

# SNOWPLUS ❄️+

## INTRODUCTION



**SNOW  
PLUS** ❄️+

**Spark Something Fresh**

*Your smoking alternative*

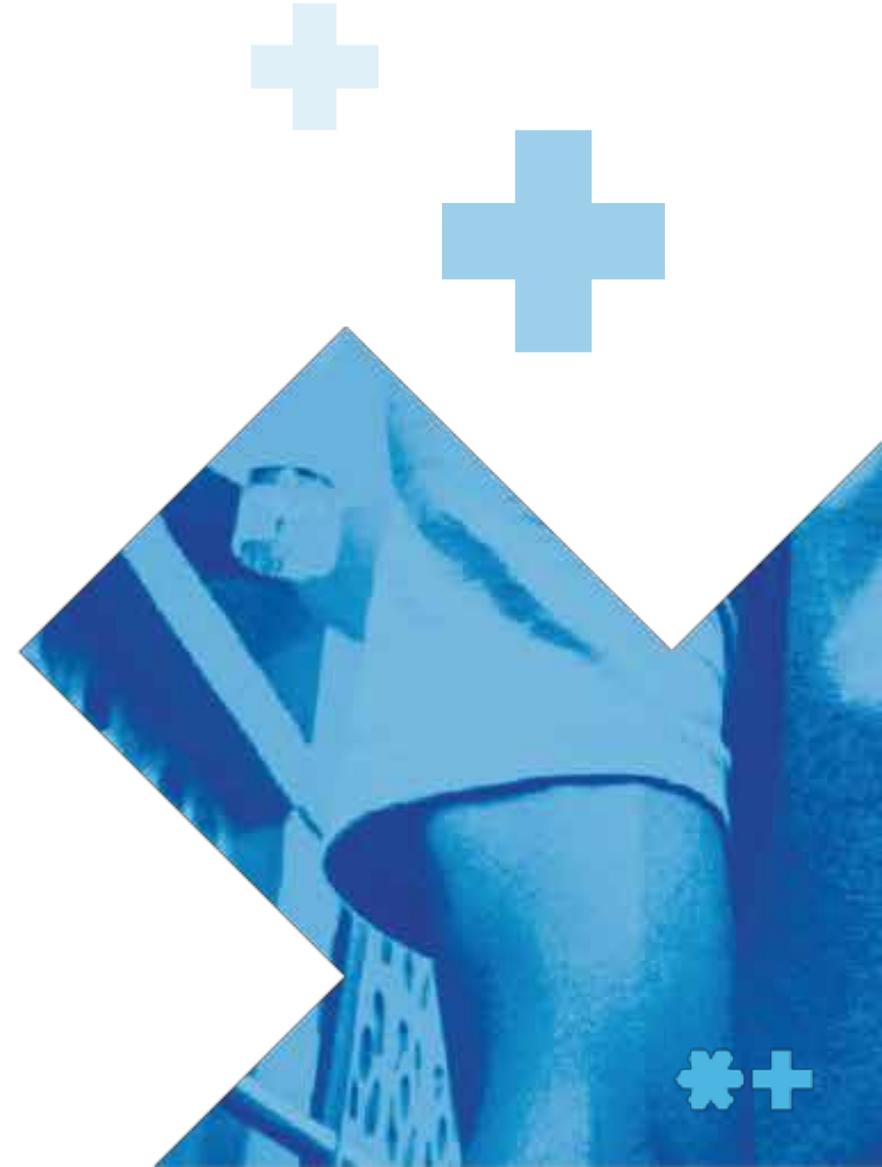
# SNOWPLUS

Duo-based in Beijing and Shenzhen, SNOWPLUS is the **No.2** vaporizer brand in China.

