



ANNABÍS

THE LUXURY CANNABIS FASHION ACCESSORIES BRAND

IF YOU'RE ONE OF THE 128 MILLION AMERICANS
WHO CONSUME CANNABIS YOU HAVE TO...



GET IT HOME



STORE IT



TAKE IT WITH YOU



FIRST ECOMMERCE FASHION ACCESSORIES BRAND TO CARRY & STORE CANNABIS

PERSONAL: CASES, KITS AND
SHOULDER BAGS

TRAVEL: LUGGAGE, TOILETRIES KITS

HOME: DECORATIVE LOCK BOXES,
HUMIDORS

Huge Opportunity for Luxury
Fashion Accessories

Luxury Cannabis Products are the Industry of the future



TRENDS DRIVING OUR SUCCESS

1. Upscale Cannabis Consumers
2. Fashion-Technology
3. Affordable Luxury
4. Digital Luxury
5. Multi-Function Fashion
6. Women's empowerment



Deloitte.



McKinsey&Company
Retail

BAUBAX
CREATIVE LIFESTYLE

2018 will be the year of Women



ANNABÍS

OUR PRODUCTS

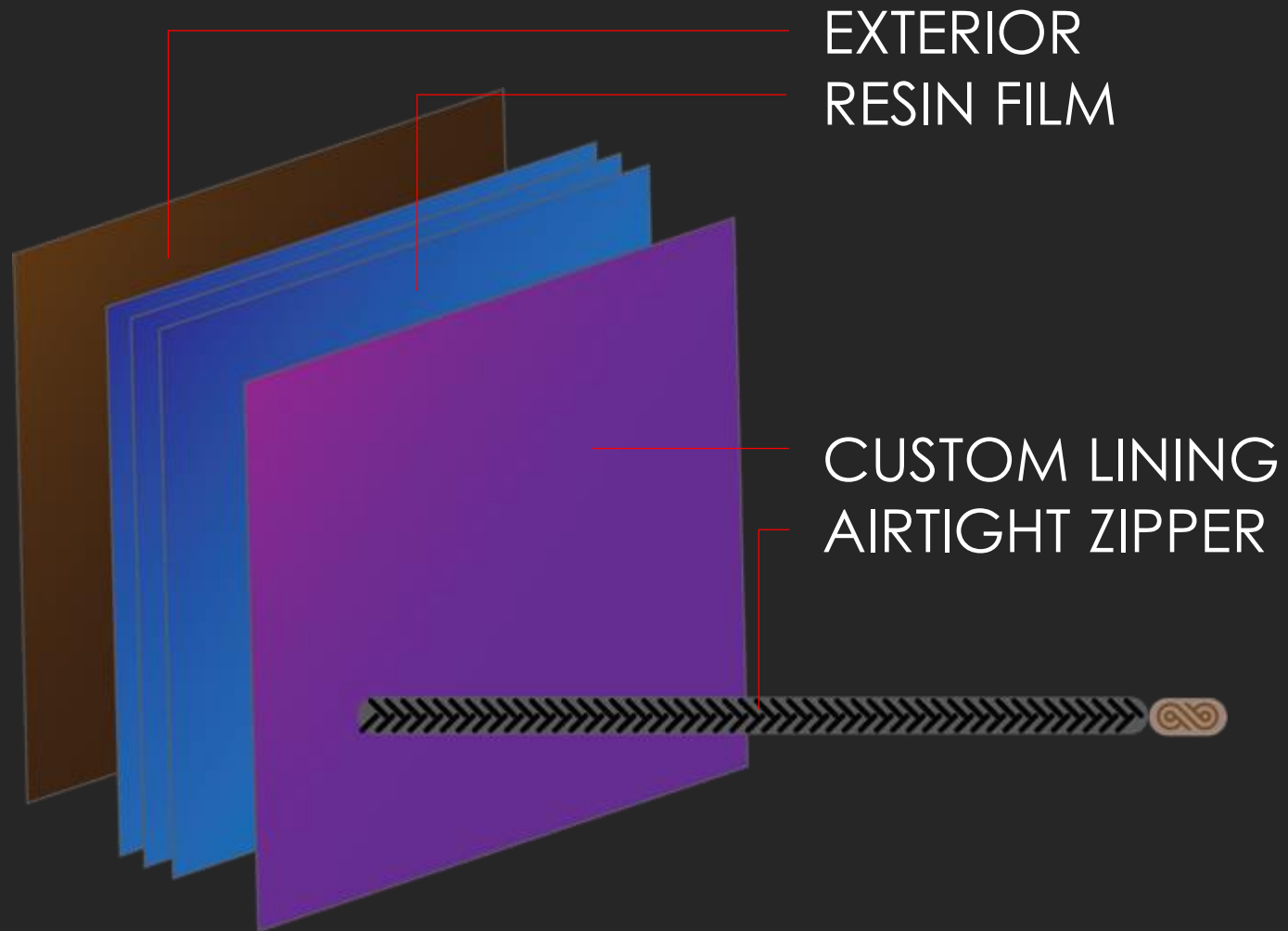


UNIQUE FEATURES

- Aroma-Bloc Technology™
- Secret Pockets
- Designed for cannabis tools and supplies



AROMA-BLOC™ TECHNOLOGY



SOLVING REAL-WORLD PROBLEMS



"Thank you for helping diminish the stigma of cannabis and perfecting a high class product that is beautiful and functional. <3 " —Maria

"I don't feel like I need to hide my medicine or try to sneak a ziplock bag up my sleeve!" —Alisa

"I cannot begin to explain how long I have been waiting for a product like this.." —Anna

"Few seem to see the broader needs of regular people moving into this era..." —Cory

EXTENSIVE MEDIA COVERAGE



The New York Times

STYLECASTER

The Washington Post



High fashion: Put your weed in this designer purse to mask the smell. —Washington Post

Sometimes transporting pungent pot from point A to B totally blows.
—The Huffington Post

These Bags Mask the Smell of Weed—and You'll Actually Want to Carry Them.
—Stylecaster

