ORCHID

ESSENTIALS

CSE: ORCD OTC: ORVRF

JUNE 8, 2019

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OUR GOAL

To become a global CPG cannabis company built on integrity and customer loyalty. A house of lifestyle brands that focus on mass market appeal of medicinal & lifestyle products sold globally in cannabis and traditional retail outlets.

WE INTEND TO BECOME THE

Unilever Coca-Cola P&G

OF CANNABIS

OUR PRINCIPLES

GIVING BACK

CUSTOMER CENTRICITY

CREATIVE CULTURE

INNOVATION PIPELINE

OUR BRAND PHILOSOPHY

CREATING THE HIGHEST STANDARDS IN CANNABIS

TREATING CO-WORKERS, VENDORS, AND CONSUMERS LIKE FAMILY

CREATING SAFE & EFFECTIVE PRODUCTS WITH A GREAT USER EXPERIENCE

INSPIRING INNOVATION & CREATIVE APPROACHES

WHAT WE'VE ACCOMPLISHED SO FAR

RETAILERS THAT CARRY ORCHID

345+

CURRENT REVENUE / UNITS SOLD:

$5.1MM EST. / 380,000

FLAGSHIP RETAILERS:

CHALICE FARMS

UP URBAN PHARM SAN FRANCISCO

HAVEN

FEATURED IN:

NEW YORK POST

Forbes

mg The Industry Standard

benzinga

WHAT DOES 2020 LOOK LIKE?

TOTAL STORES BY MAY 2020	2020 REVENUE
600+	$11.2MM+
SKU COUNT INCREASE	**TERRITORIES SOLD IN**
40+	15
ANNUAL MARKETING BUDGET	**MERGERS / ACQUISITIONS**
$1.5MM	3

OUR PRODUCTS

CANNABIS VAPE

GLOBAL MARKET: $2.9B

HEALTH & WELLNESS

GLOBAL MARKET: $109B

BEAUTY

GLOBAL MARKET: $532.4B

COMING SOON!

PET

GLOBAL MARKET: $131.6B

COMING SOON!

FITNESS

GLOBAL MARKET: $11.6B

COMING SOON!

