



OMURA®

**Clean
Convenient
Cannabis**



About Omura

Omura was created to deliver a convenient, clean, and consistently enjoyable whole flower experience.

Founded in 2018 by a team of designers, engineers, and flower enthusiasts, Omura offers a new approach to Heat-Not-burn technology by giving consumers the ability to enjoy their whole flower any time with disposable, pre-filled whole flower sticks.

The result? A convenient, clean, and functional lift without the need for grinding, packing, or cleaning.



OMURA™

What People Are Saying About Us

“Omura: A game changing product”

L'OFFICIEL

“A no-mess vaporizer”

COOL HUNTING

“A brand new sustainability-driven cannabis technology”

HIGHNOBIETY

“Omura is clearly going after those who like the no-fuss approach, with a unique design thrown in to boot.”

engadget

“This is a design edifice, an object d’art for the museum of modern art. It’s functional art and I’m proud to own one.”

Forbes

“Pre-filled proprietary cartridges that obviate the need for grinding and packing the pot on your own”

Los Angeles Times

“Omura is a newly announced luxe designer cannabis delivery system aiming to bridge the gap between enthusiasts enjoying smoking whole flower with the new school of users who rely upon the convenience of vape pens, delivering precise doses for solo or sharing sessions.”

design\milk




The Problems with Current Cannabis Consumption

Traditional forms of smoking are unhealthy & unhygienic

Oil vape pens have clear issues with their contents and lack a natural, full flower effect

Whole flower vaporisers are cumbersome and difficult to use

HOME > CULTURE > CULTURE FEATURES

OCTOBER 11, 2019 6:00AM ET

There's Not Just One Vape Crisis — There's Three

We know almost nothing about why 23 people have died, but experts say we need to find solutions to more than one problem



OMURA™

How “Big Tobacco” is Responding

Philip Morris is leading a ‘no-smoke’ revolution in tobacco with \$3 billion investment in the **iQOS**, the first ‘heat not burn’ technology for cigarettes.

In 2017, the FDA endorsed the claim that HNB ‘released lower levels of toxic chemicals than traditional cigarettes.’

iQOS has claimed 20% of the Japanese tobacco market and launched in the US Oct-19.

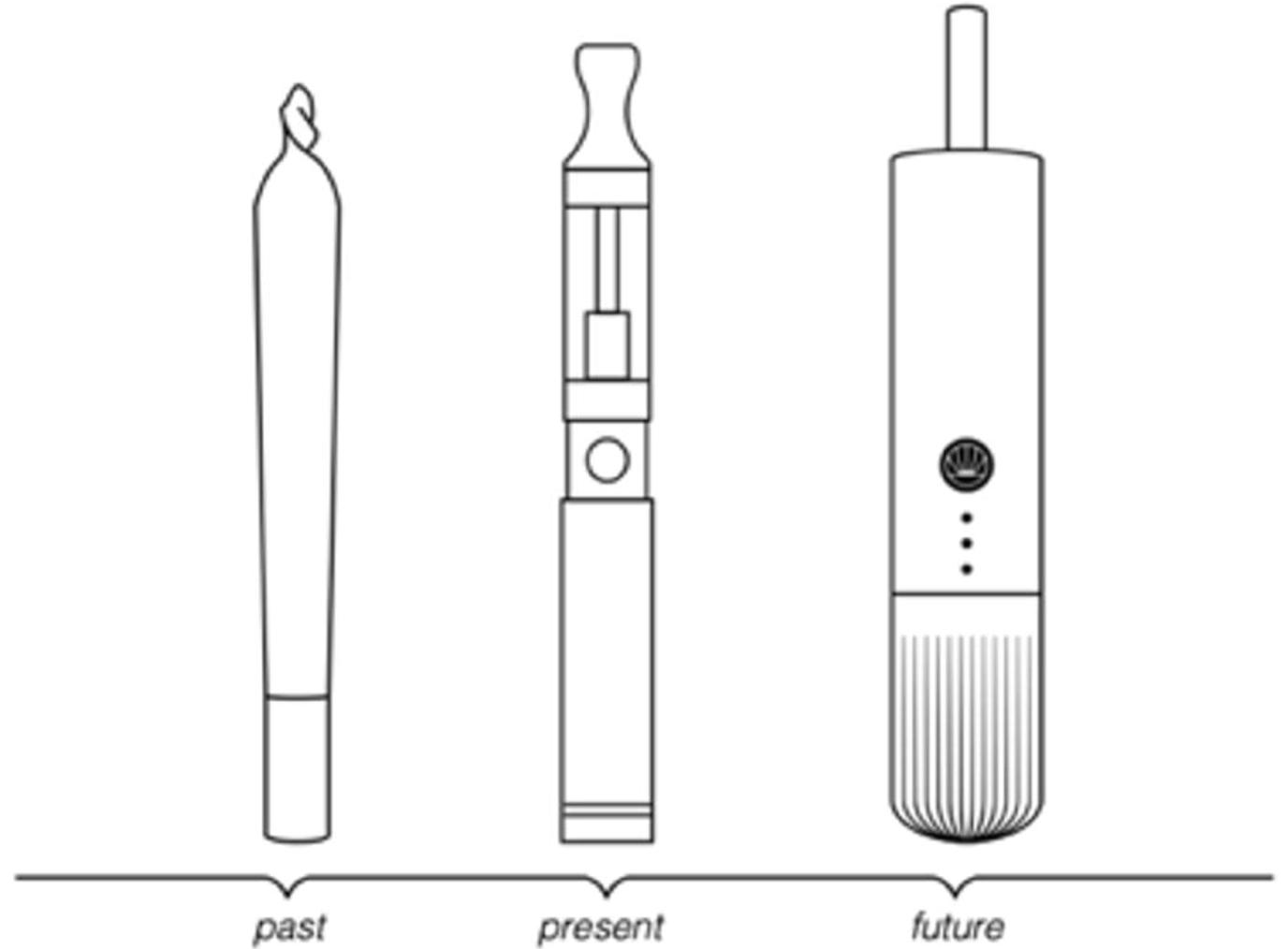
The enormous success of the iQOS product in Japan and development of compatible devices in China to accept the iQOS stick, are testaments to the shift in consumer attitudes toward smoking, and the large market potential for a similar “heat-not-burn” device in the cannabis market.



