



OMURA®

# Pioneering the Evolution of Whole Flower





OMURA™

## Precision & Purity

The word 'Omura' comes from the idea of the balance between precision and purity and is the ethos of the brand. Precision in our dosed Flowersticks for a precisely controlled experience and purity in our use of only 100% whole flower in our Flowersticks for a pure and clean whole flower experience.

Created by whole flower enthusiasts to allow consumers to vaporize a small amount of whole flower cannabis super efficiently for a controlled, balanced, perfectly dosed, entourage effect.

Omura's first of its kind patented Heat-Not-Burn technology and pre-filled Flowersticks give consumers the ability to enjoy combustion-free whole flower anytime, anywhere with an effect that leaves them feeling balanced and in control.














# The Social High



**Keep It Social** - the perfectly, balanced social high. Fine tune the entourage effect by layering sticks for yourself or sharing with others. Enjoy the process, enjoy the ritual, enjoy the effect.

**Stay Social** - Omura's Heat-Not-Burn technology delivers a precision dosed cannabis experience that allows you to enjoy a fully controlled, fully functioning high to enhance the moment you are in. Fine tune. Feel good.

<b>1 Stick</b>			
<b>2 Sticks</b>			
<b>3 Sticks</b>			

*Flowerstick Dosing Guide: 0.5 gram pre-roll comparison*



# Heat-Not-Burn

## Heat-Not-Burn (HNB) Technology = Vaporization Technology

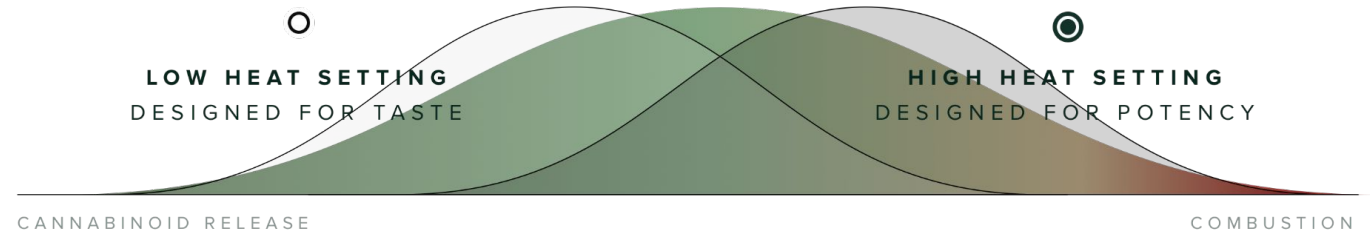
Electric ovens heat the plant material (cannabis, hemp CBD, or tobacco) to a temperature lower than combustion to vaporize the active ingredients for inhalation

This is not a new concept. The tobacco industry has invested billions in the development of HNB technology. And cannabis has used HNB for decades, e.g. *the Volcano and the Pax*

HNB is perfect for cannabis due to the multiple oils from the cannabinoids and terpenes that occur naturally within the plant

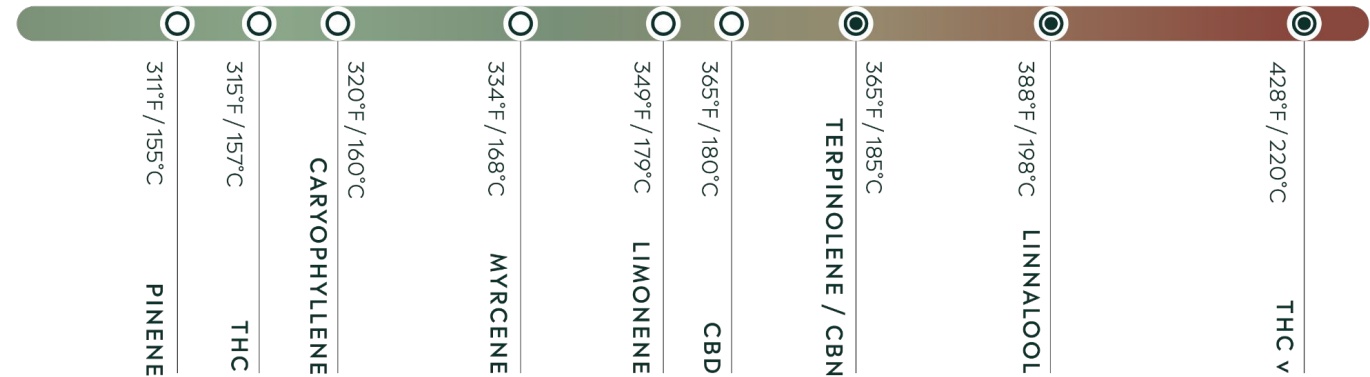
However, all of the prior HNB devices for whole flower cannabis involve many inconvenient and unhygienic processes that can negatively affect the user experience

