

# EMMA HARDIE PLAN



Duelstone technology uses Post behaviour data to provide brands with **adaptive performance benchmarks** that let them decide how fast they want to grow and gain unparalleled levels of visibility over their ROI.



**RETAIL SALES ARE 8X HIGHER THAN SPEND (800% ROI)** →

EMMA HARDIE PLAN																		
YEA	QUARTER	SALES		RETURN		P&L		SPEND					COMMISSIONS			PROFIT		
								£22.50	£95	£950	38%	9.5%	14.25%	38%				
		<b>RETAIL SALES REVENUE</b>	<b>REAL RETAIL SALES REVENUE</b>	<b>RETURN</b>	<b>REAL RETURN</b>	<b>P&amp;L</b>	<b>REAL P&amp;L</b>	<b>SAMPLES SHIPPED</b>	<b>SHIPPING SAMPLES SPEND</b>	<b>CNTNT POSTS</b>	<b>CONTENT POST SPEND</b>	<b>SALES POSTS</b>	<b>SALES POST SPEND</b>	<b>SALES CREATOR COMMISSION</b>	<b>DUELSTONE COMMISSION</b>	<b>RETAILERS FEES &amp; COMMISSION</b>	<b>BRAND GROSS PROFIT</b>	
			2X SALES	SALES /SPEND	(2 x SALES) /SPEND	PROFIT - SPEND	2X PROFIT - SPEND				PRICE PER CONTENT POST		PRICE PER LIVE SALES POST				% OF SELLING PRICE	
2022	Q 1	£0	£0	£0	£0	£0	£0	0	£0	22	£2,090	0	£0	£0	£0	£0	£0	
2022	Q 2	£0	£0	£0	£0	£0	£0	0	£0	0	£0	0	£0	£0	£0	£0	£0	
2022	Q 3	£0	£0	£0	£0	£0	£0	0	£0	125	£11,875	0	£0	£0	£0	£0	£0	
2022	Q 4	£0	£0	£0	£0	£0	£0	0	£0	0	£0	0	£0	£0	£0	£0	£0	
2023	Q 5	£50,431	£100,862	708%	1,416%	£12,039	£31,203	0	£0	25	£2,375	5	£4,750	£19,164	£4,791	£7,186	£19,164	
2023	Q 6	£82,010	£164,020	2,878%	5,755%	£28,314	£59,478	0	£0	30	£2,850	0	£0	£31,164	£7,791	£11,686	£31,164	
2023	Q 7	£19,835	£39,670	696%	1,392%	£4,687	£12,225	0	£0	30	£2,850	0	£0	£7,537	£1,884	£2,826	£7,537	
2023	Q5+Q6+Q7	£152,276	£304,552	1,187%	2,375%	£45,040	£102,905	0	£0	85	£8,075	5	£4,750	£57,865	£14,466	£21,699	£57,865	
2023	Q 8	£228,000	£456,000	800%	1,600%	£58,140	£144,780	0	£0	150	£14,250	15	£14,250	£86,640	£21,660	£32,490	£86,640	
2024	Q 9	£256,500	£513,000	900%	1,800%	£68,970	£166,440	0	£0	150	£14,250	15	£14,250	£97,470	£24,368	£36,551	£97,470	
2024	Q 10	£285,000	£570,000	1,000%	2,000%	£79,800	£188,100	0	£0	150	£14,250	15	£14,250	£108,300	£27,075	£40,613	£108,300	

**\* REAL RETAIL SALES REVENUE** takes into consideration additional sales generated by the live sales posts after the stream ends.

THE DATA USED IN THIS BENCHMARK PLANNING TOOL IS FOR GENERAL GUIDANCE ONLY AND WILL VARY FROM BRAND TO BRAND



# SOCIAL POSTS POWERING FASTER GLOBAL SHOPPING

Shoppers in China turn to **Posts on Chinese social media** to decide how they will collectively spend **US\$100bn** each year on overseas **sports, nutrition and cosmetic products**.

