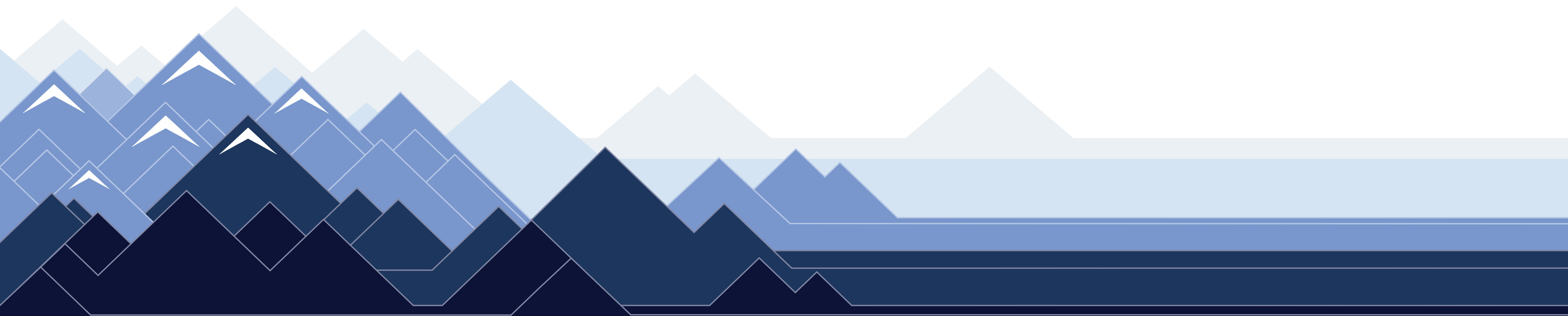






INTRODUCING A NEW GENERATION OF “SMOKES” THAT’S GOING TO CHANGE EVERYTHING

MOUNTAIN Smokes are non-addictive, contain 100% organic Hemp, full-spectrum / non-psychoactive CBD and medicinal herbs. Enjoy the calming benefits of CBD - our uniquely rich flavor profiles will soothe the body & the mind.

All of our products and business practices follow an “Earth First” approach to business. Our farms are organic & sustainable, our packaging is biodegradable, and we plant a tree for every carton we sell.

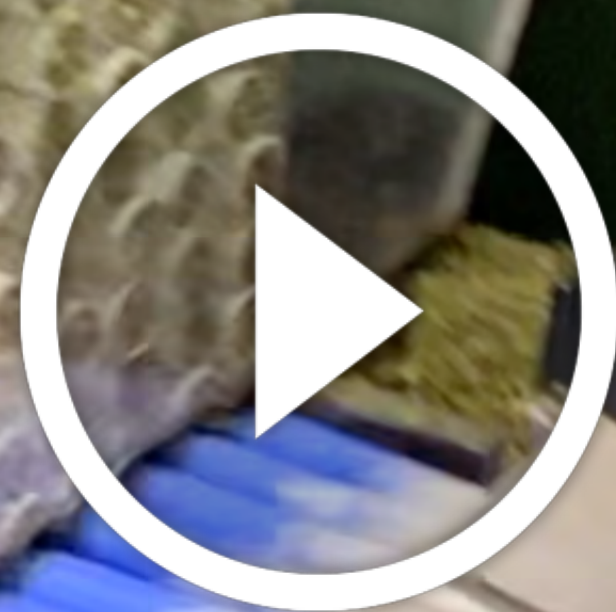
MOUNTAIN is the iconic in-house brand of Hempshire Group, North America’s largest Hemp cigarette manufacturer.



OUR RAPIDLY EXPANDING FOOTPRINT

OUR WORLDWIDE DISTRIBUTION NETWORK is rapidly expanding. We are based in Palm Springs, CA and our European distribution is located in Switzerland. We are well-versed with import/export laws as well as the intricacies around selling Hemp globally both through retailers and online.





HEMPSHIRE
GROUP



1

\$932.1 Billion Global Tobacco Market⁽¹⁾

Expected to increase at a 1.8% CAGR from 2021 to 2028, with growth propelled by the launch of new products, including various flavored tobacco products such as clove cigarettes and menthol cigars, and consumers gradually inclining toward smoking alternatives.



2

\$12.4 Billion Global E-Cigarette and Vape Market⁽²⁾

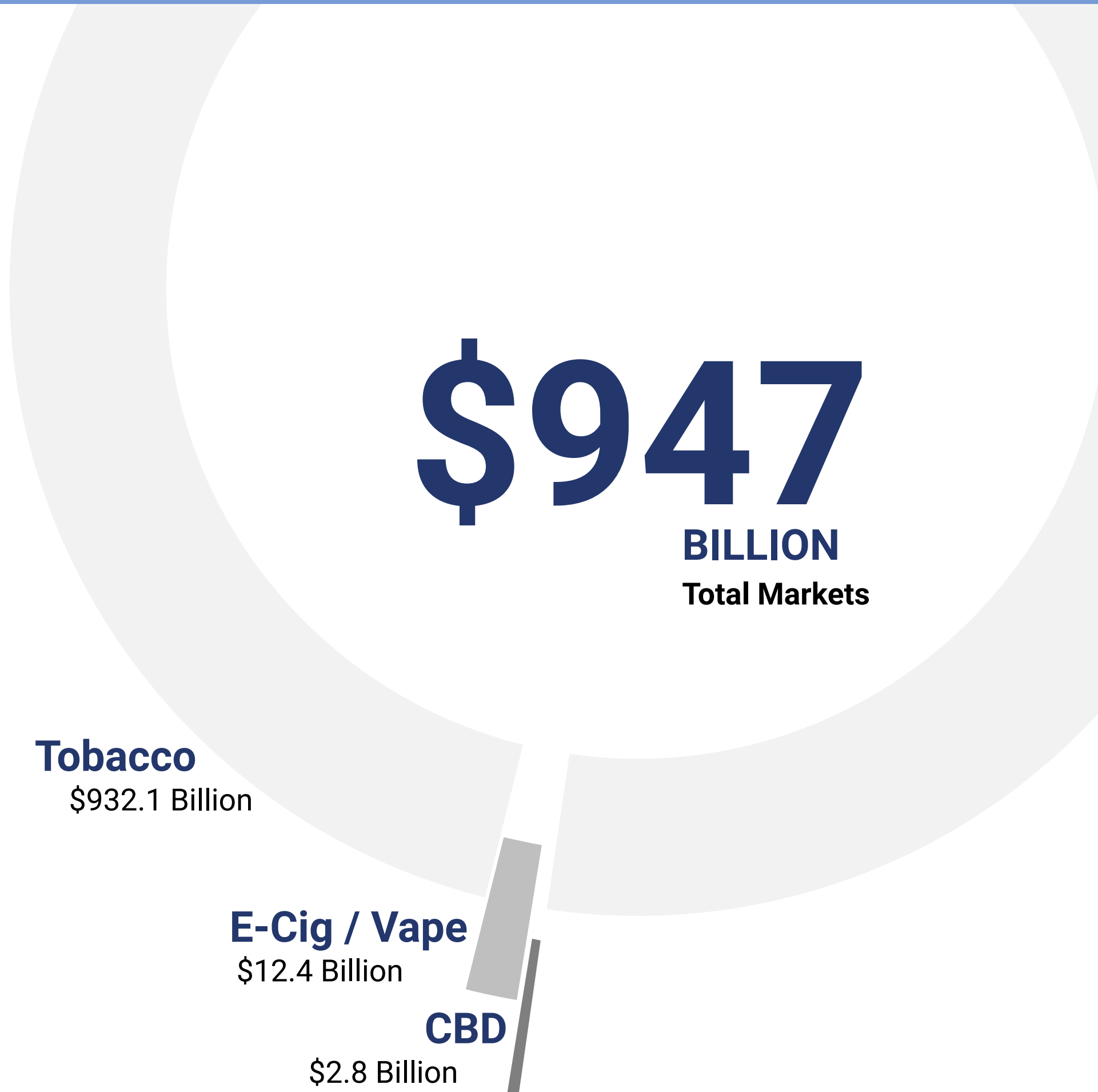
Expected to increase at a 23.8% CAGR from 2020 to 2027 driven by growing awareness among the young population, owing to various medical studies that term e-cigarettes as a safer alternative to traditional cigarettes.