OUR NEW YEAR'S
RESOLUTION
WE'RE TRYING TO
GIVE UP CIGARETTES



Pioneering the Evolution of Whole Flower



Precision and Purity



Meet The Omura Flower Pack Set

Precision Dose

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

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.



\$59.99

Meet The Omura S1

The Omura Series 1 vaporized
94% of all cannabinoids.
- SC Labs

Combustion Free

No burning, charring,
smoke or ash. No
lingering odor.

Precision Dose

The 0.17g pre-filled
flower stick and the
timed 3 minute session
gives you a controlled
high.

Sustainable

All flower sticks are
biodegradable and
compostable using
rainforest safe paper.

100% Whole Flower

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

Clean

Heat-not-burn technology
delivers minimal vapor and a
full terpene taste profile. No
grinding, packing or
cleaning.



OMURA™

\$99.99

Meet The Omura X1

The Omura Series X vaporized
99.8% of all cannabinoids.
- SC Labs

Combustion Free

No burning, charring,
smoke or ash. No
lingering odor.

Precision Dose

The 0.17g pre-filled
flower stick and the
timed 3 minute session
gives you a controlled
high. No grinding,
packing or cleaning.

Clean

Heat-not-burn
technology delivers
minimal vapor and a full
terpene taste profile with

100% Whole Flower

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

Dual Heat Source Oven

Our patented convection
and conduction oven allows
for maximum vaporization of
terpenes and cannabinoids



OMURA™

Our Proprietary Platform



Convenient

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

Clean

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

Efficient

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

Sustainable

Omura flower sticks are biodegradable. No batteries or plastics

Controlled-Dose

Safe, precise dose of cannabis flower for controlled consumption

Flower, Not Oil

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



Business Model

Heat-not-burn cannabis consumption platform

We DO NOT touch the plant

Our proprietary technology is distributed to 'Flower Brands' who fill the Omura flower sticks with their whole flower and then distribute direct to market

Removing the need for a license allows us to maximize growth globally and creates an open platform for our Flower Brands

Omura is an open heat-not-burn platform that generates revenue for our Flower Brands and retailers alike

REVENUE SOURCES



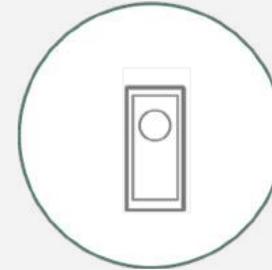
We manufacture and sell the Omura vaporizers direct to consumer as well as wholesale



We manufacture and sell the proprietary Omura pack sets to our Flower Brands



We lease proprietary filling equipment to our Flower Brands



We have our own in-house CBD hemp brands for direct to consumer as well as wholesale



The Device and Flower Stick Model Explained



“K CUP” Cartridges

- Compatible only with Keurig devices
- Multiple coffee brands on platform
- Multiple manufacturers
- Inhouse coffee brand



OMURA Flower Stick Model

- Compatible only with Omura devices
- Multiple flower brands on platform
- Open to new brands subject to minimum standards
- Inhouse hemp CBD brands



