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CITIZEN TOKE SMS MARKETING PLATFORM

ANALYSIS AND IMPLEMENTATION STRATEGY

A Note From the Team:

This document is for internal use only, not intended as a press release. This document is a white paper outlining, in full, a business summary and analysis of Citizen Toke and its underlying technology. This document aims to describe the vision and scope of Citizen Toke with the expressed purpose of helping you to better understand its goals and value.

Transparency is important. If you have any questions or suggestions regarding the implementation of Citizen Toke, please do not hesitate to contact Patrick at the email provided in the document header.

Executive Summary:

Citizen Toke represents the cannabis industry vertical-focused iteration of the SMS marketing platform developed by BetaKillers and CannaSys Inc. A beta version of the product has already been deployed in Denver and Boulder and is showing promising click-through rates and higher engagement than SMS text message marketing industry averages (41% vs 36%, respectively).

Citizen Toke is unique in that it offers a massive opportunity for dispensaries through its creation of an ecosystem for the cannabis industry, accelerating the quality-growth phase of the industry. While much of the cannabis industry runs in a sort of vertical integration scheme from Grower to Distributor to Customer (G > D > C), Citizen Toke allows for the exchange of valuable data from dispensary to dispensary in order to find new customers, better understand their own customers, and ultimately build customer and brand loyalty. Essentially, Citizen Toke enables 'smart' competition.

By design, Citizen Toke is an equal opportunity platform that removes much of the excess noise of crowded marketing channels and "pay-to-play" subscription services dominated by massive budgets that ultimately marginalize and weaken smaller dispensaries. Citizen Toke allows any dispensary to compete on

quality and price at a level of equality not otherwise available in the industry.

Simplicity, Responsiveness, Immediacy and Gamification are the four main factors that differentiate Citizen Toke from competing advertising platforms. These four factors make the technology particularly effective in markets that sell in physical storefronts, with low to medium ticket products, high competition, time-dependent sales, and diverse offerings (marijuana strains, types of whiskey, etc). Major verticals include marijuana, alcohol, foodstuffs, coffee, concerts, sporting events, and others.

Outside of increased engagement by the gamification and responsiveness of the platform, by opening this ecosystem across multiple verticals, Citizen Toke will be able to find efficiencies in overlaps between multiple markets to optimize targeting and increasing Customer Lifetime Value for brands and stores.

Major goals for September include first revenues, significant growth of the user base, expansion of Colorado market, automation of live deals blasts for Colorado, and initial beta development outside of Colorado.

Summary of Technology/IP:

Citizen Toke is primarily a marketing platform using SMS (text-based) technology to connect potential customers with products and services. While text-based marketing has been around for a while and proven effective with a high ROI, most of these marketing products have been centered around loyalty programs.

Citizen Toke follows the necessary legal guidelines for a new user to join the platform using a double opt-in: first, to confirm that a user has agreed to receive marketing messages, and second, to confirm that the user is at least 21 years of age.

The technology has been built from the ground up and focused on providing a way for a seller (a dispensary, for example) to find new customers. To do this, the technology integrates zip code mapping that a user provides upon opt-in. Eventually, the user will be able to change his or her initial opt-in zip code to the zip code of his or her current location. This may require the use of an application (possibly partnered) that automates the process, so the user is not texting their zip code constantly.

A seller will be able to send a text "BLAST" to a chosen number of people within a specified area. For example, 1000 people within 5 miles of the dispensary storefront's zip code.

Upon receiving a text message, the user will be prompted to respond to the message to "claim" the deal. This can be accomplished by limiting the amount of time available to claim a

deal (ie. "you have 5 minutes to respond.") or by counting down the deal, wherein a faster response will result in a better deal (ie. start the deal at 50% off and countdown to 0% off in increments of 5% every 5 minutes). The use of this time factor to create a sense of urgency is unique to Citizen Toke, and will result in higher redemption rates compared to other traditional loyalty programs. Citizen Toke technology could easily be implemented into more traditional SMS-based loyalty programs for increased effectiveness.