3

\$2.8 Billion Global Cannabidiol (CBD) Market⁽³⁾

Expected to increase at a 21.2% CAGR from 2021 to 2028 due to the demand for its health and wellness properties and its acceptance driven by government approvals.



(1) Grand View Research, Inc. "Tobacco Market Size, Share & Trends Analysis Report By Product (Smokeless, Cigarettes, Cigar & Cigarillos, Next Generation Products, Waterpipes), By Region, And Segment Forecasts, 2021 - 2028." February 2021.

(2) Grand View Research, Inc. "E-cigarette And Vape Market Size, Share & Trends Analysis Report By Product (Disposable, Rechargeable), By Component (Vape Mod, E-liquid), By Distribution Channel, And Segment Forecasts, 2020 - 2027." February 2020.

(3) Grand View Research, Inc. "Cannabidiol Market Size, Share & Trends Analysis Report By Source Type (Hemp, Marijuana), By Distribution Channel (B2B, B2C), By End-use (Medical, Personal Use), By Region, And Segment Forecasts, 2021 - 2028." February 2021.

1 The Tobacco Market

22+ MILLION PEOPLE currently say
"I want to quit smoking cigarettes."

Why Would a Traditional Tobacco Cigarette Smoker Switch to Hemp Cigarettes?

Millions of nicotine cigarette smokers / vapers want to quit smoking, yet find it challenging or nearly impossible. Hemp cigarettes are the easiest way to quit offering the same ritual while providing a healthier alternative.

Positive Health Impacts

Traditional tobacco cigarettes contain 70+ chemicals that are linked to cancer (FDA). Hempshire smokes contain only organic hemp, sage and mullein and users benefit from the purported health benefits of CBD.



Non-Addictive / No Nicotine*

Nicotine is addictive. Hemp cigarettes contain no nicotine and the CBD contained in hemp may reduce traditional cigarette consumption.



Same Experience, No Compromise

Smokers can get the same familiar experience: same packs, same foil, same filters, same flow, same ritualistic motions - without all without the damaging effects of traditional tobacco cigarettes.



Same Habitual Motion

Hempshire smokes mimic the habitual motions of traditional cigarettes, including feel, ignition, crackling burn, hand-to-mouth, and smoke exhalation.



Same Convenient Accessibility

In the US market, Hempshire's smokes may be available in most places where traditional cigarettes are sold, including gas stations and convenience stores and for the same price.



"Generational differences and shifts in taste are continuing to emerge, as health and wellness become ever-more important. We anticipate growth in new categories of products, including – and beyond – tobacco and nicotine. Consumers expect these to provide stimulation and pleasure, in ways previously associated with cigarettes."

* "Cannabidiol Reduces Cigarette Consumption in Tobacco Smokers: Preliminary Findings". Celia J.A.Morgan, Ravi K.Das, Alyssa Joye, H. Valerie Curran, Sunjeev K.Kamboj. September 2013.



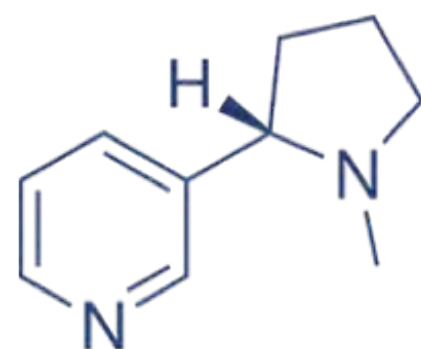
THIS IS NOT A CIGARETTE

NO



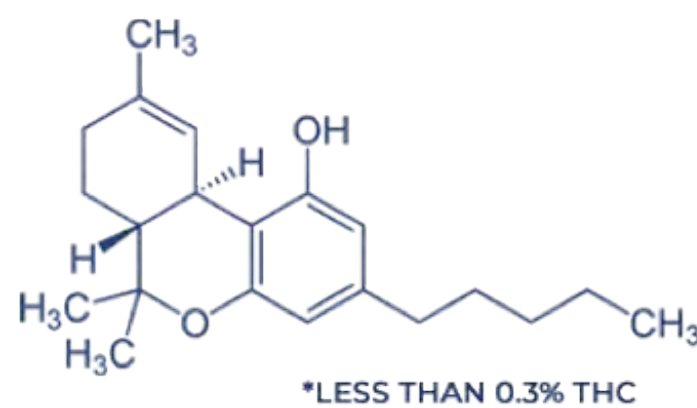
TOBACCO

NO



NICOTINE

NO



THC* HIGH

**JUST
ORGANIC**



HEMP + MULLEIN + SAGE

2 The E-Cigarette and Vape Market

E-Cigs and Vapes A Rapidly Growing Market...

Demand and growth are being driven by studies that determine e-cigs and vapes as a safer alternative to traditional cigarettes and consumers looking for a variety of flavor and customization options.

...Yet Government Bans & Regulations Curbing Sales

Multiple countries have banned the distribution and sale of vapor products, which in turn has led to lower sales. The strict regulations levied by local authorities across the US, India, and Germany, among other countries have restrained the growth of the market. Furthermore, stringent trading laws have made it difficult to import vaping devices for personal consumption.

Predominantly Addictive Nicotine

Most e-cigarettes and vapes still contain nicotine, the addictive substance found in traditional cigarettes.

How Are We Similar to E-Cigarettes and Vapes?



Hand-to-Mouth
Motion



Conveniently
Available



Multiple
Flavors

How Are We Different?



