

Social Life  Network

# CORPORATE PRESENTATION 2018

OTCQB Symbol: **WDLF**

The Future of Business Communication  
& E-Commerce, Through A.I. Driven  
Niche Industry Social Networks



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# EXECUTIVE TEAM



## **Ken Tapp, CEO, CTO and Interim CFO**

Mr. Tapp was the VP of engineer at HomeBuilder.com & Realtor.com from 1996 through their IPO in 1999 as HomeStore.com (MOVE.com), and then went on to invest in 22 Internet Startups from 1999 through 2017, and advising companies like ZILLOW, HOUZZ, RE/MAX. Has held the executive roles over his 25 years in the tech industry: CEO, CFO, CTO, COO, Director, and Chairman. Mr. Tapp has 90,000+ hours of experience in tech startups from incubation, accelerators, small-cap and mid-cap on OTC Markets and Nasdaq. Mr. Tapp started Social Life Network in January 2013.

**Bachelor's CIS, Master's MCA (Data Modeling) CU Denver. Executive Education - Harvard Business School**



## **D. Scott Karnedy, Chief Operating Officer**

D. Karnedy is the COO, and has served as an officer or Vice President of sales and marketing for digital media and Internet companies since 1998, including: VP of Sales at AOL from Jan 2001 through 2003, SVP of Sales and Marketing at SiriusXM from 2003 - 2008, Chief Revenue Officer at Technicolor Film from 2008 - 2012, as well as SVP of Global Sales at Myspace.com and Chief Revenue Officer at Indiwire from 2012 through 2014. Mr. Karnedy joined Social Life Network in October 2017, and is responsible for all COO and CRO responsibilities.

**Bachelor's Marketing - Babson College 1979-1983**



## **Mark DiSiena, Chief Accounting Officer**

Mr. DiSiena joined the executive team on August 1st, 2018. Prior, he was the CFO for an Inc500 Fastest Growing, Los Angeles-based AdTech company from Jan 2016 through July 2018. He was the Financial Account Executive at Oracle from Jan 2014 through 2016, and CFO of Cherokee (NASDAQ:CHKE) from 2010 through 2013 while growing the company to a \$250M valuation. From Jan 2009 through 2010, Mr. DiSiena was the VP of Finance for American Apparel. He has held Director positions at Louis Vuitton and Nokia. Mr. DiSiena will assume all CFO responsibilities on November 1st, 2018

**MBA in Financial Strategy - STANFORD University. VANDERBILT UNIVERSITY School of Law - JD | Securities & Taxation Attorney - NY #2581346. NEW YORK UNIVERSITY Stern School of Business, NY - BS | Accounting, magna cum laude CPA - CA #95374**

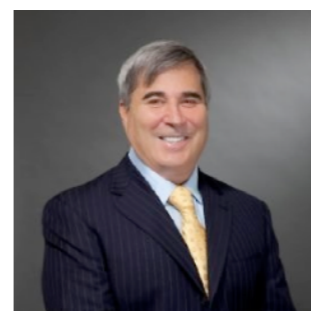
# DIRECTORS & LEGAL COUNSEL



**Ken Tapp**  
*Chairman*



**D. Karnedy**  
*Director*



**Frederick M. Lehrer, P.A.**  
*Legal Counsel*

Mr. Lehrer has specialized in securities and corporate finance matters for 16 years. Prior to entering private practice, Mr. Lehrer spent 15 years with the SEC's Southeast Regional Office prosecuting violations of the federal securities laws. Mr. Lehrer also served as a Special Assistant United States Attorney for the Southern District of Florida.



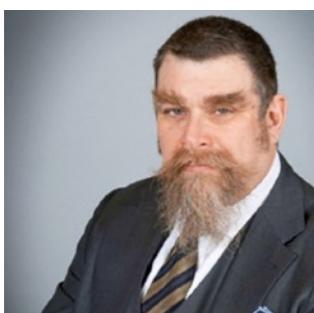
**Tripp Keber, Director**

Tripp Keber is recognized as a branding expert in the adult use and medical cannabis spaces. He is the co-founder and former CEO of Dixie Brands, Inc., a cannabis centric branding company, known worldwide for its namesake cannabis-infused beverages, Dixie Elixirs, Aceso and Therabis, Dixie's human and pet CBD wellness brand platforms respectively, as well as hundreds of other cannabis products.