Now it's possible to tote your smoke in style (and discreetly). —Mashable

The Odor-Masking Handbag Line Every Lady Stoner Needs to See. —Marie Claire



LEADERSHIP TEAM: EXPERIENCED WORKING TOGETHER



JEANINE MOSS
CEO, FOUNDER

NYC, SEPTEMBER 11, HP



CHARLIE FIERAMOSCA
COO/CFO

AEROPOSTALE, ALFANI



NICOLE DEMEO
MARKETING/SALES

APPLE, GILT, HP



CHRIS FOSTER,
BRANDING

VIAGRA, J&J



NICOLE DEMEO
Growth Specialist



PAMELA EPSTEIN
ESQ, Greenwise
Legal



FRANCIS PRIZNAR
Yoda



CHLOE
BEDENBAUGH
Human Capital



CHRIS FOSTER
NA President Burson Cohn Wolf

ADVISORY BOARD WITH SKILLS NEEDED TO SCALE

LEN BELLEZZA
Supply Chain/
Logistics



MARGOT
DEFRANCE
Corporate
Strategy &
Finance



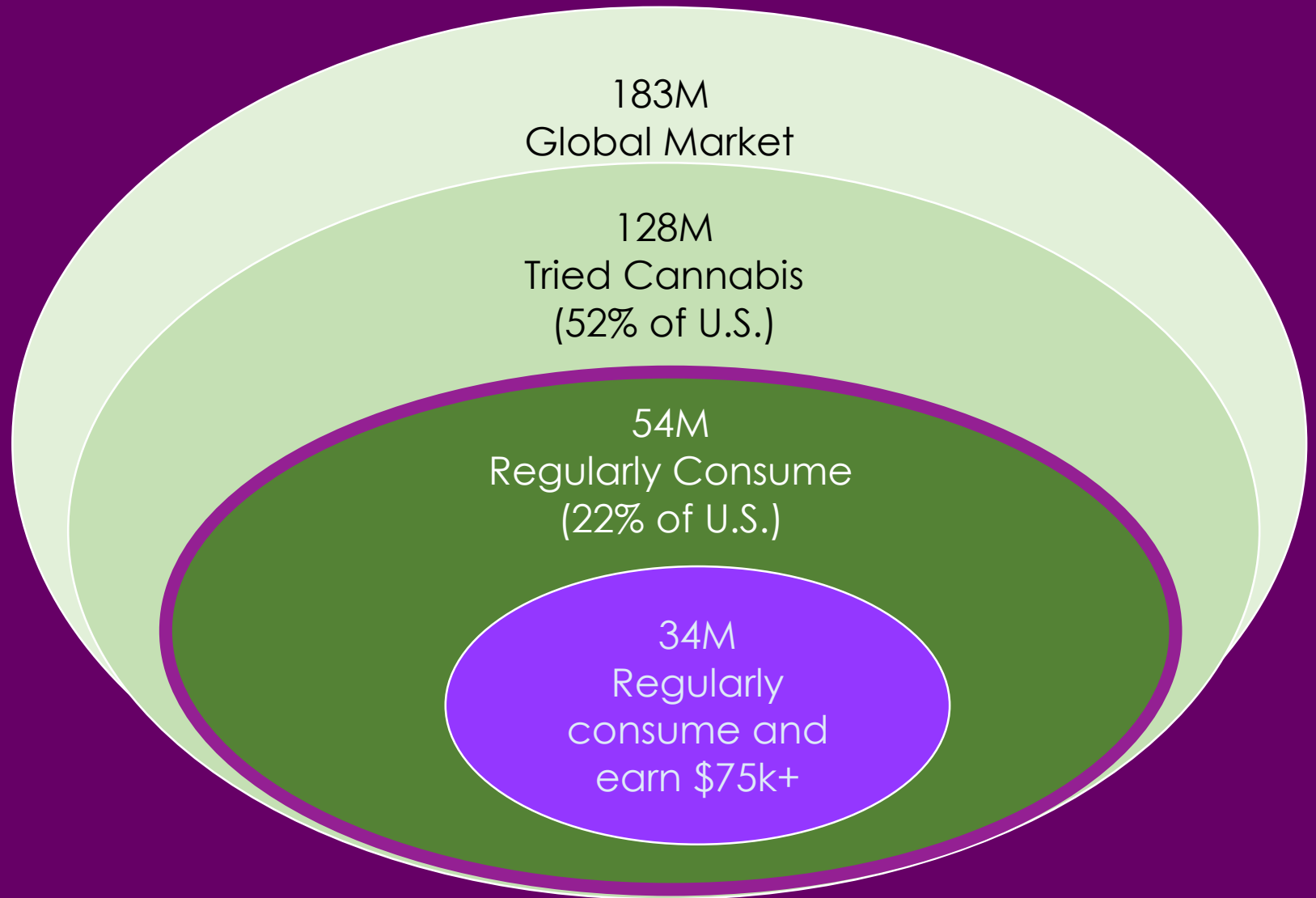

