



**Providing turn-key services to  
the legal cannabis industry.  
Business Summary 2017**

 **MARIJUANA**  
Company of America





OTC Markets: MCOA  
 Equity Cap: \$50M  
 Shares Outstanding: 1.98B (Q3 2017)  
 Long term debt: None  
 Industry: Cannabis  
 Locations: Escondido, CA

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

MCOA provides a strategic approach to the cannabis and hemp industry through a networking architecture to maintain customer loyalty and capture market share. MCOA is developing a unique business model for better serving individuals desiring to get all the benefits of cannabis and hemp. Members and affiliates in legal medicinal or adult use states will be able to order product online and have it conveniently and discreetly delivered to their home. Our hempSMART™ subsidiary offers hemp derived, non-THC cannabinoid based products for delivery nationwide.

North American consumers spent  
**\$6.7 Billion**  
 on legal cannabis products in 2016

↑ 34% in 2015 from  
**\$5 Billion**

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.

\*The State of Legal Marijuana Markets Executive Summary. By ArcView Market Research 2016

**OBJECTIVES**

- ✦ Establish MCOA as a successful Network Affiliate Marketing Program in the Cannabis and Hemp 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;
- ✦ Be an industry leader for 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.



## **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.
- 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.
- 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.
- In the 2015-2016 period, public and private companies completed a total of \$2 billion in capital raises in the hemp and cannabis industry, according to Viridian Capital Advisors.

\*The State of Legal Marijuana Markets Executive Summary. By ArcView Market Research 2016

## **Combined sales of medical and recreational marijuana in January and February 2017 totaled over \$235 million, up 30% from the same period in 2016.**

\*MJ Biz Daily - Colorado specific

## **LETTER FROM THE CEO**

Welcome to Marijuana Company of America, Inc. and our family of Cannabis entrepreneurs. We have all heard that opportunity comes only once in a lifetime... it's not true! All of us face opportunities every day – it's how we seize those opportunities that determines the successes in our lives. At MCOA, we are offering you another of those opportunities that come by in life.

My name is Don Steinberg and for decades I have been at the forefront of various new industries and I am now pleased to present to you the next industry that has unprecedented growth and massive market acceptance. CANNABIS!!

The cannabis industry is enjoying exponential growth and there is no slowdown in sight. As the founder of Medical Marijuana Inc. (MJNA) in 2009, which was the 1st Marijuana Company to be traded on the stock market in America, I realized many years ago the opportunities in this industry. In 2015, with my partner Charles Larsen, Marijuana Company of America, Inc. was founded with the objective to create an umbrella under which we would create a variety of portfolio companies to participate within this industry.

The income opportunity in any business is directly related to the size and growth of the industry.

- . Cannabis industry is still in its genesis, yet already one of the largest industries in the world.
- . Cannabis industry generates over 6.7 billion a year in business.
- . Cannabis industry continues to increase by over 200 million a year.

Due to massive levels of research and development, products and services never before available continue to hit the market at an unprecedented rate. Within the next decade, this Cannabis industry as we know it, will be unrecognizable.

Taking a long-term vision and recognizing the many opportunities within this industry, we have established ourselves along various points in the Cannabis and related services supply chain. With my background of building massive marketing teams on a global basis, and with the many years of experience our team has, we are looking forward to establishing our hempSmart brand past the shores of America and into many other countries. We are participating with financial solutions for various aspects of this industry that are requiring more stringent accounting. We have begun to grow Cannabis in states that have legalized the recreational side of the market. We are moving ahead with licensing in California in preparation of the state legalizing recreational use. We have developed patent pending nutraceutical products with CBD included. Our hempSMART BRAIN product is now distributed nationally.

As MCOA embarks on its 2nd year, we find ourselves with many new partners, joint venture relationships, and a very powerful consortium of companies who share our global vision.

We are in the right business, at the right time, with the right people and a whole lot of experience to take this company along the lines of success that we have established.

We are at a crossroads of global legalization of Cannabis and the massive need for cannabis products and services on a global basis: this process of countries shifting to a legal cannabis structure is something that will occur only once in the history of a country, and MCOA is positioned to lead.

You are welcome to be part of this exciting adventure with Marijuana Company of America, Inc.

– Don Steinberg



## MANAGEMENT



**DON STEINBERG**  
FOUNDER,  
CHAIRMAN & CEO

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.



**CHARLES LARSEN**  
Co-Founder  
& Director,

Charles Larsen has more than 30 years of experience working in government, public, private and start-up companies as an executive manager. In 2009 he was the founding President of the first publicly traded company in the medical cannabis industry, Medical Marijuana Inc. and the CEO of Global Hemp Group Inc. He has been actively involved in the cannabis industry in a full-time capacity since 2008, traveling the world researching the industry, developing relationships with key global players and has been a strategic consultant to many emerging and seasoned cannabis companies.

In addition, Mr. Larsen 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. He has participated in the highest levels of strategic planning, mergers & acquisitions, financial and operational restructuring, public and private corporate finance, governance and compliance.



**ROBERT HYMERS**  
CFO

Mr. Hymers was the president and CEO of Everlert 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. In December, 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 of 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.

