



**IGNITE**

# IGNITE – THE CBD BRAND YOU CAN TRUST

EXPERIENCE

## EXPERIENCE BUILDING \$1B+ FORTUNE 500 BRANDS

The Ignite team brings more than 100 years of CPG experience to CBD, with some of the most globally recognized brands in the world.



# WHAT MAKES IGNITE CBD THE BEST?

OUR PROMISE

- 100% Hemp Derived
- Isolate CBD Line with Zero % THC
  - Purest CBD products
- ISO and Corporate FSQ qualified Facilities
- COA & Third Party testing and retesting of every batch for pesticides, herbicides, microbials, and product specification standards
- Leading Regulatory and Compliance Partner
- Fully integrated (seed to sale) supply chain with the 2 largest North American manufacturers
- Highly effective merchandising and Trade support
- Full service customer support
- Largest & Best In-Class Marketing (Social & Media)
- Amazing Loyalty & Incentives for repeat purchases
- Over 100+ years of CPG experience amongst management team with globally recognized brands



# WHAT IS CBD?



Short for cannabidiol, CBD is one of the many compounds found in hemp. CBD compounds interact with the body's endocannabinoid system – a series of receptors that regulate pain, mood, immune system, memory, stress response, and other important functions.

## **WHAT'S THE DIFFERENCE BETWEEN CANNABIS AND HEMP?**

CBD is one of over 100 known cannabinoids in plants. Derived from hemp plants, it contains little to no THC. Cannabis (Marijuana) plants contain high levels of THC, which is what causes the euphoric "high" when it is used. Therefore, CBD does not cause a high.

## **IS CBD LEGAL?**

CBD is federally legal if it comes from cannabis plants containing no more than .3% THC by dry weight – after the passing of the Farm Bill in December 2018.

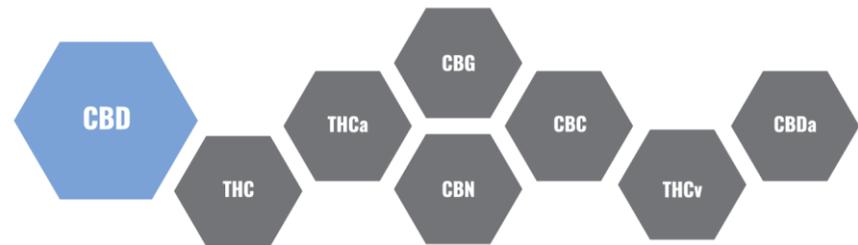


# CBD ISOLATE VS FULL SPECTRUM CBD

EXPERTISE



IGNITE OFFERS THE BEST QUALITY CBD EXPERTISE.



**CBD isolate** is the purest form of CBD, which is produced by removing all other compounds found in the plant including terpenes, flavonoids, plant parts, and other cannabinoids.

Ignite products offer the highest amount of CBD milligrams per pack, containing 0.0% THC.



- 100% HEMP DERIVED
- 0% THC
- HIGH DOSED CBD
- ALL NATURAL



## RECHARGE. REFOCUS. RELAX.

THERE'S CBD FOR EVERY  
TIME OF THE DAY.

### AS YOUR DAY CHANGES SO SHOULD YOUR CBD.

Whether you need to start your day with a burst of energy, stay focused in the afternoon, or relax in the evening, Ignite has CBD that fits your daily routine. Help reduce stress, pain, and anxiety with the wonders of CBD and maximize your day.



# FUNCTIONAL BENEFITS WITH A MEANING

EXPERTISE

Terpenes are natural molecules found in many plants including hemp and marijuana. Terpenes offer unique flavor, aroma, and health promoting benefits. For example, Lemon Essential Oil contains 90% limonene terpene molecules and studies report it has antidepressant properties.



