



EXECUTIVE SUMMARY

April 1st, 2022

(Confidential)

Highlights	Overview
<p>THE INTEGRATED CANNABIS LIFESTYLE</p> <p>Wellness Music Products, Services, Events Entertainment Events Cooking Visual Arts & Design Financial Services Food & Beverage Environmental Sustainability Human Rights Peaceful Living Balancing Work/Play Cultural Diversity EcoTravel</p> <hr/> <p>PRODUCT/BRAND SECTORS</p> <p>Cultivators Vape Stores Dispensaries Nutrients Lighting Labs Concentrates Software Grow Tents Greenhouses Hydroponics Smoke Shops Glass Blowers Artists Food and Beverage Companies Music Companies Concerts Restaurants Travel Services</p> <hr/>	<p>BUSINESS</p> <p>WeedTV operates on CMN’s technology platform that delivers a powerful media, marketing and merchandising company positioned to become the dominant player in both the business-to-business and consumer sectors of the Cannabis Industry. WeedTV believes it has the game plan in place to become a billion-dollar-plus business within 5 years.</p> <p>WeedTV builds on the value of the “integrated cannabis lifestyle,” which includes the crossover vertical categories of music, entertainment, arts, food, and beverage. There is no other business with as wide-ranging a strategy. WeedTV will do for cannabis what ESPN did for sports and CNN did for news.</p> <p>Utilizing our proprietary technology, including state of the art AI “artificial intelligence”, CMN’s content streaming platform creates a highly interactive social media experience for the user and a revolutionary new approach to monetizing media by creating a content marketplace and business model through the use of technology where content equals commerce. A place where viewers are engaged in content and have access to entertainment, information, exclusive offers, special events and creative experiences while socially connected with providers and other enthusiasts.</p> <p>Social media platforms such as Facebook and Instagram owns their user, censors’ cannabis content, and can deny access at any time. WeedTV does just the opposite, we create Channel Partners with our business clients and help them develop a repost database connecting content to commerce where the business owns the customer.</p> <p>WeedTV is the only Cannabis related App that has been approved by both Apple I-tunes and Android under Entertainment, as opposed to Medical.</p> <p>WeedTV’s Three key Market Advantages:</p> <ol style="list-style-type: none">1. Disruptive, proprietary technology that monetizes video content.2. Unprecedented access to cannabis leaders and proprietary relationships with media and entertainment industry experts.3. Rights to compelling cannabis-centric content and high-level multi-platform distribution relationships including social media, television, video networks, and motion picture delivery systems.

<p>CONTENT TYPES</p> <p>Entertainment: Storytelling Music Drama Comedy Reality Talk Events</p> <p>Information: News Financial Documentary How-To Educational/Instructional Medical</p>	<p>To date, the company has invested over \$2,500,000 to fund the development phase. This investment in technology, initial content, and creating the beta social media website and apps means the additional investment we are now seeking will go directly to the official launch and revenue generation. We expect to reach break-even within 12 months from the close of CMN’s Reg CF offering.</p> <p>B2B BUSINESS MODEL: CHANNEL PARTNERS SUBSCRIPTIONS</p> <p>WeedTV will be developing a subscription model for both B2B and B2C which allows Cannabis business such as dispensaries, cultivators, production and brands to develop their own media channel on the WeedTV platform.</p> <p>B2B subscriptions, as low as \$500 per month, opens a menu of digital tools allowing business-owned channels to access WeedTV’s platform and include:</p> <ul style="list-style-type: none"> • Advertising platform & Live Broadcast APP • Coupon publishing and Integrated loyalty programs that work with any existing program • Customer database development and management • Directory and Delivery Service
<p>INITIAL ORIGINAL CONTENT SLATE</p> <p><i>“Blunt Talk” (Talk)</i> <i>“Pot and Pan” (Food/Cooking)</i> <i>“The Budmasters” (Competition)</i> <i>“Smokesmodels” (Competition)</i> <i>“Weed Bowl” (Contest)</i> <i>“This One Time. “(Personal Vignettes)</i> <i>“Pillow Toke” (Storytelling)</i> <i>“The Stash” (Consumer Products reviews)</i> In Development <i>“Cannabeats” (Music)</i> <i>“High Stakes” (Documentary)</i> <i>“High Society Supper Club” (Parties)</i> <i>“Bhang Bhang” (Food, Science, Activism)</i> <i>“High Finance” (Business and Finance)</i> User generated content from our Channel partners</p>	<p>BASIC B2B FINANCIAL ASSUMPTIONS</p> <p>We have priced the platform such that a cannabis business will not be able to afford not being a part of the WeedTV community. Our first-year goal is to signup 2500 of the more than 80,000+ current Cannabis businesses at \$500 a month, generating \$15,000,000 in annual revenue with a 70% gross margin. This does not include other revenue streams: Advertising, Sponsorship, Events and Production. At a growth rate of over 30-50%/year we will anticipate quickly become a billion-dollar company.</p> <p>BASIC B2C FINANCIAL ASSUMPTIONS AND ADVERTISING REVENUE</p> <p>Weed TV offers two primary types of Television and Video content: WeedTV Originals and User Created content. WeedTV incentivizes content producers to create their own channel and publish original videos by sharing up to 70% of its ad revenue, thus adding 1000s of videos to our platform that others pay to produce while driving traffic to the entire platform. This strategy allows consumers to experience virtually unlimited amounts of content categorized under Art, Cooking, Entertainment, Events, Growing, Medical, Money, Politics, Products, Weed 101, News and Live Events.</p> <p>DOMESTIC AND INTERNATIONAL EXPANSION</p> <p>As more states legalize cannabis, more businesses will enter the market, creating more opportunities for WeedTV’s expansion. Cannabis is already federally legalized in Canada, Georgia, Mexico, South Africa, Uruguay, Thailand and 44 countries that have some form of medical and/or recreational legalization. WeedTV will create customized versions of its platform in</p>