ANNABÍS

MARKET OPPORTUNITY

GROWING MARKET OF UPSCALE CONSUMERS LARGER THAN YOGA MARKET

COMPARE

YOGA	36M
Accessories	\$16B



ANNABIS: THE LULULEMON OF CANNABIS



Market Cap: \$17.288B

Yoga-inspired, technical
athletic apparel company

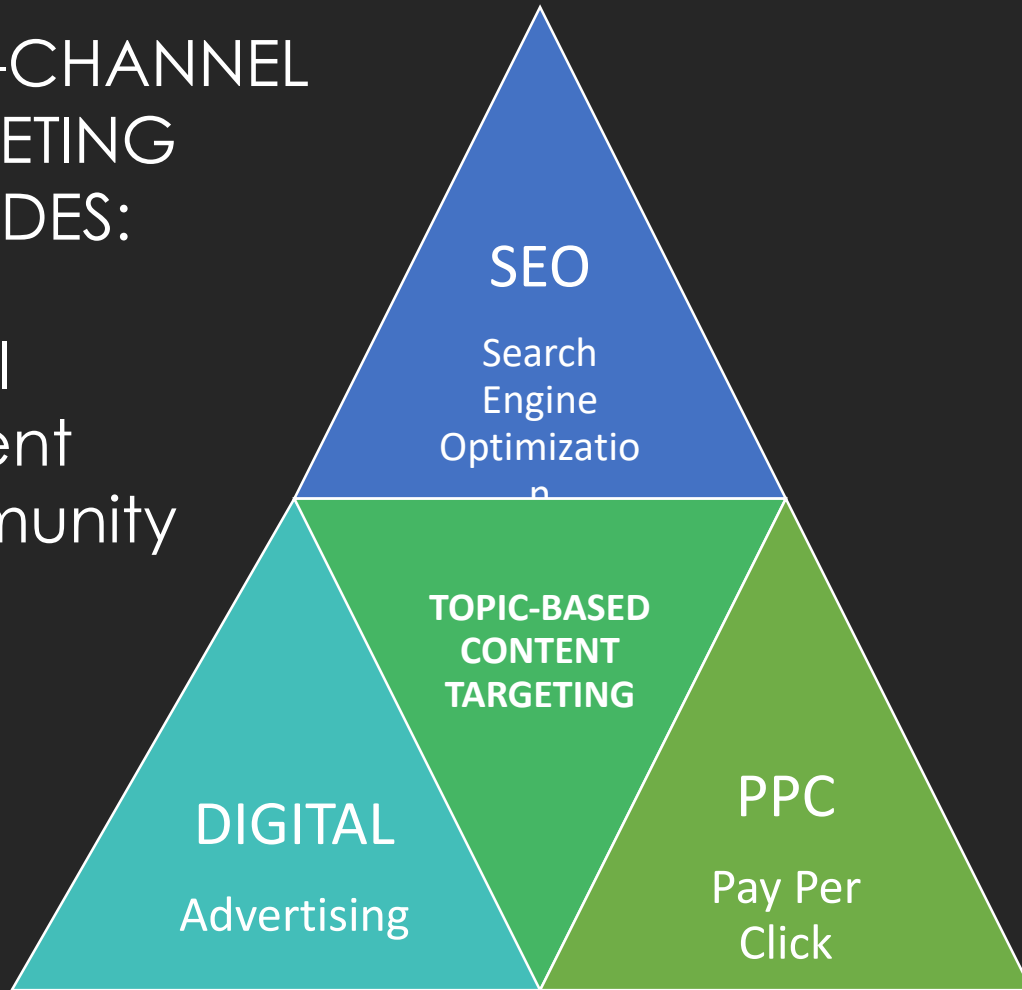
Unique Buying Tribe

Now designs for yoga, running,
cycling, training
and most other sweaty
pursuits for women and men

eCOMMERCE MODEL MAXIMIZES EFFICIENCY AND PROFIT

MULTI-CHANNEL
MARKETING
INCLUDES:

Digital
Content
Community
Social
PR



EFFICIENT USE OF CAPITAL

- Margins: Online 75% / Physical 46%
- Nimble execution
- Fast marketing optimization

FLEXIBILITY TO TEST DISTRIBUTION
MODELS AND TOUCHPOINTS

BUSINESS STRATEGY

80% DIRECT TO CONSUMER (D2C)