Humulene



Pinene



Guaiol



Ocimene



Myrcene



Caryophyllene

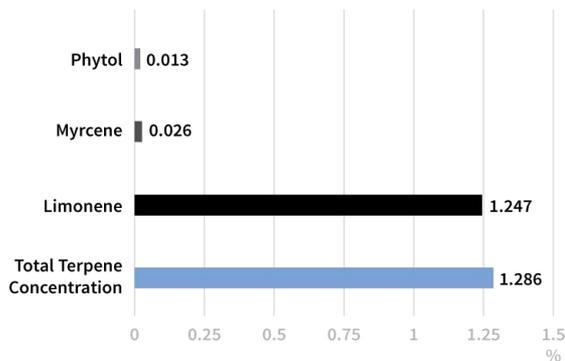


Limonene

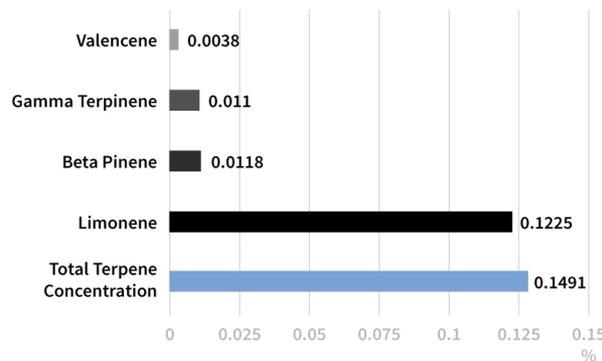


Linalool

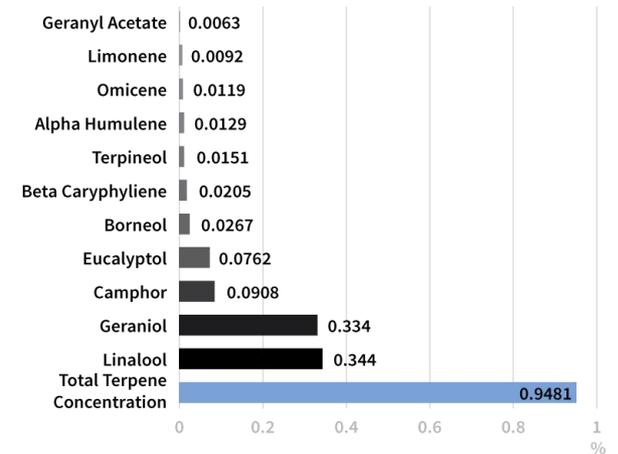
**CBD TINCTURE DROPS - BLOOD ORANGE**



**CBD TINCTURE DROPS - TROPICAL FRUIT**



**CBD TINCTURE DROPS - LAVENDER**



# OUR CBD PRODUCTS

PORTFOLIO



## ROLL-ON OIL

MSRP \$29.99



## PAIN RELIEF CREAM

MSRP \$39.99



## TINCTURES

MSRP \$49.99



## DISPOSABLE VAPE

MSRP \$29.99



## IGNITE ONE VAPE

MSRP \$24.99



## IGNITE ONE POD

MSRP \$14.99



BEST  
QUALITY

HIGHEST  
VALUE

STRONG BRAND &  
SALES SUPPORT

CONSUMER  
LOYALTY

# CBD RECHARGEABLE VAPE PEN W/PODS

VAPE



## Active Ingredients

150mg CBD Isolate, Terpenes from Flavoring

## Other Ingredients

Glycerin, Propylene Glycol, Natural Flavoring

## Product Benefits

Fast onset via vaping

## Use

One 3 second puff gives 2mg CBD

# THE HIGHEST VALUE IS WITH IGNITE

COMPARISON



## IGNITE ONE VAPES AND PODS

VAPES MSRP \$24.99 | PODS MSRP \$14.99

With the growing popularity of pod system vape devices, the number of different products becoming available is also growing. Below are the specifications of our main competing products in comparison with Ignite's rechargeable vape pen.

SPECS	IGNITE	JUUL	MYBLU	LOGIC POWER	PHIX
POD CAPACITY	1.5mL	0.7mL	1.5mL	1.0mL	1.5mL
BATTERY LIFE	380mAh	200mAh	350mAh	300mAh	280mAh
CHARGE TIME	15 Minutes	60 Minutes	20 Minutes	30 Minutes	45 Minutes
FLAVOR SELECTION	8	5	11	3	6
OEM ACCESSORIES	Yes	None	None	None	None
CROSS-CATEGORY (THC, CBD, NIC)	Yes	No	No	No	No

# CBD DISPOSABLE VAPE PENS

VAPE

## RECHARGE



### Active Ingredients

250mg CBD Isolate, Terpenes from flavoring

### Other Ingredients

MCT Oil, Natural flavoring

### Branding

Uplifting effect from certain terpenes

### Product Benefits

Fast onset via vaping

### Use

One 3 second puff gives 2mg CBD

## LUCID



### Active Ingredients

250mg CBD Isolate, Terpenes from flavoring

### Other Ingredients

MCT Oil, Natural flavoring

### Branding

Focus effect from certain terpenes

### Product Benefits

Fast onset via vaping

### Use

One 3 second puff gives 2mg CBD

## CALM



### Active Ingredients

250mg CBD Isolate, Terpenes from flavoring

### Other Ingredients

MCT Oil, Natural flavoring

### Branding

Calm effect from certain terpenes

### Product Benefits

Fast onset via vaping

### Use

One 3 second puff gives 2mg CBD



BEST  
QUALITY

HIGHEST  
VALUE

STRONG BRAND &  
SALES SUPPORT

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LOYALTY

# THE HIGHEST VALUE IS WITH IGNITE

COMPARISON



## DISPOSABLE VAPES

MSRP \$29.99

With the growing popularity of pod system vape devices, the number of different products becoming available is also growing. Below are the specifications of our main competing products in comparison with Ignite's disposable vape pen.

