

MassRoots

INVESTOR UPDATE

OTC: MSRT
DECEMBER 2020

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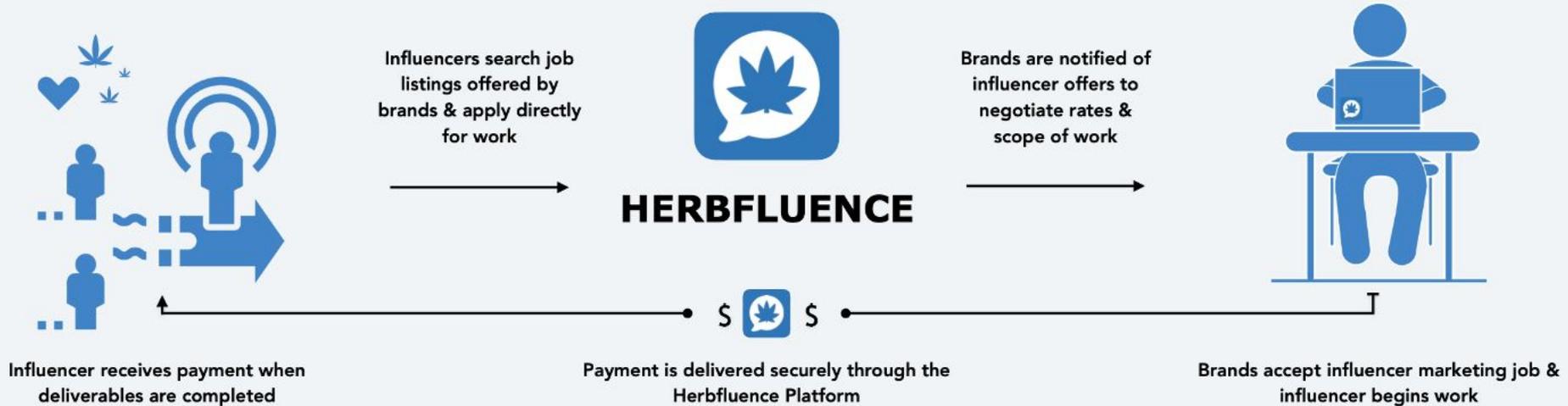
MASSROOTS IS PURCHASING THE HERBFLUENCE PLATFORM

MassRoots has entered into a Letter of Intent to **purchase the influencer marketing platform of Herbfluence for consideration of \$250,000 in preferred stock**. The purchase is subject to standard due diligence and is expected to close by January 31, 2021.

Through this asset purchase, MassRoots expects to enable its clients to **identify the most effective influencers for their marketing campaigns, schedule posts with those influencers, and evaluate their return on marketing spend**.

For more information, please see the Company's current report on Form 8-K filed on December 29, 2020.

HOW THE HERBFUENCE PLATFORM WORKS



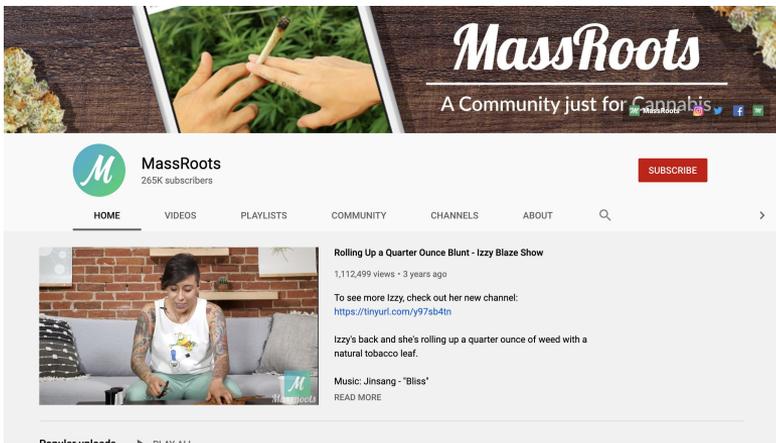
Herbfluence has **worked with some of the largest brands** in both the cannabis and traditional entertainment industries, including **Cresco Labs and LiveNation**.

