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RITUALS...



RITUALS UK

GLOBAL CHINESE SHOPPERS

Chinese Global Shoppers depend on **Posts on Chinese social media** to make decisions on how and in which stores they will collectively spend **US\$100bn** each year.

In 2024 more than **30,000 Chinese Global Shoppers** will visit the UK/EUROPE, with the Paris Olympics supporting this growth.



RITUALS IN-STORE POSTS

In-store Posts from Duelstone ensures Rituals is top of mind with these valuable Global Chinese Shoppers. They work by arranging **Chinese Creators (KOCs)** to visit Rituals stores in UK and Europe and then sharing their experience in Chinese as Posts on Chinese social media.

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RITUALS IN STORE POSTS

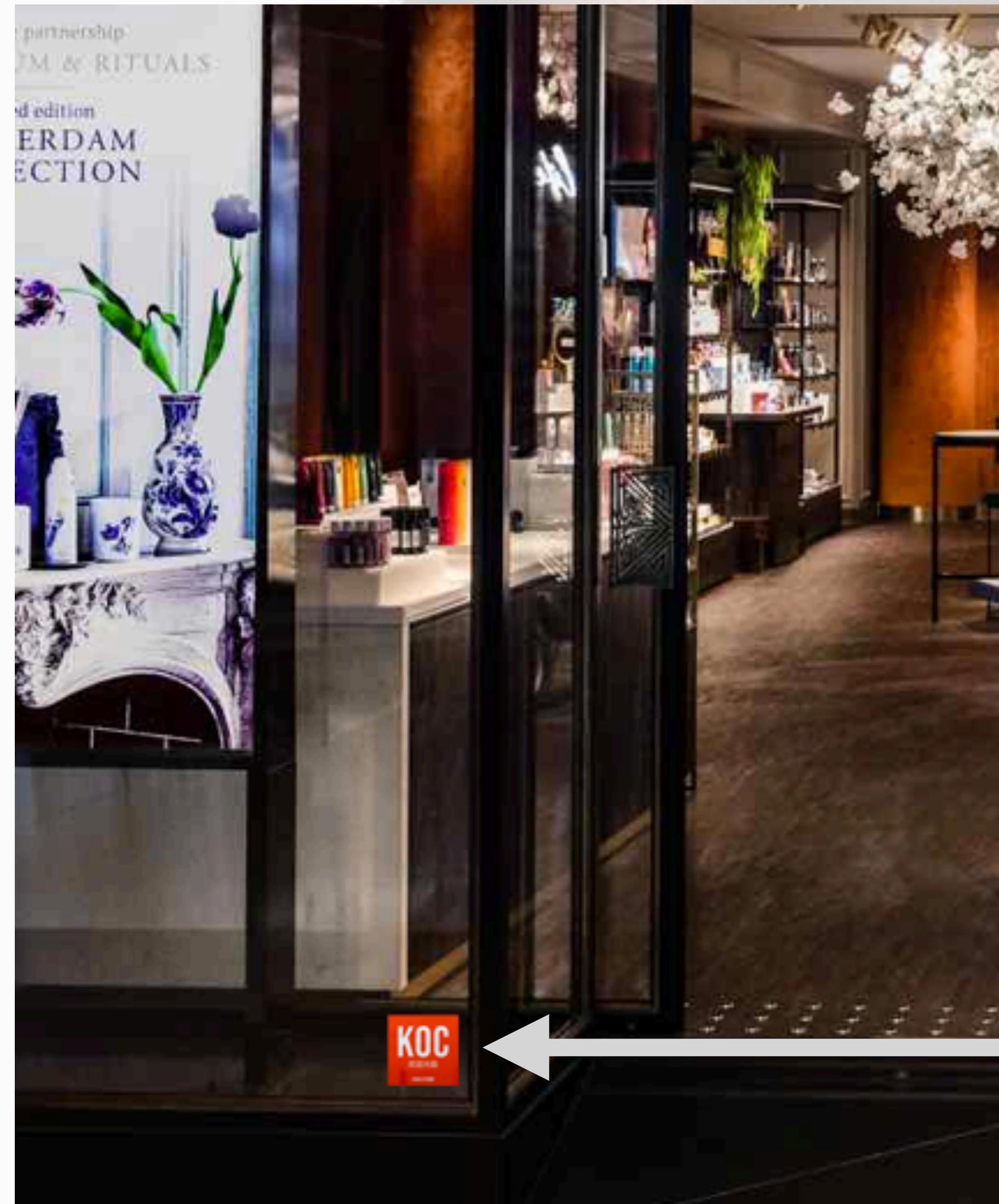
Growth would be concentrated in 2 areas.