COMPETITIVE LANDSCAPE

1. Product Consistency

Global formulations and SOP's

2. Dose Control

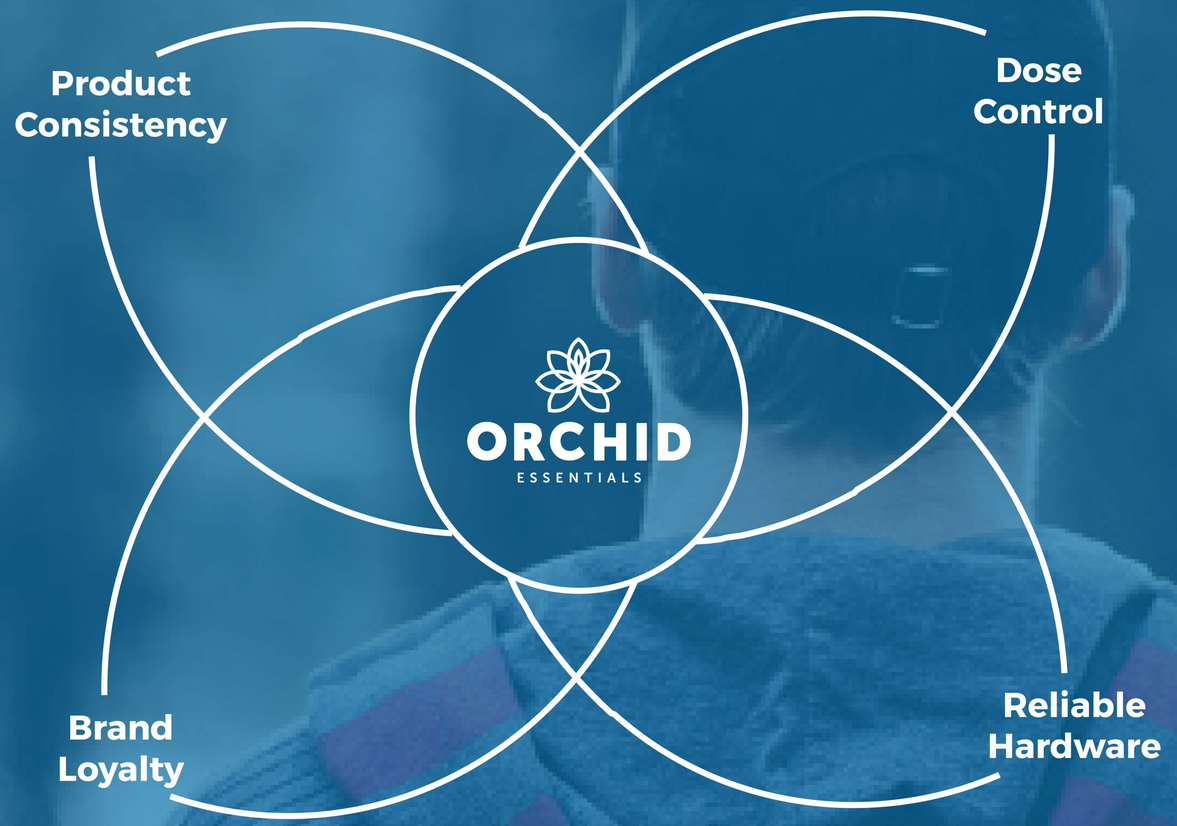
Small or big, Orchid can deliver

3. Brand Loyalty

Viral growth and referrals

4. Reliable Hardware

Less than 0.4% failure rate



COMPETITOR COMPARISON

Orchid	Select	Device Features
●		Battery lasts two grams
●		15% Terpenes
●		The Flower Experience
●	●	Sold in Multiple States
●		Cotton Wick - cleanest type
●	●	Variable Power Settings
●		Micro USB Charger
●	●	Battery Warranty
●		State to State Product Consistency
●	●	Mass Market Appeal

ORCHID ESSENTIALS

Select

TARGET PERSONAS

THE YOUNG PROFESSIONAL

This group is young, confident and knows what they want out of life. They're ambitious and always seem to be on-the-go. Convenience and quality resonate with them.

Men & Women
25-34 years old
San Francisco, CA
Other interests include: Social events, working out, technology

THE FASHIONISTA

This group stays up on trends, social media, and anything fashion. They appreciate high-end products, and don't mind spending extra money for the right brands.

Men & Women
21-24 years old, 25-34 years old
Los Angeles, CA
Other interests include: Ulta, Sephora, CHANEL, Gucci, fashion shows, social media

THE SUBURBAN

This group somehow manages to find balance in their busy lives. Between taking the kids to practice, making dinner and having time to relax, they find value in quality and convenience.

Men & Women
35-44 years old, 45-54 years old
Ladera Ranch, CA
Other interests include: Yoga, hiking, BBQs, family, football, concerts

TARGET PERSONAS

We have identified six main audiences or personas for the Orchid Essentials brand on social media. Though many of these personas coincide, multiple types of content will be created to appeal to all six of these personas.

THE INTELLECTUAL

This group is well-informed, educated, and takes time to research things that catch their interest.
They appreciate witty humor, philanthropy and politics.

Men & Women
25-34 years old, 35-44 years old
Portland, OR
Other interests include: Grammarly, NASA, ACLU, Humans of New York, The Onion, Vice, Mother Jones, Bill Maher

THE CONNOISSEUR

These are the super-fans. They know the industry, the science behind it, attend events, and follow the trends in law changes. They take pride in being up-to-date on everything cannabis-related.

Men & Women
25-34 years old, 35-44 years old
Portland, OR
Other interests include: HERB.co, Leafly, Merry Jane, Cannabis Culture

THE MEDICINAL

While this group is older and more seasoned, they are open to new experiences and trying alternative medicine.
They're currently the fastest growing demographic.