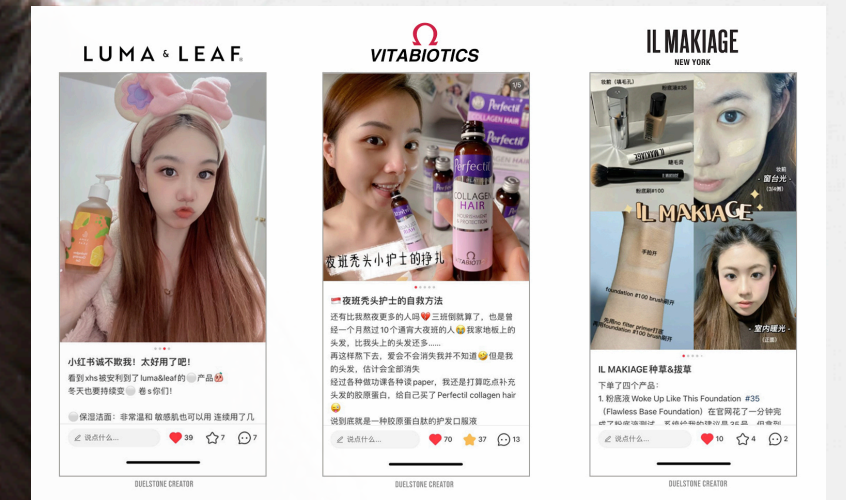


Duelstone technology powers **10,000 Chinese speaking creators in 60 countries** in trying these types of products and sharing the experience as **high quality Posts** that shoppers in China can instantly find and use to make faster global shopping decisions.



Duelstone Post generation technology also brings to life a progressive, fast expansion model for **brands to enter China**.

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LEADING BRANDS DEPEND ON DUELSTONE

IL MAKIAGE

VITABIOTICS

pixi

PharmaCare Laboratories

OptiBac probiotics

amika:

EII EMMA HARDIE

Abbott



# FAST GLOBAL GROWTH PLATFORM

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Duelstone Post technology is custom built to manage the processes required to generate high quality Posts through 10,000 Chinese speaking Creators in 60 countries to drive global growth in China for brands.

Applications	Brands	KOC	Products	Update Application			
172	Pixi glow tonic + DetoxifEYE set	Zhishan	zhaoyi		0	Pending	Aug 24, 2023
171	MultiVit Everyday Health Strawberry 60s	Viviane	zhaoyi	Completed	2 / 6 (70)	100	Approved
170	Pixi glow tonic + DetoxifEYE set	Yen	Luna		0	Rejected	Aug 24, 2023
169	MultiVit Everyday Health Strawberry 60s	Yen	Luna	Delivered		0	Approved
168	Pixi glow tonic + DetoxifEYE set	shandan	Yuan		0	Approved	Aug 23, 2023
167	MultiVit Everyday Health Strawberry 60s	Victoria	Viola	Pending		0	Approved
106	Pixi glow tonic + DetoxifEYE set	Jin	zhaoyi		0	Approved	Aug 23, 2023
105	MultiVit Everyday Health Strawberry 60s	yuerlee11	小米卷		0	Rejected	Aug 23, 2023
104	Pixi glow tonic + DetoxifEYE set	Yeowan9	小米卷		0	Approved	Aug 23, 2023
163	MultiVit Everyday Health Strawberry 60s	Jess wang	Other	Completed	0 / 6 (0)	0	Approved
162	MultiVit Everyday Health Strawberry 60s	Xuan iii	Luna	Completed	0 / 6 (0)	0	Approved
161	Pixi glow tonic + DetoxifEYE set	yiren	Yuan		0	Approved	Aug 23, 2023
160	MultiVit Everyday Health Strawberry 60s	ruiyu521	小米卷	Completed	1 / 6 (0)	0	Approved
159	MultiVit Everyday Health Strawberry 60s	xiaoxiaoniao	小米卷	Completed	1 / 6 (0)	0	Approved
158	MultiVit Everyday Health Strawberry 60s	yumi	Yuan	Delivered		0	Approved

