

Forward-Looking Statements

Certain information set forth in this presentation contains “forward-looking information,” including “future-oriented financial information” and “financial outlooks,” under applicable securities laws (collectively referred to herein as “forward-looking statements”). Except for statements of historical fact, the information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of bowmo, Inc. (the “Company”); (ii) the expected development of the Company’s business, projects, and joint ventures; (iii) execution of the Company’s vision and growth strategy, including with respect to future M&A activity and global growth; (iv) sources and availability of third-party financing for the Company’s projects; (v) completion of the Company’s projects that are currently underway, in development or otherwise under consideration; (vi) renewal of the Company’s current customer, supplier, and other material agreements; and (vii) future liquidity, working capital, and capital requirements. Forward-looking statements are provided to allow shareholders and potential investors the opportunity to understand management’s beliefs and opinions with respect to the future so that they may use such beliefs and opinions as one factor in evaluating an investment.

These statements are not a guarantee of future performance, and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or results expressed or implied by such forward-looking statements.

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Dear Shareholders:

The following information analyzes the pros and cons of the upcoming reverse stock split announced by the Company on Wednesday, November 23, 2022, through the filing of Form PRE-14-C (“14C”) with the SEC based on bowmo™’s shareholders’ feedback that Company Management received since the filing of the 14C.

Please note that the board of directors and majority stockholders have decided to forego any increase in the Company’s authorized common stock. An amendment to the Company’s 14C is being filed to reflect this.

I. Are OTC markets harmful?

It’s not a secret that OTC markets have been the site of scams and criminal activities such as illegal “pump-and-dump” schemes in which someone promotes (pumps) a stock, then sells (dumps) the stock after other investors buy it.

bowmo’s goal is to create Real Value for our shareholders and, to the extent we can, prevent manipulations of the stock by providing adequate and timely information about the Company to lower the risk that such activities will occur.

A lack of price transparency and oversight, and low liquidity and volatility, are well-known risks of trading OTC.

Despite these drawbacks, OTC trading has its upsides too:

- **The stars of tomorrow.** Many big-name stocks started small, trading OTC. “With OTC, you have access to high-growth emerging companies, including startups. Imagine buying shares of Twitter or Facebook in 2007,” says Michael Bertov, author of *The Evergreen Startup*.
- **Low transaction costs.** Fees are lower on the OTC market compared to major exchanges, says Jon Ovadia, OTC trader and founder of the OVEX cryptocurrency exchange platform.
- **Lower share prices** mean that your money goes farther and buys more of an OTC investment than an exchange-listed one.

- **“Private and personalized service,”** as Ovadia puts it. “You’re dealing not in a huge, anonymous market space, but in a more intimate one, with an individual broker-dealer and the seller.”¹

For many historical reasons, the reverse merger with Cruzani, Inc. was the fastest way to capital markets for bowmo, Inc. However, our final destination is NASDAQ, and we’d like to be portrayed as one of the “stars of tomorrow.” But bowmo can only become one of these stars and reach NASDAQ if we start working together.

II. Reverse Stock Split Announcement

On Tuesday, November 22, 2022, bowmo, Inc. filed the preliminary copy of Schedule 14C with the SEC.

One might say that our time for announcing the preliminary reverse stock split was wrong: right before Thanksgiving Day. But our timing was wrong only if you consider the reverse stock split to be bad for the total value of your portfolio.

However, once you understand the benefits of the reverse stock split for bowmo, as a growing company, and you, as our shareholder, you will most likely agree that our timing was right, because we announced positive news.

2.1. Panic killed the stock price and the value of your portfolio.

Upon the announcement of the reverse split, a group of short sellers incited panic by posting falsehoods on Twitter that pushed the BOMO stock price down.

There is no reason to panic. The reverse stock split does not change the value of your stock portfolio. Example: If you own 100 shares at \$1, the value of your portfolio is \$100; if, after the reverse stock split, you own 10 shares at \$10, then the value of your portfolio is still \$100—unless you began panicking while selling off your shares, which, in turn, will trigger the stock price to go down!

We have more than 20 days before the reverse split goes live. Instead of falling into the panic trap, you have a chance to review this Open Letter and, if desired, contact bowmo’s Management Team, asking them to provide the rationale and strategy behind the reverse split.

¹ Jim Probasco, August 26, 2022, for www.businessinsider.com.

Hence, our key message in this Open Letter is: “Let’s Build a Bright Future Together!” based on bowmo’s ability to deliver Real Value to Company customers and shareholders!

III. Let’s Build a Bright Future Together!

The following stories will give you a somewhat typical profile of the bowmo shareholder:

Shareholder A

The wife works while the husband stays at home with their autistic daughter and tries to homeschool her. The husband works nights and weekends to make ends meet and invest in BOMO. Their plans are to have the husband stay with their daughter full-time and not have to work night and weekend shifts, if BOMO succeeds.

Shareholder B

A couple had the husband’s elderly parents move into their house. They want to use their BOMO proceeds to move the parents into an eldercare facility.

Shareholder C

The husband has retired from the federal government; however, retirement checks won’t be disbursed for several months. To make their financial commitments, the wife is working as a bartender until 3 a.m. every day. With the BOMO proceeds, the wife wants to quit, retire with her husband, and buy a farm to grow vegetables and care for abandoned animals.

Shareholder D

The woman is a recovering alcoholic who has been sober for 10 years; however, she lost a family member to alcoholism. She wants to quit her job from BOMO proceeds and start a charity to help single women suffering from alcoholism, giving them the confidence to lead normal lives.

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We heard these stories from another bowmo shareholder who is a true believer that the Company and its shareholders can succeed by working together! We offer our deep gratitude to this shareholder, who prefers to stay anonymous.

Why have we decided to include these stories in this Open Letter? Simple: We must let our shareholders know that bowmo is not in the pump-and-dump game of quick gains that destroy shareholders’ equity. Our fiduciary duty is to deliver Real Value to our customers and our

shareholders by executing our Vision and Business Strategies: (i) a Product Strategy, (ii) a Rollup Strategy, and (iii) an Organic Growth Strategy that require substantial investments by institutional investors.

Company management believes that the only way for bowmo to attract institutional investors is by cleaning up the capitalization table while increasing the price per share through the reverse stock split. Analysts tend to focus on stocks with higher stock prices, partly because many financial advisors are not allowed to recommend penny stocks as investment opportunities.

A reverse stock split and the resulting price increase may garner the Company more attention. This may further increase institutional investors' confidence, and their interest in investing in the Company.

In addition, all national stock exchanges, such as NASDAQ, have stock-price thresholds that companies must meet to be listed on the exchange. A reverse stock split is the first step that could help bowmo meet those requirements in the future.

bowmo's credo is "Building Real Value Every Day!" We're working diligently to build Real Value; to deliver bowmo's Vision; and to execute Product, Rollup, and Organic Growth strategies upon our subsequent ability to raise capital funds from institutional investors.

If we're not posting press releases every week, it simply means that we will give you updates once we have something substantial to report that belongs to our pursuit of building Real Value.

And, very soon, Michael Neece, bowmo's Chief Product Officer, will start giving you video updates on the development progress of bowmo 2.0.

In closing, I would like to reiterate that we will only succeed and be able to build a bright future by working together! I am not asking you to blindly trust us, but I encourage you to ask questions before making any harmful judgments that can damage bowmo's reputation and the value of your own stock portfolio.

Thank you for your support and understanding!

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