Men & Women
55+ years old
San Diego, CA
Other interests include: Reading, travel, family, NPR

TESTIMONIALS & BRAND VIDEO

I'm brimming with satisfaction over your product. I could tell immediately both the cartridge and the battery were designed in such a reassuringly meticulous manner I had to purchase another cartridge for overindulgence's sake...please keep doing the lord's work!"
- Alex, Huntington Beach, CA

"The best extract pen I have ever used. I will continue to follow this product 'til my last toke."
- Anthony, Portland, OR

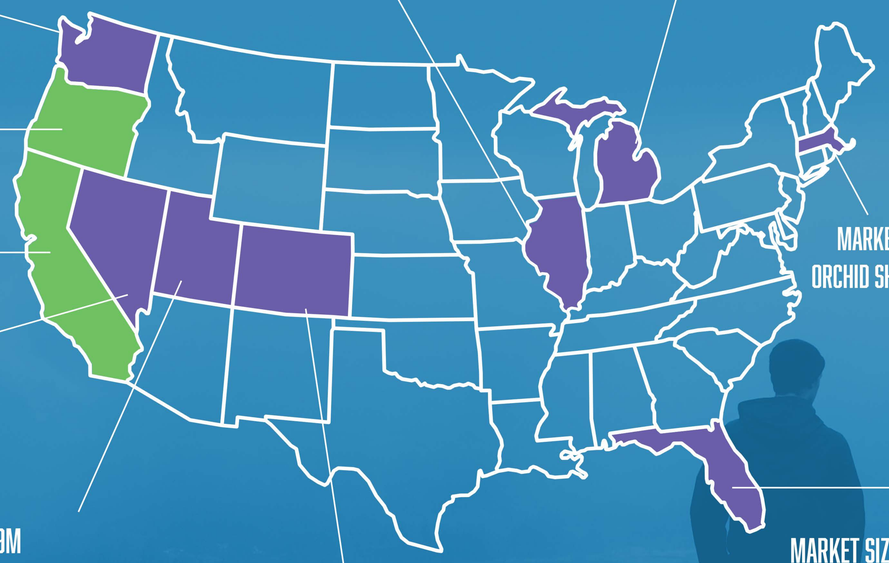
“Just picked this cartridge and battery from the dispensary, I've taken 4 pulls off of it so far, and I must say I really like the flavor, the strength, and the quality. I especially like the variable heat settings on the included battery, well done. "
- Phillip in Cottage Grove, OR