Significantly Less Costly



NON Addictive



NO:
Nicotine
Propylene Glycol,
Carcinogens
Acrolein
Diacetyl
Heavy Metals
Diethylene Glycol
Cadmium
Benzene



CBD Health Benefits



Environmentally Friendly

3 The CBD Wellness Market

Hempshire Smokes Are a Significant Source of CBD

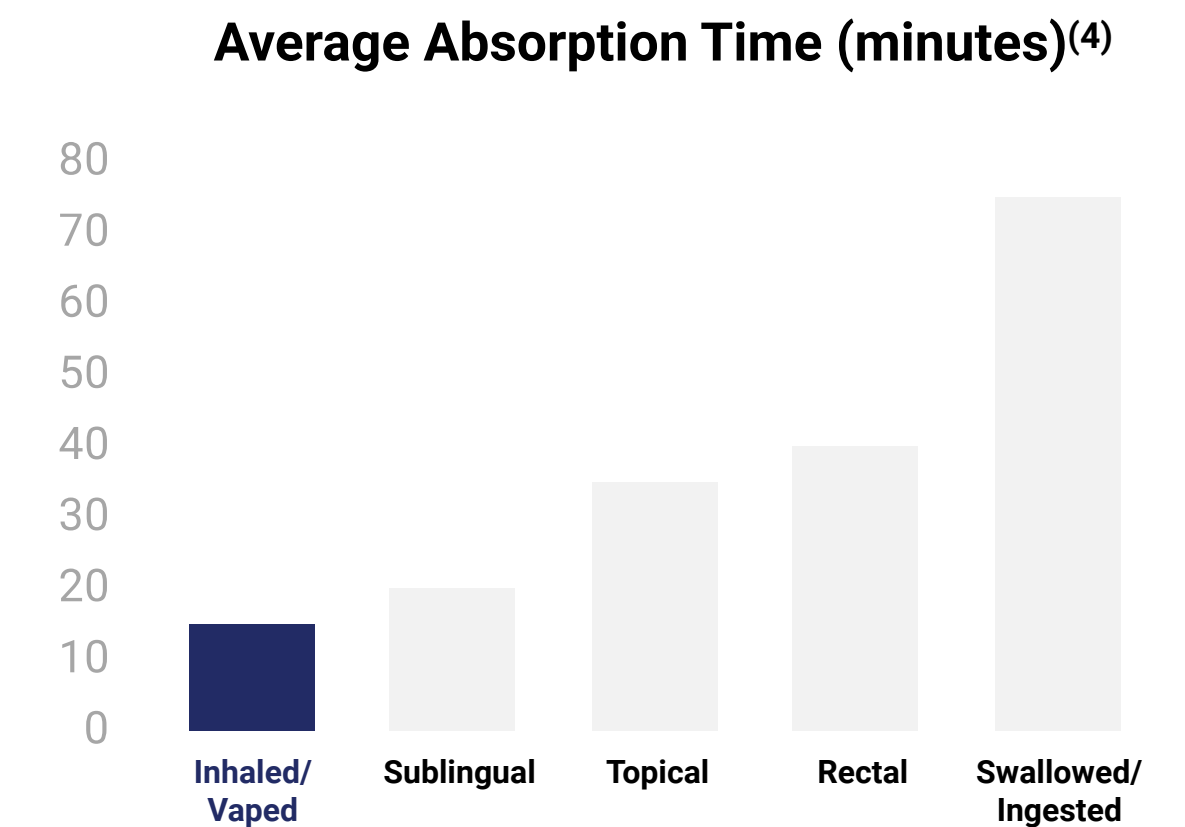
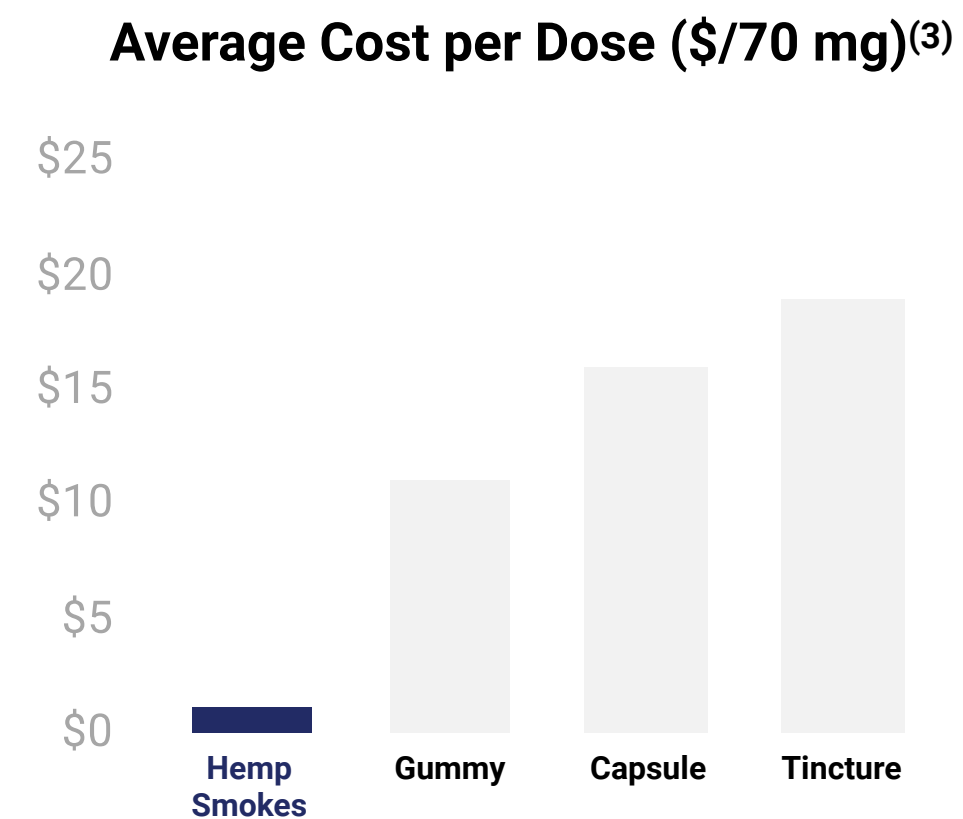
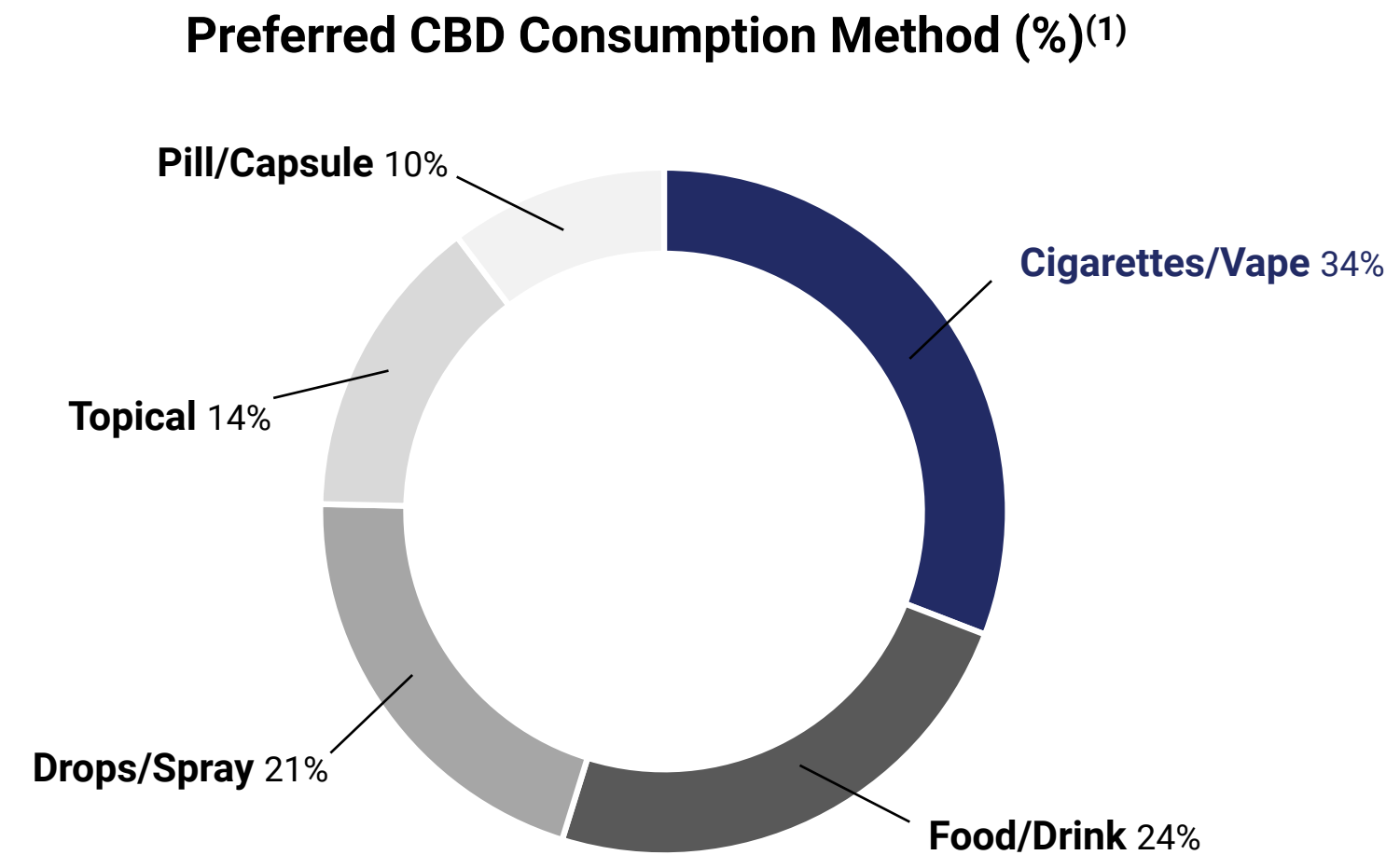
Hempshire smokes currently come in CBD strengths of 35 mg and 70 mg per smoke, with wider variations in development.