**Omura brings the first and only pre-filled biodegradable sticks to the cannabis and hemp CBD industry, offering all the benefits of HNB with none of the downsides**



## OMURA'S ENTOURAGE EFFECT

99% of all active ingredients vaporized without charring the dry herb



CALMING

ENERGIZING



MYRCENE  
HERBAL



PINENE  
PINE



CARYOPHYLLENE  
PEPPERY



LEMONENE  
CITRUS



TERPINOLENE  
FRUITY



OMURA™

# What People Are Saying About Us

“The Omura Series X is the perfect eco-friendly vaporizer for beginner cannabis users. The pre-loaded sticks feel like smoking a joint without the mess or set up.”

## Mashable

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“The Omura Series X Delivers High Design for High Times”



“The entire device is very compact, very chic, and still uses the same heat-not-burn technology that vaporizes flower without producing carcinogens, all designed by award winning industrial designer Michael Young.”



“A next-generation cannabis device”

## Wallpaper\*

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“This portable flower vaporizer looks like a gadget that would appear in a Bond movie.”



“Its updated design moves away from typical cylindrical vape typologies, towards the realm of vintage Dunhill lighters.”

## SURFACE

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“The smokeless and odorless device has a dual heat source oven inside of its slim design...making for a great, gilded 4/20 gift.”





# Design Centered

Designed by Michael Young.  
Engineered by Omura.

MYS | Michael Young

World renowned industrial designer, Michael Young has brought high-fashion styling and materials to compliment the high-tech functionality of the Omura device, in creating a modern day icon

2020 Good Design Award Winner  
Personal Care



Founded in Chicago in 1950 by Eero Saarinen and Charles and Ray Eames, GOOD DESIGN remains the oldest and the world's most recognized program for design excellence worldwide. Good Design represents the world's critical mass of the design and manufacturing industry representing the best consumer design ranging from the 'spoon to the city' for sustainability, superior design, and unparalleled function.





OMURA™

# Benefits of Omura Proprietary Platform

## Clean

No smoke, ash, or lingering odor when inhaled with Omura

## Sustainable

Omura flower sticks are biodegradable. No batteries or plastics

## Efficient

Over twice the amount of cannabinoids are absorbed with Omura than with smoking

## Convenient

No grinding, packing, or cleaning. The most convenient option in the flower category

## Controlled-Dose

Safe, precise dose of cannabis flower for controlled consumption

## Flower, Not Oil

Pure, unprocessed flower. Cannabis consumption the way nature intended it



# SERIES 1

\$59.99



# 94%

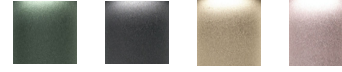
## Cannabinoid Activation

The Omura Series 1 vaporized **94%** of all cannabinoids.  
*SC Labs Test Result*



# SERIES X

\$120.00



# 99%

## Cannabinoid Activation

The Omura Series X vaporized **99%** of all cannabinoids.  
*SC Labs Test Result*



## SERIES X Exclusive Features

### Dual Heat Source Oven + Setting

Oven allows for maximum vaporization of terpenes and cannabinoids.

Setting allows user to select two different heat curves, depending on whether they are looking for more taste (LOW) or potency (HIGH)

## 1 Combustion Free

Convection oven + heat curve means no burning, charring, smoke or ash. No lingering odor.

## 2 Proprietary Heat Curve

Pre-programmed heat curve ensures efficiency with no hassle.

## 3 Precision Dose

The 0.15g pre-filled Flowerstick and the timed session gives you a controlled high.

## 4 Clean & Hygienic

Single use, personal mouthpiece with each Flowerstick. No grinding, packing or cleaning.

## 5 Timed Session

Lights and vibration ensures the user knows when a 3 minute session starts and finishes.





# Meet The Omura Flower Pack Set

## 100% Whole Flower

Only 100% whole flower in every stick delivering the full entourage effect. No trim, chemicals or additives.

## Sustainable

Biodegradable and compostable flower sticks. Made of FSC Certified paper. Packaging made of plant based fiber.

## Precision Dose

The 12 flower sticks are pre-filled with 0.17g of flower. No grinding, packing or cleaning.