**Kenneth Granville, Director**

Kenneth Granville is the Cofounder and CEO of MindAptiv. MindAptiv, established in 2011, enables machines to adapt to humans through semantic intelligence, the next generation of machine learning that translates human meanings for generating functional code on-the-fly. He has also held various operations and engineering positions at the USAF, Lockheed Martin and L-3 Communications.



**Leslie Bocskor, Director**

Leslie Bocskor is the President and Founder of Electrum Partners. Electrum Partners is known as a pioneer in the cannabis industry as a global cannabis business advisory and services firm. Prior to that, he was the Vice Chairman of GB Science, Inc. Mr. Bocskor has extensive experience working in cannabis space.

# COMPANY OVERVIEW

Social Life Network is the world's **first and only** company that designs and operates **integrated social network platforms** for digital marketing, e-commerce, SaaS and data analytics. We target smaller niche industry audiences that Facebook and LinkedIn don't work well for, and then provide them with their own industry-wide social networks that include applications and software integrations to their existing industry technology.



Using state-of-art **Artificial Intelligence and Blockchain technologies**, our platform learns from online social behavior to better connect businesses and consumers together, as well as assembles code without the need for developers so that new networks, or the customization and integration of our existing networks, can be done in a matter of hours versus months.

# COMPANY MILESTONES

2013 - 2015

Our first social network was developed for the cannabis industry in early 2013. **WeedLife.com** was built to provide consumer-to-consumer networking in the rapidly growing cannabis industry and is now accessible in over 120 countries and 12 languages.

In 2014, from the demand of cannabis industry business professionals on Weedlife.com, we launched our second social network, **WeedCircles.com**, to provide a business-to-business social networking platform that included more than 20 additional applications that cannabis industry professionals have become dependent on for conducting business in the growing industry world-wide. This allowed our company to increase estimated **potential annual revenue** by ten-fold, **to \$50M a year**.



# COMPANY MILESTONES

2015 - 2018



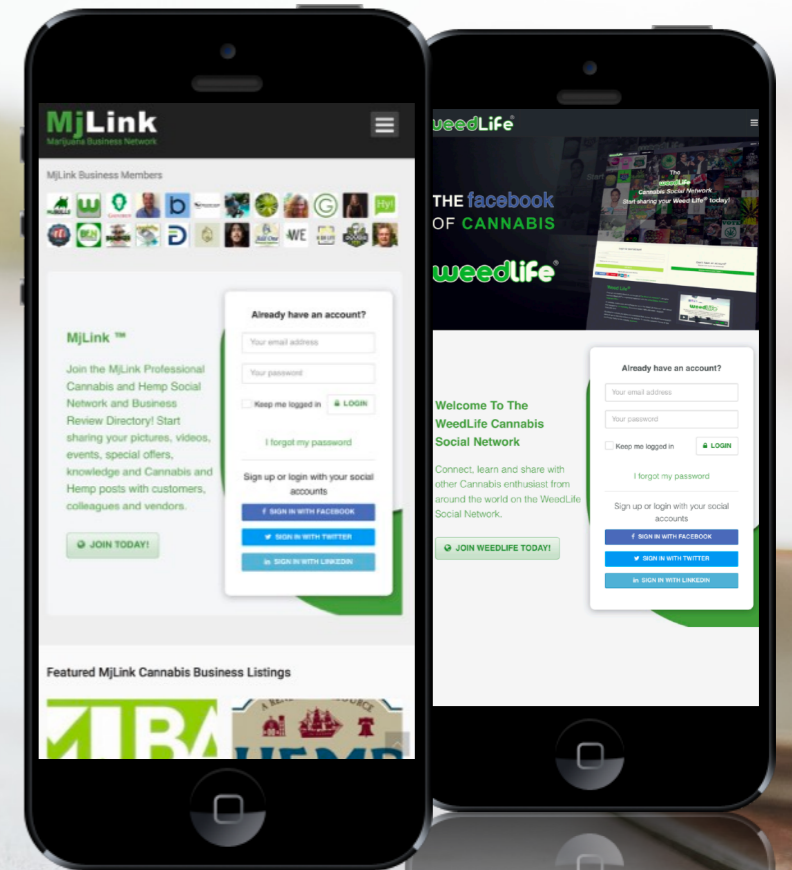
Since 2014, we have launched four additional niche social networks in the **Residential Real Estate** industry, **Hunting and Fishing**, **Tennis** and **Soccer** verticals, with two more scheduled to launch in late 2018 for Golf and Cycling.

