



Letter from the CEO:

Fellow shareholders,

Thank you for taking the time to read our shareholder newsletter. There are a lot of exciting things going on at Leafbuyer. We are growing and now have a clear path to profitability as outlined in our [recent release](#). I understand that our stock price has been significantly impacted in the last month. We are taking steps to provide more frequent communications with our shareholders and the investment community.



We recently completed a significant capital raise that will allow us to execute our strategic goals. We have issued approximately 30 million shares of common stock since the registration statement with the SEC on July 30, 2019.

Look for more correspondence in the coming weeks including our annual 10-K report coming in the second half of September. We are very optimistic about our growth and future prospects. My team and I will continue to drive sales growth and brand expansion. On behalf of the Leafbuyer team, thank you for your support.

Kurt Rossner, Chairman and CEO



Sales Growth

The Leafbuyer sales teams have continued to exceed regional expansion goals. The new satellite office in Los Angeles surpassed sales goals a month ahead of schedule, while the Colorado sales team recently signed on a renowned chain of stores.

Leafbuyer's New Market Task Force is executing a carefully constructed marketing and sales strategy in several emerging legal states. After signing on over 60 Oklahoma dispensaries over three months, the team is implementing the same strategy in [Michigan](#), which has issued 100 medical cannabis dispensary licenses. Growth in this market is crucial now as adult-use stores are projected to open in early 2020.

Network Expansion

One of the Company's most successful marketing strategies has been the Leafbuyer Digital Network of websites. Through strategic partnerships, Leafbuyer presents millions of consumers with deals each month, directing them to local dispensaries, online product companies, and to Leafbuyer.com.

Recently, the company made an [important addition](#) to this digital network: TheCHIVE. With nearly 18 million users per month, the partnership has enormous long-term potential for driving value to Leafbuyer clients and traffic to Leafbuyer.com. The new agreement begins with a emphasis in the adult-use California and Colorado markets.

Looking Ahead

The Leafbuyer team plans to enhance shareholder value through continued execution of its strategic initiatives and a keen focus of the path to profitability. To achieve this, the team is dedicated to expanding the client base by increasing its marketing and sales presence into new markets, and increasing sales of the Company's specialized marketing technology solutions.



While Leafbuyer's revenue continues to grow at more than double the industry average of 24%, according to an Arcview Market Research and BDS Analytics report released June 20, 2019, the team also continues to develop streamlined sales techniques and greater client retention.

Leafbuyer will issue timely communications as important information becomes available.



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