Hardware Portfolio

SERIES 1



\$59.99 *Current*

SERIES M1



\$79.99

SERIES M2



\$89.99

SERIES X1



\$99.99

**SERIES X
Special Edition**



\$149.99



Omura 2020 Consumer Alignment



Year of the older consumer



The rise of the canna-curious customer



Increase in female consumption



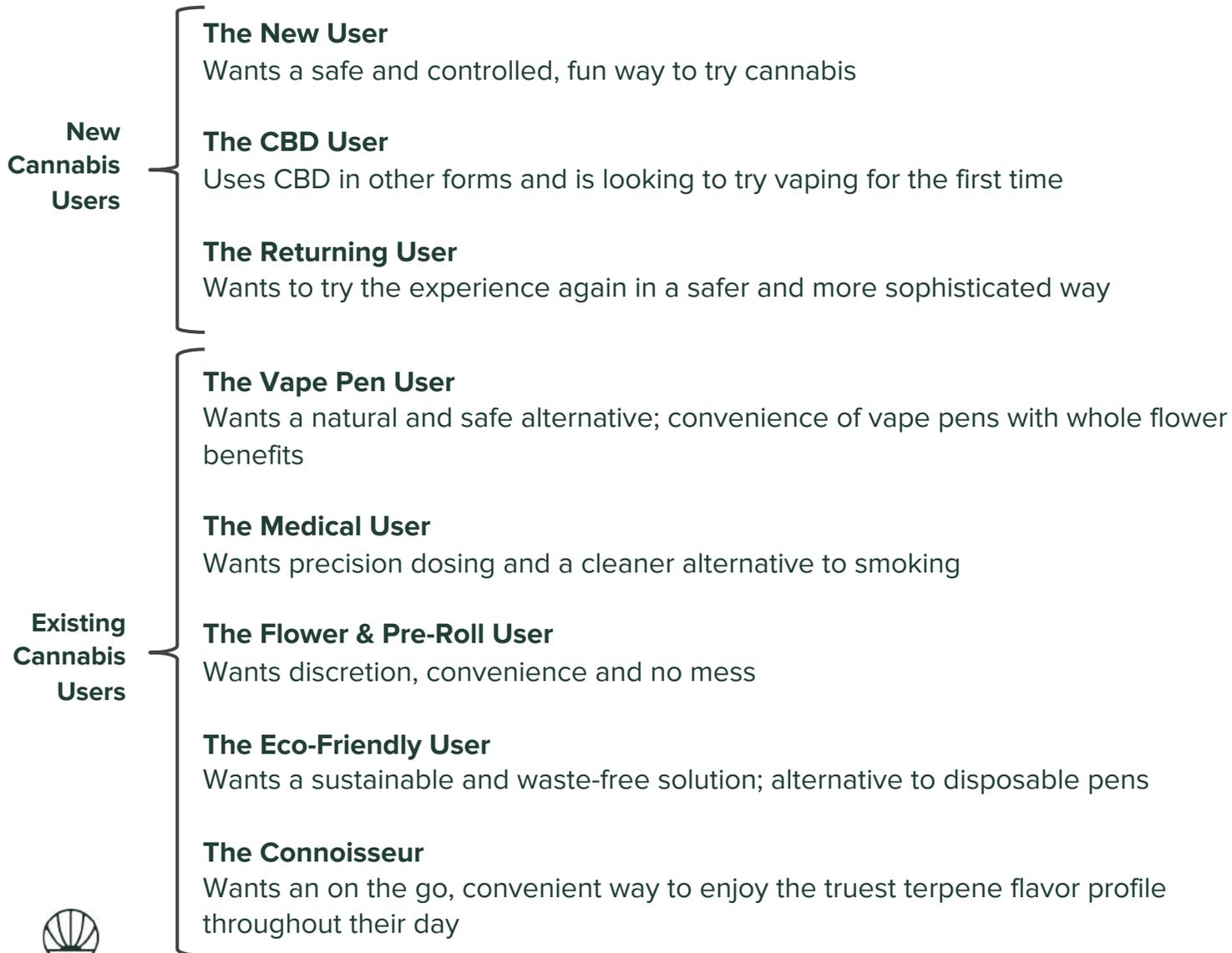
Product diversity for diverse preferences