These specific social networks incorporate a state-of-the-art E-commerce system for merchants and consumers to buy, sell and service products directly from their social network pages.

The additional E-commerce networks and niche industries that we have targeted allowed us to adjusted our estimated **potential annual revenue to more than \$300M a year.**

We completed an S-1 Registration Statement that went effective with the SEC on July 10th 2018, and we now trade under the ticker **WDLF on the OTCQB**.

We then incorporated a new cannabis only corporation in Delaware on September 20th, 2018, as MjLink.com Inc., and we intend to take that wholly owned subsidiary through an **IPO on a Canadian stock exchange in 2019**.



**MjLink**  
Cannabis Subsidiary

# REVENUE MODEL

- ONLINE ADVERTISING
- DIGITAL SUBSCRIPTION SERVICES
- E-COMMERCE REVENUES
- LICENSING OUR PLATFORM



## IDENTIFIED OPPORTUNITIES



## CANNABIS & HEMP

An est. \$70B will be spent in the cannabis industry by 2030 in the U.S., with an estimated \$3.5B of that going to online advertising and social media marketing.

(source: COWEN + ArcView Group)



## SPORTS

2020 will see \$2T spent world-wide on sporting goods and related services, plus advertising, online and “still” in stores.

(source: eMarketer + Tableau)



## REAL ESTATE

2017 saw \$2B spent in online Advertising & Marketing. Estimated to be \$4B in 2021.

(source: NAR & NAHB)

