



HEDGEYE

E-CIG SPEAKER SERIES: LOGIC

FEATURING MIGUEL MARTIN, PRESIDENT

CONSUMER STAPLES

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LEGAL

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LOGIC[®]

PREMIUM ELECTRONIC CIGARETTES

Made by E-Cig Experts



LOGIC Technology Development

Premium Electronic Cigarettes

What makes our products *PREMIUM*:

LOGIC product design is composed of a two-piece electronic cigarette, in which the cartridge and the battery are separated.

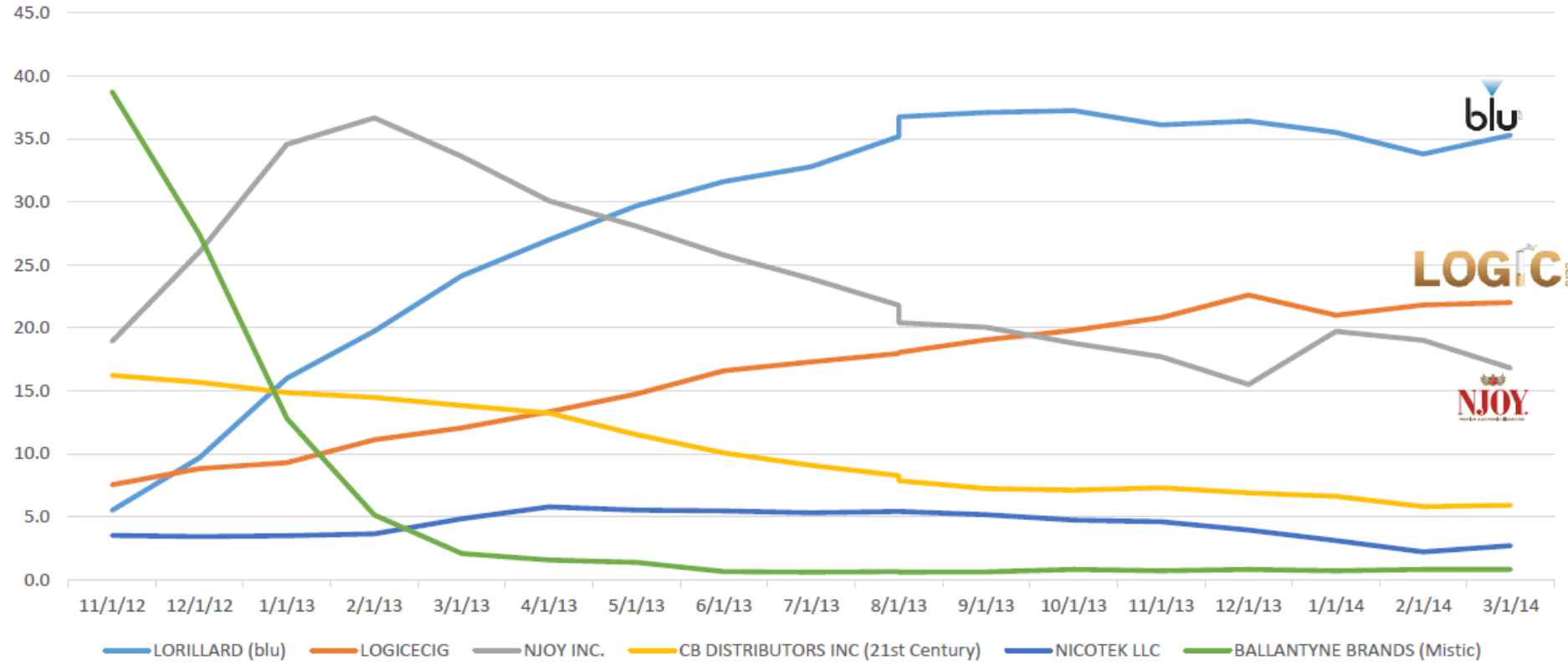
- Our cartridge is an individual piece, and it is sealed on both ends with silicone tips. This stops air from passing through our cartridge.
 - Most competing products are low-cost, plastic and one piece in structure. This allows air exposure in the cartridge chamber, drying out the liquid and causing a stale taste with less puffs.
- Our battery is also an individual piece, which allows LOGIC to use a more powerful battery than the competition. The powerful battery is crucial in allowing for the thick vapor that smokers require.
 - LOGIC utilizes 300 mAH, grade A, lithium ion batteries. Most competing products use low grade 200-240 mAH batteries, and most king size products use low grade 90-110 mAH batteries.
- LOGIC uses triple distilled flavor oils for purity & rich flavor
 - These are the most expensive oils available, & you can tell the difference immediately upon tasting the product