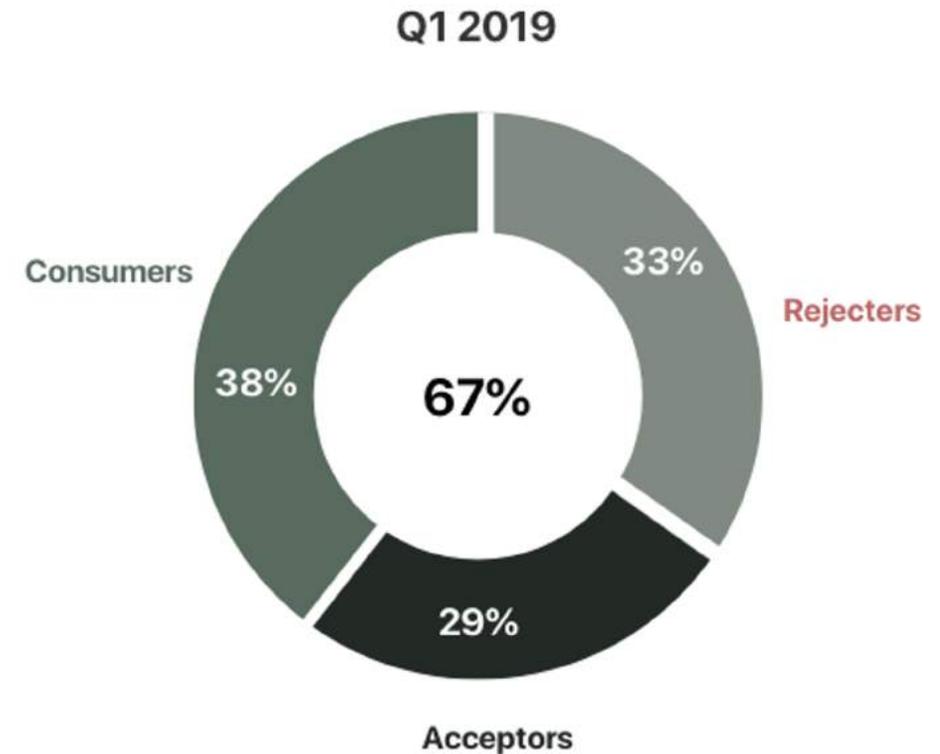
OMURATM

The Omura platform is perfectly positioned to increase traffic of high value customers