Users will then have a limited amount of time to redeem the offer they have claimed (ie. end of day). For tracking purposes, the Citizen Toke technology does not plug into Point-of-Sale (PoS) systems. This means that sellers will be responsible for redemptions and tracking of redemptions of their text blasts. Insertion of a link using bit.ly to a QR code or bar code has already proven successful in tracking the redemption process. Sellers will be able to customize the redemption and claiming process to their own liking, with certain limitations imposed from the Citizen Toke team based on the larger subset of user claiming and redemption data. For example, the team may set the limits on claiming a deal to between 5 minutes and an hour if they find that response rates drop off outside of those limits and hurt user engagement.

The Citizen Toke platform will be building large amounts of data on deals received, claimed, and converted for each user across a range of different dispensaries and products. Using this data will be key in increasing the targeting capability of Citizen Toke far beyond that of other loyalty programs. This data will also facilitate the deployment of the technology into other verticals, as well as by exploiting product overlap. For example, a purchaser of CBD or THC-infused coffee will theoretically be more likely to accept a deal from a new coffee shop or for a coffee product despite it not being marijuana-related.

The seamless introduction of new verticals and ease-of-integration for users across those verticals is another aspect of the Citizen Toke technology that makes it unique and enticing to retailers.

In conclusion, the technology behind Citizen Toke gamifies offers and increases urgency, both of which translate to better conversions and a higher ROI for a paying customer. The technology should be understood as more of a platform than a vertical serving strictly one particular market or dispensary. By creating an ecosystem, the platform allows for better cross-collaboration across multiple markets or even competing technology. We anticipate that this technology will accelerate the maturation of the cannabis market, increasing the importance of price and quality (and thereby branding) as opposed to merely novelty.

At this point, the technology has been implemented at the beta stage in Denver and Boulder, Colorado. This beta will serve to statistically validate the technology and build up a user base and enough brand recognition to cross over into other markets, specifically cannabis in other locations and other verticals.

Market:

For the purpose of this analysis, we will focus on the Denver, Colorado market for cannabis and extrapolate out from there.

According to a study out of the State of Colorado in 2014, 12.9% of all adults 21+ smoke marijuana. Of these users, 33% smoke daily.¹ Therefore, we can assume that close to 4% of the total population could be considered a high-frequency smoker. High-frequency smokers make up about a third of the total smoking population, but make up over 85% of the demand.²

For dispensaries, targeting and making loyal customers out of these high-usage individuals are essential steps in creating a sustainable, profitable business.

In 2015 alone, the total marijuana industry in the US generated 3.6 billion in revenue with a predicted annual growth rate of over 30% until 2020. The industry is in the 'quality' growth phase, where weak companies are closing and brands and marketing are starting to become far more important as the novelty from 'quantity' growth wears off. Competition is increasing at a faster rate than the total market.³

Assuming the numbers of 2014 are a good approximation of the current market in Denver, Colorado, let us assume that 4% of the total population of Denver makes up the group of high-frequency smokers that Citizen Toke is targeting. If we assume the population of Denver is 680,000 people (metro Denver is approximately 3 million), and assume that 4% make up the high-frequency smoker population, we have a target market of approximately 27,000 users in Denver proper and 120,000 for all of metro Denver.

Due to massive influxes of tax revenue from states that have legalized marijuana, more and more states are beginning to legalize. Today, over 20% of the US population lives in a recreationally legalized state and over 40% in a medically legalized state. This will likely continue to increase.

¹ Colorado Government "Marijuana Use" - <https://www.colorado.gov/cdphe/marijuanause>

² IBIS World - Medical and Recreational Marijuana Stores Industry (2015)

³ IBIS World - Medical and Recreational Marijuana Stores Industry (2015)

These numbers are strictly for marijuana. However, as previously stated, we see opportunity for Citizen Toke to be implemented in other verticals as well. Which verticals? Citizen Toke is excellent in creating a real-time deal that requires a user to act on it. This type of instant marketing is better suited to physical locations that sell smaller ticket items where a user is free to act more impulsively. Buying a candy bar, for instance, should require less logical thinking than purchasing a car. As such, foods (restaurants and retail), alcohol (bars and retail), sporting events, concerts, coffee shops are also options we would like to explore. We think Citizen Toke will be particularly effective in emerging industries where the brand recognition is difficult to establish or relatively non-existent. Advertising smaller coffee chains to compete against Starbucks and craft breweries against the likes of Budweiser and Coors are particularly fitted to this technology.

For the analysis of potential revenues, we will be using the marijuana industry for Denver.