SPECS	IGNITE	CBD FX	PURE KANA	CBDDISTILLERY	SELECT
CAPACITY	250mg	50mg	231mg	200mg	250mg
PUFFS (6second)	150	150	150	120	150
FLAVOR SELECTION	6	8	1	4	6
QR CODE	Yes	None	None	None	None
PRICE PER MG	\$0.18	\$0.40	\$0.19	\$0.19	\$0.18

# CBD ISOLATE TINCTURES

SUBLINGUALS

## RECHARGE



### Active Ingredients

1000mg CBD Isolate, Terpenes from flavor

### Other Ingredients

MCT Oil, Stevia, Natural flavoring

### Branding

Uplifting effect from certain terpenes

### Product Benefits

Sublingual delivery through mouth glands for fast and effective blood stream absorption

### Use

One dropper (1mL) gives 33mg CBD

## LUCID



### Active Ingredients

1000mg CBD Isolate, Terpenes from flavor

### Other Ingredients

MCT Oil, Stevia, Natural flavoring

### Branding

Focus effect from certain terpenes

### Product Benefits

Sublingual delivery through mouth glands for fast and effective blood stream absorption

### Use

One dropper (1mL) gives 33mg CBD

## CALM



### Active Ingredients

1000mg CBD Isolate, Terpenes from flavor

### Other Ingredients

MCT Oil, Stevia, Natural flavoring

### Branding

Calm effect from certain terpenes

### Product Benefits

Sublingual delivery through mouth glands for fast and effective blood stream absorption

### Use

One dropper (1mL) gives 33mg CBD

# THE HIGHEST VALUE IS WITH IGNITE

COMPARISON



## CBD ISOLATE TINCTURES

MSRP \$49.99

Naturally, flavored tinctures are perfect for the on-the-go consumer for easy portability. These items are a staple within the Ignite portfolio of high-quality products and provide exceptional, fast acting relief.

SPECS	IGNITE	GREEN ROADS	SELECT	CHARLOTTE'S WEB	PREMIUM JANE
TOTAL MG CBD	1000mg	550mg	1000mg	750mg	1000Mg
FLAVORS	4	1	4	2	3
LOYALTY PROGRAM	Yes	None	None	Yes	None
QR CODE	Yes	None	None	None	None
PRICE PER MG	\$0.04	\$0.15	\$0.07	\$0.10	\$0.13

# CBD ISOLATE ROLL-ONS

TOPICALS

## RECHARGE



## CALM



## LUCID



### Benefits

- 100% plant based ingredients
- Powerful herbal pain relief formula
- Skin cooling sensation
- High CBD dose of 1000mg
- Jojoba and grapeseed oil for fast skin absorption
- Aromatherapy blend
- Fragrance free, paraben free, cruelty-free, sulfate-free, eco-friendly, vegan

### Active Ingredients

- CBD Isolate, Arnica Extract, Menthol Crystals, essential Oils
- **Recharge:** Rosemary & Lemon
- **Calm:** Lavender
- **Lucid:** Unscented

### Directions

Shake well before use. Apply generously to the neck, wrists, or areas with pain and inflammation. Rub in for 20 seconds (optional) or allow applied oil to absorb into skin over 10 minutes. Apply continuously throughout the day.

### Use

- For topical pain relief from inflammation or joint aches
- Rub under nose for energy from the EO scent
- Can use as moisturizer and lip balm

# THE HIGHEST VALUE IS WITH IGNITE

COMPARISON



## CBD ROLL-ONS

MSRP \$29.99

One of Ignite's newest items with proven formulas and three terrific functional benefits...Recharge, Lucid, and Calm. This targeted topical product will provide the precision focus of a roll on to the areas needing the most attention and highest desired result.

