AMOR FELINE

Sprinkle it on - litter odor is gone



amorfeline.com Ravenna, OH

Highlights

1. Insiders already invested $309K – patent-owning inventor is our largest shareholder
2. Already selling through Amazon with plans to sell through Walmart online
3. Operating break-even in 9 to 12 months; full payback of the raise projected by Year 2
4. Hundreds of millions of cats globally, growing – a recurring problem we solve
5. Patented natural material traps litter odor permanently – no masking like other deodorizers
6. Received the 2026 American Chemical Society Green Innovation Award for removing noxious odors
7. 100% non-toxic and natural – safe for cats of all ages, families, and the planet
8. $56K already invested in first 25,000-unit run in hand, facility fully operational

Featured Investors



Ray Harner Follow — Invested $50,000

Serial entrepreneur, Board Member and CEO of AMOR FELINE

"The odor elimination is what makes AMOR FELINE compelling. SULFUR MAGNET® earned recognition in the 2026 ACS Green Chemistry Challenge Awards."

Timothy and Sandra Stroyne Follow — Invested $50,000

Investor in Standard H2 and AMOR FELINE

"AMOR FELINE pairs remarkable odor elimination with chemistry designed to trap odors, reducing reliance on fragrance-based masking."

Rebekah Wright Kulis and Will Kulis Follow Invested $30,000

AMOR FELINE and Standard H2 Investor

"The odor elimination is remarkable, and SULFUR MAGNET® gives AMOR FELINE a patented mineral-technology foundation rather than another scented additive."



James and Mariavicenta Wasas Follow Invested $20,000

Inventors of the SULFUR MAGNET, serial entrepreneurs, founders of Standard H2

"AMOR FELINE began with a simple belief: litter-box odor can be addressed without adding volatile organic compounds (VOCs) or masking smells with fragrance. Our SULFUR MAGNET® mineral formulation captures odor at its source. Investor support will help us automate packaging and increase production so more cat owners can choose a VOC-free solution."

Timothy M. Rickus and Teresa M. Rickus Follow Invested $20,000

Investor in AMOR FELINE and Standard H2

"We're encouraged by the odor elimination and the company's multichannel approach, including Amazon, influencer marketing, subscriptions, and B2B outreach."

Doyle Stutzman and Naomi Stutzman Follow Invested $20,000

Investor in AMOR FELINE and Standard H2

"The odor elimination is a strong differentiator. I'm encouraged by plans to serve cat owners, veterinarians, shelters, groomers, and boarding facilities."



Terry Mazanec Follow Invested $10,020

Chief Chemist for AMOR FELINE and Standard H2

"Its odor elimination capability makes AMOR FELINE more than another litter additive. It addresses odor compounds instead of simply covering them."

Donald J. Tharp Follow Invested $10,000

Investor in AMOR FELINE and Standard H2

"I appreciate how AMOR FELINE pairs odor elimination with a VOC-free formulation. The Green Chemistry recognition highlights the innovation behind it."

Company has raised $309,620 through 35 investors Follow Invested $309,620

"38 of what was then 162 shareholders of our parent company - Standard H2 - bought shares during our initial Friends & Family offering back in April 2026 raising $309,620 which exceeded the original goal of $250,000. These funds were used for the initial purchase of shaker tubes, supplies, filling equipment, display, and launching the product."

& 15 more

Team



James Wasas Chairman and Chief Science Officer

As Standard H2's Chief Science Officer, Jim Wasas helped develop SULFUR MAGNET®, the regenerable purification technology recognized with the 2026 American Chemical Society Green Chemistry Challenge Award.

amorfeline.com



Mariavicenta Wasas Founder and SULFUR MAGNET Inventor

As the founder of AMOR FELINE® and inventor of SULFUR MAGNET®, Mariavicenta Wasas developed the foundational technology behind the brand's odor-neutralizing formula, bringing her innovation from concept to a solution for cat owners.

amorfeline.com



Ray Harner CEO

Ray Harner leads AMOR FELINE®'s growth and commercialization, advancing product development, retail and distribution partnerships, e-commerce, and a trusted brand that improves everyday life for cat owners.