Competition:

Advertising is a massive market, and digital advertising is at the forefront. Currently, for every dollar spent digitally on advertising, Facebook and Google receive 90 cents. These two giants control 90% of the digital marketing industry.⁴

However, they do not compete in the marijuana sector due to federal regulations. As a result, advertising methods are far more diverse in the cannabis industry than in most other verticals.

Print ads are in high use. In Denver specifically, Westword dominates the print ad channel. Westword has also moved into digital display advertising using their own content network. Multiple other companies, including Mantis and Adistry, have a similar style of business where they accept payments for ads on their own marijuana specific content network.

Facebook and its subsidiaries, like Instagram, are off limits for paid ads, but still accept 'organic' content. Twitter is one of the major social media platforms that does allow marijuana advertising. Multiple other social media platforms have come about as a result of this gap, most notably MassRoots and DUBY.

Dispensaries have several options on how to market their products and brand, including organic social media through most major platforms like Facebook, Instagram, Twitter and Snapchat, and smaller niche platforms like DUBY and MassRoots. There is also content creation on their own websites and blogs, print

⁴ Digital Content Next - "Google And Facebook Devour The Ad and Data Pies" June 16, 2016 - <https://digitalcontentnext.org/blog/2016/06/16/google-and-facebook-devour-the-ad-and-data-pie-scraps-for-everyone-else/>

advertising, SEO, posting their own deals on their website, using text message loyalty programs like Baker, MMJ Freeway or Biotrack, attending and sponsoring events, and posting their deals on major deal platforms like Leafly, Leafbuyer, Cannabuyer and Weedmaps.

Each of the channels listed above have their benefits as well as their drawbacks. Non-digital advertising, like print media, is hard to track and verify ROI. Organic social advertising is difficult to target precisely and is relatively limited in terms of positive ROI for effort and time put in to positive pay out. SEO is incredibly competitive to the point that only a few dispensaries will show up for anyone searching (ie. Google "Denver Dispensary"). In fact, you will notice that sites curating all of the dispensaries in an area will show up higher on a search than any actual dispensary.

This is the power of a site like Weedmaps or Colorado Pot Guide. They succeed at SEO, and a potential new customer will then be exposed to the dispensary that paid for ultra-premium placement on the site.

Alternatively, if you jump on a site that does not have a featured section, you will be overwhelmed by the sheer number of dispensaries. There are more dispensaries than there are Starbucks in Colorado, currently.

So what usually happens? A customer will follow a dispensary that they're already familiar with on social media, their website, or blog and look up that dispensary's particular deals on a site like Weedmaps or Leafbuyer if it isn't already posted on the dispensary's own site. That user may receive a loyalty text with a deal that they redeem. That single user probably receives multiple deals from multiple different dispensaries through a single loyalty program for each dispensary.

The user may also search for an individual product or strain they know and then compare prices between nearby dispensaries before making a purchase. The user may also look up highly rated dispensaries in their particular location, as well. The traits behind the decision will differ by user: price, proximity, brand, quality, etc.

Due to the sheer competition and volume of noise, it is very difficult for a dispensary to find a new customer. This is why making a loyal customer out of that first time customer is so important. Most business comes from repeat customers, not new customers, unless your dispensary is in a tourist destination with prime real estate.

For channels that operate specifically for deals, this is especially true. Leafbuyer and Weedmaps have so many listings that a potential customer will likely choose a company that is featured (if they are unfamiliar with the area or industry), or

they will choose a deal from a dispensary that they are already familiar with and not consider trying something new.

Based on both the positive and negative aspects, as well as the performance of these various competing advertising platforms, Citizen Toke was created to incentivize a potential customer to become a new customer through an immediate urgency created by a limited response time, as well as geo-specific targeting and deal spacing that cuts through a lot of the noise so that the user is not overwhelmed.

Revenue + Cost Models and Analysis:

This platform is designed to be as simple and minimal as possible for both the user and the seller trying to reach that user. The platform allows for a dispensary to log in and create a targeted deal. The dispensary owner can choose the number of people within a chosen proximity to a given location. Then, the dispensary types out the deal they want, which can be linked to a QR or barcode specific for redemption. Analytics are displayed based on impressions and Click-Through-Rates (responses to the text blast).