**MASSROOTS IS A
MEDIA COMPANY
FOCUSED ON THE
CANNABIS INDUSTRY**

We are a **widely-recognized brand** with a **significant following** across multiple platforms:

- **387,000** Followers on Instagram;
- **265,000** Subscribers on YouTube;
- **920,000** Opt-In Email Subscribers; and
 - **172,500** Followers on Twitter.

YOUTUBE CHANNEL



MASSROOTS HAS ONE OF THE LEADING CANNABIS CHANNELS

- **18.2+ million** video views;
- **265,000** subscribers; and
- Our videos are **ranked in the top search results** for many key cannabis-related terms.

We are publishing fresh content on a **weekly-basis**, charging brands for **product-placement** in videos, and are planning to place **Google Ads on our videos** to grow and monetize this channel.

SOCIAL MEDIA AND EMAIL NEWSLETTER

INSTAGRAM



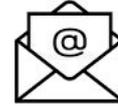
- **390,000** followers;
- **Highly-engaged** audience; and
- Relationships with many of the most **widely-followed** cannabis influencers.

TWITTER



- **172,500** followers;
- **Verified** by Twitter; and
- Have been **retweeted and followed** by numerous news organizations and celebrities.

EMAIL NEWSLETTER



- **920,000** opt-in email subscribers;
- **Above-average** open and click-through rates; and
- Is one of the **largest email newsletters** in the industry.

We have significantly **lowered the costs** associated with operating these channels by having content remotely-produced. MassRoots plans to charge brands for **product-placement, display advertising**, and **daily-deal newsletters** to monetize these channels.

ON THE VERGE OF POTENTIAL FEDERAL ACCEPTANCE

On December 4, 2020, the House of Representatives passed the Marijuana Opportunity Reinvestment and Expungement Act (“MORE Act”), **which, if it becomes law, would legalize cannabis at the federal level.** In May 2020, the **House of Representatives passed the Secure and Fair Enforcement Banking Act (“SAFE Banking Act”)** as part of their Coronavirus Stimulus Package, in addition to passing it as a stand-alone bill.

We believe the passage of one or both of these bills would eliminate the industry’s strongest headwinds and could:

- Lead to national, well-capitalized **banks accepting and making traditional loans** to cannabis companies;
- Enable dispensaries and ancillary brands to **accept credit cards as a form of payment;**
- Permit cannabis companies with U.S. operations to **list on national exchanges;** and
- **Improve the perception of the cannabis industry** amongst investors in a meaningful way.

If the SAFE Banking Act and/or MORE Act becomes law, we believe **there will likely be an influx of capital** into the industry which, in turn, could **lead to cannabis companies substantially increasing their spending** on advertising.

RECENT DEVELOPMENTS

*We have taken significant action that we believe will **benefit MassRoots and its shareholders in the long-run:***

- **Executed a Letter of Intent to purchase the Herbfluence platform** which is expected to enable our clients to schedule top-tier influencer marketing campaigns;
- Built a distributed, remote content production and sales organization that **has significantly reduced our operating costs**;
- **Closed over \$700,000 in capital** from institutional and accredited investors;
- **Renegotiated terms, pricing, and balances** with our key vendors in light of the COVID-19 pandemic; and
- Adopted a plan that, we believe, could produce **positive cash-flows from operations** in the coming months.

2021 OUTLOOK

By focusing on monetizing our existing media channels and minimizing expenses, we believe **MassRoots could generate positive cash-flows from operations in the coming months.**

We believe we are positioned to benefit from the likely passage of the SAFE Banking or MORE Acts and are committed to making MassRoots one of the greatest comeback stories in the cannabis industry.