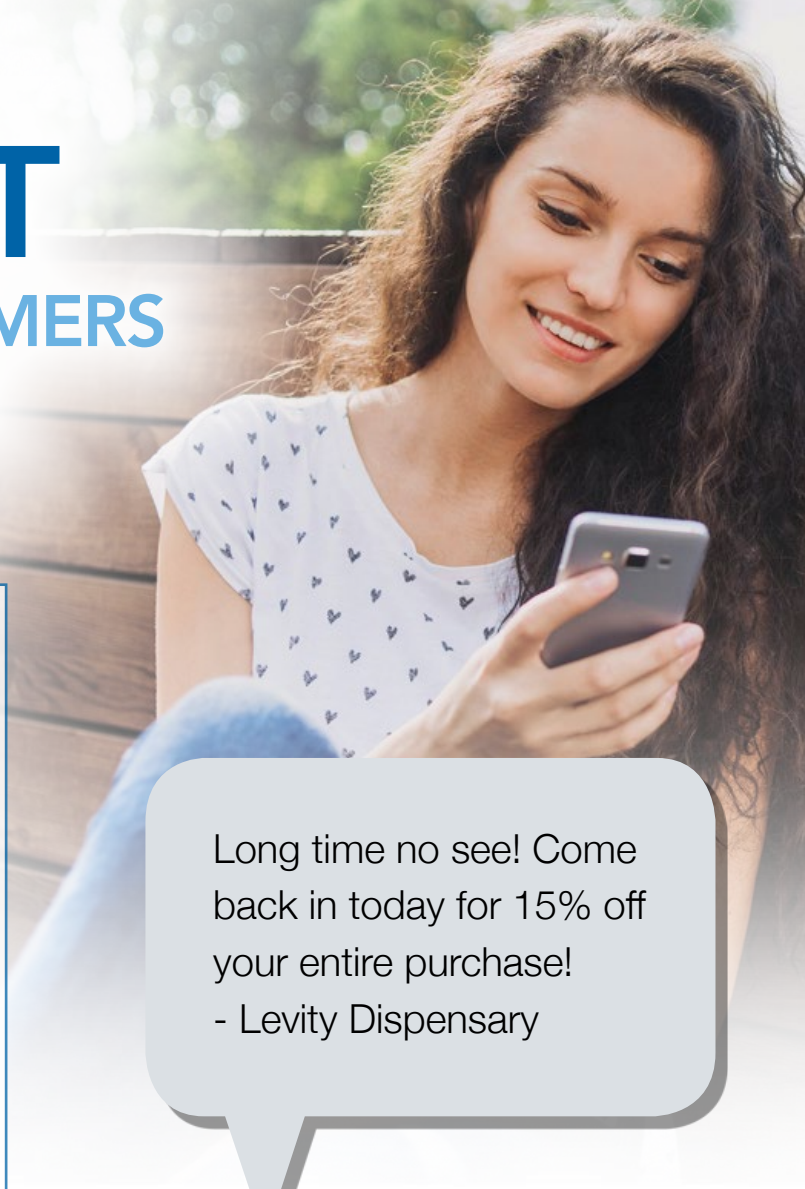
CONNECT

WITH YOUR CONSUMERS OVER TEXT & EMAIL

Build your list through our network!



