

ember

Revolutionizing temperature control



# Introducing Ember

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Ember is a design-led temperature control brand.

Our products allow people to precisely control the temperature of their hot beverage, then maintain it (for 1 hour with the Ceramic Mug and 2 hours with the Travel Mug). This ensures hot drinks taste perfect from the first sip to the last drop and people can take their time.

With the success of our first 2 products and with a strong product pipeline, we are forging a new category in technology and consumer goods.

We are built on a broad foundation of IP and patents and we will take temperature control to new areas of people's lives in order to become the next household technology brand.



# The Ember Travel Mug

Ember's first product launched with Starbucks in 2016 and sold out all across the country in days.

Became loved by our users.

Commanded a premium price point of \$149.95.

Established a category of temperature control drinkware.

Winner of 2017 IDSA Industrial Design Award and 2019 Plus X Award.



# Reaction to the Travel Mug

Ember received great attention in technology and lifestyle press.

**Forbes**

**Inc.**

Bloomberg

BUSINESS  
INSIDER

**WIRED**

VOGUE

**FAST**  
COMPANY

martha  
stewart

POPULAR  
SCIENCE

YAHOO!

**TC**  
TechCrunch

  
TODAY

ember



# Ember Ceramic Mug

In November 2017, we launched our second product to huge press attention and unprecedented demand.

Broke sales records immediately, and beat sales performance goals.

Introduced a new product with universal appeal to the temperature control category in over 4,500 Starbucks stores across the US and Canada.

Winner of 2019 Plus X Award.



# Reaction to the Ceramic Mug

The Ceramic Mug has captured the imagination of the nation's press, which has led to huge international demand.

TIME



Forbes

WIRED

BUSINESS  
INSIDER

Inc.

delish

FAST  
COMPANY

lifehacker

POPULAR  
SCIENCE



MEN'S JOURNAL



# Ember Mug, 14 oz.

In March 2019, we launched the 14 oz. version of our Ceramic mug in direct response to consumer feedback focused on drinking preferences in the United States and Canada.

Our largest mug to date, and most successful product launch in Ember history.






You Spoke. We Listened.

Winner of 2019 Plus X Award.



# We have a unique data story

By collecting data from the Ember app in the field, we know:

-  134.9°F = Average drinking temp
-  5.16 oz. = Average volume consumed
-  10:51 am = Peak drinking time
-  Ember is active in 152 different countries
-  50 minutes = Average use time



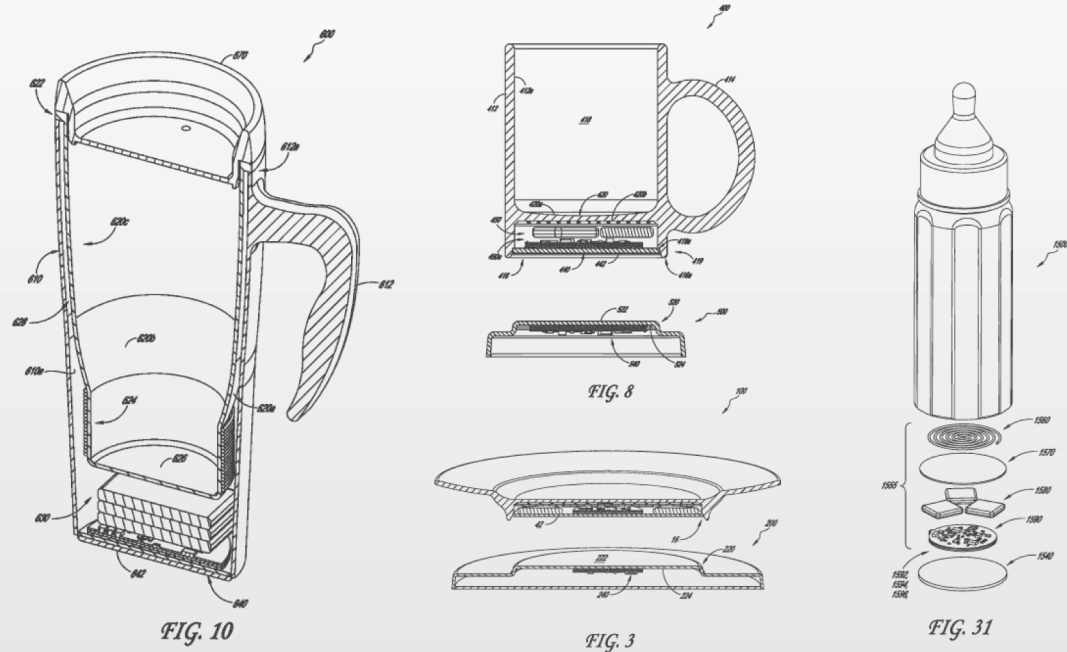


# We are built on the foundation of patents and IP

Since 2010, we've been building a powerful worldwide patent portfolio covering our temperature control technology.