SPECS	IGNITE	GREEN ROADS	CBD FX	NONE	NONE
TOTAL MG CBD	1000mg	550Mg	150mg	None	None
FUNCTIONAL BENEFITS	3	1	1	None	None
LOYALTY PROGRAM	Yes	None	None	None	None
QR CODE	Yes	None	None	None	None
PRICE PER MG	\$0.06	\$0.17	\$0.27	None	None

# CBD ISOLATE PAIN RELIEF CREAMS

RECHARGE



## Benefits

- Powerful herbal pain relief formula
- Skin cooling sensation
- High CBD dose of 1000mg
- Moisturization from Aloe Vera Juice
- Fast skin absorption (water based formula)
- Aromatherapy blend
- Fragrance free, paraben free, cruelty-free, sulfate-free, eco-friendly, vegan

## Active Ingredients

- CBD Isolate, Arnica Extract, Menthol Crystals, essential Oils

## Directions

Massage nickel sized amount on areas of pain and discomfort. Apply continuously throughout the day. Avoid broken skin and sensitive areas.

## Use

- For topical pain relief from inflammation or joint aches
- Strong skin cooling sensation to energize you

# THE HIGHEST VALUE IS WITH IGNITE

COMPARISON



## CBD PAIN RELIEF CREAMS

MSRP \$39.99

New item offered by Ignite focused on targeted pain relief...CBD's #1 adjacent search term. Our exceptional formula and sensory profile provides customers with a beneficial result and solution for their pain relief needs.

SPECS	IGNITE	GREEN ROADS	FAB	CHARLOTTE'S WEB	PREMIUM JANE
TOTAL MG CBD	1000mg	300mg	600mg	300mg	750mg
FUNCTIONAL BENEFITS	1	1	1	2	2
LOYALTY PROGRAM	Yes	None	None	Yes	None
QR CODE	Yes	None	None	None	None
PRICE PER MG	\$0.06	\$0.23	\$0.11	\$0.17	\$0.11

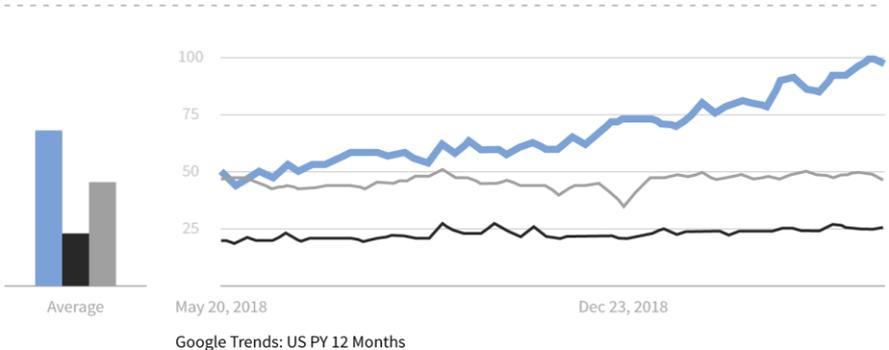
## CBD IS GROWING FASTER THAN CANNABIS AND OTHER CPG TRENDS!