GET DEAL TEXTS FROM THIS SHOP

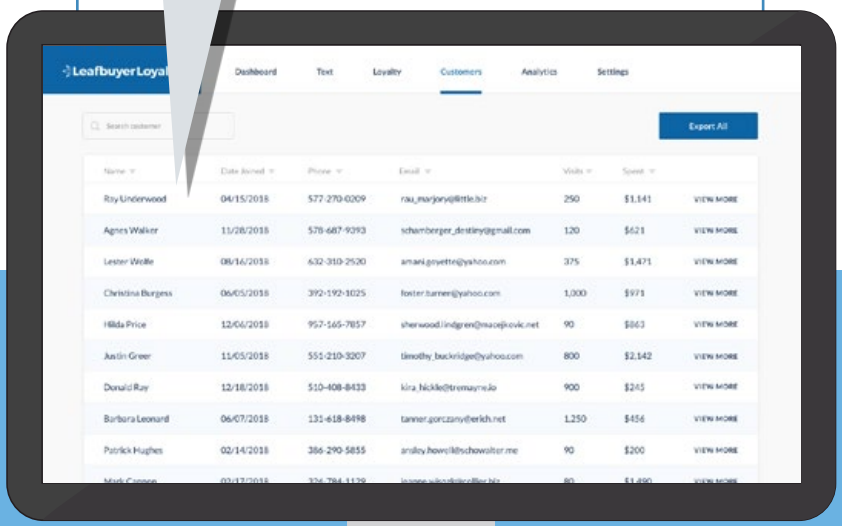
NEW CUSTOMER
Dave Smith
206.123.4567

NEW CUSTOMER
Jim Davis
303.234.5678

NEW CUSTOMER
Jennifer Lee
213.345.6789

NO OTHER PROVIDER

CAN ADD CUSTOMERS TO YOUR LIST BEFORE THEY STEP IN THE DOOR!



Long time no see! Come back in today for 15% off your entire purchase!
- Levity Dispensary

AUTOPILOT FEATURE

Automatically send messages based on your individual customers' activity

Happy Birthday, Michelle! Come in and see us today for a free 1/8th!
- Levity Dispensary

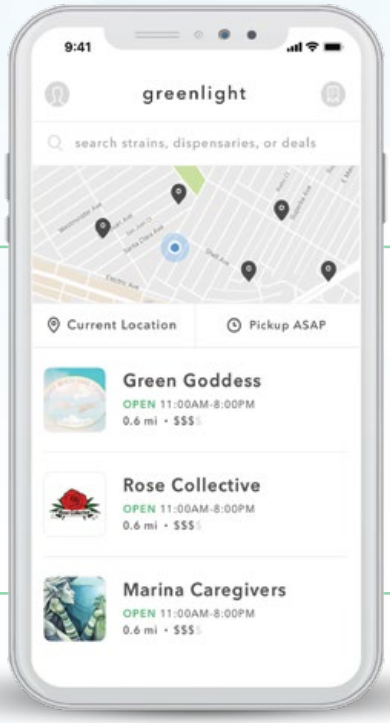
Traded as **LBUY** on OTCMarkets

HOW DOES LEAFBUYER LOYALTY STACK UP?

Leafbuyer Loyalty	OTHER PROVIDERS
✓ Grow Your List Online Through the Leafbuyer Network	Speaks to Existing Customers Only
✓ AutoPilot Feature	✗
✓ Unlimited Native Push Notifications	✗
✓ Free Email Marketing	✗
✓ Promo Codes	✗
✓ Tablet Event Mode	✗
✓ Branded Tablets & Kiosks: Increase customer signups by 50%	✗

WHY YOU NEED ONLINE ORDERING

- INCREASES TRANSACTION SIZES UP TO 30%*
- IMPROVES CUSTOMER SATISFACTION
- CAPTURES SALES 24/7 EVEN WHEN YOU'RE CLOSED
- INCREASES SALES PER HOUR DURING PEAK TIMES