Established by seasoned entrepreneurs and engineers, we aim to bring the best smoking alternative to the world

Our products include:

- Industry-leading e-cigarette product with 20+ flavors and 10+ patented technologies
- World's first vaporizing caffeine delivery system – SNOWPLUS E-COFFEE
- World's first smokeless e-cigarette solution for minimal disturbance
- Ultra-portable disposable e-cigarette line



# Brand and Product Philosophy

## SNOWPLUS ❄️+

### **S**tylish Design

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- Stylish & simple design
- 5 classic color options
- Zinc alloy body
- Silky smooth

### **N**ew Perspective

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- Tech-driven innovative vape
- Honeycomb ceramic atomization tech.
- 4Th generation double-seal design

### **O**pen Minded

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- Global vision, NPD & service
- Global flavor development
- International perfumer

### **W**ow Experience

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- 12 authentic flavors
- Smooth throat feel
- Embedded magnet design
- Incredible battery performance

### **+** More

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- Constantly launch new products and flavor



## Our Team

A highly international core team from technology giants such as Google, Microsoft and Uber

Hardware experts from Huawei and Xiaomi

FMCG experts from Unilever and Coach

Together, we are SNOWPLUS

## Backers

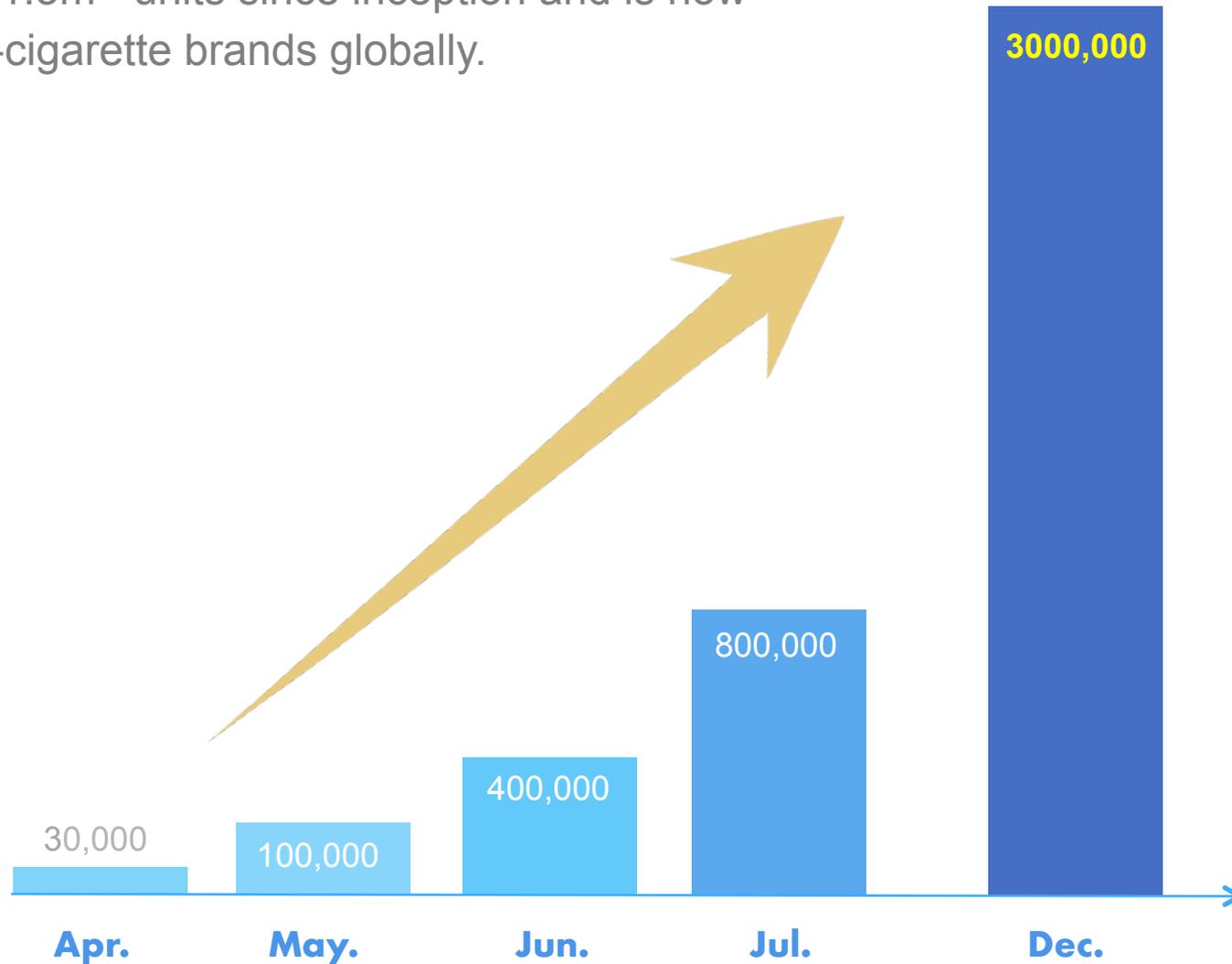
Investors include: Sequoia Capital, Matrix Partners, Zhen Fund, K2VC...

