

OTC Markets:	MCOA
Equity Cap:	\$60M
Shares Outstanding:	1.62B (Q1 2017)
Long term debt:	None
Industry:	Cannabis
Locations:	Southern California



Business Summary

MARIJUANA COMPANY OF AMERICA, INC. was founded in Q3 2015 and is headquartered in Southern California.

MCOA provides product sourcing, branding, payment, distribution, and knowledge base through a revolutionary architecture to maintain customer loyalty and capture market share. MCOA is developing a unique member-only state-by-state club operation for the purposes of better serving individuals desiring to get all the benefits of cannabis. Club members and affiliates in legal medicinal or adult use states will use our website to place their order for next-day delivery. Our CBD line is available to club members in all 50 states.

OBJECTIVES

- ✧ Establish MCOA as a successful Network Affiliate Marketing Program in the Cannabis Industry
- ✧ Capture market share through aggressive pricing
- ✧ Establish a high standard of quality for all cannabis offerings
- ✧ Present a low barrier to entry business opportunity for entrepreneurs
- ✧ Set industry standards of environmental and social responsibility

KEYS TO SUCCESS

- ✧ Ability to penetrate large markets and offer cannabis and hemp derived products in an affiliate based marketing program.
- ✧ Provide quality affiliate and member/patient support.
- ✧ Provide long-term residual income to our affiliates with the security of a diversified income produced from a potential national and international customer base.
- ✧ Secure Back Office Administration.
- ✧ Work with experienced cannabis producers, processors and manufacturers to establish quality and consistency for all products.
- ✧ Operate within the legislative guidelines of each respective legal marijuana state and/or country.

Industry Overview

According to a report published by ArcView Market Research in 2016, North American Consumers spent \$6.7 billion on legal cannabis products in 2016, up 34% from \$5 billion in 2015. The growth continues a robust pattern that ArcView estimates will lead to a \$22.6 billion market in 2021 at a 27% compound annual growth rate.

- Polls show that 80% of Americans approve of legal access to medical cannabis and 60% approve of full adult- use legalization
- In the US November elections, voters in eight of the nine states voting on cannabis measures approved them, bringing to 63% the portion of Americans living in medical use states and 21% those in adult-use states.
- They voted overwhelmingly in 2016 to make adult use legal in a state that represents the world's sixth-largest economy. Nevada also voted to legalize adult use, though a similar initiative failed narrowly in Arizona. Massachusetts and Maine also passed voter-generated initiatives to legalize the adult use of cannabis, joining District of Columbia voters in showing the continent-wide breadth of the movement.
- According to BDS Analytics' tracking, almost all edibles, concentrates, and topicals sold in Colorado are branded, while very few products are branded (other than by the retailer). This rapid growth and category evolution means that by Q3 2016 over 40% of all products sold, representing over \$150 million, were branded. That's a 260% increase from only 27% of sales (\$42 million) just 2 1/2 years earlier.
- In the 2015-2016 period, public and private companies completed a total of \$2 billion in capital raises according to Viridian Capital Advisors.

Recent Events

- ✧ **May 3, 2017** MCOA Invests in Global Payout's Moneytrac
- ✧ **Apr 18, 2017** MCOA Forms Strategic Advisory Board
- ✧ **Apr 04, 2017** MCOA Finalizes Agreement with Bougainville Ventures
- ✧ **Mar 27, 2017** MCOA Completes PACOAB Audit
- ✧ **Mar 22, 2017** MCOA Continues National Expansion into Adelanto
- ✧ **Feb 15, 2017** MCOA Transitions into Cultivation and Processing
- ✧ **Dec 27, 2016** MCOA Engages Auditor to Become Fully Reporting
- ✧ **Nov 17, 2016** MCOA Transitions to a Revenue Generating Company
- ✧ **Nov 04, 2016** MCOA Launches hempSMART Brain
- ✧ **Oct 18, 2016** MCOA Issues Company Update and Outlook
- ✧ **Oct 03, 2016** MCOA Announces Prelaunch of hempSMART Brain
- ✧ **Sep 06, 2016** MCOA Launches IR program with Agoracom
- ✧ **Aug 25, 2016** MCOA Launches hempSMART Brand & Brain Product
- ✧ **Jul 19, 2016** MCOA Subsidiary H Smart Receives Patent Pending



Management Team

Donald Steinberg, Founder, Chairman & CEO Don Steinberg has been at the forefront of new business concepts many times, and now brings a lifetime of experience to Marijuana Company of America that will serve to benefit the company in a myriad of ways. In the 1980's Don developed stock option analysis and trading programs. This led to his management of floor traders on multiple options exchanges, and gave him the knowledge and insight he needed to successfully take other companies public.

Mr. Steinberg brings a lifetime of experience to Marijuana Company of America that will serve to benefit the Company in a myriad of ways. He has vast experience in building and managing start-up companies, managing public company compliance, and spent years managing floor operations on various stock exchanges. Mr. Steinberg has had a life-long career in international sales and marketing, with over 40 years of experience developing and running successful businesses. Using this breadth of experience, Don will provide guidance and day-to-day management for the Company, and will be actively involved in its future and growth.

Robert Hymers, CFO was the president and CEO of Everlert (OTC: EVLI) until his resignation in July of 2014. He then took on the full time responsibilities of his CPA practice, acting as managing Director and CEO. He then rejoined Everlert, as a Board Member in November of 2014 to assist Darin Shaw, the company's President, with operations. After his resignation, he was appointed as the Company's CFO. Mr. Hymers has also served as the Vice President of Totalpost Services Inc. since 2011. He is a licensed CPA in the state of California, and has provided tax services to several prominent entertainment companies during his career as a tax professional with Ernst & Young, LLP. His extensive experience, not only within the field of Entertainment, but also in a diverse group of industries, combined with his prolonged involvement in several different roles with Everlert, makes him a key asset to our Company. Mr. Hymers has also served as the CFO the publicly traded company Global Hemp Group (OTC: GBHPF), and is the Managing Partner of Pinnacle Tax Services, LLC. Mr. Hymers holds a Master of Science in Taxation, and a Bachelor's of Science in Accountancy from California State University Northridge, and is the founding, managing editor of the University's *Tax Development Journal*.

Charles Larsen, Co-Founder & Director, is the founder and CEO of Global Hemp Group. He has nearly 7 years of full-time experience in the cannabis industry, and more than 30 years of experience working in government, public, private and start-up. He has significant experience in: high volume securities trading; corporate and public debt; equities; options and futures; as well as being an experienced portfolio manager; securities trader; and C level executive.

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Business Divisions / Brands

- **Club Harmonious** focuses on THC based product development and distribution.
- **HempSmart™** includes non-THC hemp-based cannabinoid solutions for health, beauty, and accessories.



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