



# New Pathways to Wellness

August 2019

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A man and a woman are jogging together outdoors. The woman is on the left, wearing a light blue tank top and black leggings, with her blonde hair in a ponytail. The man is on the right, wearing a red and white athletic shirt and grey shorts, smiling. They are running on a path with a clear blue sky in the background.

**You live an active lifestyle.  
Your health is important to you.**

**So why aren't you taking care of your stem cells?**

# Stem Cells and Endocannabinoids

The stem cell and endocannabinoid systems are two of the most recently discovered breakthroughs in modern wellness. As advanced research has shown, healthy stem cells are key to the overall wellbeing of the human body.

StemSation has developed stem cell and CBD products designed for the modern, on-the-go health-conscious consumer.

CBD is poised to be a \$30b annual industry and is the largest growing consumer product segment globally.

The global stem cell market exceeded \$7b in 2017 and is estimated to reach \$14.8b by 2022.

**StemSation is ready to own the stem cell and endocannabinoid direct sales market**



Ray Carter, CEO  
Founder of Stemtech  
Direct Selling Visionary



Dr. Mira Gadzala, CSO  
VP of R&D, Stemtech  
Stem Cell Expert



Nick Panza, VP Operations  
10+ years of experience  
Leader in Customer Service



David Casanova, SVP Sales  
30 Years in Direct Sales  
Amway, Nuskin, Natura

# StemSation

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Same Great Team

## The Direct Selling Population

18.6 million\* direct selling representatives

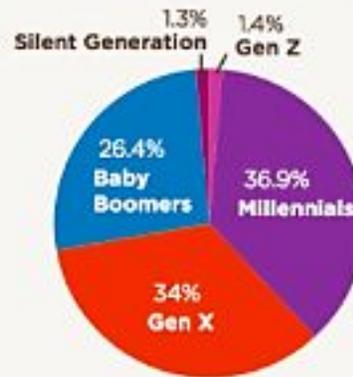
### 2017 Direct Selling Business Activity



Note: Figures do not sum to total due to rounding

### People Involved by Age

Direct selling provides flexible, entrepreneurial opportunities to all ages



## U.S. Retail Sales

\$34.9 billion in estimated retail sales

### Sales by State

There is direct selling activity in every U.S. territory and state with Texas, California, New York, Florida, and Illinois as top five.



# Network Marketing

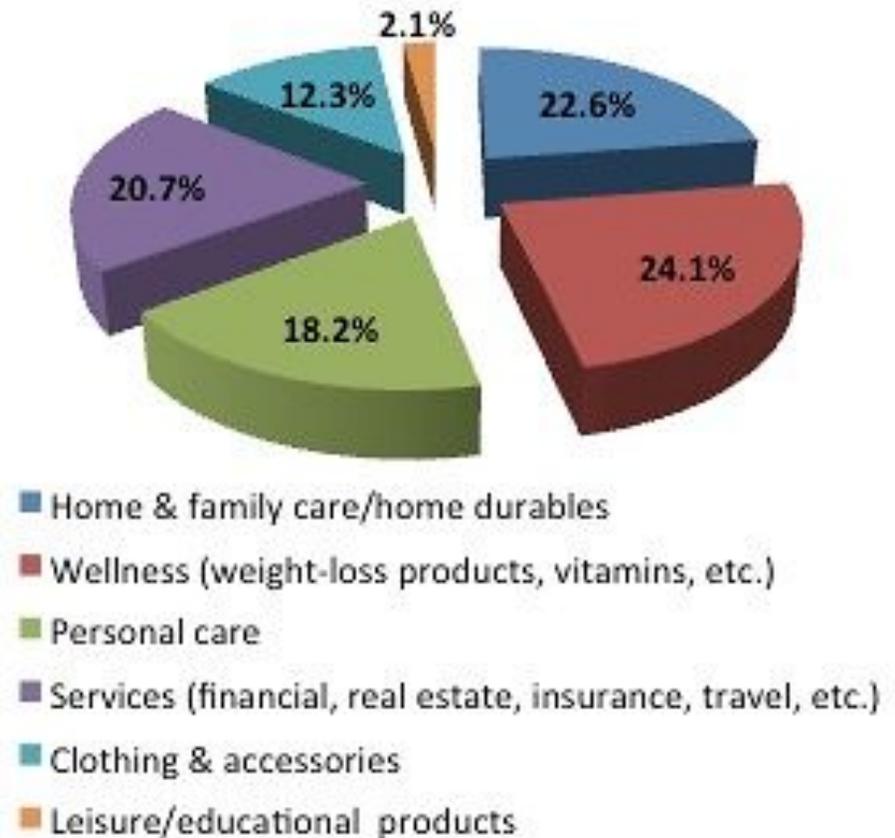
30m+ Reps generating \$40b in sales by 2025

# Market Opportunity

Wellness: 2.6% Growth YOY  
CBD: \$30B in sales by 2021

## Percent of MLM Sales, by category

Source: Direct Marketing Association, 2011





Average Order Value of \$25-\$100

# Initial Products

# Sales Projections



	Year 1	Year 2	Year 3
Independent Wellness Advocates (IWA)	10,000	15,000	20,000
Average Annual Volume (per IWA)	\$1000	\$1000	\$1000
Total Sales Revenue (Projected)	\$10,000,000	\$15,000,000	\$20,000,000

# Road Map



Q4 2019	2020	2021
US/EU Operations	Global Expansion	15,000+ IWAs
Capital Raise	Acquire IP Portfolio	\$15m+ Annual Sales

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# StemSation

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