CBD is Shown Effective in Clinical Trials for a Variety of Ailments⁽²⁾

Brain and nervous system disorders, anxiety, pain, inflammation, autism, Parkinson's disease, Crohn's disease, alcohol abuse, opioid use, cocaine addiction and more.

CBD Reduces Cigarette Consumption in Tobacco Smokers⁽⁵⁾

Preliminary data suggests CBD to be a potential treatment for nicotine addiction and/or smoking tobacco cessation.



⁽¹⁾ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2689518/>

⁽²⁾ <https://pubmed.ncbi.nlm.nih.gov/22716155/>

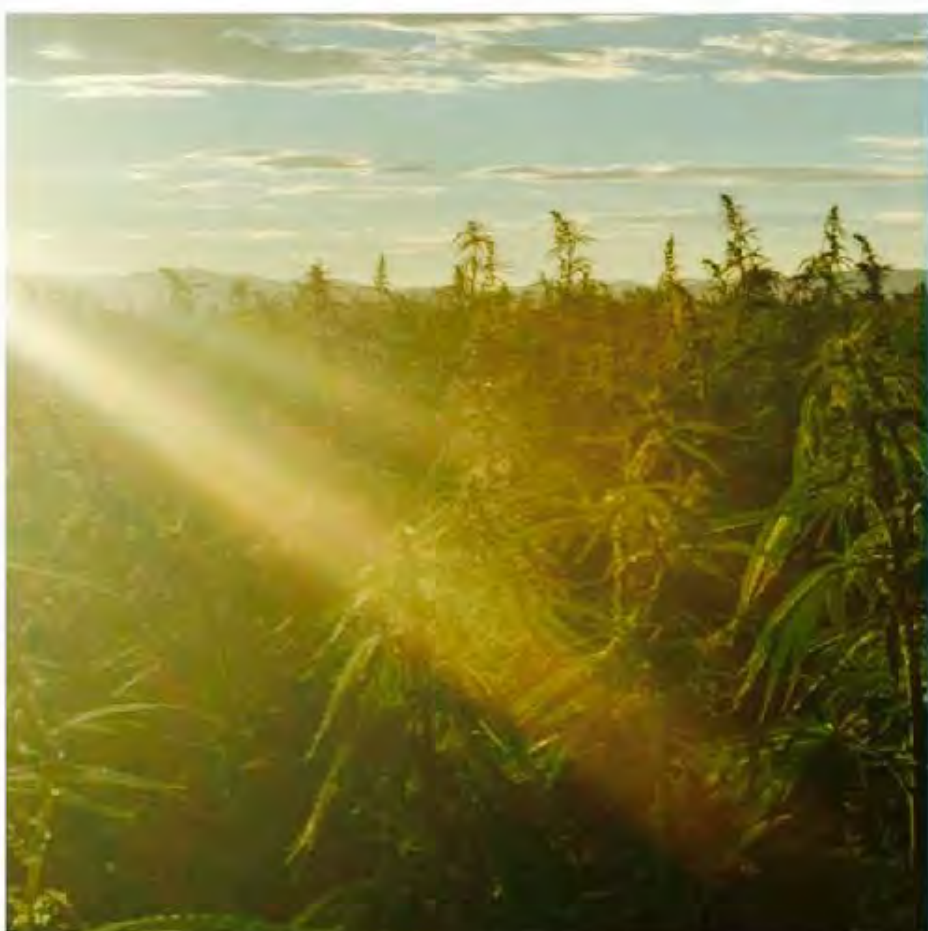
⁽³⁾ Based on Hempshire's own internal estimates and using data from Imbue Botanicals, LLC.

⁽⁴⁾ Estimates sourced from "CBD Bioavailability" article by Janelle Lassalle on August 1, 2020 at <https://www.forthetheageless.com/blogs/cbd-oil-uk-blog/cbd-bioavailability>.

⁽⁵⁾ "Cannabidiol Reduces Cigarette Consumption in Tobacco Smokers: Preliminary Findings". Celia J.A.Morgan, Ravi K.Das, Alyssa Joye, H. Valerie Curran, Sunjeev K.Kamboj. September 2013.



SETTING A NEW STANDARD FOR HEMP & CBD



100% Sustainably Grown & Organic

Organic practices and ensuring that all nutrient run-off does not harm ecological systems is a priority for us. Each farm employs their own organic-based fertilizer program without introducing any synthetic nutrients, heavy metals or harmful pesticides. Implementation of natural microbial life creates immense life in our soil, allowing us to use less water than many vegetable farms typically use for their crops.

USDA Certified Organic Hemp that Ships Worldwide

We consistently supply boutique, flavorful, and wholesome flower for our smokes. This quality control goes beyond soil & water. Our Hemp genetics are bred to be acclimated to their respective environments, zones and regions. This practice ensures top quality terpene profiles, natural resistance against pathogens and harmful insects to the crops. How we cure our Hemp is just as important. We have a proprietary process that preserves the best flavor possible. Our Hemp can legally be shipped nationally and internationally (with a few limitations).