# OVERCOMES BIG CHALLENGES

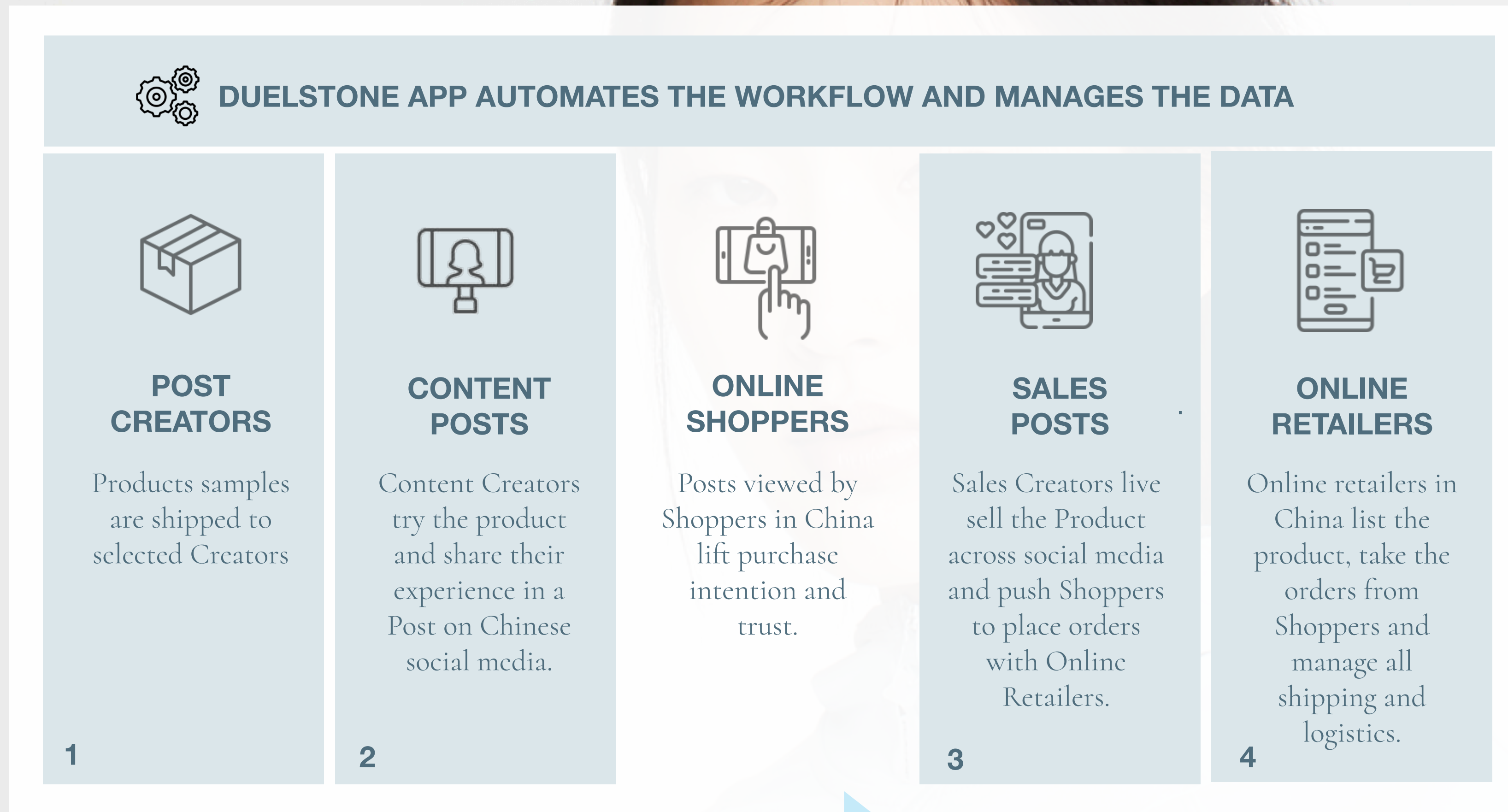


Duelstone technology is designed to automate a lot of the **250 processes required** for Creators to build quality Posts for brands that lift purchase intention amongst global shoppers in China. Optional add on processes use these Posts to attract listings and wholesale order for the brand from reputable online retailers in China.

The processes are grouped into 4 cores stages.

1. Selecting the correct Creators and ensuring they try the product and understand its appeal.
2. Auditing the Post and using the data to uncover intelligence that informs the brand team and endlessly lifts the performance of successive Posts.
- 3 +4. Cataloguing the Posts and sharing them with a network of live Sales Post Creators and online retailers in China to attract Shoppers, Listings & Wholesale orders.

