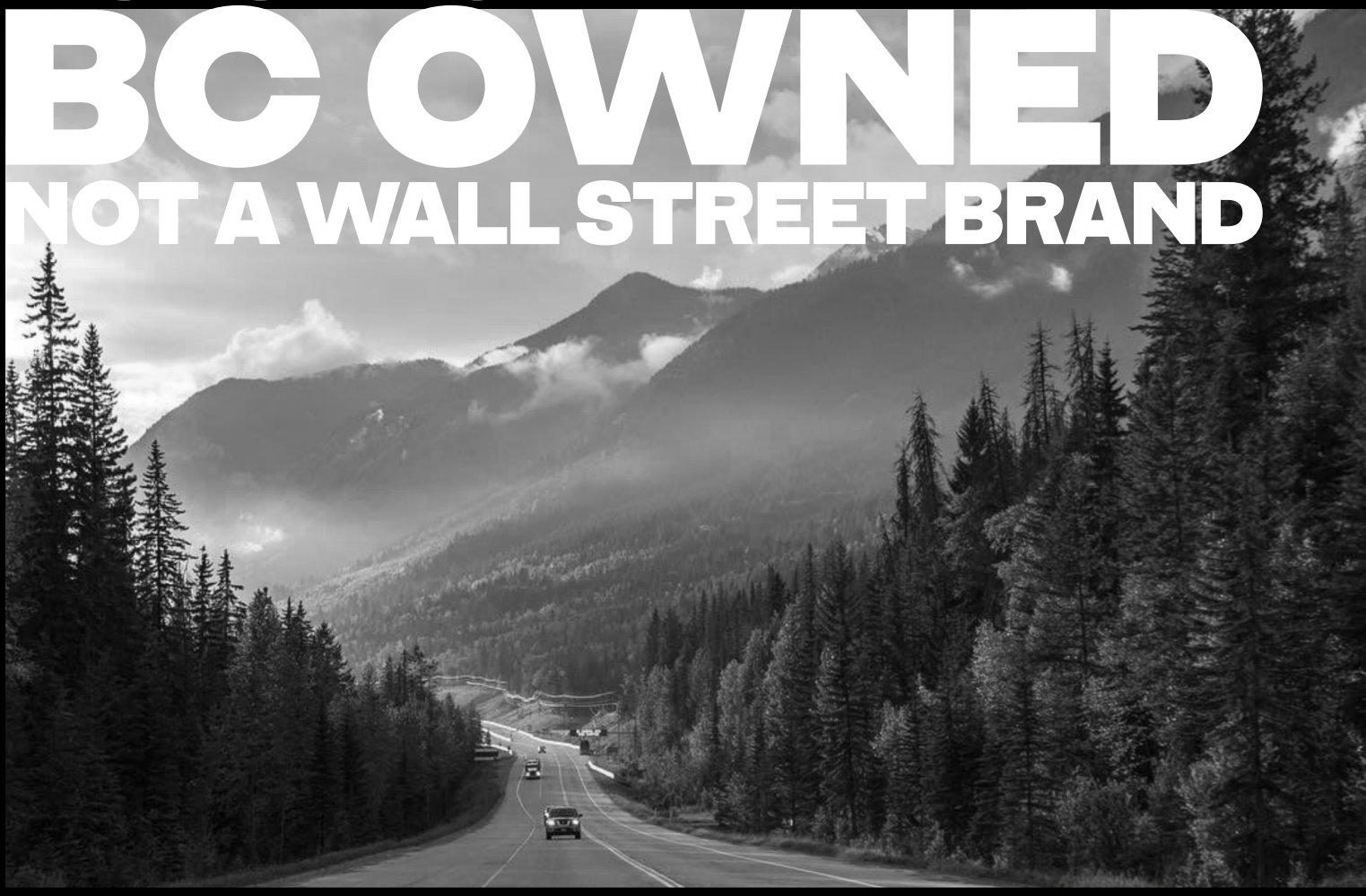

PRIMO
BC
Sungrown
It's Better Out Here!

100%
BC OWNED
NOT A WALL STREET BRAND



We make one thing and we make it right
—**BC Sungrown Big Bud Pre-Rolls**, for people out here.

The money stays in the towns we sell in.

Big Bud Pre-Rolls. Smart Value. BC Sungrown.

OPEN SKY CLASSICS

Blue Dream.

White Widow.

Both BC Sungrown.
Both big buds.
Both in the new Integrity Tube.

Five individual slots.
One joint per chamber.
Clear tube.
Nothing to hide.

No greenhouse. No gas bill through a Canadian winter.

That's how smart value is possible.



WHAT WE BELIEVE

BC bud was built in towns across this province.

None of the money stayed.

Legalization should have built what craft beer built —local growers, regional identity, money rooted in the towns that grew it.

It went to Wall Street instead.

Canada pulled American alcohol off the shelves to protect Canadian producers.

Nobody looked at the cannabis aisle.

THE OPPORTUNITY IS NOW

$208m

▼ 16m pre-rolls

Pre-rolls — infused and not — are BC's largest cannabis category.
By units and by wholesale dollars.