REAL-TIME UPDATING OF YOUR INVENTORY THROUGH API INTEGRATION

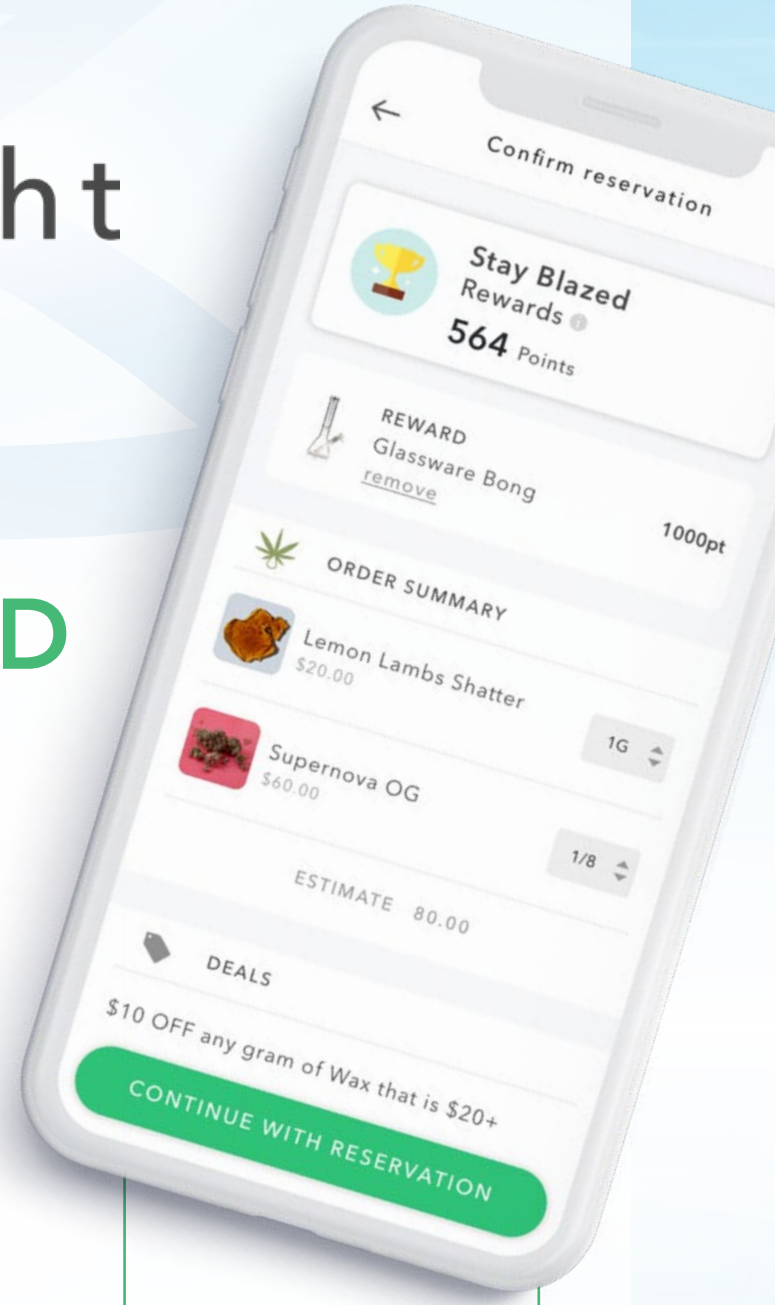
Thanks for your order! We'll let you know when it's ready for pickup.

Your order is complete and ready for pickup. See you soon!

*Source: https://squareup.com

greenlight

Powered by Leafbuyer



ORDER AHEAD FEATURES

- Push notifications
- POS integrations
- Consumer Behavior Analytics
- Loyalty integrations

WHERE YOU CAN ORDER FROM

Thanks to website integrations and the one-of-a-kind Greenlight app, it's easier than ever for customers to order ahead.

- ✔ Leafbuyer.com
- ✔ The Leafbuyer Network
- ✔ Greenlight App
- ✔ Your Own Website

THE GREENLIGHT APP HAS CANNABIS CONSUMERS READY TO DISCOVER YOUR BUSINESS!

