

THERMACELL®



Nigava Sports^{inc}
DISTRIBUTION

Thermacell 2022 05-06-2021

Programme de la Reunion

- 1 *Thermacell Growth Plans*
- 2 *Category Insights*
- 3 *2022 Recommendations*



2022: Preparing for Growth

Investing for Leadership

Capacity

+250% vs. 2019



**New
US Refill
Production**



**DC
Atlanta**

Improved
Customer
Service



**Growing Team
Adding 28 New Roles in 2021!**

THERMACELL

Products Driving Growth in Canada

All Thermacell Segments ahead of the Category



+79%



+171%



+78%



+107%

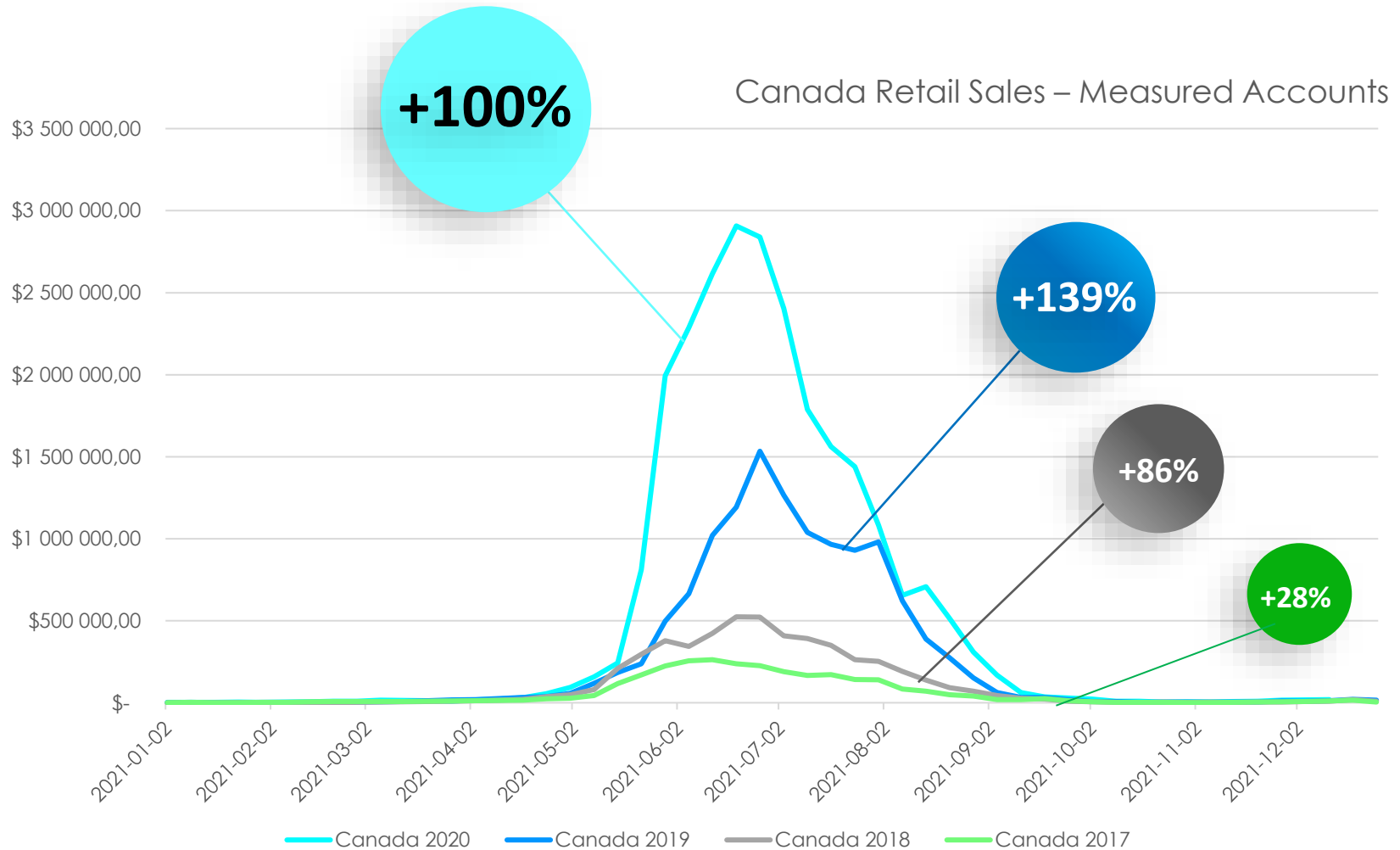


+66%



Sales Through the Cash Register Continue to Impress

No other brand delivering sequential growth like Thermacell

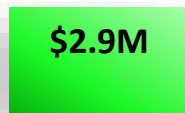


Patio Shield: Fueling our Flagship!