And still growing:



+10% last quarter,

while flower fell

▼ **5%**

BCLDB Cannabis Wholesale Quarterly Sales Reports, twelve months to June 2026.

The value brands built on outside capital are consolidating.
Shelf space is opening across BC.

Primo is 100% BC owned, independent and sungrown.
Sold in BC and nowhere else.

OUT HERE

Only in BC:

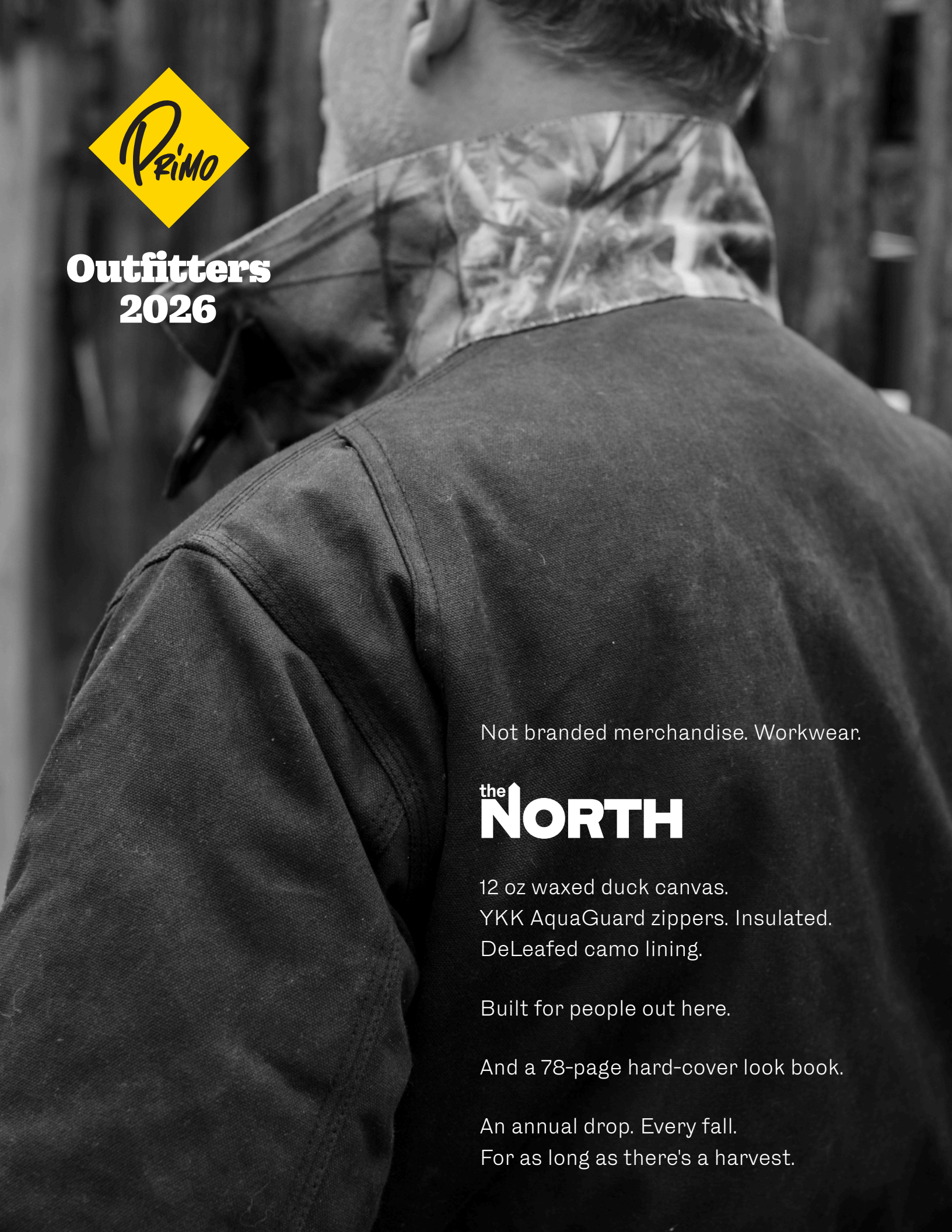
223 independent retailers.

102 towns.

75 of them aren't cities.

we went there on purpose

September 2026


PRIMO
Outfitters
2026
Not branded merchandise. Workwear.
the NORTH
12 oz waxed duck canvas.
YKK AquaGuard zippers. Insulated.
DeLeafed camo lining.
Built for people out here.
And a 78-page hard-cover look book.
An annual drop. Every fall.
For as long as there's a harvest.


PRIMO®
OG
DeLeafed
The pattern came off 540 photographs of one plant.
Documented, not designed.

LET'S TALK

Dominic Stann — Founder

dom@itsprimo.com

Jess Lock — Operations

jess@itsprimo.com

The 2026 look book.
78 pages, hard cover.
Request a copy.

itsprimo.com

itsprimo.com/media

100%
BC OWNED

Big Bud Pre-Rolls.

Smart Value.

BC Sungrown.

It's Better Out Here!