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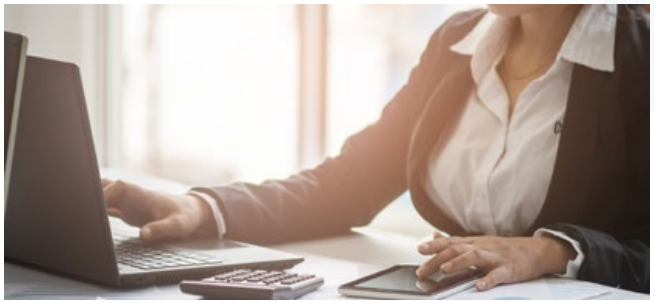
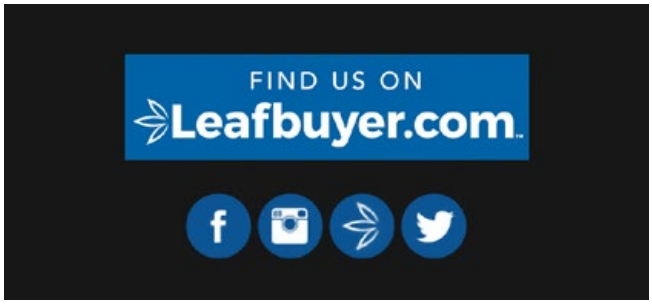
MEMBER BENEFITS