### ESTIMATED GLOBAL POTENTIAL MARKET VALUE

# \$22 BILLION

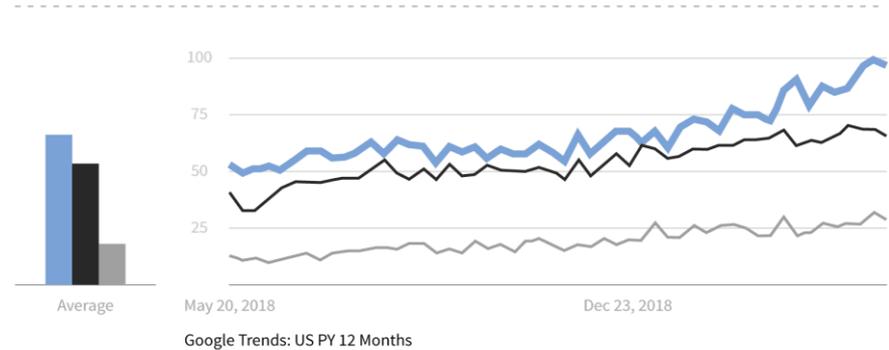
#### SEARCH INTEREST OVER TIME

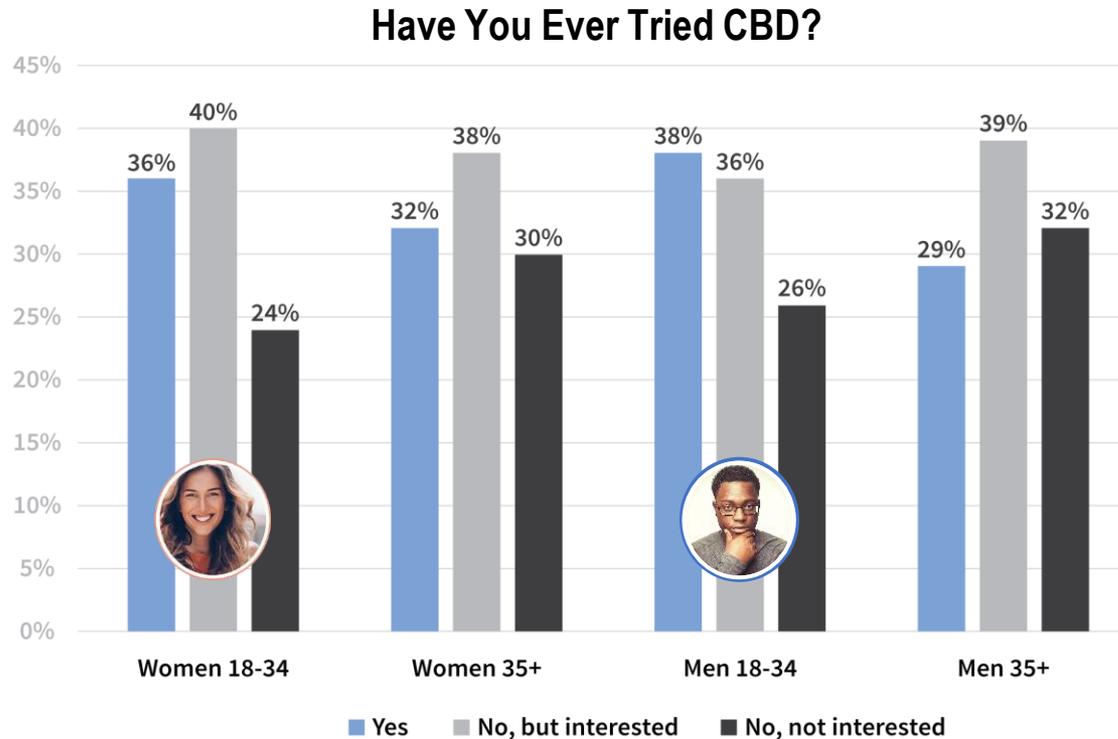
■ CBD ■ CANNABIS ■ ORGANIC



#### SEARCH INTEREST OVER TIME

■ CBD PAIN ■ CBD ANXIETY ■ CBD SLEEP

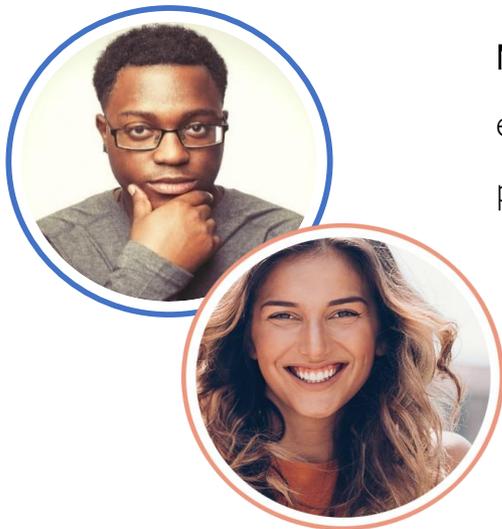




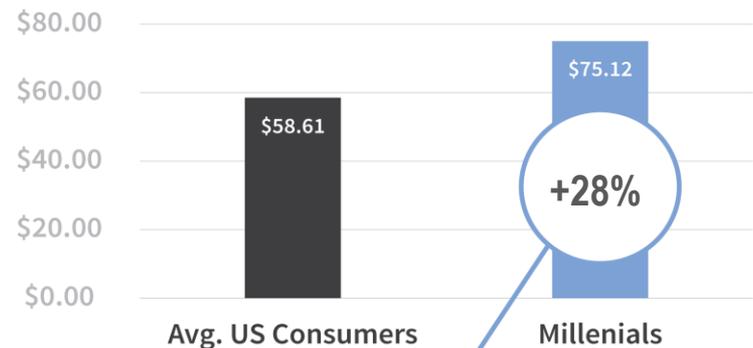
- CBD users skew younger (18-35 in both women 76% interest rate and men 74% interest rate)
  - Women have lower usage rate, but higher total interest
  - Men currently have higher adoption rate with slightly less interest
- Heavy interest among all demographics (36% - 40%)
- 35+ demographic represent lowest adoption rate and interest

Source: Survey Monkey - Feb 2019  
N= 4,907

# IN CBD – MILLENIALS ARE WORTH MORE TO RETAILERS



Michael and Jessica represent the Millennial CBD Users that are currently using and expressed the most interest in CBD. They also spend 28% more on personal care products and self improvement



The Value of 1 CBD Consumer to your CAT

AVG MONTHLY CBD \$	MONTHS	ANNUAL CBD \$
\$58.12	12	\$679.44

	AVG MONTHLY \$	MONTHS	ANNUAL \$'S
MICHAEL & JESSICA	\$75.52	12	\$906.24
AVG US CONSUMER	\$58.61	12	\$703.32

**\$1585**

CBD increases consumer spends by **175%**

Sources: Marketing Charts – October 2018  
Bureau of Labor Statistics – August 2018  
Internal Movement Data



## VIP REWARDS

REDEEM YOUR POINTS FOR  
GREAT ITEMS



START EARNING TODAY

You're loyal. We reward that.  
Sign up for Ignite Rewards,  
earn points for every  
purchase, and live the VIP  
life.