## ADVISORY BOARD



**NOBLE A. DRAKOLN**  
Chairman of the  
Advisor Board

Noble A. DraKoln is the author of two books on securities trading, "Winning the Trading Game" and "Trade Like a Pro". After twenty years of being a securities broker, money manager, and teaching investing in commodities, options and futures, his experience in securities has enabled Mr. DraKoln to apply his expertise to business development and executive consulting. He has leveraged his experiences and relationships to enhance the value and efficiency of many companies, as well as leverage his own personal angel level investments. His books have been translated into multiple languages, he has been a financial keynote speaker around the world as well as contributing writer to dozens of financial magazines, including Forbes and as a radio and TV financial commentator.



**ANDY DANE CARTER**  
Strategic Advisor on  
Real Estate

Andy Dane Carter has been investing in real estate for many years and is a licensed real estate broker in California. As a real estate investor and licensed professional, he has bought, sold, invested, developed, flipped, held, and redeveloped over half a billion dollars in real estate. His real estate expertise has been consistently sought after by those in the rapidly expanding cannabis industry. Mr. Carter's understanding of the real estate legislation in California pertaining to cultivation, developing, and processing have become invaluable since Proposition 64 was passed. He has been consistently sought after for his knowledge and connections by those entering the space. His extensive real estate experience will give MCOA an advantage in conducting due diligence and structuring all aspects of current and future real estate acquisitions.



**DAVID HILL**  
Strategic Advisor on  
Branding & Marketing

David Hill is the President of Hill & DraKoln Media & Brand Management ("H&D"). For sixteen years he has lead successful brand and marketing campaigns for several national and international companies in different industries. He has strategically positioned new brands as well as revamped old brands. Over the years, Mr. Hill has cultivated extensive strategic relationships with OUTFRONT Media, formerly CBS outdoor, LiveNation, PR Newswire, and many other direct to consumer marketing outlets. Through his vast network of online influencers, websites, and ad networks Mr. Hill has developed a push button method to instantly put any product, business or idea in front of 35 million people online. To this end, H&D publishes and maintains book and magazine properties for several for-profit and non-profit entities. Having strong branding, marketing and media support will enable MCOA to build its brand and share its story with a broad consumer base.

## BRANDS



HempSMART™ is a company with a mission of educating and empowering consumers to learn about and become part of the Hemp Movement. This includes consuming and benefiting from some of the world's most innovative hemp product technologies created by hempSMART.

Our mission is to make potential consumers “hempSMART.” Seeing the wellness environment rapidly shifting regarding premium quality cannabinoid products, the hempSMART founders have selected key professionals for various roles on the hempSMART team. This includes many of the best wellness professionals, health professionals, product formulation experts, educators, marketers and business minds to ensure that hempSMART can place you in a “first to market” position in every way.



MoneyTrac Technology, Inc. is a majority owned subsidiary of Global Payout, Inc. and is a pioneer in offering a full-service solution for alternative banking and electronic financial solutions.

MoneyTrac provides all aspects of financial technology including E-Wallet and mobile apps services for businesses and companies in various “high-risk” industries.

MoneyTrac’s technology platform allows for its clients to access their financial information from anywhere in the world, in addition to providing tracking and compliance to help them manage and control the flow of all revenue through their business.



Bougainville Ventures Inc. (Bougainville) is an agricultural services company that focuses on providing growers with state-of-the-art computer controlled greenhouses and processing facilities. Our clients can focus on expanding their market share with minimal capital investment. We create solutions for our tenant-grower partners to become their primary growing infrastructure or to expand the bandwidth of their current farming infrastructure. Bougainville intends to offer fully built out turnkey solutions to licensed I-502 tenant-growers and luxury crop growers who will lease the facilities for production and processing.



GateC Research, Inc. is a California based Mutual Benefit Corporation that has secured a permit to grow medical marijuana in Adelanto County. The Company’s principals are successful pioneers in the California and Washington state medical marijuana industry that have successfully owned and operated numerous successful pre-ico dispensaries and cultivation facilities.

### PRESS RELEASES

<b>Sept. 13, 2017</b>	MCOA Announces the Launch of hempSMART Full Spectrum CBD Drops
<b>Sept. 7, 2017</b>	MCOA Announces hempSMART 2.0
<b>Sept. 5, 2017</b>	MCOA Announces Joint Venture with Global Hemp Group
<b>August 22, 2017</b>	MCOA Retains The Brand Law Firm, P.A. and Craig A. Brand, Esq.
<b>August 1, 2017</b>	MCOA Announces a 5 Million Fixed Funding Commitment
<b>July 27, 2017</b>	MCOA Invests \$250,000 into MoneyTrac Technology
<b>July 26, 2017</b>	MCOA Files for a Non-Provisional Patent on hempSMART CBD Brain Product
<b>July 19, 2017</b>	MCOA Receives Financing for JV in Washington State
<b>May 23, 2017</b>	MCOA Files Form 10 Registration Statement with SEC
<b>May 3, 2017</b>	MCOA Invests in Global Payout’s Moneytrac
<b>Apr 04, 2017</b>	MCOA Finalizes Agreement with Bougainville Ventures
<b>Mar 27, 2017</b>	MCOA Completes PACOAB Audit
<b>Feb 15, 2017</b>	MCOA Transitions into Cultivation and Processing
<b>Dec 27, 2016</b>	MCOA Engages Auditor to Become Fully Reporting
<b>Nov 04, 2016</b>	MCOA Launches hempSMART Brain