# \$100M+ Raised

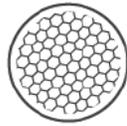


## Exponential Growth

We have shipped 1.3m+ units since inception and is now one of the top 3 e-cigarette brands globally.



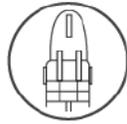
### 3 Innovative Designs for Better User Experience



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#### **TrueFeel honeycomb ceramic atomization technology**

Micronized ceramic micro-pores provide best in class temperature management  
Complete atomization to provide a finer and longer taste experience



+

#### **4th generation of double-seal design**

Best anti-leakage mechanism in the market



+

#### **Embedded magnet design for easy usage**



## 5 Classic Color Options with Industry-leading Finish



Pearl White



Space Grey



Obsidian Black



Pink Gold



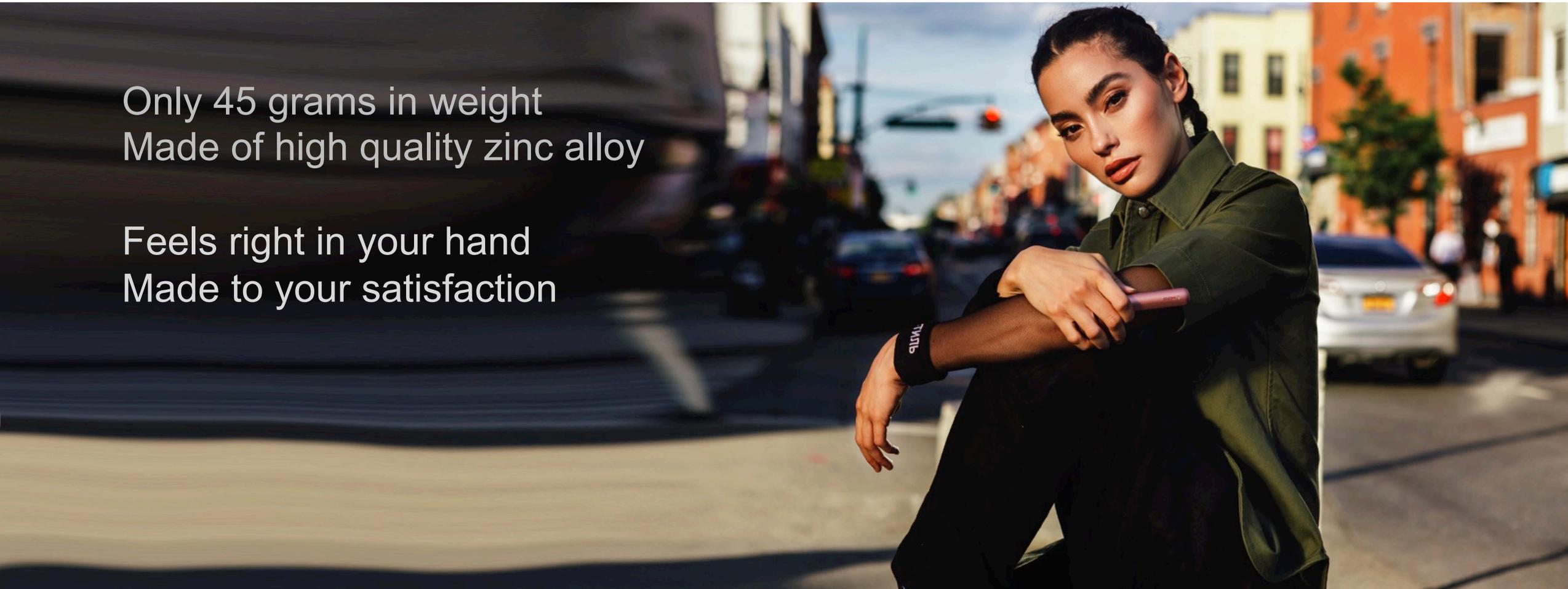
Lust



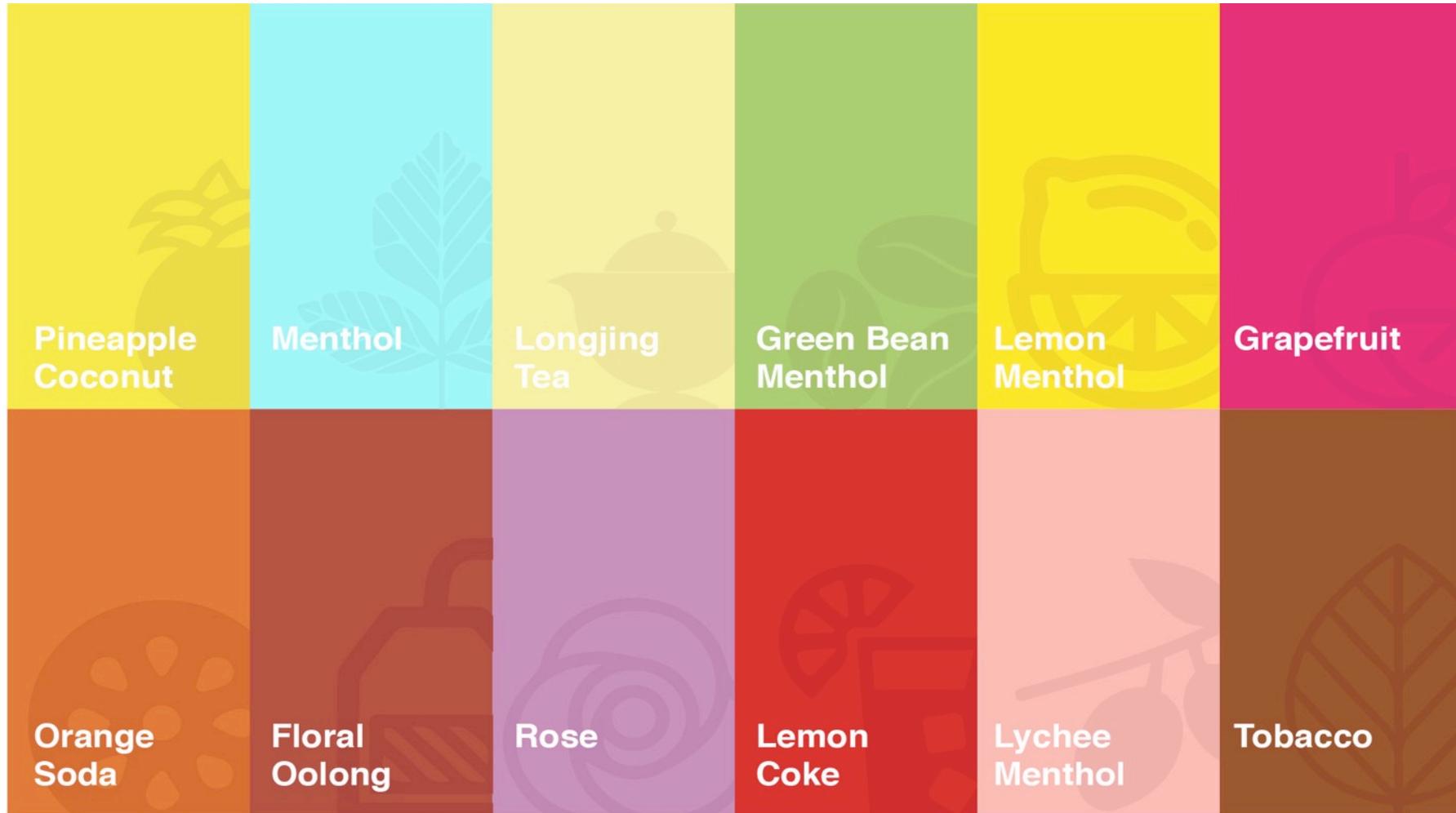
## Great Design and Craftsmanship

Only 45 grams in weight  
Made of high quality zinc alloy

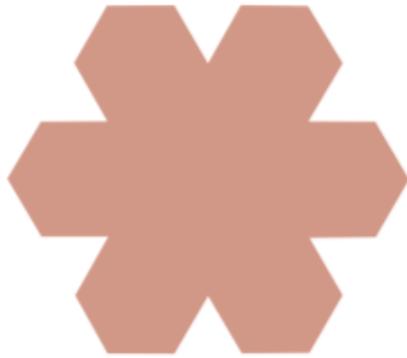
Feels right in your hand  
Made to your satisfaction



## Dedicated R&D Team Delivering Flavor Innovation



## World's First E-COFFEE



## SNOWPLUS E-COFFEE

Extracted and atomized from real coffee beans



# Extensive Safety Certifications, 100% Safety Guarantee



CE-RoHS safety certificate from EU  
PMA (pre-market approval) from FDA for the e-liquid  
Compliance with China's QB/T 1506-2012 for tobacco flavoring  
Compliance with 21 CFR 175. 300 E standard of FDA



# Why Choose SNOWPLUS?

**SNOW  
PLUS** 