### VIP PLATINUM

4000 VIP POINTS+



### VIP GOLD

2000 VIP POINTS+



### VIP SILVER

0 VIP POINTS+

# STRONG MARKETING SUPPORT

MEDIA

IGNITE  
@Ignite

1.7M+

Instagram Followers

26.6M+

Weekly Social Media Impressions

9.9%

@Ignite Engagement Rate  
Average 100K+ likes per post | Average 1K+  
comments per post



## IGNITE COVERAGE

Ignite is featured in 390+ publications, websites, blogs and influencer's posts, and has also made 220M+ PR impressions in less than 120 days.

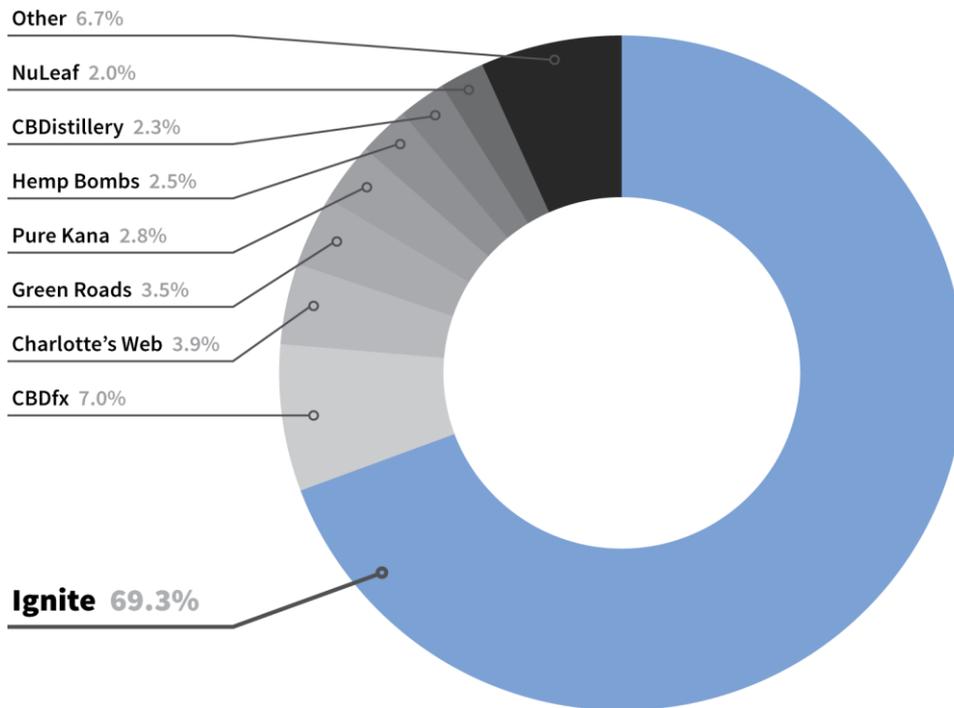
“Dan Bilzerian is single-handedly running the most immersive marketing campaign since ‘The Truman Show’.”

-Herb Magazine, 2018



# STRONG MARKETING SUPPORT

## Social Following Ratio of the Top 15 Revenue Producing CBD Brands



IGNITE LEADS WITH 69.3% OF SOCIAL FOLLOWERS IN THE TOP 15 REVENUE PRODUCING CBD BRANDS.

A total of 1,828,807 social media users follow Ignite on platforms including Instagram, Twitter, Youtube, Facebook, and LinkedIn. Ignite's following accounts for over half of all followers in the top 15 CBD brands and continues to grow.