Our Farmers

We are giving our farmers equity ownership stake in our company to ensure long-lasting, organic, and friendly relationships with people that we can count on year-after-year. These farmers are constantly testing their crops to ensure that our hemp is free of mold, pests, disease and federally compliant to 0.3% THC or less.

COAs, Lab Testing & Accreditation

Our independent lab is the most advanced full spectrum CBD lab in the US, which ensures consistency and quality. With accreditation for California and Oregon, our labs have been testing Cannabis for over a decade in North America. Using one of the most comprehensive testing programs, we focus on testing our entire process from seed-to-consumer: everything from the soil quality, the cannabinoid profiles, to shelf stability. See our [COAs](#).



SETTING A NEW STANDARD FOR HEMP SMOKES



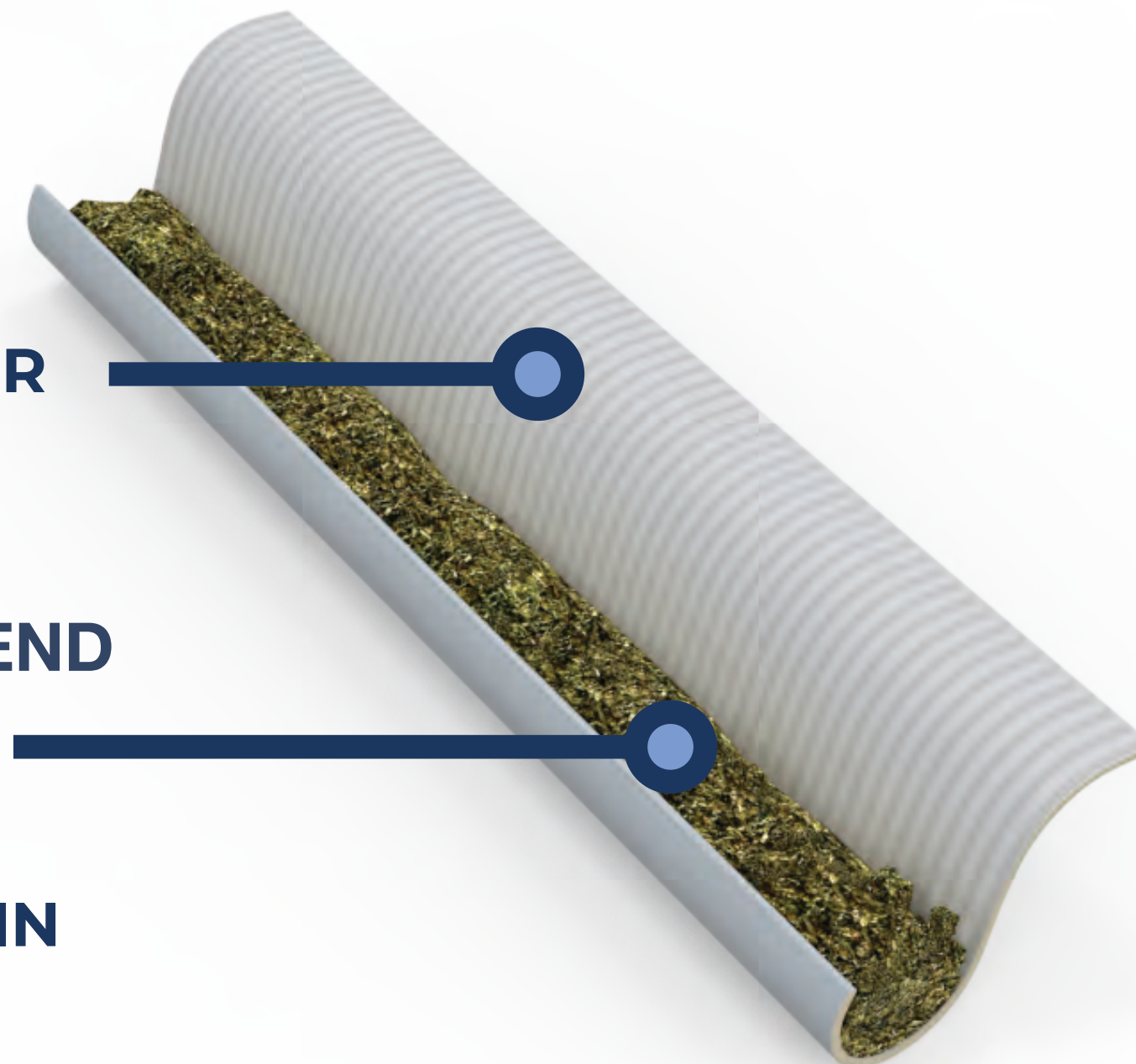
ORGANIC ROLLING PAPER

PROPRIETARY BLEND

ORGANIC HEMP

ORGANIC SAGE

ORGANIC MULLEIN



Purchase Over-the-Counter
Lab Tested
Organic
Safe
NO Chemicals
NO Tobacco
NO Nicotine
Biodegradable
Superior Quality
Great Tasting
Legal Worldwide



SOMETHING FOR EVERYONE: VARIETY OF FLAVORS & STRENGTHS



Original 70MG CBD

2-Pack, 10-Pack, 20-Pack
10-pack Carton, 20-pack Carton



Original 35MG CBD

2-Pack, 10-Pack, 20-Pack
10-pack Carton, 20-pack Carton



PINEAPPLE SQUEEZE 35MG CBD

2-Pack, 10-Pack, 20-Pack*
10-pack Carton, 20-pack Carton*



MINT SQUEEZE 35MG CBD

2-Pack, 10-Pack, 20-Pack*
10-pack Carton, 20-pack Carton*

*coming soon



EXTENSIVE MARKETING CHANNELS

OUR WORLD CLASS MARKETING TEAM knows how to build & market iconic, global brands. Our marketing strategy is a holistic approach from traditional media placements to grass-roots and influencer marketing.

- 1000+ Vending Machine placement options in casinos and nightclubs nationally
- CannaLuv Boxes - monthly smokeable hemp subscription model
- B2C Websites / Eaze Wellness / A Proper High / Mountain Smokes
- Boomerang Elite International MLM ready to sell
- 60,000 7-11 stores & Gas Stations via a strategic partnership
- TRADE EXPOS: booths booked / NACS / TOBACCO Plus
- Concert and Festival Circuit - Booth and Stage Sponsorships
- Grassroots/Guerrilla Marketing by Mountain Smokes brand ambassadors
- Social Media Influencers, 300M organic followers, and select Celebrity Podcasts





