

HUMBL[®]

HUMBL Shareholder Letter

January 22, 2021

Thank you for the opportunity to represent you alongside us as shareholders. We wanted to do a one-month update to our HUMBL - Day One shareholder Call on Dec 9, 2020.

It was an honor today seeing our new global, consumer brand alongside companies like McDonald's[®], Express[®], Forever 21[®] and Oakley[®] rotating on the Times Square billboard.

We have come a long way since our time working in the garage on our concepts, but still we will very much represent that DNA as an early-stage tech startup in the coming years.

I want to thank our team, consultants and vendor partners for the tireless effort they are giving us to launch our brand, products and services to the market.

HUMBL is being designed as a Web 3 platform that connects consumers and merchants in the digital economy.

Our target audiences are: Consumers, Freelancers and Merchants. Our goal is to create a digital layer that connects people in commerce around the world, in ways that go beyond coins, cash bills or receipt printers.

We believe this will drive lower costs, greater levels of financial inclusion and a new decade of financial services products, built on technologies like blockchain.

HUMBLPAY[™]

We are in internal beta on the HUMBL[®] Mobile Application and hope to launch a consumer version of the HUMBL[®] Mobile Application sometime in February 2021.

This first version of HUMBL[®] will be to help connect consumers and merchants in the digital economy. It will be non-custodial, and lean into trusted, third party processors in the regions we seek to serve.

As customers, freelancers and merchants, you will be in control of your data and your merchant plan. If you would like as a merchant to upgrade your subscription, the HUMBL Merchant Services Cloud[™] will deliver attributes like discovery, maps, ratings,

reviews and CRM offers, and potentially scale into other bets over time, like text ordering or delivery.

We will be focusing on creating connections in cash economies or environments where customers may want to “skip the ATM,” such as tourism zones or mobile merchants. As we roll out our countries, we look forward to your product feedback and are on the lookout for HUMBL Affiliate Program partners as well to help us expand in your region.

HUMBL® Mobile App – Phase II

In the HUMBL® Mobile App, we will be working on further elements such as Peer-To-Peer (P2P) and HUMBL Hubs™ locations.

These attributes are more complex and we are staying tightly mindful on regulatory before rolling out any products in either fiat currency or blockchain-based capacities.

We believe that growth by acquisition is one the fastest paths forward in this zone, and are in active negotiations with multiple regions of service providers that have existing licenses, regulatory and technology approvals.

HUMBL® Mobile App – Business Updates

Lastly, we have secured:

1. **HUMBL Regional Rights** – Our first of multiple option payments on a distribution rights deal in Oceania region. We are underway on the development of plans to enter the region with this group.
2. **HUMBL Patent Filing** – HUMBL has filed an international patent for a blockchain-based, HUMBL Instant Settlement Network™, that we believe can greatly reduce costs and improve financial inclusion for customers.
3. **HUMBL Hubs** – A binding term sheet for a joint venture on our first HUMBL Hubs™ beta test location in the United States, which will serve as a concept for testing our brand strategy, services and technologies.

HUMBL STUDIOS™

In our market research phase, we heard from merchants around the world that they had a strong desire to a) get out of the “Cash Only” economy without the hardware POS burden, and b) connect their goods to broader online markets through digital sales.

We admire what big tech marketplaces have done with their online platforms, but we think there is plenty of opportunity in the global market for new entrants as those algorithms and seller marketplaces get more impacted with tonnage.

We will be offering affordable splits and seeking to grow the platform with improved technologies and artisan listings in the upcoming quarters. We have launched initial listings with authentic jewelry makers, clothing, crafts and other verticals and welcome your inquiries for listing.

HUMBLFINANCIAL™

Finally, I am excited to report what is a very proud moment for us all personally at the business. We have put in several years of thought and development to this product line around our BLOCK Indexes and BLOCK Exchange Traded Index (ETX) products that we are excited to begin presenting to the marketplace.

Phase I – Fully Non-Custodial

We release today the BLOCK Exchange Traded Index (ETX) products. These will begin from Singapore, as a fully non-custodial, algorithm-based product line that is not currently available to the United States and other select markets.

Phase II – Blockchain Tokenization

We believe that over time, assets of all kinds will move to a tokenized format on the blockchain, that will enable greater ease of use for consumers to: trade, track, pay, record and invest.

Our goal with HUMBL Financial is to serve these concepts in more custodial, synthetic formats over time, pending regulatory guidance.

We will seek to use these blockchain constructs to improve investment into emerging markets, such as real estate, land and transfer of assets on the blockchain.

We will also be seeking to work with third-party partners that may want to provide offers for consumers and merchants inside basic financial services to our customers and merchants.

HUMBL Financial™ – New Hires, Advisors, Mergers and Acquisitions

HUMBL Financial is excited to welcome aboard Calvin Weight, CEO of Coinbook, Jacob Davis, Lead Technologist and Jane Edmonson, EQM Indexes as an Advisor.

HUMBL has entered into a binding term sheet with three affiliated entities – BLOCK 30 Financial, BLOCK 30 Marketplace and BLOCK 30 Pay – for the purchase of the

intellectual property of these three entities. As a team, we decided it made more sense to consolidate all operations and intellectual property in HUMBL rather than have HUMBL license the technology from these entities.

To accomplish that goal, HUMBL has entered into a binding term sheet with the three other entities to purchase all of their patents, trademarks, software and other intellectual property in exchange for HUMBL common stock.

We hope that bringing the intellectual property under the HUMBL umbrella will allow HUMBL shareholders to capture the full value of these technologies as the business grows. This includes the filing of an international patent that will also be transferred over as well. We remain on the lookout for additional mergers and acquisitions in all business categories.

Legal Disclaimers

HUMBL Inc. is not a money services business and does not hold itself out to be such. All money transmission services are being provided exclusively by third parties which are money transmitter licensed and registered under all applicable state and federal laws. HUMBL does not offer money transmission services. The availability of the HUMBL® Mobile App, HUMBL Hubs Merchant Software, HUMBL Marketplace and HUMBL Network will vary by state, country, domicile and/or third-party service providers and may change at any time.

Safe Harbor Disclaimer

This letter contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these statements by the use of the words "may," "will," "should," "plans," "expects," "anticipates," "continue," "estimates," "projects," "intends," and similar expressions. Forward-looking statements involve risks and uncertainties that could cause results to differ materially from those projected or anticipated.

These risks and uncertainties include, but are not limited to, the Company's ability to successfully execute its expanded business strategy, including by entering into definitive agreements with suppliers, commercial partners and customers; general economic and business conditions, effects of continued geopolitical unrest and regional conflicts, competition, changes in technology and methods of marketing, delays in completing various engineering and manufacturing programs, changes in customer order patterns, changes in product mix, continued success in technical.