Omura Consumer



67% of adults in legal states are open to Cannabis consumption



BDS Analytics - Consumer Myths Data



Marketing and Sales Support



PAD & In-store Activations
Marketing Collateral
Weekly PADs



Budtender Program
Training
Free Devices & Packs



Influencer & PR Press Support
Free Bento Boxes
VIP Device Seeding



Retail Display Executions



OMURA
x Flower Brand



Greenlane Network



Paid Media Programs
Social Media
Digital
OOH



In-Store Promotions
New to Store Promos
Custom Holiday Promos

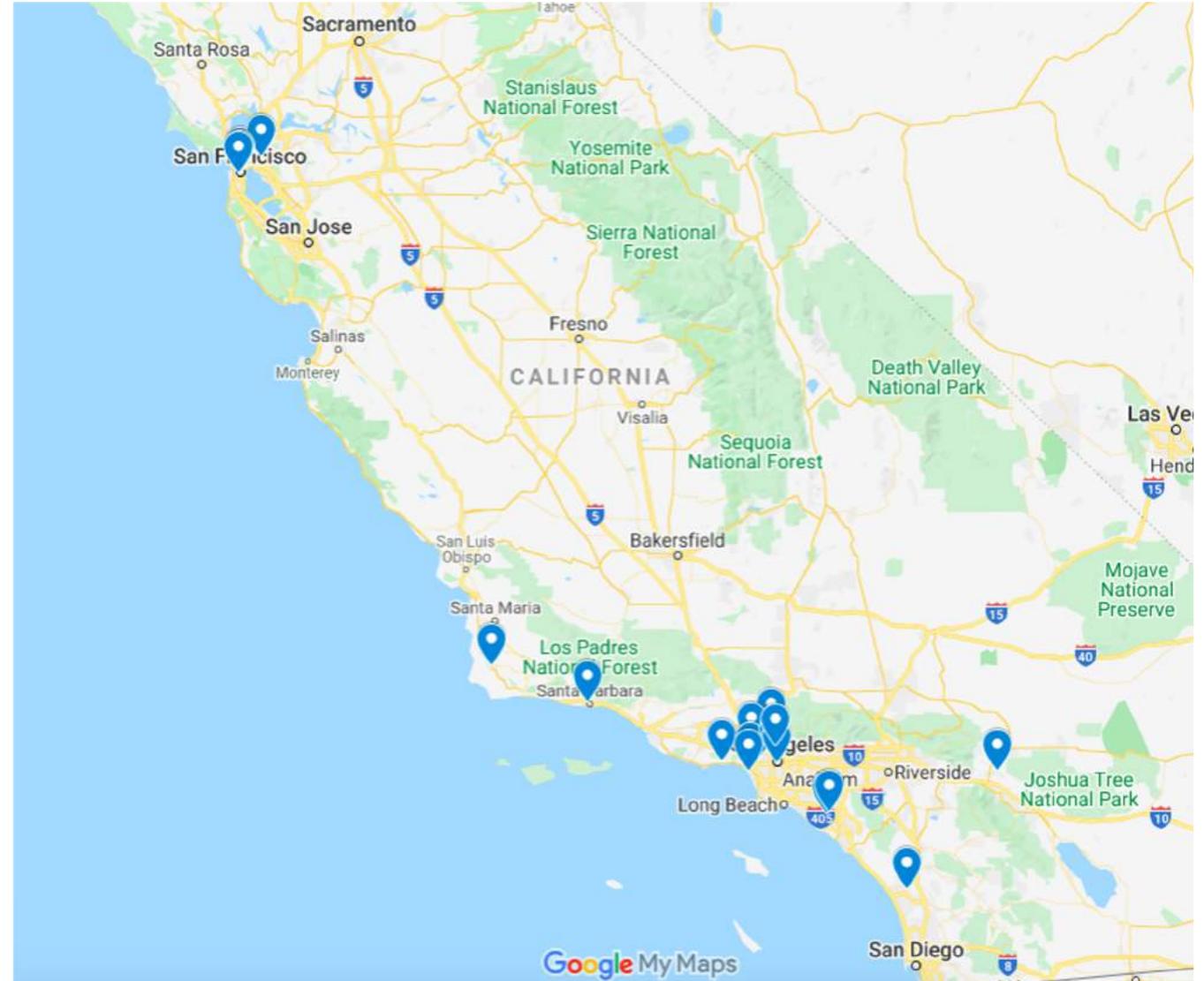


Customer Activation
Free Bento Boxes
Sampling Events



Where To Find Us

The Artist Tree
Sava
Atrium
99 High Tide
Stash Studio City
Sweet Flower - Studio City
Sweet Flower - Melrose
Royal Healing Emporium
Foothill Wellness
California Street Cannabis Club
Tradecraft Farms
The Coughy Shop
tokr delivery
Ganjarunner
Hi-Fidelity
BARC
From the Earth: Santa Ana
Erba
NuggClub
The Pharmacy Santa Barbara
The Higher Path
CCA
SPARC
Mission Cannabis Club
Urban Pharm
South Coast Safe Access

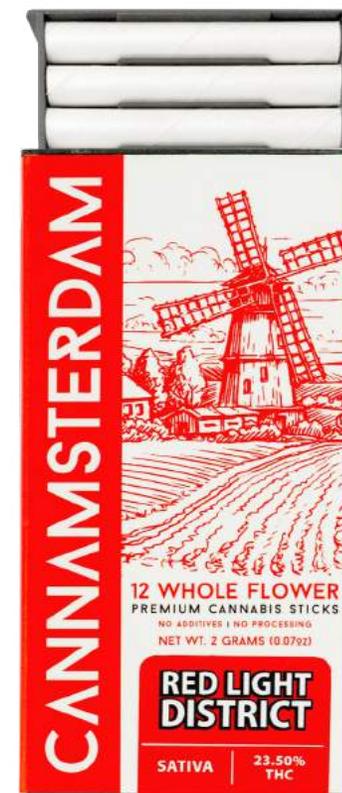
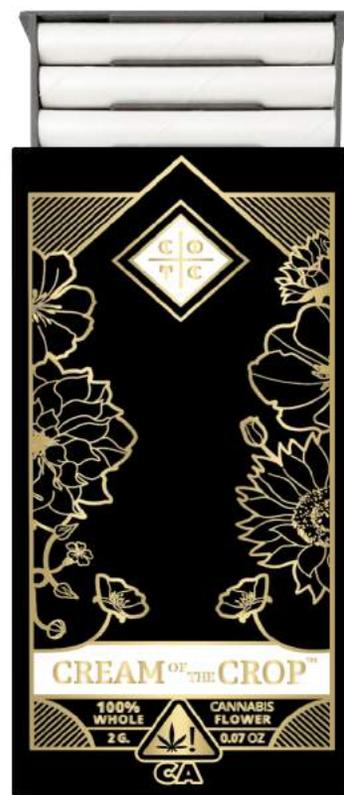


Global Platform

Brand Partners Hemp CBD



Brand Partners THC



Flower Brand Economics



Flower Brand Proposal (US\$)

Payment terms - 50% Deposit / 50% Prior to Shipping

OMURA Pack set (1x Pack + 12x Empty Sticks)	Cost	MOQ
Custom Pack	\$6.25	5,000
Custom Pack	\$6.00	10,000
Marketing Pack Set	\$1.50	MAX 1,000

Equipment	Cost
Equipment Installation	\$10,000
Lease Cost	\$2,500/mo



Sample Flower Brand Economics - US Mrkt

FLOWER BRAND MARGIN ANALYSIS	
\$450 Per lb. // \$30 Retail	
Retail price of packs	\$ 30.00
Dispensary Margin	50.00%
Revenue - Wholesale	\$ 15.00
Cost of Sales	
Pack Price - A	\$ (6.25)
Cannabis Filling - B	\$ (1.98)
Cannabis Wastage (3%)	\$ (0.06)
COA per 2.0g	\$ (0.09)
Production Cost - C	\$ (0.25)
Cost Per Pack	\$ (8.64)
Flower Brand Net Profit Per Pack	6.36
Flower Brand Net Profit Margin	42.41%
A - Packaging Assumptions	
Pack Price - 1 Pack and 12 Cartridges	\$ 6.25
B - Cannabis Assumptions	
1lb is equal to g	453.59
Grams per Pack	2.00
Grams per Cartridge	0.1667
Cannabis Cost per lb.	\$ 450.00
Cannabis Cost per 2.0g pack (Incl. cultivation tax at \$148 per lb.)	\$ 1.98
C - Production Assumptions	
Equipment Lease	\$ 2,500.00
Target Monthly Run Rate (in Packs)	10,000
Production Cost per completed pack	\$ 0.25