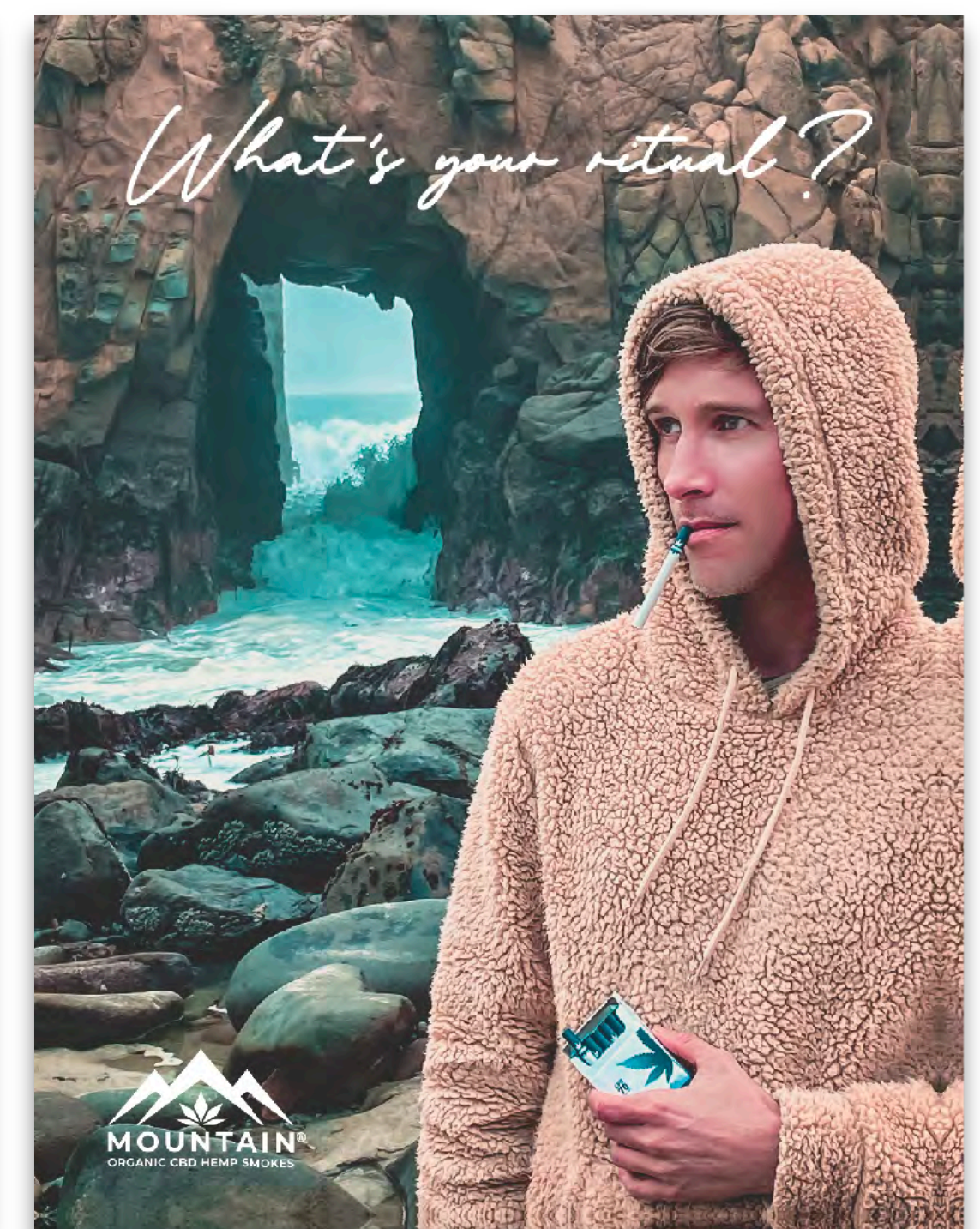
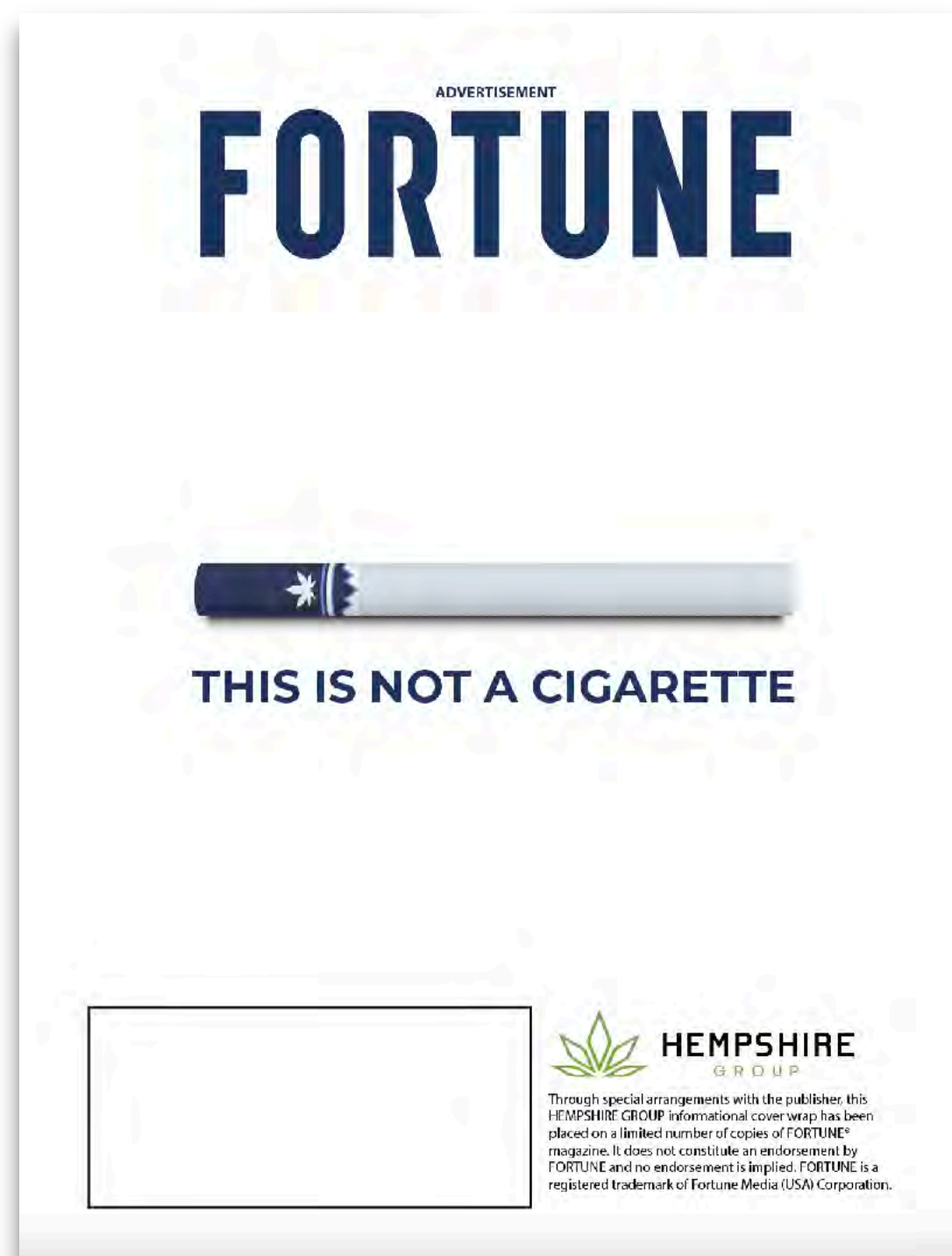
ICONIC MARKETING PUSH

FORTUNE MAGAZINE 4-PAGE COVER WRAP

The FIRST hemp and cannabis brand EVER on the COVER of a national magazine publication in the United States.