Triggering a new wave of trial!

CANADA RETAIL SALES

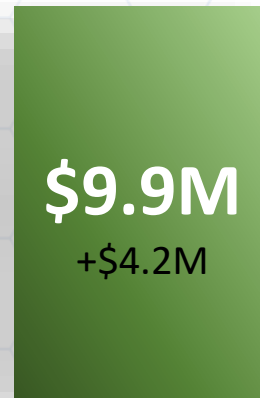
Patio Shield to triple from 2020 to 2022



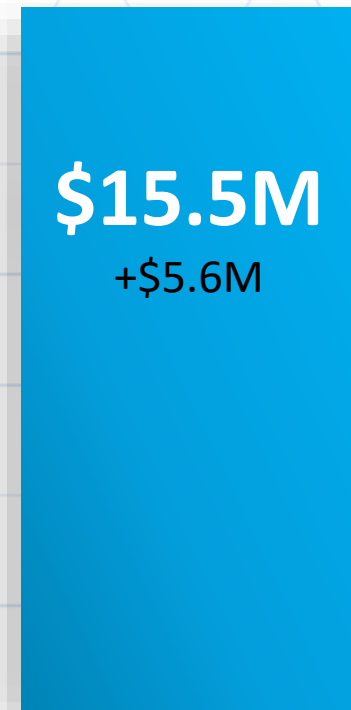
2019



2020



2021P



2022P



Leading SKU Productivity

Thermacell skus growing 3-4x Faster than Leading Brand!

The New #1 SKU Thermacell 48 Hour Refill

+97%



INSECT REPELLENTS NATIONAL EXCL NFLD ALL CHANNELS		Sales Value Local		Sales Volume		
		Currency: Actual CAD		Vol Unit: Actual KGs		
PRODUCT	MANUFACTURER	52 weeks ending 30 Nov 2019	52 weeks ending 28 Nov 2020	52 weeks ending 30 Nov 2019	52 weeks ending 28 Nov 2020	% Chg
THERMACELL REFILLS 45	THERMACELL	2,974,091	5,820,533	99,626	196,206	↑ 96.9
OFF DEEP WOODS UNSCENTED AEROSOL 230 GM	S C JOHNSON	4,432,141	5,640,576	109,613	137,708	↑ 25.6

