

bowmo™, Inc. – Open Letter to the Shareholders

Tuesday, July 26, 2022

Dear Shareholders!

This is the first *official communication* from bowmo™, Inc. to shareholders. The objective is to provide some updates and caution everyone to not rely on any purported information about the company that is not delivered through the Official Communication Channels listed below:

- a. The official SEC website (<https://www.sec.gov/edgar/browse/?CIK=1381871&owner=exclude>),
- b. By visiting the “Resources” section of bowmo™’s corporate website (<https://bowmo.com/newsroom>)
- c. Joining bowmo™’s own Twitter account [@bowmonyc](https://twitter.com/bowmonyc)

We cannot be responsible for any other sources of information other than bowmo™’s website, company Twitter account, and the SEC website.

bowmo™’s IR Credo: *Honesty is the only policy*. We are not magicians. We live and do business in the real world. Our ultimate goal is to deliver the real value of bowmo™’s products and services that speak for themselves while increasing shareholders’ equity. We can only accomplish this goal by maintaining an open, honest, and transparent dialogue with our shareholders and the entire investment community.

The History of bowmo™, Inc.

Launched in 2015 by Eddie Aizman and his associate with founders’ money, bowmo™ (“the Company”) raised additional seed capital funds allowing it to launch a beta release that has resonated with bowmo™’s target market from the start. Between 2015 and 2019, Aizman raised more than \$3M from private investors, which allowed the Company to continue further development of the platform while successfully acquiring additional market share. However, by Q3 2019, no additional funding had been raised by the Company.

Today, bowmo™’s ultimate goal is to raise new capital funds required to drive the Company forward with an improved platform, a new and revitalized team, and a much bigger vision. The Company believes that in the post-COVID-19 world, current options for recruiting will change dramatically, with more people looking for work and fewer options for cost-effective recruitment solutions that currently only serve the largest companies. The global pandemic has inevitably reshaped the hiring process. Companies are increasingly shifting toward virtual hiring as a necessity to mitigate risks, so bowmo™’s ultimate objective is to stay ahead of the competition with the Company’s advanced V-RPO platform powered by AI.

In May 2020, in order to successfully implement bowmo™'s new strategic initiatives, the Company went through a complete restructuring of its management team. The previous CEO of bowmo™, Inc., since 2017 relinquished his daily operational responsibilities as CEO to Co-Founder and President, Eddie Aizman.

Upon his resignation, Aizman was appointed as bowmo™'s new CEO by the Board of Directors. Aizman is a recruiting-industry veteran with two decades of “in the trenches” work as a leader of a high-volume staffing organization in New York City. It was Aizman’s vision that started the bowmo™ revolution, initiating the development of the Company’s cloud-based software product that sources candidates across several platforms, allowing recruiters to engage applicants in conversation around professional opportunities instead of spending hours of time manually searching for candidates with keywords and Boolean strings. In his new role, Aizman is committed to moving the company forward, and building an even stronger foundation for the future.

In addition, Michael E. Lakshin, who joined bowmo™ in early 2020 as the Company’s Chief Revenue Officer to spearhead its new investment strategies, has been appointed bowmo™'s Chairman of the Board and President. As a seasoned business executive and serial entrepreneur, Lakshin brings more than 28 years of start-up and senior business-management experience, as well as capital-markets expertise to the team. As Chairman, Lakshin is responsible for providing leadership to the Board and strategic direction for the company. As President, he offers support and works collaboratively with Co-Founder and Chief Executive Officer Eddie Aizman by managing budgets, staff, and executives, and evaluating the success of the Company.

The Board of Directors has also appointed Damian Hischier, who is one of the best AI-Engineers in Europe, as a new AI Architect to lead the new technological revolution of the bowmo™ 2.0 AI-powered HR-Tech Platform.

In order to gain a long-term competitive advantage and to protect the Company’s future market share when the HR-Tech Market will reach a competitive plateau, the bowmo™ Board of Directors came to a strategic decision to build a Vertically Integrated Business Model (VIBM) able to serve all key segments of the fast-growing HR-Tech market in the US and internationally. To execute this strategy in the most efficient and timely manner, the Company leadership team designed a mergers and acquisitions (M&A) strategy that it is pursuing.

Today, bowmo™'s vision is to complete its VIBM, capable of providing services and added value to all segments of the HR-Tech market in the US and worldwide. bowmo™'s goal is to constantly improve the Company’s HR-Tech platform to address present and future market needs ahead of the competition by offering a unique combination of proprietary AI-based technology with a do-it-yourself sourcing experience able to match candidates to jobs without having to use keyword searches or Boolean strings.

bowmo™'s AI-driven platform aims to automate the end-to-end hiring processes with its AI-based matching engine while providing just-in-time content, resources, and tools, such as video interviewing and cultural and technical assessments so that hiring organizations can vet their candidates (bowmo: Software as a Service [SaaS]).

In addition, bowmo™'s VIBM offers unique added value via e-Learning programs by Interview Mastery® and Selecting Excellence™, which became a part of bowmo™ in July 2020. Both programs have been designed by Michael R. Neece, one of the true pioneers in the HR e-Learning field. Both programs have been continually improving in order to solve the challenges of today's job-market realities for more than 20 years.

With the bowmo™ HR-Tech platform as a foundation for the Company's VIBM—performing matching and sourcing at the core—bowmo™ is looking to reshape how businesses find talent and provide a quality on-demand experience.

Moving Forward

bowmo™ 2.0:

The bowmo™ IT Team is in the process of upgrading the bowmo™ 1.0 version, and launched the development of the bowmo™ 2.0 version on Wednesday, July 1. The estimated timeline for the release of the bowmo 2.0 beta version is approximately six months, depending on timing and bowmo™'s ability to raise additional capital funds.

bowmo™'s Business Credo is: *Not to Be the First One, but to Be the Last One*. Our goal is to make bowmo™ 2.0 an ultimate and unmatched HR-Hub for all recruiters' and candidates' needs.

If any of our shareholders own businesses and would like to test the bowmo™ 2.0 beta version for free, we'd be happy to make further arrangements upon bowmo™ 2.0's beta release.

Capitalization Strategy

The Board of Directors and management have identified a funding strategy for the Company. We have collectively decided not to conduct a reverse split of the bowmo™ common stock but instead pursue shareholder approval to increase the Company's authorized shares.

In addition, we will soon begin scheduling regular monthly (earnings and Q&A) calls with all our shareholders. Dates and times for these calls will be announced separately.

Thank you for your continued support!

Edward Aizman
Co-Founder and CEO
bowmo™, Inc.

Michael E. Lakshin, MBA
President and Chairman of the Board
bowmo™, Inc.