

Coverage Addition Report: MAPS, ONON

November 15, 2021

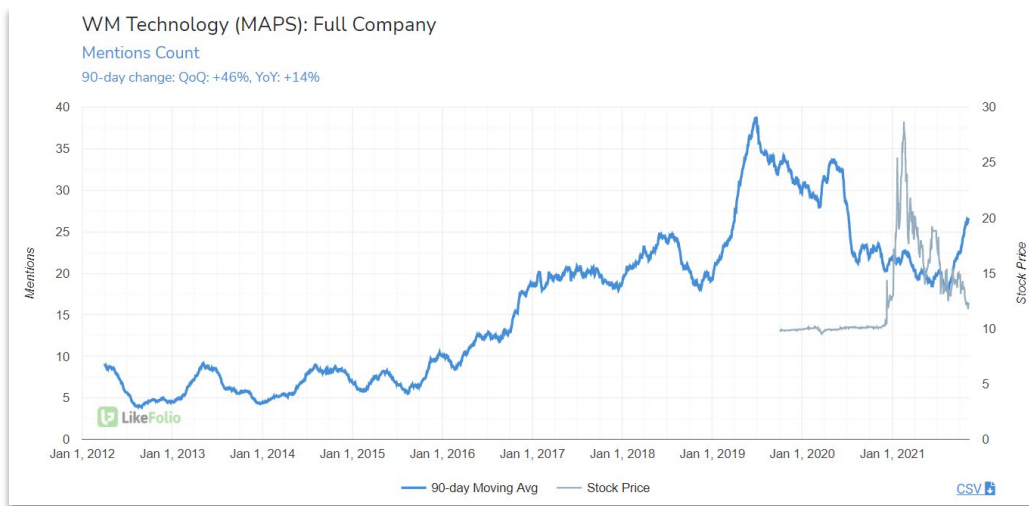
WM Technology, Inc. (NASDAQ:MAPS)

WM Technology primarily serves to provide B2B services to cannabis retailers and brands in the U.S. and Canada. The company operates using a SaaS subscription model in conjunction with its consumer-facing platform called Weedmaps. Weedmaps is a listing marketplace which provides information regarding cannabis retailers such as, location, products available, and pricing.

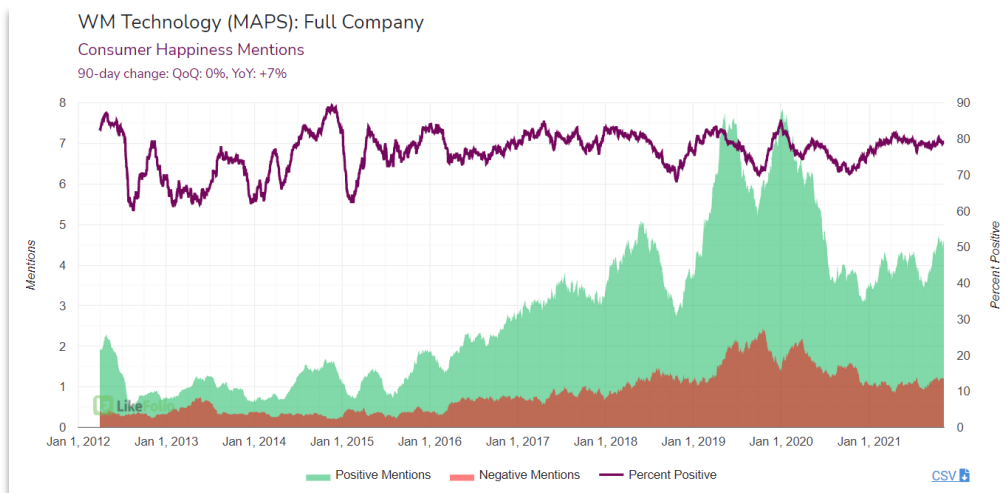
Current Outlook: Neutral

Key Points

LOW PI (<2 per day) – Total Mentions are showing strength: +14% YoY, +46% QoQ (90d MA)



Consumer Happiness prone to fluctuations, trending higher: 79% positive in the past 90 days (+7% YoY)



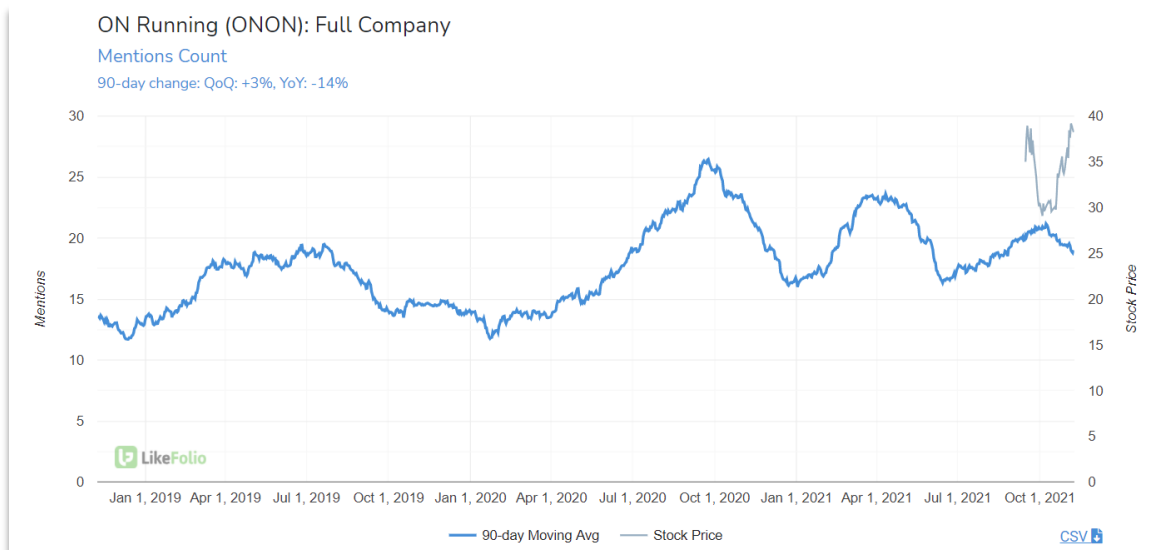
On Holding AG (NYSE:ONON)

On Holding AG is the publicly-traded holding company for the Swiss performance sportswear brand 'On'. On is best known for its premium "Cloud" running shoes, which feature patented cushioning technology. The company also manufactures and markets a variety athletic apparel. Leaning Bullish due to perceived brand quality alongside relatively stable buzz levels. Happiness levels near 90% positive is simply unheard of.

Current Outlook: Leaning Bullish

Key Points

LOW PI (<2 per day) – Total Mentions have pulled back, still above 2019: -14% YoY, +3% QoQ (90d MA)



Consumer Happiness is incredibly high and still rising: 89% positive in the past quarter (+4% YoY)