EXPANSION PLAN

CURRENT | APPROACHING | EXPANDING

STORE COUNT: 234+
ANNUAL REV: $4,352,000

STORE COUNT: 110+
ANNUAL REV: $5,600,000



MARKET SIZE: $910M
ORCHID SHARE: $59,929 /MTH

MARKET SIZE: $1B
ORCHID SHARE: $56,773 /MTH

MARKET SIZE: $179M
ORCHID SHARE: $24,260 /MTH

MARKET SIZE: $1.5B
ORCHID SHARE: $45,372 /MTH

MARKET SIZE: $1.9B
ORCHID SHARE: $103,578 /MTH

MARKET SIZE: $1.5B
ORCHID SHARE: $80,613 /MTH

MARKET SIZE: $1.3B
ORCHID SHARE: $55,576 /MTH

MARKET SIZE: $1.6B
ORCHID SHARE: $169,770 /MTH

MARKET SIZE: $3.2B
ORCHID SHARE: $293,659 /MTH

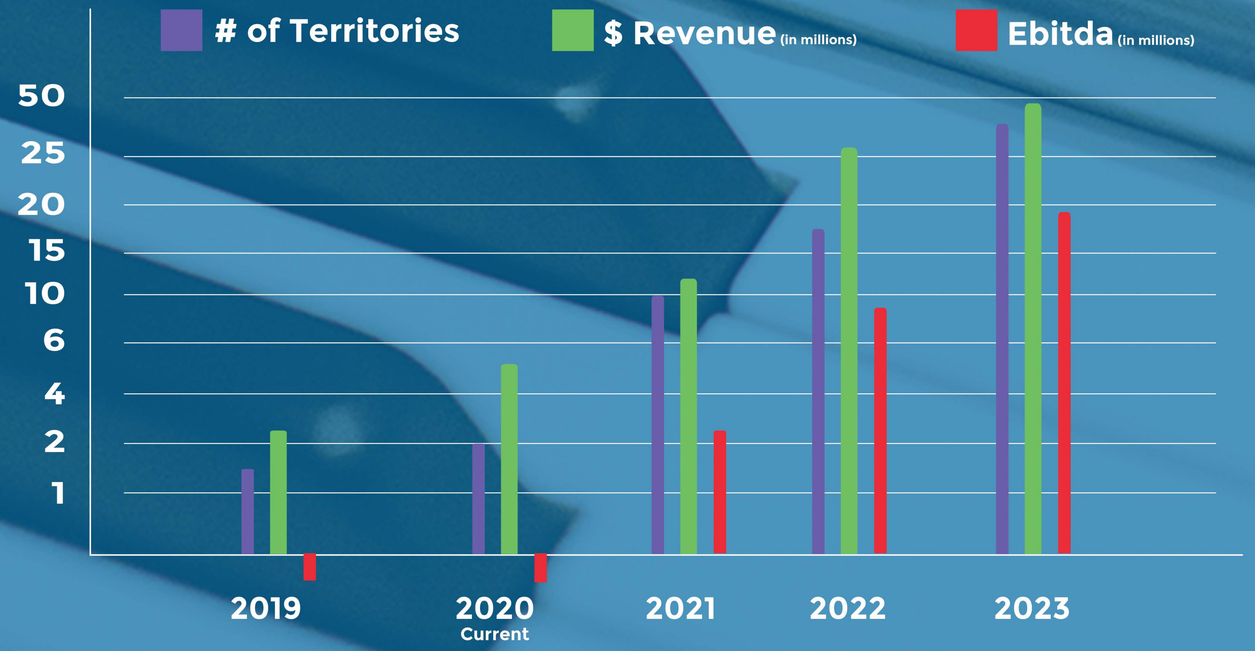
MARKET SIZE: $41.5B
ORCHID SHARE: $5,170,788M /MTH

MARKET SIZE: $5.7B
ORCHID SHARE: $1,031,730M /MTH

EXPANSION THROUGH AMERICAS • CONTRACT MANUFACTURING • BIG BOX CBD PIPELINE • BRAND LICENSING AGREEMENTS

FINANCIALS

	2019 CURRENT	2020	2021	2022
# OF TERRITORIES	2	10	17	32
REVENUE	$5.1MM	$11.2MM	$26.4MM	$44.7MM
EBITDA	-$1.6MM	$2.6MM	$9MM	$19MM
% MARGINS	34.6%	54.8%	58%	61%



FULLY DILLUTED CAP TABLE (5/30/19)	COMMON SHARES O/S
ISSUED OUTSTANDING SHARES	66,151,847
EXCHANGABLE SHARES	58,977,006
WARRANTS	629,200
EMPLOYEE OPTIONS ISSUED	8,300,000
EXISTING EMPLOYEE OPTION POOL	4,212,885
F.D. SHARES OUTSTANDING	134,058,053

MANAGEMENT TEAM

Corey Mangold

FOUNDER / CHIEF EXECUTIVE OFFICER

"We intend to scale business by establishing ourselves as the dominant vape product in each market that we enter. We will then follow up in each market and provide additional product options as we expand."

Corey Mangold is the Principal and Co-Founder of Gigasavvy, a leading southern California creative marketing agency. He's established a thriving agency that has launched and managed campaigns for Virgin, Toshiba, Knott's Berry Farm, Johnny Rockets, Hi-Chew Candy, Tenet Healthcare and Northgate Markets to name a few. Corey has also worked tirelessly to create a thriving culture at Gigasavvy that has been recognized, 4 of the last 5 years, as a "Top 10 Places" to work in Orange County.

As the CEO of Orchid Essentials, Corey brings 20 years of start-up experience and a knack for developing successful companies. Corey's vision and extensive experience in marketing/advertising, branding, design, sales and product development has already established Orchid as the brand to beat in the market.

Luke Hemphill

CHIEF REVENUE OFFICER

Luke Hemphill brings an extensive background in sales management and leadership from large enterprise companies including Straumann Dental Implants and Kendal Floral, both leaders in their industries. While at Kendal Floral, he managed sales and distribution operations for the West Coast, including a sales team of over 40 sales reps. During his time in leadership the company grew to over $100 million in sales. Additionally, he has earned a Bachelor of Science in Business Administration, and an MBA from Washington State University.