# 360° CONSUMER MARKETING

MARKETING

## Social is the #1 traffic referral to our website



### INSTAGRAM

Home base & #1 referrer of web traffic to all our sites: CBD, Merch + THC  
\*Recently launched IgniteCBD IG to test advertising/CBD-only content



### FACEBOOK

Growing steady; audience prefers models content, product shots  
\*Recently launched IgniteCBD FB to test advertising/CBD-only content



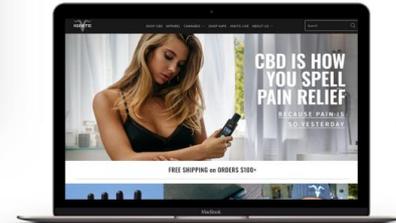
### TWITTER

Growing steady; audience prefers sports content (athlete ambassadors), timely promotional content  
\*Recently launched IgniteCBD TW to test advertising/CBD-only content



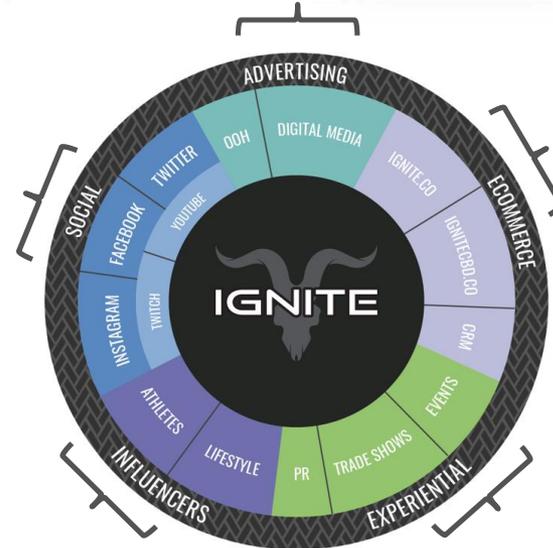
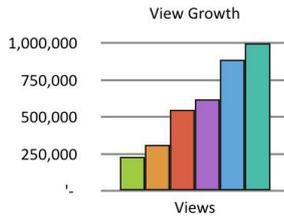
### LINKEDIN

Growing steady; audience prefers informative (blog) content, hiring posts, exec hire announcements.

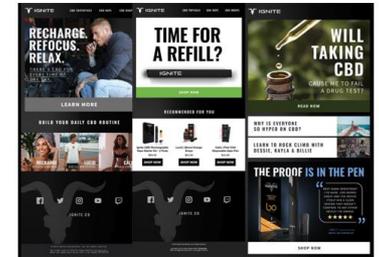


**AVG.**  
REVENUE PER DAY  
\$13,000+

**66 MILLION** Minutes Watched



**AVG.**  
USERS PER DAY  
12,000+



Collaborate with popular social media influencers across multiple verticals to generate engaging content and brand awareness



Establish long term partnerships with creators to build a community of brand advocates