FLOWER BRAND MARGIN ANALYSIS	
\$650 Per lb. // \$32.5 Retail	
Retail price of packs	\$ 32.50
Dispensary Margin	50.00%
Revenue - Wholesale	\$ 16.25
Cost of Sales	
Pack Price - A	\$ (6.25)
Cannabis Filling - B	\$ (2.87)
Cannabis Wastage (3%)	\$ (0.09)
COA per 2.0g	\$ (0.09)
Production Cost - C	\$ (0.25)
Cost Per Pack	\$ (9.55)
Flower Brand Net Profit Per Pack	6.70
Flower Brand Net Profit Margin	41.25%
A - Packaging Assumptions	
Pack Price - 1 Pack and 12 Cartridges	\$ 6.25
B - Cannabis Assumptions	
1lb is equal to g	453.59
Grams per Pack	2.00
Grams per Cartridge	0.1667
Cannabis Cost per lb.	\$ 650.00
Cannabis Cost per 2.0g pack (Incl. cultivation tax at \$148 per lb.)	\$ 2.87
C - Production Assumptions	
Equipment Lease	\$2,500.00
Target Monthly Run Rate (in Packs)	10,000
Production Cost per completed pack	\$ 0.25

FLOWER BRAND MARGIN ANALYSIS	
\$850 Per lb. // \$35 Retail	
Retail price of packs	\$ 35.00
Dispensary Margin	50.00%
Revenue - Wholesale	\$ 17.50
Cost of Sales	
Pack Price - A	\$ (6.25)
Cannabis Filling - B	\$ (3.75)
Cannabis Wastage (3%)	\$ (0.11)
COA per 2.0g	\$ (0.09)
Production Cost - C	\$ (0.25)
Cost Per Pack	\$ (10.45)
Flower Brand Net Profit Per Pack	7.05
Flower Brand Net Profit Margin	40.26%
A - Packaging Assumptions	
Pack Price - 1 Pack and 12 Cartridges	\$ 6.25
B - Cannabis Assumptions	
1lb is equal to g	453.59
Grams per Pack	2.00
Grams per Cartridge	0.1667
Cannabis Cost per lb.	\$ 850.00
Cannabis Cost per 2.0g pack (Incl. cultivation tax at \$148 per lb.)	\$ 3.75
C - Production Assumptions	
Equipment Lease	\$2,500.00
Target Monthly Run Rate (in Packs)	10,000
Production Cost per completed pack	\$ 0.25



THANK YOU

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.



APPENDIX

In Store and Online Executions



{ sava }

SHOP THE BEST OF CANNABIS >

We are thrilled to introduce Omura!



Omura was created to deliver a convenient, clean, and consistently enjoyable whole flower experience.

Founded in 2016 by a team of designers, engineers, and flower enthusiasts, Omura offers a new approach to heat-not-burn technology by giving consumers the ability to enjoy their whole flower any time with disposable, pre-filled whole flower sticks. The result? A convenient, clean, and functional lift without the need for grinding, packing, or cleaning.



Meet the brands behind Omura's Whole Flower Sticks.



TSO Sonoma

TSO Sonoma, derives from "Tso-noma," meaning "earth-village" in the native Pomo Indian language. Their cannabis is sourced from Fiddle's Green, a sun-grown, women-led, cannabis company from Sonoma County. In honor of the earth, TSO Sonoma holds high standards for the land on which their cannabis is cultivated, and only source cannabis farmed in the most earth-friendly sustainable way.

Sweetwater Pharms

Sweetwater Pharms is a small-batch cultivation team based in Sonoma County. In addition to cultivating, processing, packaging, and labeling their line-up of premium whole flower cannabis products in-house, they also self-distribute their products to a carefully curated group of core retail partners located largely in Northern California.



OMURA.

Flower Brand Partnerships

Omura works alongside some of the most prominent growers to deliver a compromise-free experience. One that delivers a complete entourage effect anywhere, anytime.



OMURA.





Cream of the Crop

Our purpose is to offer exclusive, connoisseur flowers, grown with the highest of standards to yield the most luxurious sensory experience. Our gardens are curated by passionate people who care about the essence of quality cannabis, and all share in the Cream of the Crop mission – producing the best expression of each cultivar; fragrant terpenes, unmatched flavor, and always a clean, smooth finish.