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10 THOUSAND POST CREATORS

25 MILLION SHOPPERS

2500 SALES CREATORS

60 ONLINE RETAILERS

# POWERING NEW LEADERS

UK's leading wellness brand **Vitabiotics** used **Duelstone** to generate Posts that lifted demand in China for their **Perfectil** beauty supplements from **zero to a high USD seven figure market leader** performing at **+2000% ROI** in less than 8 months.

Relevant Chinese Creators in 60 countries were shipped Perfectil supplements and briefed on the superior aspects of the product.

Posts viewed and trusted by millions of shoppers in China lifted purchase intention among buyers of overseas beauty supplements.

Post intelligence enabled the brand to learn why shoppers were switching to Perfectil and use these insights to generate endlessly higher performing Posts.

Posts performance data sharing with a network of online retailers in China triggered a surge in demand to List & Wholesale buy Perfectil.



Icon: Box

**PRODUCTS SHIPPED TO CREATORS**

Icon: Person with video camera

**CREATORS TRY AND SHARE POST**

Icon: Hand pointing at a phone screen

**POST VIEWED BY SHOPPERS**

Icon: Person with video camera and chat bubbles

**SALES CREATORS POST LIVE STREAM**

Icon: Shopping cart

**ONLINE RETAILERS BUY & LIST PRODUCT**

## PERFECTIL PERFORMANCE

The product was outselling all major competitors within 8 months and claimed a number of top seller awards on Tmall and Douyin.

周GMV增长商家榜		自播GMV增长排名	
1	HIGH FLEX 健力多 海外旗舰店	1	Perfectil 海外旗舰店
2		2	orgain 海外旗舰店
3		3	
4	VITABIOTICS 海外旗舰店		
5	Holland&Barrett 海外旗舰店		
6	NaturElan 响兔 海外旗舰店		