# Omura Consumer



## New Cannabis Users

### The New User

Wants a safe and controlled, fun way to try cannabis

### The CBD User

Uses CBD in other forms and is looking to try vaping for the first time

### The Returning User

Wants to try the experience again in a safer and more sophisticated way

## Existing Cannabis Users

### The Vape Pen User

Wants a natural and safe alternative; convenience of vape pens with who flower benefits

### The Medical User

Wants precision dosing and a cleaner alternative to smoking

### The Flower & Pre-Roll User

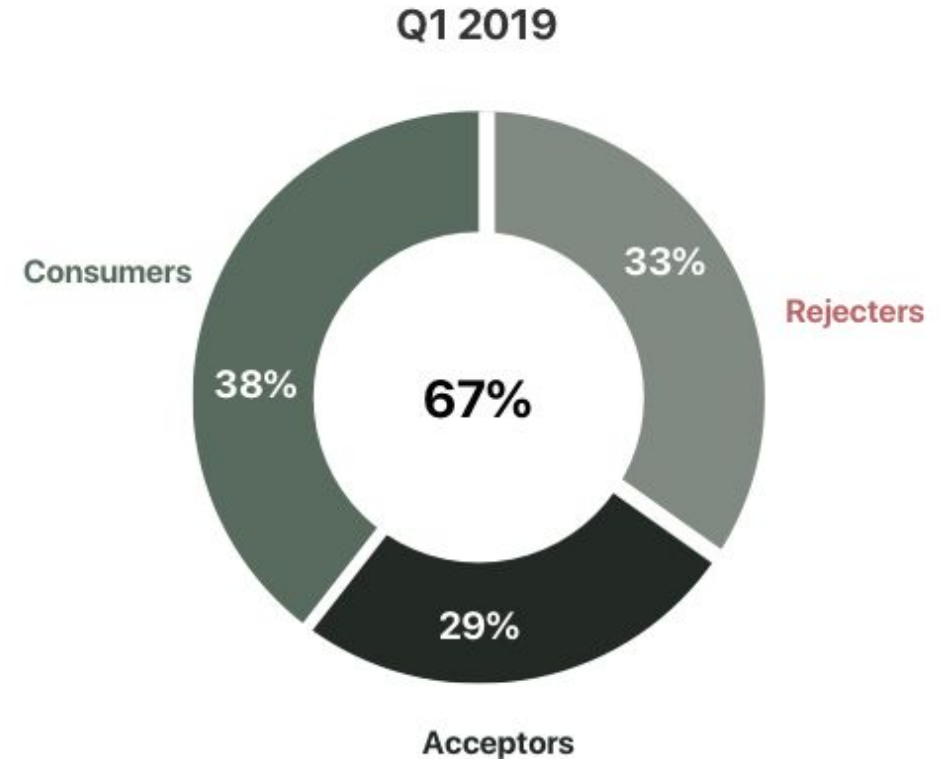
Wants discretion, convenience and no mess

### The Eco-Friendly User

Wants a sustainable and waste-free solution; alternative to disposable pens

### The Connoisseur

Wants an on the go, convenient way to enjoy the truest terpene flavor profile throughout their day