DISTRIBUTION

Stage #1: CMN's / WeedTV Platform

Stage #2 social media, Mobile

Stage #2: Third Party Streaming Platforms

Stage #3: Cable, Satellite, Over the Top Television, Broadcast, Radio

ADDITIONAL MATERIALS AVAILABLE UPON REQUEST

Company Overview

Business Plan

Financial Projections

Video Trailer

ADDITIONAL INFORMATION

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different languages to serve these international and regional markets.

COMPETITION AND MARKET VALIDATION

Companies providing information and some, but far from all the services offered by WeedTV to the Cannabis Industry are: WeedMaps.com and Leafly.com. These companies are primarily online directory/yellow pages and information resources on which dispensaries advertise. The average cost to be on these platforms is \$1,600 per month and as much as \$15,000 in major markets. As a much more powerful and attractive way for Cannabis businesses to reach their customers, WeedTV's proprietary technology is truly disruptive, providing features that dwarf those offered by these companies and doing so at a fraction of the cost. As to how the market might value WeedTV, note that WeedMaps.com was recently sold for \$1.5 Billion.

CURRENT WEEDTV ASSETTS and INTELECTIAL PROPERTY

1. Proprietary Technology and Source Code including AI that runs the WeedTV Platform and will be made available to Channel Partners.
2. Android and I-phone entertainment APPS, featuring Video Publishing and Syndication, Watch Video and TV Shows, News Feeds, Channels, Live Broadcast, Loyalty Reward Program, Customer and Viewer Database Management, Coupons, Advertising Delivery System, and an e-commerce Payment platform.
3. Over 400 original Weed TV Produced Television Episodes and Videos
4. Over 700 Independent Channel partner and User Generated Content
5. Social Media extensions including Facebook and Instagram
6. Over 150 hours of footage spanning seven years for the development of "High Stakes", an original television series.

WeedTV is owned and operated by CMN, Inc.

THREE YEAR FINANCIAL PROJECTIONS (assuming full funding)

Profit and Loss Summary	Year 1	Year 2	Year 3
Total Revenue	\$1,889,100	\$23,255,000	\$74,091,850
Total Expense	\$4,973,771	\$14,694,189	\$33,950,728
P&L Estimated (Before EBITDA)	-\$3,084,671	\$8,560,811	\$40,141,122
Estimated Cash Flow	-\$3,084,671	\$5,476,140	\$45,617,263

This Executive Summary contains "forward-looking statements" that include information relating to future events. Forward-looking statements should not be read as a guarantee of future performance or results and will not necessarily be accurate indications of the times at, or by which, that performance or those results will be achieved. Forward-looking statements are based on information available at the time they are made and/or management's good faith belief as of that time with respect to future events and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in, or suggested by, the forward-looking statements. Important factors that could cause these differences include but are not limited to: inability to gain or maintain licenses, reliance on unaudited statements, the Company's need for additional funding, governmental regulation of the

cannabis industry, the impact of competitive products and pricing, the demand for the Company's products, and other risks. The company undertakes no obligation to publicly update or revise any forward-looking statements, whether because of new information, future events, or otherwise. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted, or quantified. Future events and actual results could differ materially from those set forth in, contemplated by, or underlying the forward-looking statements.