#2 SKU



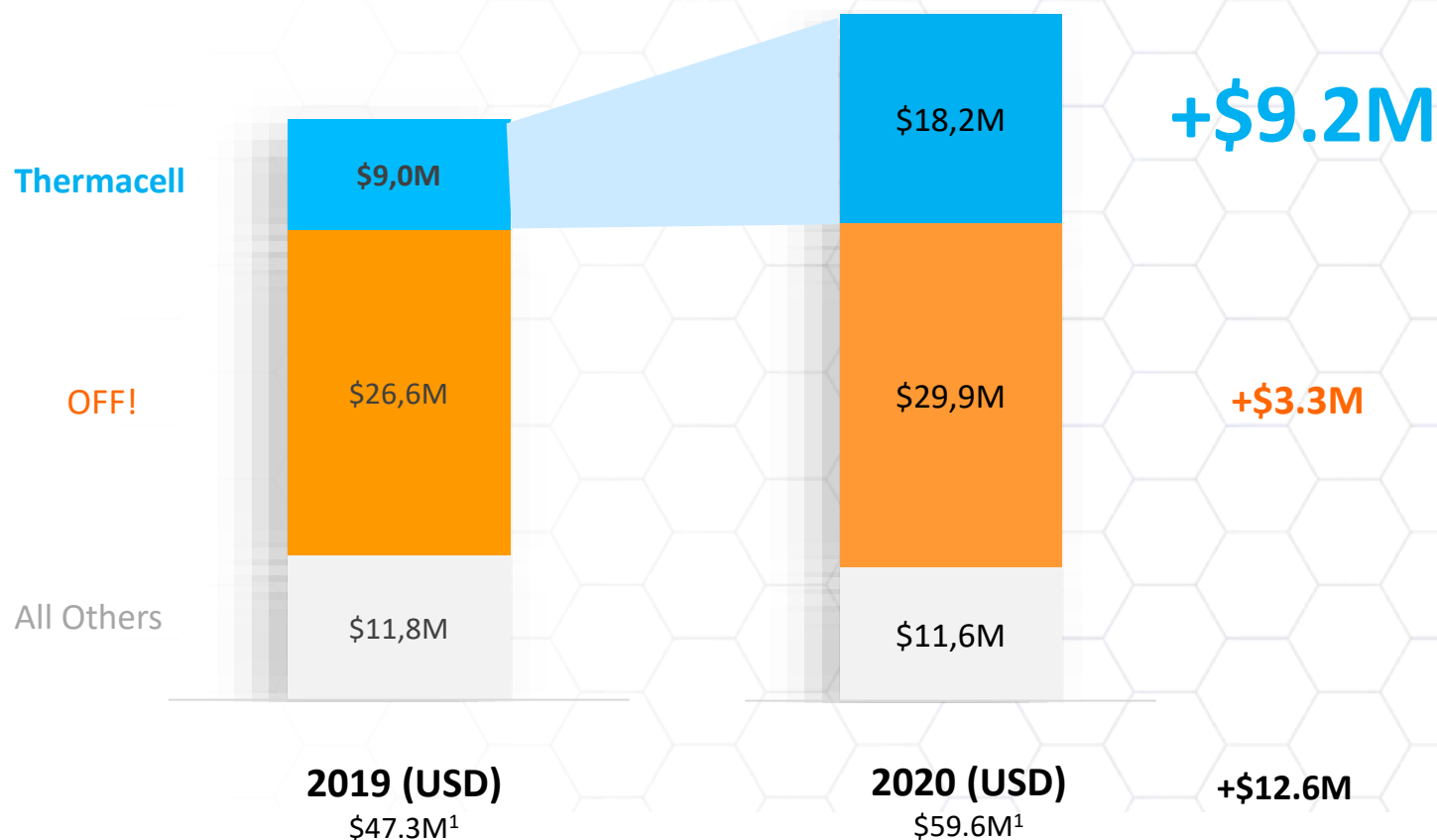
+26%



Driving Significant Category Growth

3X the growth of next closest brand!

2020: 75% of Category Growth Driven by Thermacell!



Refill Attachment = User Value Creation

Over 52% of Device Buyers Purchase a Refill in Y1!

Device + Refill Buyers



+

52% Buy Refills



Year 1



Thermacell Scaling Up Investment in Category

Investing to drive unprecedented category growth!