amorfeline.com



Terry Mazanec Chief Chemist

As AMOR FELINE®'s Chief Chemist, Terry Mazanec drives product testing and innovation, applying his technology development experience to advance the patented mineral formulation behind the brand's odor-neutralizing solution.

amorfeline.com



Rick Zeller Operations Manager

Rick Zeller manages AMOR FELINE® operations and SULFUR MAGNET® production, helping ensure reliable manufacturing and support the company's growth across pet care and clean technology.

amorfeline.com



Evan Schmitt Business Development Director

Evan Schmitt supports AMOR FELINE®'s growth through business development, strategic partnerships, and retail expansion, drawing on his B2B sales experience to build industry relationships and identify new market opportunities.

amorfeline.com



Bill Kiefaber Chief Marketing Officer

Bill has 35 years of marketing and communications experience. He leads the creation of integrated marketing and communications programs for AMOR FELINE to engage with its target audiences, improve visibility, stimulate loyalty, and increase sales

amorfeline.com

James Wasas Secretary SPV Voting Proxy

Pitch Deck



Memo

AMOR FELINE: Litter odor relief, without added fragrance

AMOR FELINE™ is a mineral-based litter additive created to eliminate odor at its source. Sprinkle it on cat litter to capture odor-causing compounds instead of hiding them with potentially harmful Volatile Organic Chemicals (VOCs).

Most odor-control products rely on VOC fragrances to mask smells. Other products use absorbents such as activated carbon, zeolite, or other ineffective additives while AMOR FELINE™ uses the proprietary SULFUR MAGNET® formulation to chemically capture odor-causing compounds. AMOR FELINE™ has no fragrance, it eliminates almost any odor and is 100% VOC-free, non-toxic and environmentally friendly.

A large, recurring market

Cat litter is a repeat-purchase product, and odor control is a major consideration for cat owners. A recent market report estimates the global market for cat litter odor-control additives at **$137 million in 2025**, growing to a projected **$249 million by 2032**. The estimate covers functional additives incorporated into cat litter formulations, including fragrance systems, adsorbents, biological additives, and other odor-control materials. It represents the broader ingredient market, not AMOR FELINE's current sales or a company revenue forecast.

Early sales and routes to market

Amazon is the current sales channel for AMOR FELINE Inc. and has sold 100 units through its soft launch. Distribution through Walmart is planned for Q1 2027.

The company is also exploring a business-to-business path: supplying and licensing the formulation to cat litter manufacturers for use in their products. Conversations with Purina and Oil-Dri have already taken place. These are discussion in progress, not an announced partnership or agreement.

Why invest now

AMOR FELINE has been testing the product with consumers for years and is preparing to expand distribution. The product is based on the patented SULFUR MAGNET® technology developed by its parent company, Standard H2, Inc. (SH2). The American Chemical Society awarded this innovation with the **2026 Green Chemistry Challenge Award** in the Design and Manufacture of Materials for Energy Applications category for the SULFUR MAGNET® because of the massive sulfur odor absorbing capacity and ease of regeneration. The award recognized the technology's sulfur-removal application of which most odors are composed; it was not an award specifically for the AMOR FELINE product.

An investment in the company AMOR FELINE Inc. (AFI) in this Offering is an investment in the special SULFUR MAGNET® formulation created for AMOR FELINE™. The Company has the exclusive, perpetual, worldwide, royalty free rights to the formula for use in the pet and commercial cat market space under a license granted by SH2, its parent company. The formulation is also covered by the patents granted to SH2 by the US Patent & Trademark Office, and foreign patents.

The company reports $309,620 in insider investment and more than $83,000 in WeFunder reservations. WeFunder reservations are nonbinding and are not completed investments.

What this campaign will fund

AMOR FELINE currently has approximately 3,000 units in inventory and can produce several thousand units per month. Packaging is a current production constraint.

Campaign funds are intended to automate packaging, increase production capacity, and support the next stage of growth. The company is targeting packaging automation in Q1 2027. The post-automation capacity target should be added once management confirms a supportable figure.