Total US – Unit Share

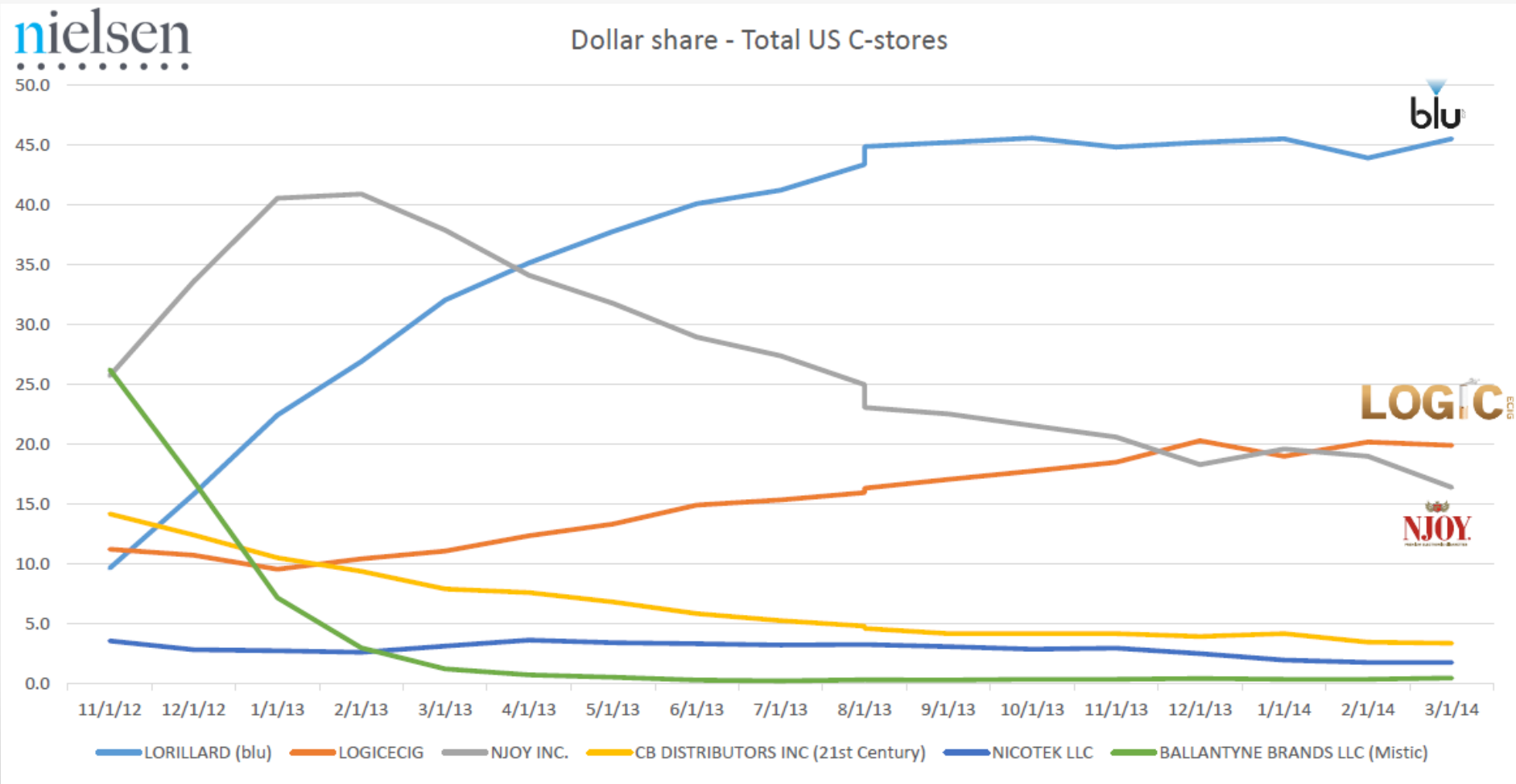


Unit share - Total US C-stores



LOGIC holds the #2 rank for unit share Nationally.

Total US – Dollar Share



LOGIC holds the #2 rank for dollar share Nationally.

Total US – \$ SPPD



RANK #	Description	UPC	Dollar Sales Per Point Of Distribution
	TOTAL ELECTRONIC CIGARETTES - SMOKING		593,881
1	MARKTEN E-CG/ECCR 1 CT	009710000114	210,272
2	Logic Black Label Tobacco Cartridge	085438400401	187,965
3	Logic Platinum Menthol Cartridge	085438400404	171,670
4	Logic Black Label Menthol Cartridge	085438400402	168,117
5	VUSE E-CGC OGN 2 CT	084920500058	162,212
6	Logic Platinum Tobacco Cartridge	085438400403	154,883
7	NJOY E-CGC NO RFL 5 CT	081068701239	150,884
8	GS-L E-CGAC REGULAR RFL 5 CT	060946510702	140,487
9	MARKTEN E-CG MN/ECCR 1 CT	009710000116	117,928
10	VUSE E-CGC MN 2 CT	084920500061	112,264

LOGIC holds 3 of the top 5 SKUs for dollar sales per point of distribution.

Merchandising Options



5-SKU

Counter top unit

NON self-service, small footprint.

11X18



**Multi-vendor
Counter top unit**

18X32
4 Shelves



Tower display

13x83
9 Shelves



18x18 2-sided window decal



5x8 door strike



Pamphlets with acrylic holder



8x10 counter mat

1. LOGIC works with you to create a customized program that works for your unique store group while maximizing sales and profits
2. LOGIC provides Category Insights & a Category Approach
3. LOGIC provides high quality products with an excellent shelf life
4. LOGIC is the #2 selling brand Nationally
5. LOGIC provides complimentary, high impact merchandising support
6. Even chains with established brands can achieve an average of 100+ in units, \$1,400+ in sales and \$575+ in profit with LOGIC

Partner with LOGIC today

FOR MORE INFORMATION CONTACT:

SALES@HEDGEYE.COM
203.562.6500