67% Adults in Legal States Are Open to Cannabis Consumption

BDS Analytics - Consumer Myths Data



# Marketing & Sales Support



Flower Brand



**Retail Display Executions**



**PAD & In-store Activations**  
*Marketing Collateral*  
*Weekly PADs*



**Budtender Program**  
*Training*  
*Free Devices & Packs*



**PR Press Support**  
*Free Bento Boxes*  
*VIP Device Seeding*



**Paid Media Programs**  
*Social Media*  
*Digital*  
*OOH*



**In-Store Promotions**  
*New to Store Promos*  
*Custom Holiday Promos*



**Customer Activation**  
*Free Bento Boxes*  
*Sampling Events*



**Influencer Network**

## Current Global Brand Partners - THC / Empty Packs



TSO Sonoma,  
CA



Tradecraft  
Farms, CA



Caliva,  
CA



Clix,  
CA



Revolutionary  
Clinics, MA



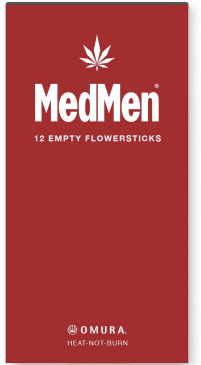
Beehive's  
Own, UT



Common  
Citizen, MI



House of Puff  
US



MedMen,  
FL

## Current Global Brand Partners - CBD HEMP



Oriel, US



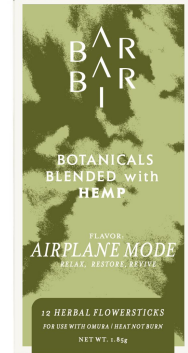
Libertine, US



oHhO, US



Blühen, US



Barbari Herbals,  
US



Bragg Canna,  
US



Alpine Farm,  
CH



Heimat  
CH



Legendary  
CH

# Global Availability - May 2022



**AVAILABLE**

- Omura Devices + Empty Flowersticks packs



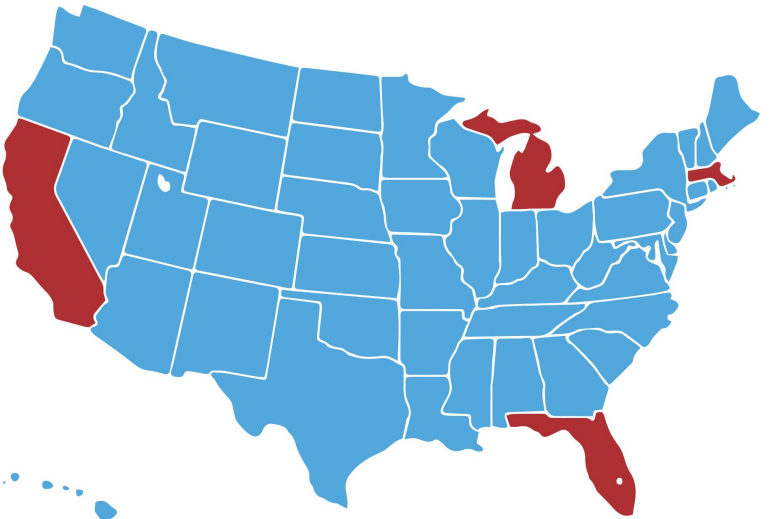
**AVAILABLE**

- Omura Devices + Empty Flowerstick packs
- Pre-Filled CBD Flowerstick packs



**AVAILABLE**

- Omura Devices + Empty Flowerstick packs
- Pre-Filled CBD Flowerstick packs
- Pre-Filled THC Flowerstick packs



ISRAEL



AUSTRALIA & NEW ZEALAND



OMURA®

**Thank You**





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# Appendix



# Executive Team



**JOHN BRUNNER**

CO-FOUNDER & CEO, SALES AND  
MARKETING

Seasoned Founder and CEO specializing in brand creation, sales and marketing, sales channel / management and retail execution. Prior to Omura, founded and ran the Native Union premium tech accessory brand globally.



**MIKE SIMPSON**

CO-FOUNDER & CEO,  
TECHNOLOGY

Seasoned entrepreneur specializing in transformational technologies. Co-Founded and exited an IP generation and licensing company. One of the world's leading experts in the field of heat-not-burn technology. Spent much of the past 15 years developing next generation products for British American Tobacco.



**MATTHEW BICKERTON**

CO-FOUNDER & CIO,  
TECHNOLOGY

Co-Founded and exited an IP generation and licensing company. Prior to that ran the wearable technologies lab at Philips Research and acted as a futurologist for Lego.



**SIMON PAGE**

CFO & COO

Career investment banker with JP Morgan Chase in Asia Pacific. CFA Charterholder.





# Management Team



**JOHN LYNCH**

VP BUSINESS DEVELOPMENT

John is an accomplished beverage (E&J Gallo, Boston Beer, Coca-Cola) and cannabis (Pax Labs) specialist on commercializing consumer centric solutions, building long term relationships and developing a portfolio of talent. Prior to Omura, John founded TradeCraft Origin, a cannabis company focused on scaling emerging brands with an elevated consumer experience.



**MAOR MOALEM**

VP OPERATIONS

Maor runs Omura's global supply chain, ensuring product quality, overseeing planning, procurement, manufacturing, logistics, and product fulfillment functions as well as Omura's supplier relationships. Prior to Omura, Maor spent 13 years in critical roles opening, developing, and working with world class manufacturing facilities and fulfillment centers in the US and internationally.



**SHANNON REED**

VP MARKETING

Shannon is a brand marketer with a decade of experience building global consumer brands. She's worked on some of the largest brands in the world including Samsung, Google, Tinder and Bacardi. Throughout her career Shannon has focused on deep consumer insights, helping to create first of its kind digital experiences for Google Star Wars and Tinder's Swipe Night.



# Consumer Trends

Omura is at the intersection of the top two categories in the cannabis industry for both men and women - Flower and Vape Pens

Source Headset: [What women want in Cannabis: Shopping trends among female cannabis consumers](#)

## CATEGORY SHARE BY GENDER