Cultivation Technique: Indoor

Unit Cost: \$17.50

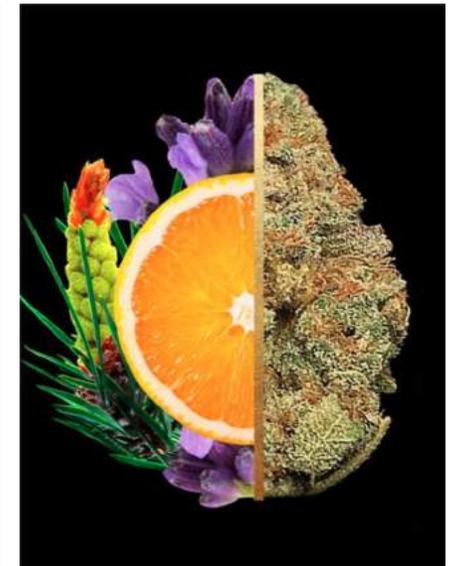
MSRP: \$35.00

Case Cost: \$210

Case Pack: 12

ORDERING:

Contact your Omura representative for help facilitating order needs with flower brands



**Champagne
Skies (S)**
26% THC

**Papaya
Punch (I)**
23% THC

Mimosa (S)
20% THC

**Animal
Grahams (I)**
20% THC



OMURA™



Humboldt's Finest

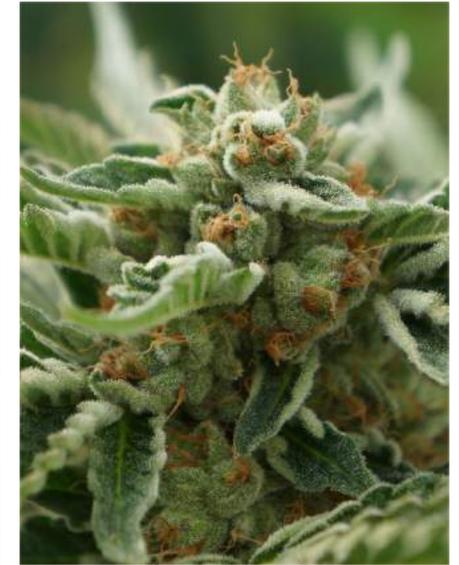
First, we're farmers. For 20 years, we've farmed in the shadows of the tallest trees on Earth, at the edge of a primeval forest—the largest stand of old-growth redwoods in the world. The soil is rich, the water is pure, and the moist coastal air is a potent growth serum for living things. We farm outside, growing plants in natural light. We started with a small plot of perfect land nestled at the edge of an ancient redwood forest.

Cultivation Technique: Greenhouse

Unit Cost: \$17.50
MSRP: \$35.00
Case Cost: \$210
Case Pack: 12

ORDERING:

Contact your Omura representative for help facilitating order needs with flower brands



SDLK (H)
24% THC

SFV OG (H)
22% THC

Motorbreath (H)
28% THC

Mimosa (H)
20% THC



T
S
O
SONOMA

TSO Sonoma

Reflecting the unique terroir of its environment, TSO Sonoma is a highly curated collection of products and elevated experiences featuring woman-led conscious cannabis. We believe cannabis has the power to elevate your health and invoke connection with your world. Our collection merges sustainable sun-grown flower, artful design, and inviting community—for a modern, sophisticated cannabis experience. For the connoisseurs and the curious, our products invite a profound new way of looking at not only the plant, but holistic wellness itself.

Cultivation Technique: Indoor

Unit Cost: \$17.50
MSRP: \$35.00
Case Cost: \$210
Case Pack: 12

ORDERING:

Contact your Omura representative for help facilitating order needs with flower brands



ACDC (CBD)
16.5% CBD (20:1)

Durban
16.3% THC

Lemon OG
13.8% THC / 12.6% CBD

White Tahoe Cookies
19.6% THC



OMURA.



CANNAMSTERDAM

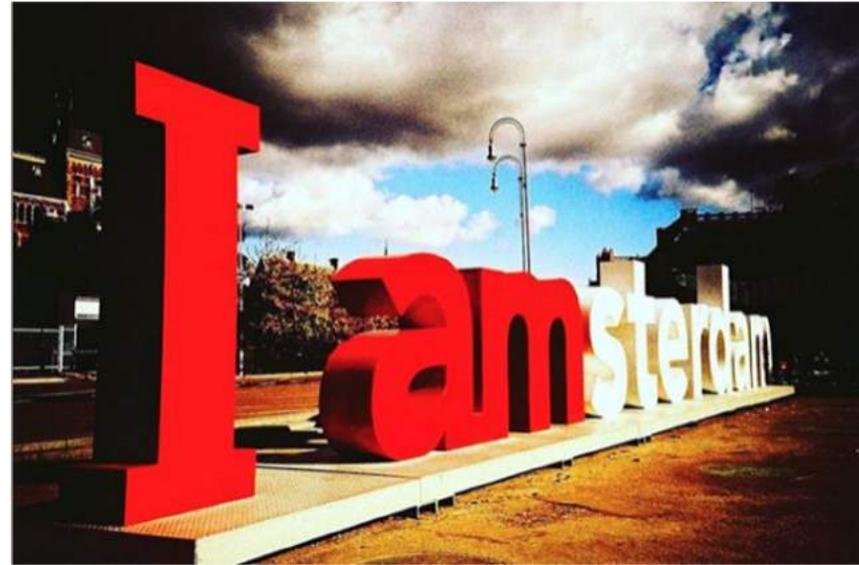
It all began in the cannabis capital of the world... Amsterdam. While working amongst the world's leading cultivators we were able to perfect our own genetically unique strains. With California legally embracing cannabis and our appetite to be among the greatest, we realized this was the perfect opportunity to bring our proprietary strains to California's emerging market