It is necessary to first define some of the variables that need to be considered prior to analyzing the different models involved. First, the number of active users is massively important. We are essentially monetizing the targeting and curating of these users for paying dispensaries. Next, the dispensaries we have for a given area of users is also important. A user will be incentivized to try and stay with Citizen Toke if they like the dispensaries featured and the deals that they share through the platform. Building this initial trust is especially important if a user is to use the platform by trying a new product or offer from a dispensary they have never heard of. The quality and timing of the deals needs to be excellent. High quality deals will translate into higher redemption rates and higher virality of users sharing the Citizen Toke platform to friends and others. The timing needs to be optimized not only in the response time and redemption time limitations, but also in the spacing of deals for a user. Getting too many within a given time period will feel too much like spam, while getting too few messages results in less engagement from boredom and apathy.

More in-depth discussion of these variables can be found in the Implementation section.

There are many other channels for revenue with this technology, but these are the main ones we see and will pursue, approximately in the following order.

In the first channel, we charge the dispensary a simple price per text sent. Currently, we are working with \$0.10 per text. This is much higher than the cost per text sent compared to that of a typical SMS-based loyalty program, but this is justified by the

fact that we are offering access to a **new** user rather than an existing one. This price will change based on the average cost per user acquired by the dispensary and Customer Life Time Value metrics. For instance, let us assume that 1 out of every 100 text messages sent converts into an actual customer for a dispensary. At \$0.10 cents per text, the dispensary essentially paid \$10 for a new customer (ignoring brand equity gained from a potential customer seeing the ad and not responding). Let us also assume that for a particular dispensary, the total lifetime value of a customer is \$200 dollars. In this instance, that dispensary paid \$10 for a \$200 dollar customer. Not a bad deal. This ROI will be compared across other major platforms (and industries) to optimize our pricing model. In short: **Revenue/Time = Avg#Users*\$0.10*#Texts/Time.**

In the second channel, we charge dispensaries a fee to host a deal that a user can access at any time during a set time period. For instance, a dispensary can host a 50% off deal that will be searchable by the user. By texting a keyword to Citizen Toke, the platform can respond with a deal matching the keyword criteria. If a user has a zip code of 80202 and texts 'edible' to Citizen Toke, they will receive a deal from the featured dispensary that has paid to host for the zip code and keyword. These time periods can be as short or as long as needed and can 'stacked'. For example, a user could text 'edible' and, if the deals are stacked, the response will be "there are 3 available deals, reply with 1, 2, and/or 3 to view." Revenue will be charged on a subscription per position fee. With more complete analytics, revenues will be per impression of a deal to the corresponding dispensary (similar pricing to per text sent). However, the price per text will differ based on the competition of a particular zip code and keyword. This model is similar to how Google Adwords works. **Revenue/Time = Subscription/Time**

Next, we have automated deals. These are deals that are not 'live' but are hosted and distributed based off a timing mechanism. This timing mechanism is activated by a certain action, such as a new user joining the platform. In this way, a dispensary can have first access to a new user. For example, if a user joins Citizen Toke, a dispensary that has paid to host a deal for the subscribed zip code will automatically send a message 5 minutes after a successful opt-in. These deals are incredibly important, as it will be the first interaction between the user and platform. As such, these deals will already be proven as high-converting. In fact, we may use this type of a deal as a 'reward' to dispensaries that have created a great deal and followed up with an excellent user experience upon conversion to further incentivize these types of interactions. The reward could be a discounted price, or even free for a limited time or up to a certain number of messages sent.

Further, we will implement loyalty text messages. Many dispensaries already have their own user lists. We want to incentivize dispensaries to send messages to their lists on our

platform. Pricing per text sent will be far lower than when a dispensary sends a message outside of their uploaded lists. The more dispensaries upload their user number lists to the Citizen Toke platform, the better total value add for each dispensary there will be. For instance, if 10 dispensaries upload 1,000 users, a single dispensary that uploaded their list will now have access to 9,000 users they never had access to (assuming no crossover). This creates a type of prisoner dilemma, or bit of game theory that we will explore in the Implementation section.

Next is user segmentation. The more data that Citizen Toke collects, the better the targeting that can be performed. If we know that a certain group of users converts for a certain type of product, we can segment users into high and low value groups. We could even recommend a certain type of deal for a given population to get the best conversion rate overall across multiple deals and segments. This would allow us to charge a different amount per text sent per segmented user.