The FIRST time a smokable product has been featured in a national or international publication since big Tobacco was banned.

Running this 4-page cover wrap for 6 issues straight





SOCIAL MEDIA TRACTION

Rapid, Organic, Non-Paid Growth

MOUNTAIN'S following on Instagram TRIPLED in just 4 months without any paid campaigns or growth bots.

Major Organic Traction With Mega-Influencers

Over 100 Mega-Influencers with followings between 50K and 2M have embraced the brand and are promoting it within their Instagram Stories & Feeds as well as sharing our smokes with their real life connections (eg, most recently Bieber's ex, [@sahara_ray](#))



OUR FANS III



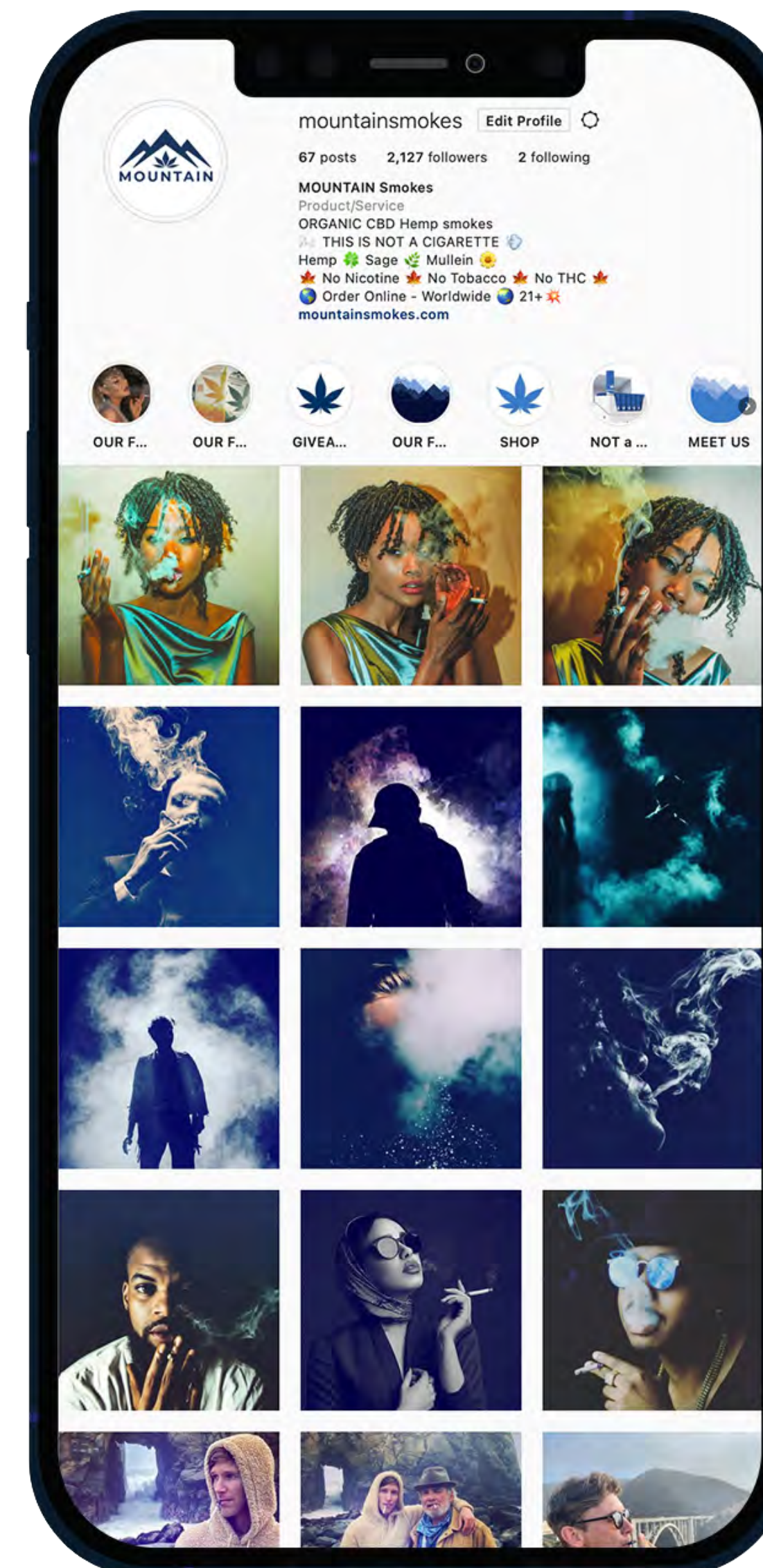
OUR FANS II

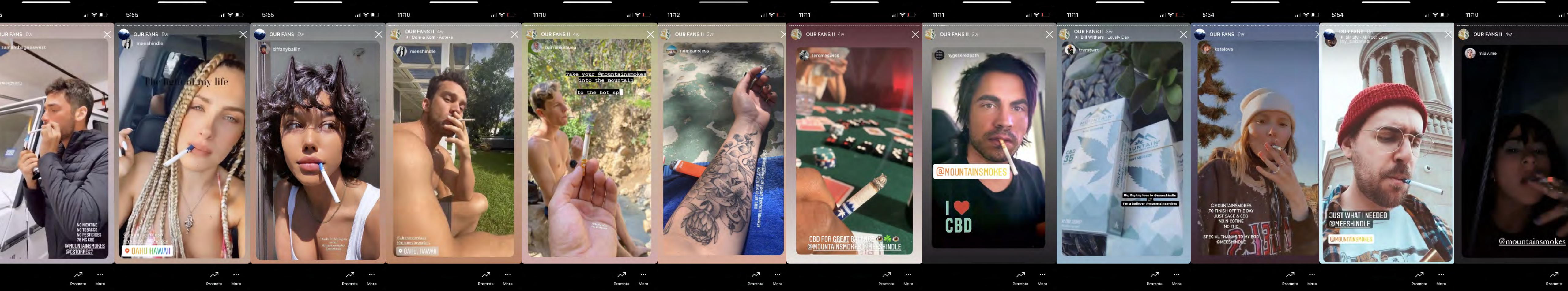
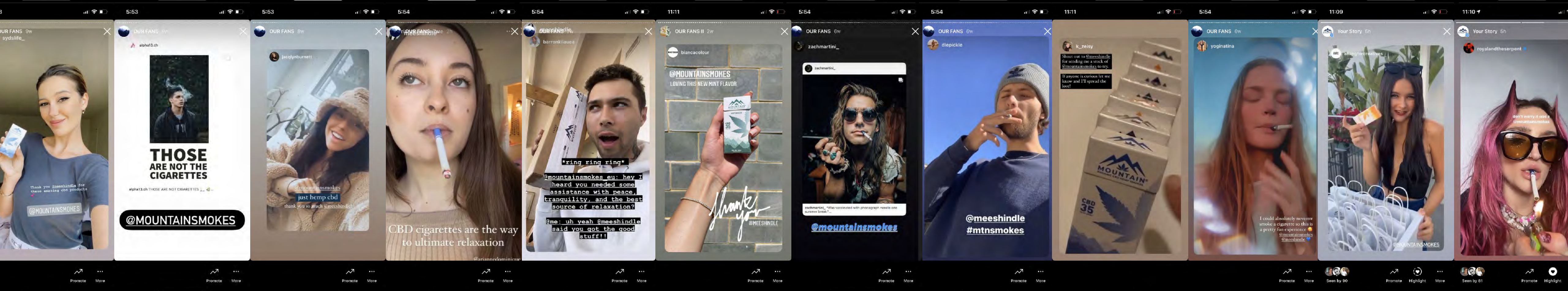
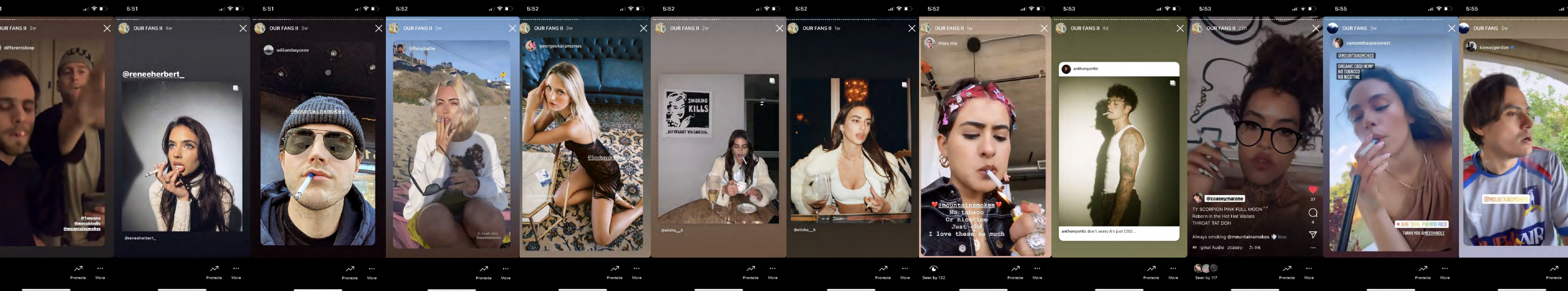