THERMACELL Canada Advertising SPEND

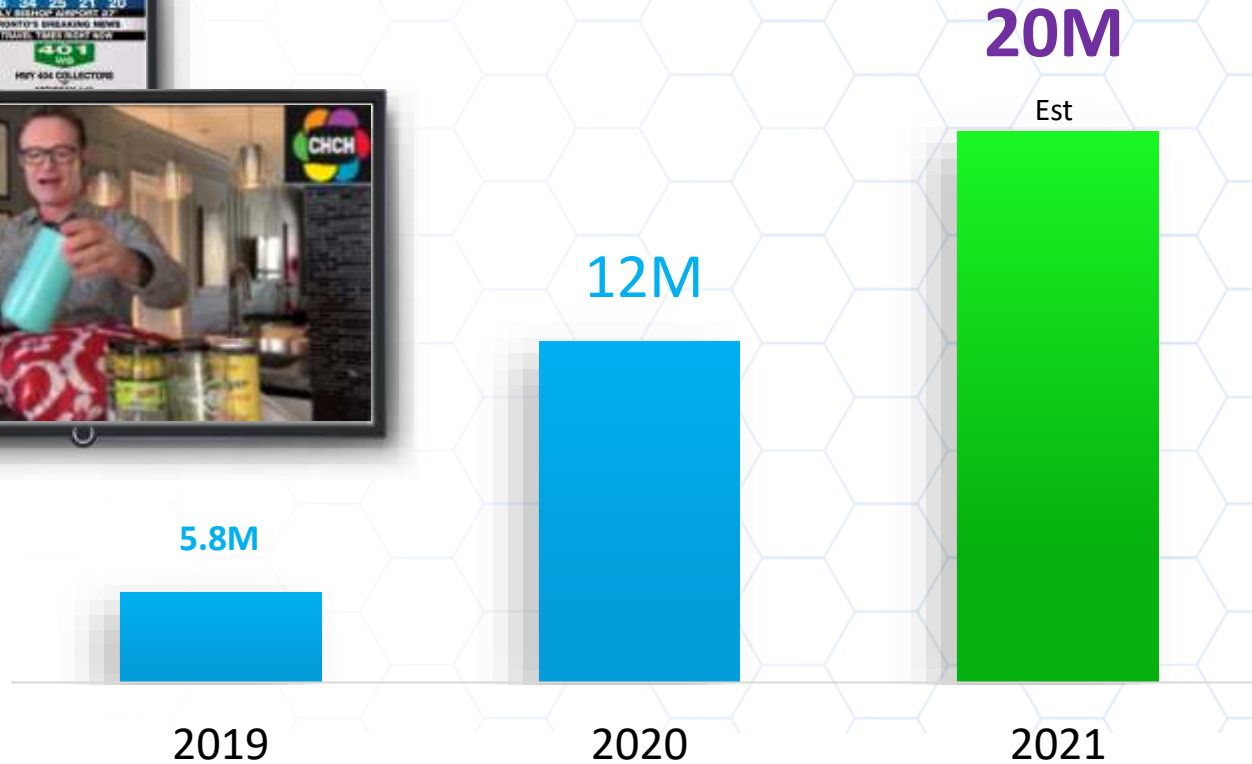


'Full Reach' 2021 Advertising Plan

35-40% of Repellent Buyers Likely to Buy

2021: Thermacell Ads Deliver 70%+ Reach

Unduplicated Campaign Reach, CA Adults
Thermacell Advertising



All New High Frequency 2021 Video Ads

Attract, Educate, Convert!

Patio Shield Rechargeable E-Series





2022 Product Introductions



Drawing inspiration from all around us.



Citrus



Royal



Forest



New Color Lineup + New High Impact Package!

Driving new and accelerated trial!

← NEW! → ← Current →

Royal	Forest	Citrus	Glacial Blue	Fiesta Red
				

New Open-Box Packaging Reduces Confusion at the Point of Purchase

SHOWCASE QUALITY
Open-Box Packaging

CLARIFY IDENTITY
"What is a Thermacell?"

VISUALLY LINK FUEL & MAT SYSTEM
Improve Refill Attachment



"Meet the customer where they shop and simplify their shopping experience"



Elegant Mosquito Protection

Thermacell Torch Display

FEATURES

- 15-foot area of protection from mosquitoes
- 4 warm LEDs create great ambiance in any setting
- No spray and no mess. Scent-free and DEET-free
- No heavy smoke, no open flames and no candles



*PSLT4CA discontinued for 2022

SKU: PSLT4DCA15-8
Torch MSRP: \$49.99

Contains:
15 x PSLT4DCA
8 x R4CA



On average 2.6 torches per purchase; huge opportunity in refill attachment

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Thermacell Repellents, Inc. (CONFIDENTIAL)

*Torches must ship on a full pallet of 6 displays.

Recharge your Outdoor Adventure

Thermacell Adventure Rechargeable

FEATURES

- Rubber Armored
- Locking Top
- Lanyard Attachment
- Water Resistant
- 9-hour battery life

SKU: EX90GREYCA
MSRP: \$79.99



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The Newest Fishing Companion

Thermacell MR300 – Mossy Oak Red Hook

SKU: MR300MOCA

MSRP: \$59.99

FEATURES

- Fishing Friendly with no chemical Sprays
- Gear Friendly and will not damage fishing line, plastics or other synthetic materials
- Contains Repeller, Clamp, Belt Clip, and 12 hours of protection
- Ideal for repelling mosquitoes on the water.



Mossy Oak Fishing's #1 Pattern
Blue Marlin



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Get the most out of your hunt

Thermacell Refill – Earth Scent 48 hours

FEATURES

- Includes 48 hours of mosquito protection refills with cover scent
- For use in fuel powered Thermacell Repellers, Lanterns and Torches
- Earth scent mats masks human odor
- No spray and no mess. Scent free and DEET free

SKU: E4CA

MSRP: \$34.99



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Thermacell Repellents, Inc. (CONFIDENTIAL)

Double the Refill for 2022

Backpacker Refill – 48 Hours

FEATURES

- Includes 48 hours of mosquito protection mats
- For use in iso-butane powered Thermacell Backpacker
- No spray and no mess. Scent free and DEET free

SKU: M48CA
MSRP: \$24.99



*M24CA discontinued for 2022



Expanded Assortment

Thermacell Rechargeable Refills

FEATURES

- Two sizes of mosquito protection refill
40 Hour Protection
80 Hour Protection
- For use in the rechargeable powered Thermacell Repellers
- No spray and no mess. Scent free and DEET free