# HOW WE TARGET INDUSTRIES

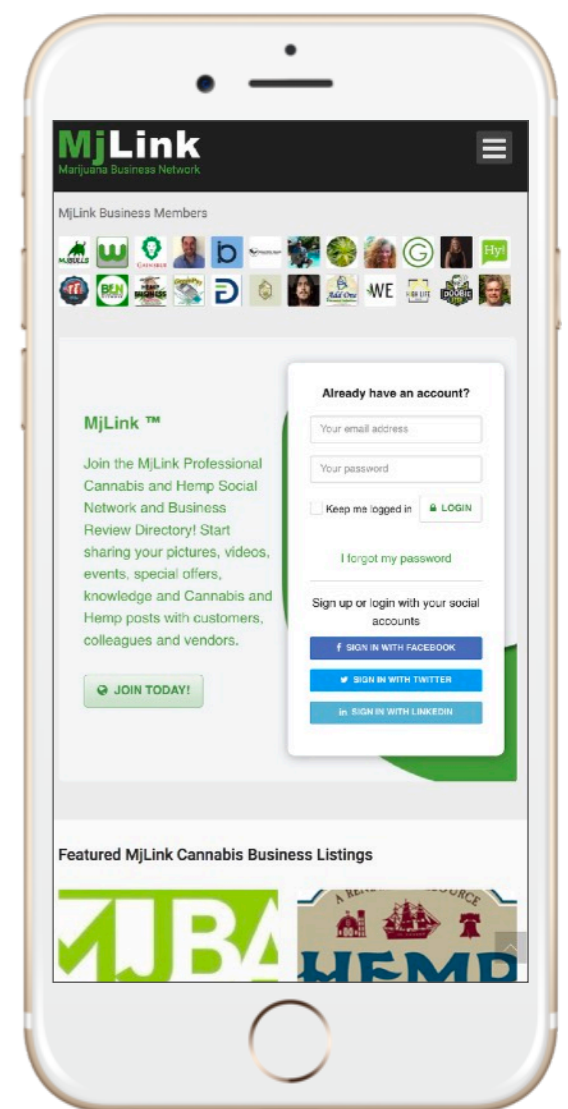
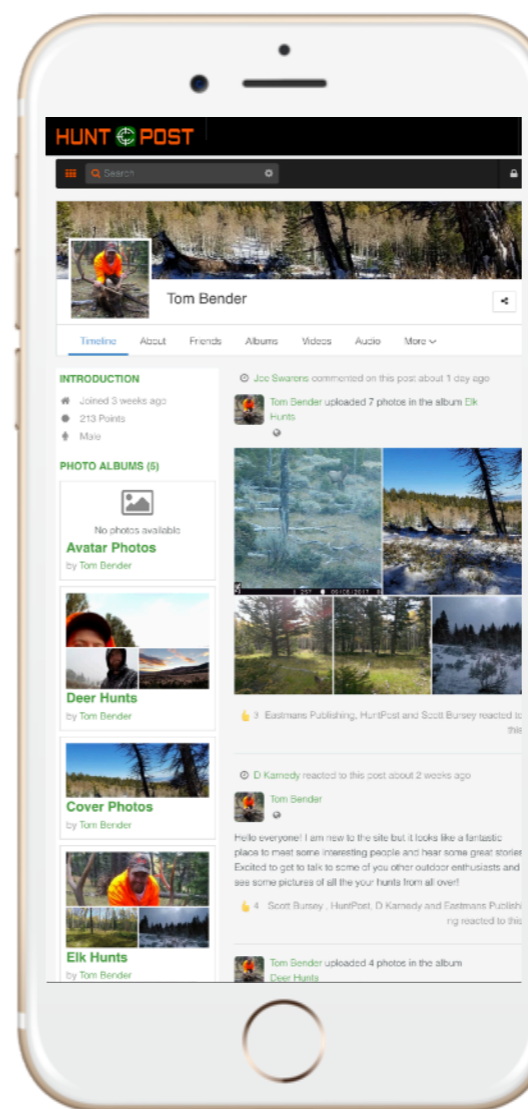
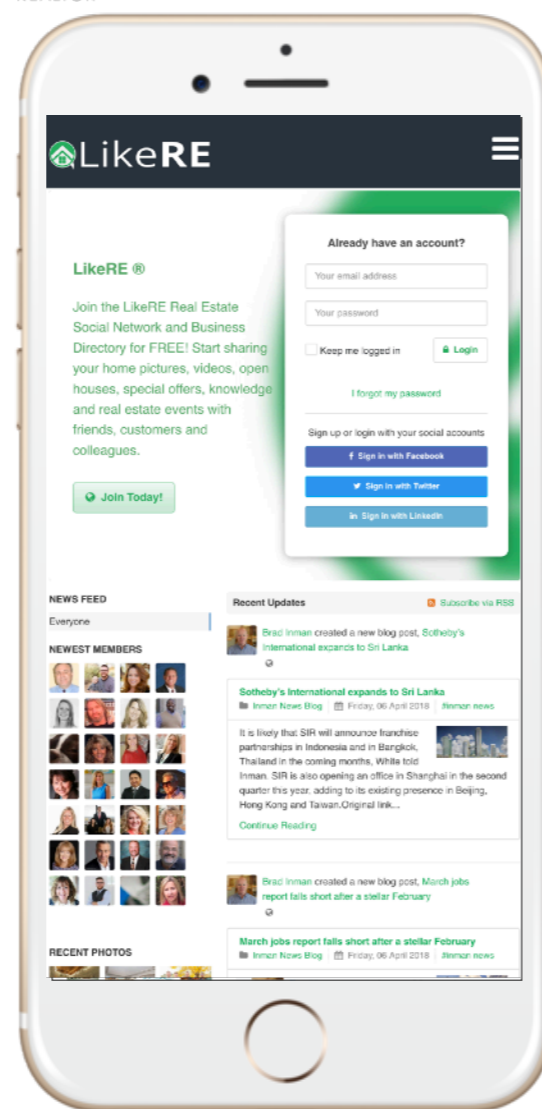
4 Ingredients We Must Have **For Success:**



# HUGE GROWTH POTENTIAL IN THE INDUSTRIES WE SERVE

## 120 MILLION POTENTIAL MEMBERS IN THE UNITED STATES ALONE

PARTNERSHIPS  
IN PLACE THAT  
ARE PROVIDING  
ACCESS TO  
66M BUSINESS  
PROFESSIONALS



## OPPORTUNITY SUMMARY

- INDUSTRIES WE TARGET HAVE 120M POSSIBLE USERS IN THE UNITED STATES
- WE HAVE U.S. PARTNERSHIPS IN PLACE THAT PROVIDE ACCESS TO 66 MILLION BUSINESSES PROFESSIONALS THAT NEED OUR PAID SERVICES
- WE ARE CURRENTLY ACCESSED IN 120 COUNTRIES, WE HAVE 2M+ UNIQUE MONTHLY USERS THAT GENERATE 40M+ PAGE VIEWS PER MONTH
- WE HAVE AN ESTIMATED \$1.8M PER MONTH IN PAGE VIEW ADVERTISING THAT WE ARE NOW STARTING TO SELL
- WE ARE PLANNING AN 2019 IPO ON A CANADIAN STOCK EXCHANGE



# INVESTOR RELATIONS

(855) 933-3277

SocialNetwork.ai