Company structure

AMOR FELINE, Inc. is a separate Delaware "C" corporation focused on the cat litter market. It owns the AMOR FELINE™ brand and product business and manages commercialization and customer opportunities for this market.

Standard H2 is AMOR FELINE's parent company and owns the underlying SULFUR MAGNET® patents. AMOR FELINE has a royalty free, perpetual and global right to

use the technology in the feline segment of the market under a license from Standard H2. As such, all product sales, including at the consumer level to cat owners, the commercial level to veterinary clinics, pet hotels and the like, and industrial level sales, such as to cat litter producers, will accrue to the benefit of AFI stockholders.

Production of the special version of SULFUR MAGNET® created by SH2 for AFI will be done by SH2's wholly owned manufacturing subsidiary H2 Final Filter, Inc. This formulation was specifically developed for Amor Feline, and the composition is a closely held trade secret.

Financial projections

Management believes this revolutionary breakthrough in odor relief will result in improved air quality, a healthier environment for the cats, family, community, and the environment resulting in broad acceptance, high sales and exceptional profitability. Cat owners are unanimous; the biggest drawback to their feline pet is litterbox odor. And while there are many products on the market that claim to address the issue, most either just replace one odor with another, or do next to nothing. Now there is AMOR FELINE™, which completely eliminates litter box odor in an easy to use, inexpensive and completely pet, home, and environmentally safe manner.

How the product works

Odor relief is just a sprinkle away thanks to AMOR FELINE™ a unique, natural, non-toxic, environmentally friendly solution to cat odor pollution. Cat excrements and the masking fragrances used in cat litter are VOCs (Volatile Organic Compounds) detrimental to a healthy environment. AMOR FELINE™ is the 100% VOC Free innovation, a proprietary blend of natural minerals that have been in production and field trials for years.

AMOR FELINE™ chemically traps the odor causing compounds permanently locking them away in an environmentally friendly way.

AMOR FELINE™ is unique because it is not a cover-up, or a sponge that absorbs but slowly releases odors like activated carbon, it is a patented and proprietary blend of natural minerals that traps the odors permanently and safely by chemical reaction producing a compound that can be safely disposed of in trash.

Marketing and sales strategy

The Company intends to use an omni-channel retail marketing strategy including social media advertising, influencer partnerships (pet accounts), content marketing, and subscription box models, as well as through its Amazon store and Walmart.

AMOR FELINE™ will also pursue a direct B2B sales strategy targeting veterinary clinics, boarding facilities, shelters, and grooming salons through hands-on product sampling and outreach kits that demonstrate its non-toxic, VOC-free performance. The company will continue to attend industry trade shows such as the SUPERZOO to build relationships with veterinary and care-facility decision-makers and generate wholesale trial orders. Volume-based wholesale pricing will reward multi-location veterinary groups and care facility chains for larger, recurring purchases.

AMOR FELINE™ is positioned as the premium, clinical-grade solution to litter box odor, built on a patented natural mineral-based formulation that chemically neutralizes odor rather than masks it with cheap fragrance. This positioning emphasizes safety, environmental responsibility, and proven efficacy, appealing to health-conscious cat owners as well as veterinary and institutional buyers who require pet-safe, non-toxic products. It supports premium pricing relative to conventional litter additives while building long-term trust with professional care providers.

Testimonials

"*My husband and I were both shocked by how well AMOR FELINE worked in our laundry room, which is where we keep our litter boxes. We spend a lot of time in the room next to the laundry room, and even though we clean the boxes daily, it made a noticeable difference, especially having 4 cats. We also put some in an open cup in our kitchen any time we cook onions or garlic (or anything pungent). There is no residual odor; previously, the kitchen would smell like onions/garlic for a few days.*" - *Jane Bosworth*

"*I sprinkled it on the litter box in the morning after the kittens used it. They continued to use the litter box throughout the day. I gave it another sprinkle at the end of the day. When I returned in the morning, I gave the litter box a tentative sniff from a distance and then another from 6 inches away. I didn't smell anything. I barely picked up the*

scent of the litter itself." - Geoff Barker, Community Adoption Coordinator, The Animal Foundation