Secondary deals. Following the same logic, if a user converts on a particular deal, we could create an auxiliary deal that would go well with the previous purchase. This is an excellent area to move out to other verticals as well. For example, if a user purchases a CBD-infused coffee, an auxiliary deal would be a cup of coffee from a nearby coffee shop. The deal could be activated based on the clicking of the link in the CBD-infused coffee deal or timed based on redemption from the scanning of QR code.

Next, we have purchase integration revenues. We envision that this technology will eventually link directly into a PoS system for each dispensary. Revenues could be changed to not charge per text sent, but rather as a percentage of revenue directly from a purchase to guarantee a certain ROI competitive with other channels.

In terms of costs, running and maintaining the system will be based on data/server hosting fees, and a cost per text message sent based on current technology. This could change to a subscription fee for unlimited texts sent and may become viable at a certain volume of texts sent. This option will be explored in further depth upon the accomplishment of certain milestones.

Implementation:

Building the Citizen Toke platform out as an ecosystem requires consideration of multiple conflicting interests.

The biggest issue is the question of user acquisition and partner acquisition. On one hand, users want to have variety within the platform. Simultaneously, dispensaries want a high number of users for the platform to be viable as a marketing channel. We are left with a chicken-egg paradox where both user acquisition and partner acquisition have to be pursued in an initial phase when the platform probably won't be too valuable to either party.

To get around this paradox, we have created a beta platform. In the beta platform, we have a certain number of partnered dispensaries that have guaranteed deals for the duration of the beta period. These beta deals are timed out based on when a new user opts in. Thus, when a new user joins the platform, they are guaranteed to receive deals from our beta partners, even though they aren't 'live'.

It is during this time period that we grow our user base and transition the majority of our deals into 'live' deals from new and existing beta partners.

One massive roadblock for partner acquisition is the mentality that SMS systems are only usable as loyalty programs. The concept of a new user acquisition through an SMS platform is radically new for dispensaries and other businesses and will likely take time for businesses to adopt the concept. As such, during our beta period, we are rewarding the dispensaries that are first adopters of the technology by not charging them for beta deals pre-programmed into the platform and giving away a set number of texts for free upon the completion of certain user acquisition methods.

Next, user acquisition in the cannabis market is hampered by the same marketing restrictions that our platform seeks to overcome. Specifically, the largest platforms typical for user acquisition like Google, Facebook, and Instagram are closed off. We have begun using many of the channels that we are competing against which has brought up the occasional conflict of interest.

One of the best ways for the Citizen Toke platform to expand its user base is through the dispensaries that already have user lists to which they market. However, this brings up the bit of game theory mentioned in the previous section. Say there are 10 dispensaries. If a single dispensary uploads all of their numbers, and nobody else does, then that dispensary gains nothing and is essentially 'punished' by the possibility that some of its users will go to a different dispensary. On the other hand, if 9 dispensaries upload their numbers, and there is one hold out, then that dispensary gains more than the other dispensaries since it does not 'dilute' its number list.

Now, let's say that one dispensary has a number list 10 times the size of a single dispensary. Why would the larger dispensary want to upload its large list to the benefit of the smaller dispensary with minimal value add in comparison from the smaller dispensary's list?

This brings us back to the Customer Life Time Value. If there is a small drop in CLV by sharing phone numbers, then a dispensary should be 'rewarded' for uploading its number list. On the same note, any dispensary that wants to have access to the entire Citizen Toke user list should have to upload their own lists,

thus removing the hold-out situation where one benefits at the expense of everyone else.

For example, a large dispensary, Dispensary A, has 20,000 phone numbers and uploads them to Citizen Toke. It sends a blast through the Citizen Toke platform to all of its existing 20,000 users with an additional 20,000 of Citizen Toke's own users. The dispensary is charged \$0.10 for the Citizen Toke numbers, and \$0.01 for its own numbers (total blast to 40K numbers with a cost of \$2200). Of the 20,000 Dispensary A numbers, let's say that 4,000 opt into Citizen Toke (They cannot be directly added as many dispensaries have harvested numbers illegally and users must opt into Citizen Toke directly through the double opt in process).

Now we have a smaller dispensary, Dispensary B, that has none of its own numbers. The dispensary wants to send a message to the entire Citizen Toke user base, including the 4,000 that just joined from Dispensary A's listing. Dispensary B sends 24,000 texts: 20,000 which are of Citizen Toke origin, and 4,000 of Dispensary A origin. Dispensary B cannot know the difference nor does it see the numbers.