Cultivation Technique: Indoor

Unit Cost: \$17.50
MSRP: \$35.00
Case Cost: \$210
Case Pack: 12

ORDERING:

Contact your Omura representative for help facilitating order needs with flower brands



Animal Mints (H)
22% THC

Purple Punch (I)
22% THC

XXX OG (I)
21% THC

Red Light District (S)
24% THC



OMURA



Sweetwater Pharms

Sweetwater Pharms is a small-batch cultivation team based in Sonoma County, CA. With decades of combined cannabis experience, we formed as a collective in 2015. We hand-trim, package, and label our own estate-grown boutique cannabis into a curated product line. Our self-distribution model has afforded us the privilege of serving our retail partners directly and exclusively.

Cultivation Technique: Small Batch Indoor

Unit Cost: \$17.50
MSRP: \$35.00
Case Cost: \$210
Case Pack: 12

ORDERING:

Contact your Omura representative for help facilitating order needs with flower brands



**Wedding Cake
(I)
21% THC**

**Blueberry
Cheesecake (I)
20% THC**

**Sunset Sherbet (I)
18% THC**

**Slurrricane (I)
14% THC**



OMURA.

LIBERTINE

Libertine

To those of us who march to our own beat, we are Libertine - a Full Spectrum Whole Flower CBD experience crafted from 100% whole flower hemp. Instant sensation. Zero compromises. Tap into the strain that turns on your senses and savor the moment. We were made for elevating the everyday so you can be in the now, all the time. Get ready to take flight. Libertine is for use exclusively on Omura.

Cultivation Technique: Outdoor

Unit Cost: \$12.50
MSRP: \$25.00
Case Cost: \$150
Case Pack: 12

ORDERING:

Contact your Omura representative for help facilitating order needs with flower brands



Lifter

Midwest
Monster

Sour Space
Candy

Sover Haze



OMURA.



Oriel

Whole flower, full spectrum hemp CBD and the natural power of a proven herb. When the two team up to work in tandem, benefits are amplified beyond. Introducing Oriel: The only whole flower hemp CBD brand to use an exacting balance of herbs to optimize CBD's potential and fine-tune the effects - powered by Omura's Heat-Not-Burn technology. Our mission? Uncovering a purer and more precise experience, without getting you high. Whether that's for better sleep, greater energy levels, or boosting your mood, wellness is so much more than the sum of its parts.

Cultivation Technique: Outdoor

Unit Cost: \$12.50
MSRP: \$25.00
Case Cost: \$150
Case Pack: 12

ORDERING:

Contact your Omura representative for help facilitating order needs with flower brands



Active

Balance

Calm

Relax



OMURA

oHHo

oHHo

oHHo is an ethical botanicals company crafting full spectrum, high potency, hemp CBD products. Our products vary by region just like wine or coffee, and each territory and rich climate brings its own unique qualities, flavor profiles and benefits. Our quest to find the cleanest and purest hemp has led us to three states: Oregon, New York and Colorado where our products have been created with full transparency, and care from seed to package. Sun grown, richly formulated & sustainably sourced, oHHo helps you to Live Life Well.

Cultivation Technique: Outdoor

Unit Cost: \$12.50

MSRP: \$25.00

Case Cost: \$150

Case Pack: 12

ORDERING:

Contact your Omura representative for help facilitating order needs with flower brands



OMURA



Bluhen Botanicals

Headquartered in Knoxville, Tennessee, Bluhen Botanicals is a hemp biomass processing and extraction company with farming and distribution partners across the United States. In our state-of-the-art hemp research facility Bluhen works with field experts to produce custom formulations for our own blend of boutique wellness products.

Cultivation Technique: Outdoor

Unit Cost: \$12.50

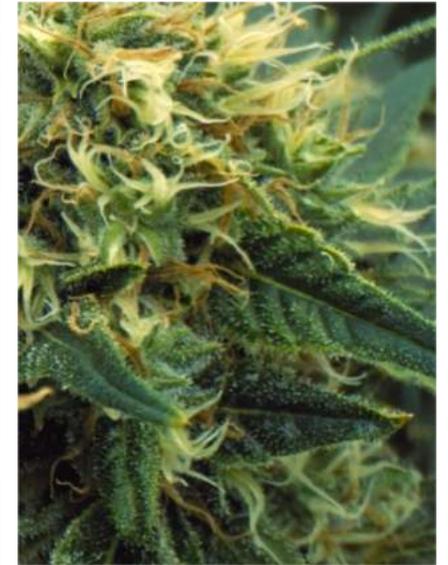
MSRP: \$25.00

Case Cost: \$150

Case Pack: 12

ORDERING:

Contact your Omura representative for help facilitating order needs with flower brands



OMURA™