SKU: LR240CA

MSRP: \$54.99



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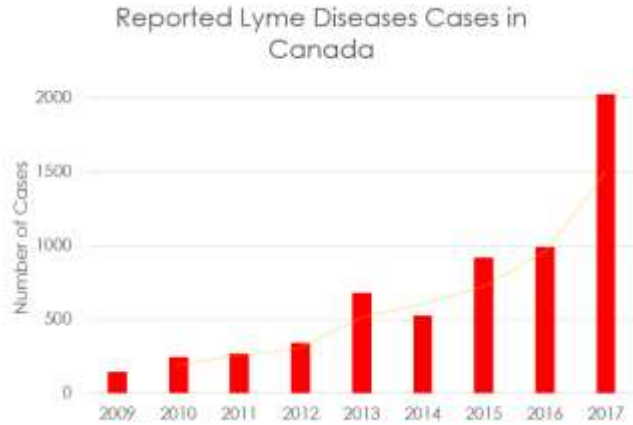
New... Easy Backyard Tick Protection



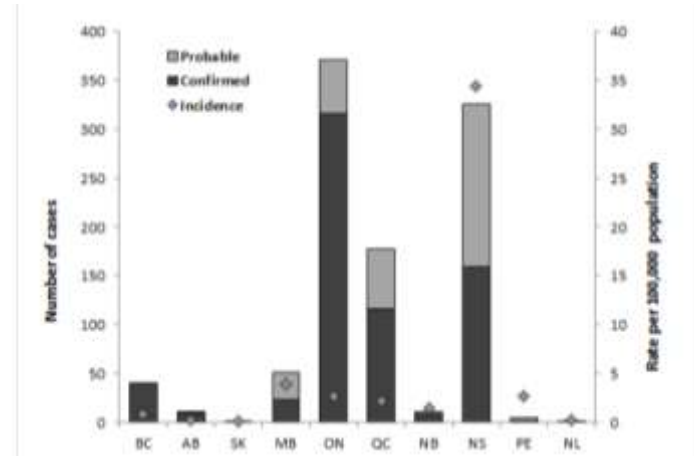
Lyme disease is a growing threat

What you need to know

- 1 Lyme disease cases increased over 100% from 2016 to 2017



- 2 88% of Lyme cases are in Ontario, Quebec and Nova Scotia



- 3 Why is Lyme Increasing?



- 4 Trend Highlights

- The number of Lyme disease cases has increased exponentially in last few years
- The # of Lyme cases are under reported. True number is likely to be 10X higher
- Climate change causes an increase in tick populations and Lyme disease cases

Source: Government of Canada <https://www.canada.ca/en/public-health/services/diseases/lyme-disease/surveillance-lyme-disease.html>

Protect your home

Thermacell Tick Control Tubes – 12 pack

FEATURES

- Protects ½ of an acre
- Kills backyard ticks that carry Lyme disease
- Doesn't harm kids, pets or the environment
- Easy to use; apply within minutes
- Best times to apply in early April and late July

SKU: TC12CA
MSRP: \$49.99



SKU: TC12CA-24
Contains 24 TC12CAs



Continue with Popular Displays

The perfect off-shelf mix



5PSCA18-12
NEW!

E55XCA8-8

MR300GCA12-9 MR300GCA12-9 MR300MOCA6-9
NEW!

MR9W12-12CA

TC12CA-24
NEW!



2022 Patio Product Assortment

More Products, Even More Colors!



MRPSR CA	MRPSB CA	PS1CITRUS CA	PS1ROYAL CA	PS1FOREST CA
\$34.99	\$34.99	\$34.99	\$34.99	\$34.99



E55XCA

\$69.99



Patio
Lantern

\$44.99



Patio
Torch

\$49.99



Tick
Tubes

\$49.99



2022 Adventure Product Lineup

Un répulseur pour chaque poursuite en plein air



MR300GCA	MR300FCA	MR450XCA	MR300MOCA	MRMECA	MRBPCA	APCLCA
\$34.99	\$49.99	\$49.99	\$59.99	\$49.99	\$49.99	\$19.99



EX90GREYCA

\$79.99



2022 Refill Assortment

Largest assortment of refills, ever!



R1CA	R4CA	R10CA	C4CA	E4CA	M48CA
\$9.99	\$29.99	\$69.99	\$19.99	\$34.99	\$24.99



LR140CA	LR240CA
\$29.99	\$54.99



2022 Discontinued Products

Refining assortment to focus on GROWTH items!



PSLT4CA

\$49.99



M24CA

\$14.99



LZ1CA

\$69.99