The pricing is standard \$0.10 per text (total blasts to 24K numbers with a cost of \$2400). Of the \$400 in revenue from Dispensary A numbers, a percentage is given to Dispensary A through a revenue share agreement. We will say 20%, or \$40 dollars. Not much. But given the number of blasts a user may get per month and year, this 40 dollars will quickly multiply.

The breakdown in the revenue sharing agreement will be limited to a certain amount of time a dispensary can receive revenues from its numbers. We can also use this as a transition for the Citizen Toke technology into a loyalty program that diversifies the ecosystem. Mainly, a loyalty blast through Citizen Toke will bring more users into the Citizen Toke ecosystem that can be marketed to by other dispensaries.

Because of the optimization in targeting and pricing, we believe that this ecosystem will create a net positive growth in the industry as a whole, rather than a drop in total value through the perceived dilution of customer loyalty from the distribution of a dispensary's numbers.

Moving Forward:

Current:

Total Users: 415

Total Dispensaries (brands not storefronts): 9

Total Messages sent: 1258

Click Through Rate: 41.5% - industry average = 36%

We have successfully secured partnerships with the following Beta Partners:

- Livwell
- MMJ America
- Dank
- Euflora
- The Station
- Elements
- Greenfields
- The Healing House
- Trill

These Beta partners have pre-programmed deals into the system for CTR validation and pricing strategy.

We have built multiple campaigns via social media (Twitter) and guerrilla print marketing to deploy for user acquisition. To be fully deployed in September and October.

Timing protocol has been created and tested. 1-1 replies for all blasts has been implemented. Geo-targeting via zip code radius from point of origin has been implemented. Blast scheduling parameters have been installed.

We have tested multiple user acquisition channels around Cost Per User Acquired.

Projected Metrics for September:

Total Users: 2000
 Total Dispensaries (brands not storefronts): 15
 Total Messages Sent: 5000
 Click Through Rate: At least 40%

Projected Milestones for September:

- First revenues generated through paid 'live' blast
- First non-marijuana partner
- Expansion of beta into Fort Collins, Pueblo, i70 corridor/ mountains
- Opening of live blast dashboard to first customers
- Automation of blast 'checking' to verify quality of ads.
- Execute 1 cross-promotional campaign with strategic partner - Duby
- Design protocol for Medical/Recreational segmentation if deemed possible from regulatory standpoint.
- Begin beta design for 2nd state deployment
- User acquisition campaign via KushMoji.
- Optimization of user opt-in logic.

Monthly Goals will be updated as we proceed based on end of year goals and the progress made towards them.

End of Year Goals:

Projected Metrics for December 31, 2017:

Total Users: 20000

Total Dispensaries (brands not storefronts): 40

Total Messages Sent: 100000

Click Through Rate: At least 40%

Milestones for end of 2017:

- First revenues generated through paid 'live' blast.
- Branding of Citizen Toke based technology for other verticals (alcohol, coffee, concerts)
- Complete launch of platform in Colorado market
- Expansion and segmentation into Medical marketing segment of Colorado market
- Average CPA of under \$3.00
- Break even revenues to monthly costs
- Expansion into loyalty based SMS program
- Accelerated expansion into other verticals through partnerships in non-cannabis markets (possibly white label)
- Exploration of fully closed loop marketing system through integration of payment systems and/or PoS tracking

Questions? Contact Patrick@citizentoke.com

CannaSys and its board and senior management remain committed to creating long-term shareholder value and will provide timely updates to shareholders as they occur.

About CannaSys, Inc.

CannaSys is a technology solutions, marketing, and branding company. Its core products are delivered "software as a service" to facilitate point-of-purchase transactions and customer relationship marketing solutions. CannaSys plans to develop, acquire, and build strategic relationships with other businesses in order to bring additional solutions to market. For more information, please visit www.cannasys.com and www.citizentoke.com.

FORWARD-LOOKING STATEMENTS

This release includes forward-looking statements. Investors are cautioned that such forward-looking statements involve risks and uncertainties, including continued acceptance of CannaSys's products, increased levels of competition for CannaSys, new products and technological changes, CannaSys's dependence on third-party suppliers, and other risks detailed from time to time in CannaSys's periodic reports filed with the U.S. Securities and Exchange Commission.