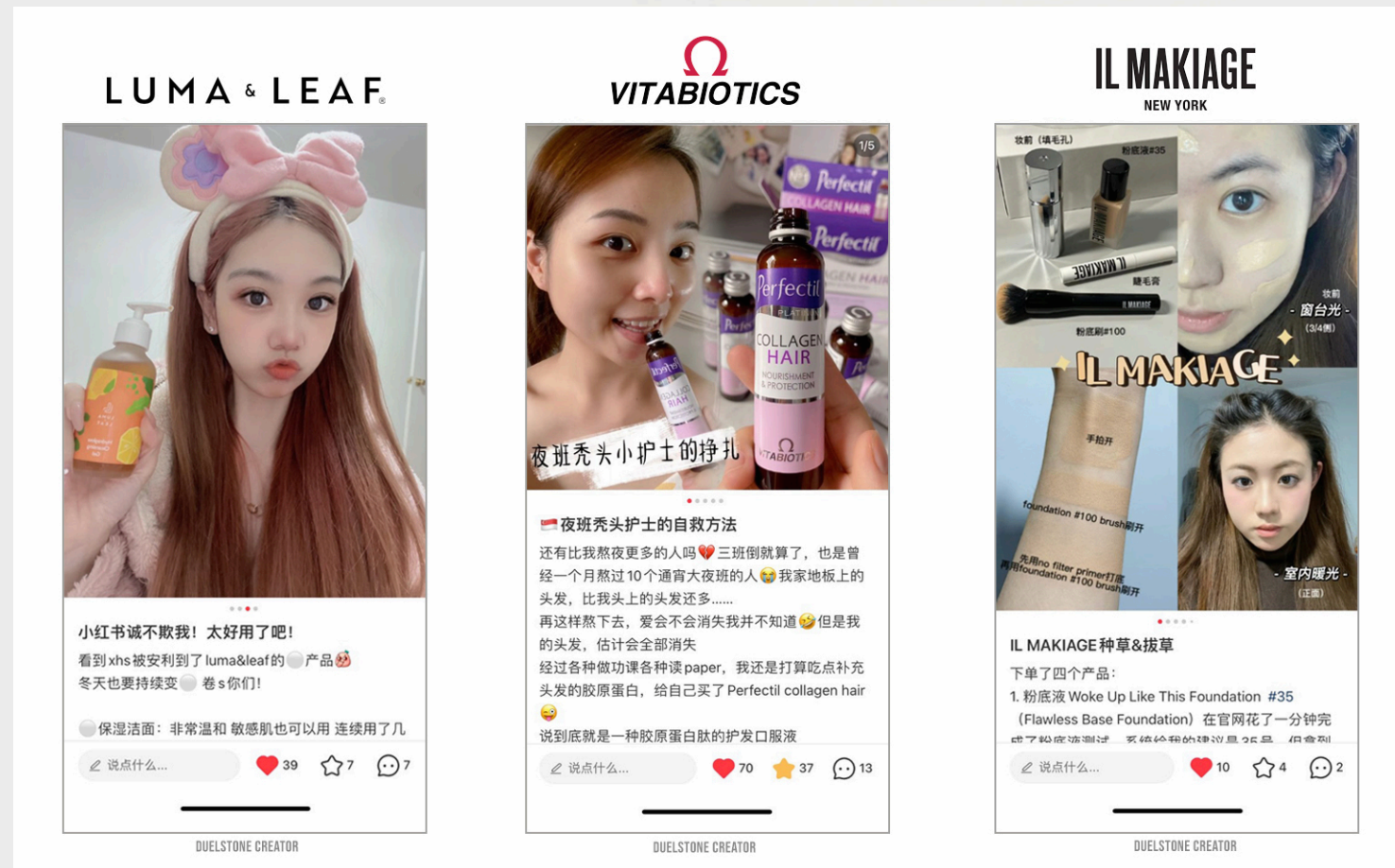


# RAPID START

Duelstone is designed to enable brands to **get started fast** and expand marketshare without the need for many resources. It is also pre-loaded with 10,000 pre-profiled, proven Creators ready to generate high quality Posts for the brands.

BASIC SETUP WORKFLOW IS AS FOLLOWS:

1. Place the Order for the number of Posts
2. Ship products to Duelstone
3. Provide brand materials and assets in English and wholesale pricing sheet (if online retailers required).



POSTS GENERATED THROUGH DUELSTONE. FOR BRANDS

# EXCEPTIONAL TEAM

Duelstone leadership team is **accomplished, capable** and operate with a single cohesive vision on building the ultimate Creator platform for shoppers in China to buy globally, faster and with greater satisfaction.

A new era for supplements global expansion into China has arrived with Duelstone. I am blown away by the power.” **Benji Lamb, Head of China Vitabiotics**

“The return of investment and speed of Duelstone is truly extraordinary” **Barry Cook, CEO Emma Hardie Skincare**

“The team at Optibac is delighted with the performance of the Duelstone Creator platform.” **Jalal Janmohamed, CEO Optibac Probiotics**

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## CREATORS

**Skye Ruan, COO** from Mainland China is based in the UK and possesses extensive experience in building and managing online forums for Chinese students living overseas.

Skye holds a Bachelor Degree in Commercial and Advertising Art and uses these professional skills to support Creators in developing more impactful and valuable posts.



## BRANDS

**Byron Constable, CEO** based in the UK is a fluent Chinese speaker.

Byron has extensive experience in building and scaling brand platforms in Mainland China and formed part of the executive team who built the UK's first award winning (Queen's award 2020) online retail solution used by UK and European brand to generate over £40m of online retail sales per year from shoppers in China.



## TECHNOLOGY

**Zhimeng Huang, CTO**, highly regarded tech and AI thought leader with more than 15 years of progressive experience developing, implementing and supporting complex infrastructures and technical solutions for leaders in the different industries and as head of consumers platform technologies at Samsung.

Competencies in designing and developing web application using J2EE, XML, EJB, Servlets, JSP under the Apache Struts Framework.



## RETAILERS

**Yong Yan, CRO** from Mainland China is based in the UK and highly accomplished in B2B online retail with a focus on building B2B trade between UK based brands and online retailers in Mainland China.

He has over 13 years of experience in this field, and in the last 3 years alone has enabled British brands to sell over £75m of products to a network of 500 online retailers in Mainland China collectively reaching more than 500M shoppers.



# DECIDE NOW

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