Drive sales through the use of swipe-able, trackable Instagram stories



Become the largest, most recognized CBD brand across social



BEST QUALITY

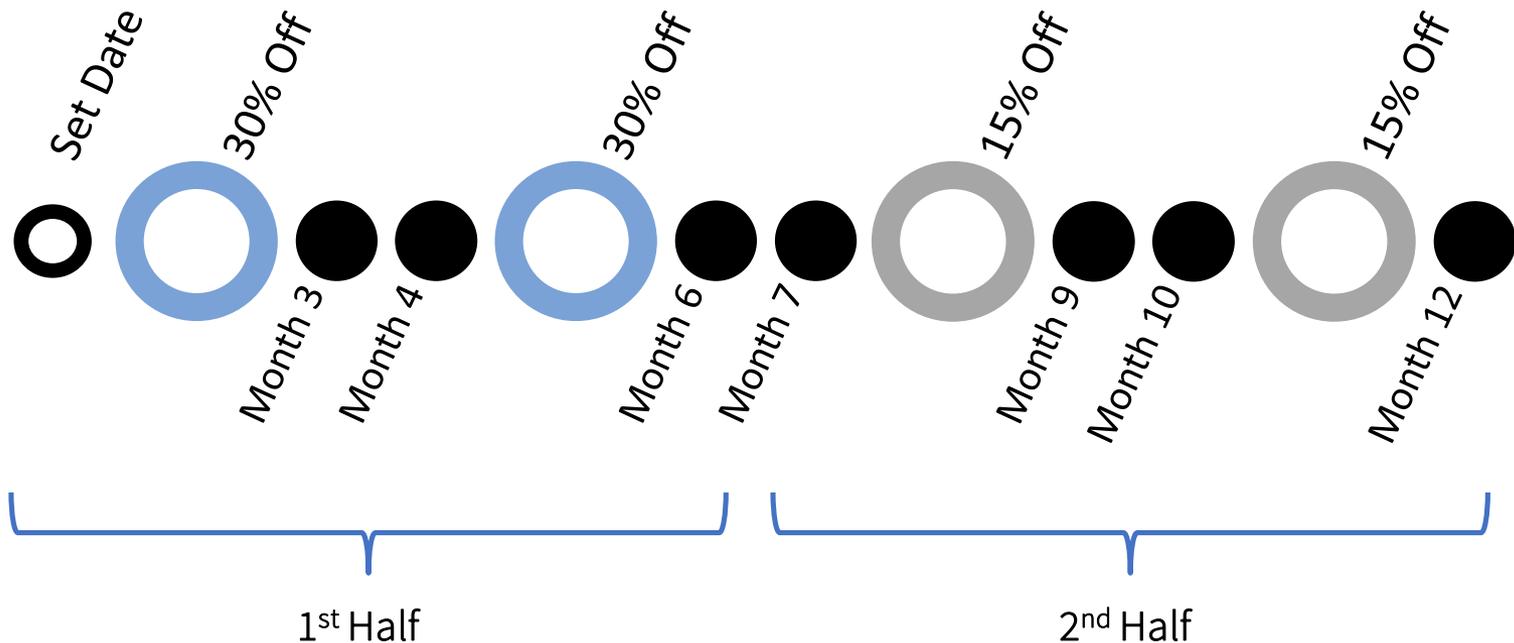
HIGHEST VALUE

STRONG BRAND & SALES SUPPORT

CONSUMER LOYALTY

# ROBUST TRADE MARKETING SUPPORT

- IGNITE Trade Marketing Support is built more aggressive in 1<sup>st</sup> half to encourage trial and gain household penetration
- Backhalf promotions provide on-going value to reward brand loyalty, while also creating value to drive new trial
- Promotions are flexible and can be aligned with customer depth, frequency, or timing



# BEST IN CLASS BRAND EXPERIENCE TEAM

SALES SUPPORT

## HIGH VALUE EVENTS AND HIGH VALUE SPONSORSHIPS

Ignite educates and involves the community beyond retail.



BEST  
QUALITY

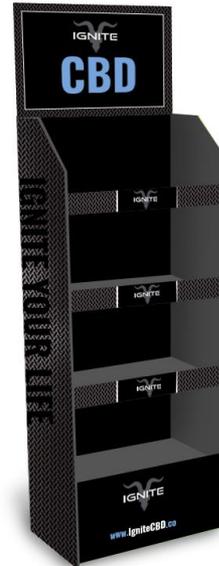
HIGHEST  
VALUE

STRONG BRAND &  
SALES SUPPORT

CONSUMER  
LOYALTY

## FOLDING DISPLAY SHIPPERS

### COUNTERTOP DISPLAYS



## SALES SHEETS

IGNITE CBD PRICE SHEET		
<b>CBD RECHARGEABLE VAPE PENS</b>		
PRODUCT	PRICE	MSRP
Ignite One Rechargeable CBD Pen	\$69.95	\$119.95
Ignite One Rechargeable CBD Pen	\$69.95	\$119.95
Ignite One Rechargeable CBD Pen	\$69.95	\$119.95
<b>CBD DISPOSABLE VAPE PENS</b>		
PRODUCT	PRICE	MSRP
Ignite One Disposable CBD Pen - Rechargeable	\$59.95	\$109.95
Ignite One Disposable CBD Pen - Rechargeable	\$59.95	\$109.95
Ignite One Disposable CBD Pen - Rechargeable	\$59.95	\$109.95
Ignite One Disposable CBD Pen - Rechargeable	\$59.95	\$109.95
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## FLYERS & BROCHURES

### DISPOSABLE CBD VAPE PEN

Made from 100% hemp-derived CBD, zero percent THC, natural essences, and botanical coconut oil.

With this portable, convenient, all-in-one Disposable CBD Rechargeable CBD Pen, you'll never have to worry about better tasting.

**RECHARGE**  
Strength without any harshness, get excited!

**LUCID**  
Clear and balanced, get focused!

**CALM**  
Relax and unwind, just chill!

TRIPLE OILS CARTRIDGE CUP

### CBD DROPS

All Natural CBD Oil is the most essential oil and has been used for centuries to provide the anti-inflammatory benefits of medicinal CBD with an herbal oil.

The most use Ignite CBDs feature an integrated easy-drip mechanism.

100% HEMP DERIVED

PERFECTLY DOSED OILS

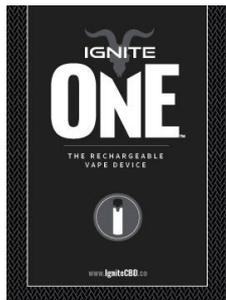
ALL NATURAL

Discover the subtle effects of cannabinoids without any harshness.

## SHELF STRIPS



## SHELF DANGLERS



## WINDOW CLING





**QUESTIONS?**