95% similar to traditional cigarettes, no secondhand smoking, easy on the throat

## Vs. Cigarette

15 basic flavors + new flavors every month

## Flavors

Superior atomization tech produces a finer, more authentic taste.

## Taste

Magnetic mechanism secures e-liquid pods in place. Intuitive to use.

## Pods

400mAh battery provides incredible battery performance: Last up to 3 days with average use, and one full day with heavy use

## Battery Life

**OTHER  
BRANDS**

Far different from a real smoking experience, causes throat irritation

Only 3-5 flavors, infrequent flavor update

Not fully atomized, prone to other contaminations

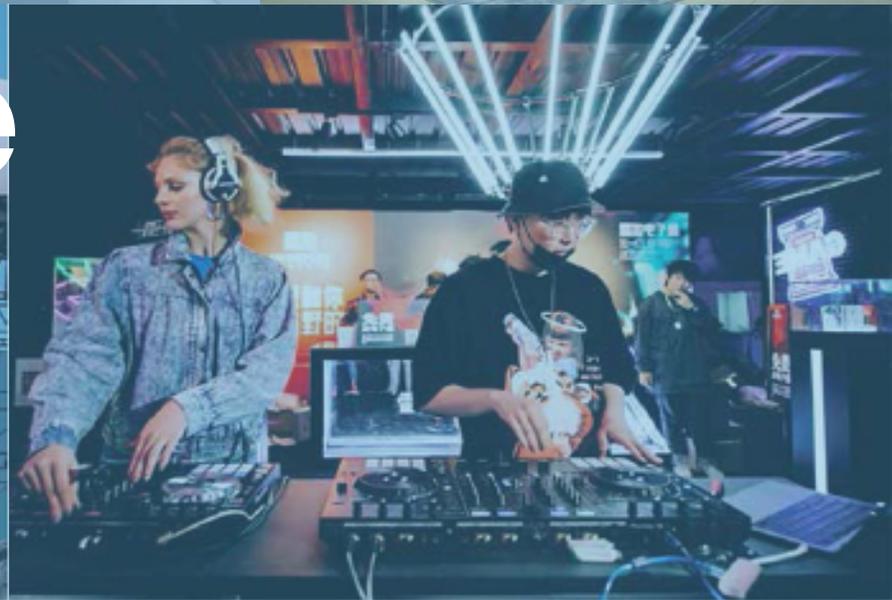
Buckle/lock involved, hard to use

300mAh battery, low battery endurance





# Brand Exposure



SNOWPLUS\*+

alexanderwang t