

**Social Life Network, Inc. (WDLF)** is an artificial intelligence powered social network company based in Denver Colorado. The company initially launched their AI driven social network platform in the emerging cannabis and hemp industry in early 2013, and have since expanded it to meet the growing demand for niche social networking in the residential Real Estate industry, Hunting & Fishing, Soccer, Tennis, Golf and Cycling sports verticals. Social Life Network helps consumers and business professionals in each of their 7 separate social networks, build a stronger connection with like-minded users by utilizing AI and Blockchain technology to leverage a users online behavioral data. This revolutionary method better connects the correct audience together, thus increasing business transactions, brand awareness, online sales, customer service and retention. The company's platform is used in over 120 countries worldwide by over a million monthly users. The company generates revenue from online advertising, digital subscriptions, E-commerce transactions, and licensing the platform out to 3rd party niche industry companies.



## Key Growth Drivers

- 1) **Market Opportunity** — The U.S. Cannabis industry is estimated to reach \$70 billion a year in sales by 2030, and 5% of that will be spent in Online Advertising (source: COWEN and ArcView Group). Online E-commerce retail sales in the sports verticals we've targeted, are estimated to reach \$1 trillion a year worldwide by 2020 (source: eMarketer and Kleiner Perkins). Online Advertising for real estate worldwide is estimated to be \$4B by 2021 (source: NAR and NAHB).
- 2) **Revenue Generation** — The company generates revenue by providing online advertising, E-commerce fees from 10-30% and digital subscription services that aid in generating online leads, automated marketing, revenue, branding, better communication and customer retention. Social Life Network also generates revenue by licensing its social networking and E-commerce Platform to niche industry companies for an annual license fee and percentage of profits.
- 3) **Management** — The management team has extensive experience in technology (Internet, AI, blockchain, etc.), social network platforms, start-ups, cannabis industry, marketing & sales, E-commerce, Real Estate, Niche Sports, Cannabis, public companies and C-level management.

## Recent Highlights/Industry News

- Announced new wholly owned subsidiary, MjLink.com to host its cannabis and hemp social networks
- Launched new tennis technology for USTA sanctioned tournaments
- Added D. Scott Karnedy, the current COO as well as Kenneth Granville, Leslie Bocskor and Tripp Keber to Board of Directors
- Launched FutPost.com, a social network for soccer/football/futball fans
- Successfully uplisted to the OTCQB Market
- Raised \$864,000 for growing the company
- Executed two separate license agreements that generate a minimum of \$500K a year (or 20% of profits - whichever is greater) from the use of their social networking platform by 3rd party companies

### Market Snapshot OTCQB: WDLF

<b>Price</b> (10/9/18)	\$0.15
<b>Average Volume</b> (90 day)	11k
<b>52-Wk. Range</b>	\$0.07-\$0.33
<b>Shares Outstanding</b>	108.4 M
<b>Market Cap</b>	\$16 M

Price and volume quotes from Yahoo! Finance and other reliable sources

### Social Life Network, Inc.

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# Investment Catalysts

## Platform

- Cloud-based social network and an E-Commerce system that allows end-users to socially connect with one another and their customers to market and advertise their products and services
- Platform can be customized to suit virtually any international niche industry or subculture, such as hunting and fishing, tennis, real estate professionals, health and fitness, charity causes, and more
- AI & blockchain technology utilized



## Partners (Select)

Partnerships provide access to 66M association & organization members/consumers



## Niche Industries

- Cannabis & Hemp:** WeedLife Social Network provides an online social platform of connected websites and apps that we own and operate, targeting consumer and business demographics in the cannabis and hemp industry
- Real Estate:** License agreement with Real Estate Social Network, Inc. provides Realtors, Home Builders and Loan Officers with a social network platform that increases their success in the real estate industry
- Sport Verticals:** License agreement with Sports Social Networks, i.e. HuntPost.com and RacketStar.com that better target products, services and brands that sporting goods manufacturers want to sell to

## Management 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.

**Mark DiSiena, Chief Accounting Officer** — Mr. DiSiena joined the executive Social Life Network, Inc. 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.

**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 2013, 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.

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