As the CRO, Hemphill manages Orchid Ventures's sales and distribution management including developing distribution channels, implementing and driving sales growth strategies, and overseeing a sales team responsible for supporting Orchid Venture's brand within the community. His creative approach to sales management and intuitive understanding of Orchid Venture's customers' needs makes Hemphill an invaluable asset for Orchid Ventures.

MANAGEMENT TEAM

Eric Vaughan

CHIEF OPERATING OFFICER

Eric Vaughan joins Orchid with over 20 years of diverse experience in corporate strategy, finance and administration management, and digital marketing. He worked as Mangold's right hand while at Gigasavvy where he oversaw financial management of annual budgets, scaled and trained agency headcount (recruited, hired, managed teams and created interdepartmental synergies to optimize output) and built in-house departments from the ground up to transform Gigasavvy into a truly client-centric agency. He also has earned a Bachelor of Science in Business Administration and an MBA from Loyola Marymount University.

As the COO for Orchid Ventures, Vaughan manages strategic planning, administrative operations and financial oversight to aid in Orchid's foundational development. He has already implemented high-level financial tracking and analysis to closely monitor sales, profitability and cash flows to drive Orchid's business objectives.

Mathew Lee

CHIEF FINANCIAL OFFICER

Mr. Lee joined Orchid as its CFO in October 2018. Mr. Lee is a finance professional with over ten years of leadership experience in audit, corporate finance, financial reporting, and operations management. Mr. Lee has extensive experience as CFO for Canadian public companies. Mr. Lee holds a Chartered Professional Accountant designation with a Bachelor of Commerce Degree from the University of British Columbia.

MANAGEMENT TEAM

Tom L. Soto

BOARD CHAIRMAN

Tom Soto is a long-time investor in the impact sector. Having sold Craton Equity Partners to Trust Company of the West (TCW) in 2013, he became Managing Director of Alternatives at the $198 billion fund. He also served as an Investment Committee Member of TCW and Craton Alternatives.

His leadership, voice and investments have stood at the dovetail of energy, Tech, cloud based and IoT efficiency programs in renewables, and to over many Fourth Industrial Revolution driven platforms where technology contributes to improving the human condition. This ranges from Fintech, to electric vehicle technology and policy, to political process and regulatory frameworks needed to promote the new economics driving the planet into a future of prosperity and abundance. Tom has a full understanding and history of sourcing opportunities, performing full due diligence, modeling, building organizational performance and measurement capacity along with building boards of directors and leading portfolio companies toward successful exits.

Tom is currently Chair of the Advisory Board for Aura, which is the nation's leading online microfinance institution based in Silicon Valley.

Robert W. MacDonald

DIRECTOR

Robert MacDonald is an influential, trusted advisor with deep board and corporate governance expertise in energy, clean technology, banking and manufacturing industries. He has had success in raising billions of dollars in capital to catapult startups and growth companies into thriving, profitable entities. He has positioned businesses for successful IPO or sale; restructure underperforming operations while gaining investor confidence and capturing up to four times the capital investment. He achieved achieve measurable results by controlling hold periods and formulating exit strategies. He has served on 23 board of directors for 16 private and seven public companies, raising over $8 billion in funds over his extensive career.

In 1981, MacDonald, together with two other former Salomon Brothers principals, founded Catalyst Energy Corporation. Catalyst grew to become one of the largest IPPs in the country and was worth over $1 billion with nearly 800 employees and revenues of $414 million. In 1988, Catalyst was sold to the Bronfman family for $1 billion. From this point, MacDonald continued to finance the development of more innovative environmental technologies and power production. From 1988 to 1992, he was a co-founder and co-chairman of Eastrock Partners in New York where he provided private investment and financial consulting services to a variety of clients. In 1993, he joined William E. Simon & Sons L.L.C. He then became President of Simon Private Equity and served on its investment committee where he was responsible for all aspects of the management of Simon Private Equity. In 2006 Mr. MacDonald co-founded Craton Equity Partners I & II with Tom Soto.

After the sale of Craton II, Bob served as a Senior Advisor to a number of private equity funds.

SUMMARY

- Proven Mass-Market Appeal
- Regional and Global Expansion Plans
- Sales & Current Traction
- Superior Quality Products & Product Development
- Management & Board Acumen
- Differentiated Business Model

CONTACTS

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