OUR FANS

Paid Campaigns Beginning This Summer

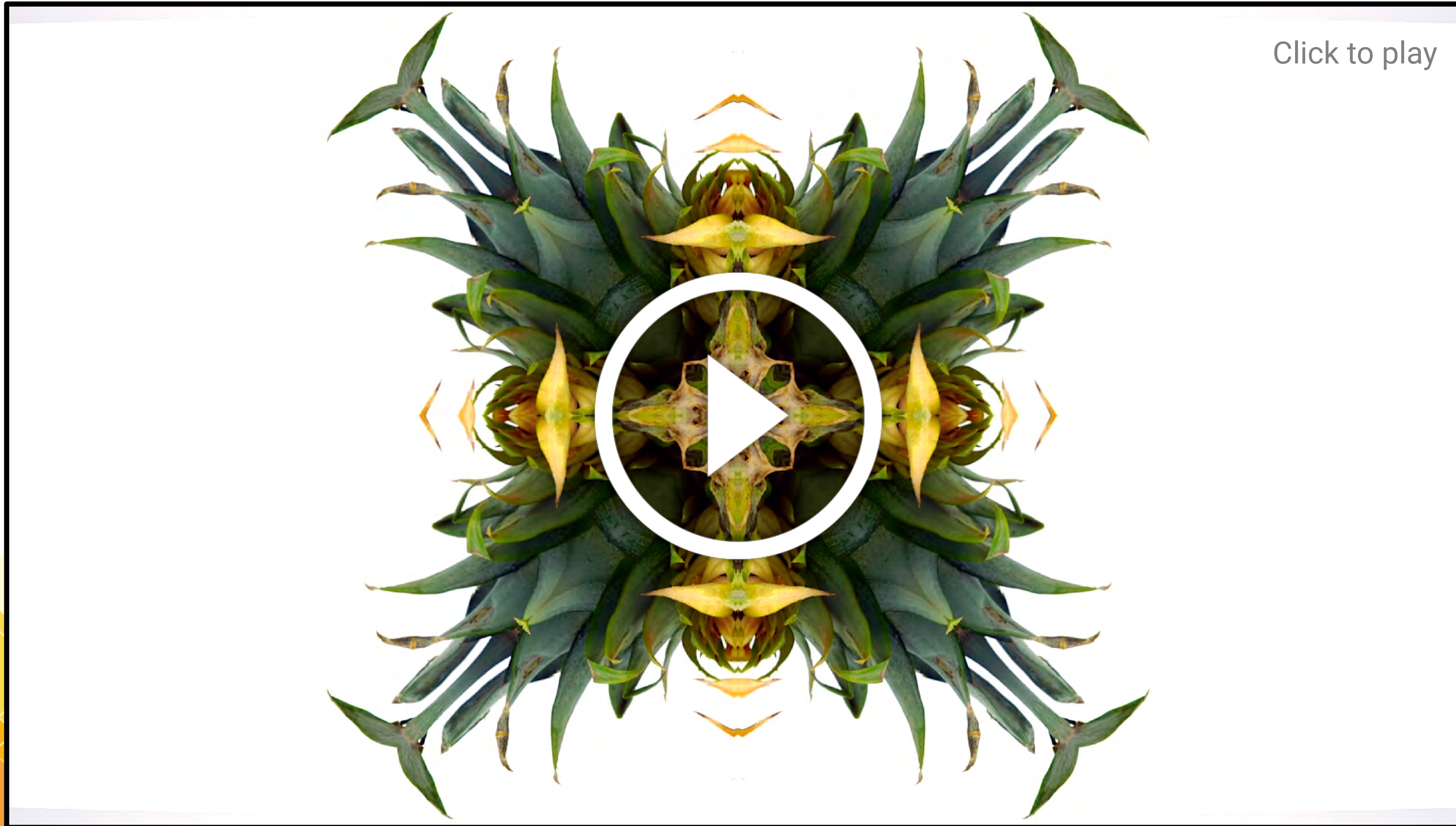
While paid campaigns on social media are banned for CBD, we are working with CBD specialty marketing firms to launch a paid campaign this summer using a strategic alternative strategies.







INTRODUCING PINEAPPLE SQUEEZE





NATIONWIDE RETAIL SUPPORT & POS MARKETING

12" x 18"



Window Banner

4" x 6"



Rack Cards

8.5" x 11"



Door Stickers



Standee





OUR “EARTH FIRST” APPROACH



Our “**EARTH FIRST**” approach to business encompasses everything from “seed-to-sale.” It is our commitment to protecting the health of our planet as well as the humans and creatures that inhabit it.

FARMS: We support our local Oregon farmers. We consider them stewards of the land - they are proud of their harvest and committed to organic farming, environmental health & sustainability.

PACKAGING: We only use biodegradable and chemical free materials and soy-based inks.

BIODEGRADABLE FILTERS: MOUNTAIN has pioneered a rapidly degrading cigarette filter using raw materials including flax, cotton, and manila hemp with no artificial compounds or chemical residues.

ONE CARTON / ONE TREE: For every carton you buy, we will plant a tree in the state of California.





WHAT'S YOUR RITUAL?



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tom@hempshiregroup.com
www.mountainsmokes.com