- Own Customer Data
- Ship Directly to Consumers
- 75% Margin

20% PHYSICAL RETAIL

- Partnerships
- Pop-up shops
- 46% Margin



MILESTONES: UNDERSTANDING OUR CUSTOMER BASE



2015

AFFORDABLE LUXURY
Fashion-Tech

3 Styles/3 Colorways
Trademark
Website
Brand development



2016

MULTI-FUNCTION
Product Development

4 Styles/6 Colorways
Sharif Designs
American Fulfillment
Locks, charging, etc.



2017

DIGITAL LUXURY
Multi-Channel Strategies

Digital
Social
Dispensary
Pop-ups

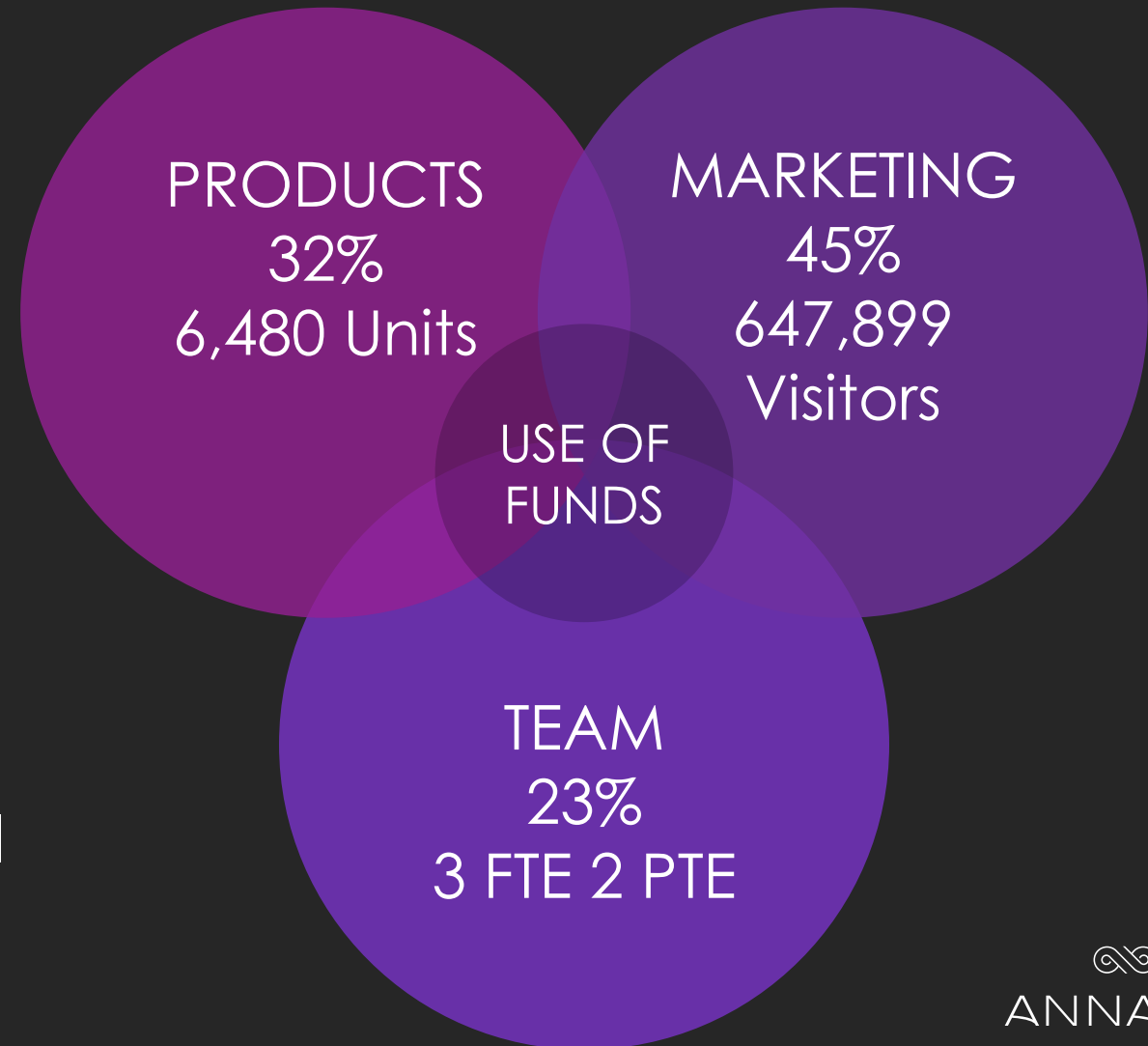
\$1.2M RAISE for 40% of Company

		Y1	Y2	Y3	Y4	Y5
Revenues	Units	6480	31298	54146	82302	104524
	\$	\$862,802	\$4,216,607	\$7,701,379	\$12,086,590	\$17,156,416
	Gross Profit	\$672,182	\$3,273,794	\$5,953,118	\$9,201,347	\$13,081,964
Expenses		\$(747,819)	\$(1,991,788)	\$(3,414,637)	\$(4,506,487)	\$(6,021,220)
EBIT		\$(75,637)	\$1,282,006	\$2,538,481	\$4,694,860	\$7,060,743
Net Income		\$(75,637)	\$1,089,705	\$2,157,709	\$3,990,631	\$6,001,632

FOCUSED GROWTH CAPITAL

FIRST TRANCH

- 12 Styles
 - Advance Sales
 - Marketing
 - eCommerce
 - Physical Retail
- Geographies
Marquis Dispensaries
Mainstream Luxury Retail



INVESTMENT HIGHLIGHTS

- Veteran leadership team
- Differentiated product offering
- Attractive business model
- Favorable market conditions

Participate in the hyper-growth
of the cannabis industry without
Touching “the plant”

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