GET THE FREE BENEFITS INCLUDED WITH A LEAFBUYER MEMBERSHIP



Dedicated Account Manager

Framed Photos



Website Plugins

Best of the Best Competition

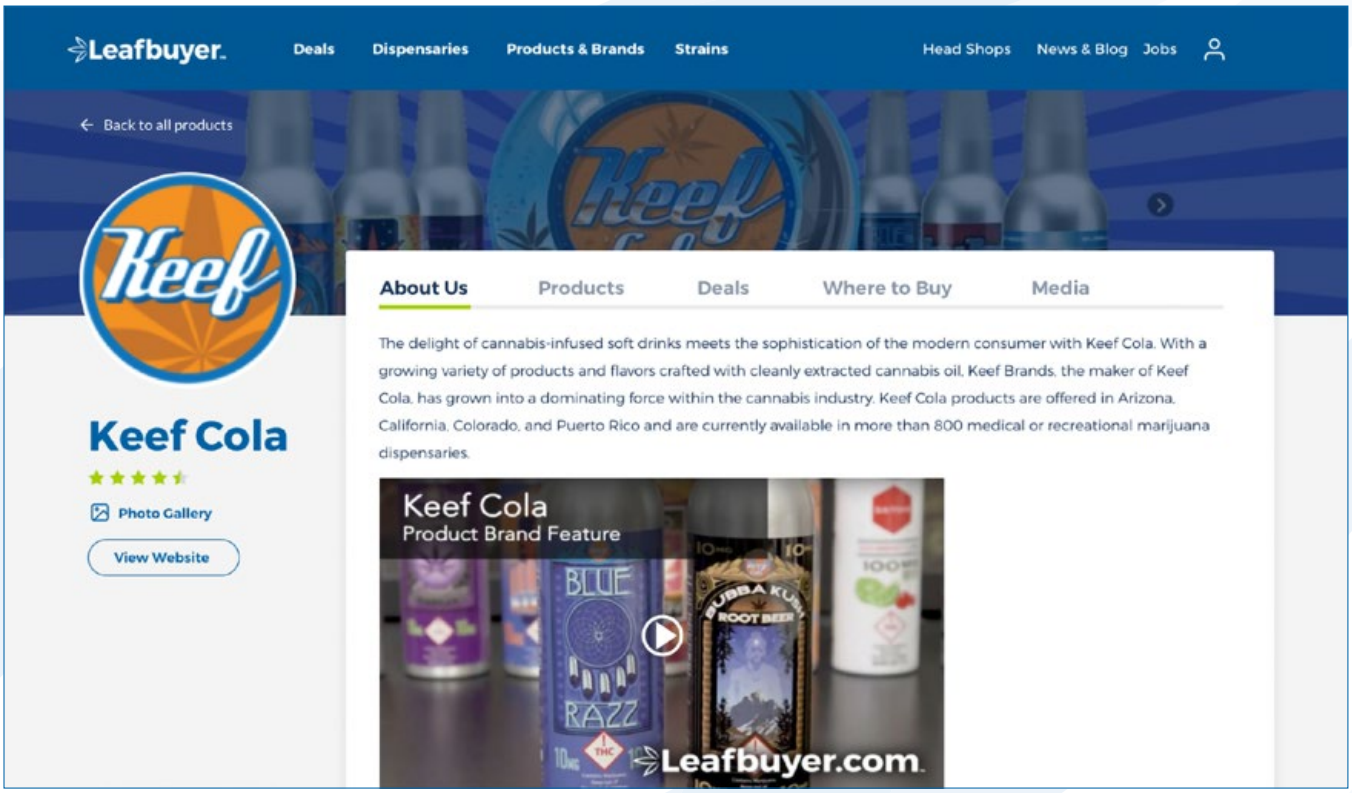
Promotional Giveaways

Swag Distribution at Events

*Some restrictions may apply.

BOOST YOUR BRAND

WITH A PREMIUM PRODUCT PROFILE



REACH NEW CUSTOMERS, ENHANCE YOUR DIGITAL MARKETING, AND CROSS-PROMOTE WITH RETAIL STORES

- ✔ Our Email and Text Blasts reach over 50,000 cannabis consumers.
- ✔ Targeted premium banner advertising on Leafbuyer.com ensures customers see your brand before making a purchase.
- ✔ Run sweepstakes to spread awareness and collect potential customers' contact information.

PREMIUM PROFILES

MAXIMUM EXPOSURE

SEO VALUE

ADVANTAGES

TEAMING UP WITH LEAFBUYER

SERVICES	Leafbuyer	OTHER SITES	PRINT
Greenlight Order Ahead NEW	✓	✗	✗
Customized Loyalty Platform	✓	✗	✗
Texting Service	✓	✗	✗
Online Listing	✓	✓	✗
Dedicated Account Manager	✓	✗	✓
Monthly Analytics Report	✓	✗	✗
Sponsored Content	✓	✓	✓
Consumer Email Campaigns	✓	✓	✗
Consumer SMS Campaigns	✓	✗	✗
Strain Database	✓	✓	✗
Banner Advertising	✓	✓	✗
Social Media Shout-Outs	✓	✗	✗
Photo/Video Services	✓	✗	✗
Jobs Board	✓	✗	✗
Content Writing	✓	✗	✗
SEO Services	✓	✗	✗

Leafbuyer™

ACTIVATE YOUR ACCOUNT TODAY!

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PROVEN

WHAT OUR CLIENTS ARE SAYING

EXPANDING OUR REACH ACROSS MULTIPLE PLATFORMS

"Being a part of the Leafbuyer Network has enabled us to promote our deals across a wide variety of websites our customers visit regularly. By expanding our reach across multiple platforms, the Leafbuyer Network makes it easier to show off deals to new and existing customers wherever they are online."

Matthew Givner | Director of Marketing

THE VALUE... IS IMMEASURABLE

"In the highly competitive market of Western Washington, I rely on Leafbuyer to deliver valuable customers. On our 'green mile' with over 20 shops in a seven mile radius, the value of Leafbuyer's technology and marketing features is immeasurable."

Farrell Timlake | Marketing Manager

BEST MARKETING TOOLS... MAKES FOR A ONE-STOP SHOP

"Leafbuyer has proved to be one of the best marketing tools we have. We can customize it to our operation and get the appropriate feedback on what's working effectively. In addition, they are constantly working to expand their reach through strategic alliances with other cannabis websites which makes for a one-stop shop. Great value and great customer service."

Rodney Hurlbut | Owner

INSTRUMENTAL IN IMPROVING OUR SEO VISIBILITY AND CUSTOMER ACQUISITION

"Leafbuyer has been one of our most valued partners from the beginning! Through the years we've run numerous successful social campaigns together including giveaways, contests, and in-store promotions. The Leafbuyer team was also instrumental in improving our SEO visibility and customer acquisition via targeted emails, widget placements, and real-time promotions!"

Dyan Ferman | Founder and CEO

Traded as **LBUY** on

OTCMarkets

Nationwide in States With Legalized Cannabis

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