Ember's international patent portfolio includes over 30 granted patents and reaches into many important regions of the world including:

- United States
- China
- Australia
- South Korea
- Japan
- Singapore
- European Union
- Switzerland
- Norway
- Canada



# Packaging

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Temperature Control Mug<sup>2</sup>

- Keep your drink hot**  
Set your preferred drinking temperature. Start with 135°F and adjust from there.  
**Gardez votre boisson bien chaude**  
Régulez votre température de préférence. Commencez à 57°C (135°F) et ajustez à partir de ce point.
- Control with smartphone**  
Set your temperature, custom alerts, receive notifications and more.  
**Contrôlable par téléphone intelligent**  
Régulez la température, personnalisez la configuration, recevez des avis et plus encore.
- Enjoy 1.5 hour battery life\***  
Or keep the Ember Mug on the included charging coaster for all day use.  
**Profitez d'une autonomie de pile de 1,5 heure\***  
Ou laissez le Tasse Ember sur le socle avec de recharge inclus pour l'utiliser toute la journée.
- Safe to hand wash**  
Ember Mug is BPA free and fully submersible up to 1 meter deep.  
**Lavable à la main**  
Le Tasse Ember respecte la norme BPA et est entièrement submersible jusqu'à 1 mètre de profondeur.



10 oz | 295 ml

Temperature matters  
La température compte

"Temperature makes all the difference between delicious and disappointing. Ember's precise control means your drink is at the perfect temperature for you, from the first sip to the last."

*Clay Alexander*  
Founder & CEO



ember®



Temperature Control Mug<sup>2</sup>  
10 oz | 295 ml

A few degrees better

A few degrees can make a big difference in taste. Ember lets you control the exact temperature of your favorite hot beverage, creating the perfect drinking experience.

La perfection, au degré près

Un degré en plus ou en moins peut faire toute la différence. Ember vous permet de programmer la température exacte de votre boisson chaude préférée pour vivre une expérience de dégustation exceptionnelle.



Pour  
Verser



Adjust  
Régler



Enjoy  
Savourer



# Packaging

ember

Temperature Control Mug<sup>2</sup>

**Keep your drink hot**  
Set your preferred drinking temperature. Start with 185°F and adjust from there.

**Gardez votre boisson bien chaude**  
Régulez votre température de préférence. Commencez à 185°F (85°F) et ajustez à partir de ce point.

**Enjoy 1.5 hour battery life\***  
Or keep the Ember Mug on the included charging coaster for all day use.

**Profitez d'une autonomie de pile de 1,5 heure\***  
Ou laissez le Tasse Ember sur le sous-verre de recharge inclus pour l'utiliser toute la journée.

**Control with smartphone**  
Set your temperature, customize presets, receive notifications and more.

**Contrôlable par téléphone intelligent**  
Régulez la température, personnalisez la configuration, recevez des avis et plus encore.

**Safe to hand wash**  
Ember Mug is 100% sealed and fully submersible up to 1 meter deep.

**Lavable à la main**  
Le Tasse Ember imperméable à l'eau est entièrement submersible jusqu'à 1 mètre de profondeur.



10 oz | 295 ml

**Temperature matters**  
La température compte

"Temperature makes all the difference between delicious and disappointing. Ember's precise control means your drink is at the perfect temperature for you, from the first sip to the last."

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Temperature Control Mug<sup>2</sup>  
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**A few degrees better**

A few degrees can make a big difference in taste. Ember lets you control the exact temperature of your favorite hot beverage, creating the perfect drinking experience.

**La perfection, au degré près**

Un seul degré fait une différence de goût. Ember vous permet de programmer la température exacte de votre boisson chaude préférée pour vivre une expérience de dégustation exceptionnelle.



**Pour**  
Verser



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Régler



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Savourer



Thank you

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