In-store content posts - driving Chinese creators (KOCs) in the UK/Europe (or visiting the UK/Europe) to share Content Posts from Rituals stores.



In-store sales posts - driving Chinese Creators (KOCs) in the UK/Europe (or visiting the UK/Europe) to stream Live Selling Posts from Rituals stores.



KOC

欢迎光临

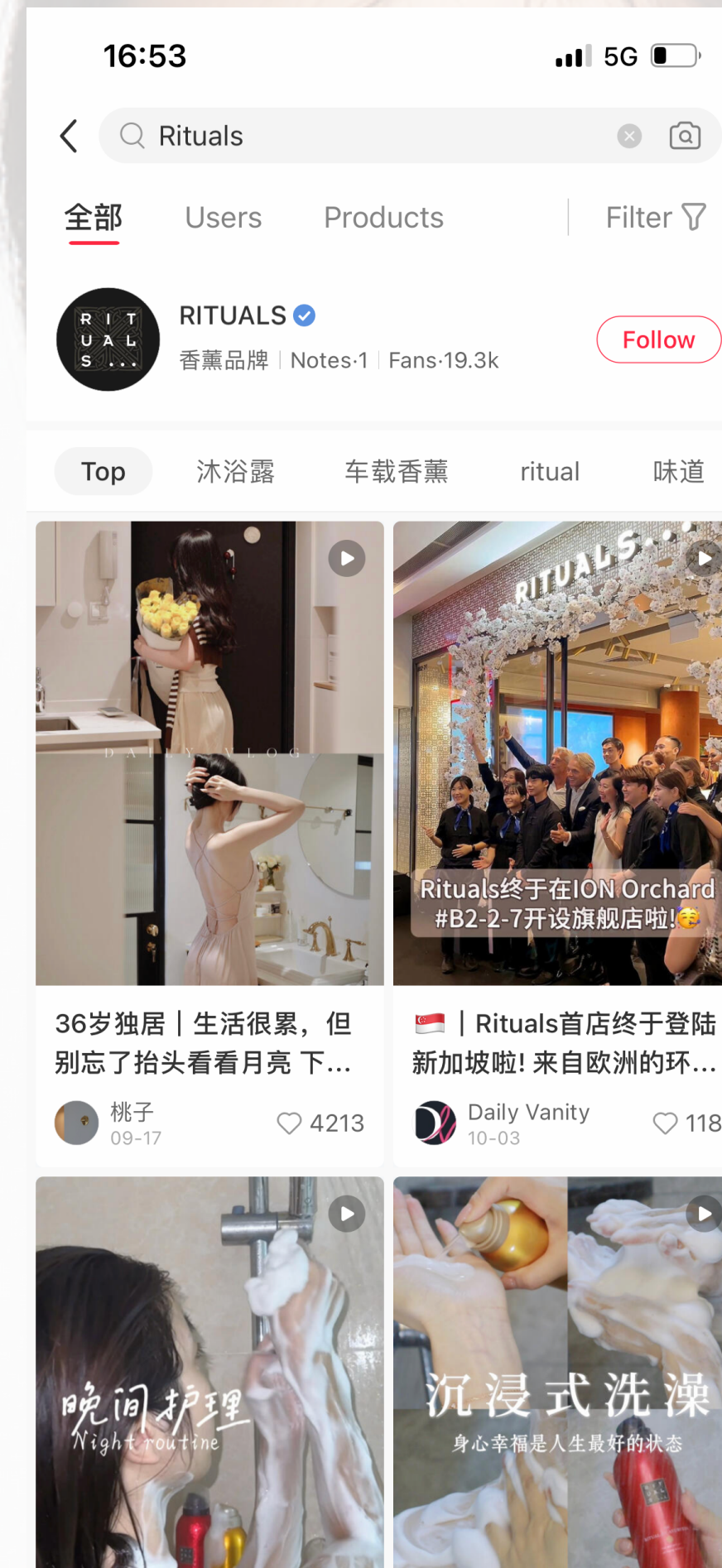
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Chinese Creators (KOCs) are welcomed into Rituals stores to share content and sales posts on Chinese social media.

RITUALS SOCIAL MEDIA

Posts - Global Chinese Shoppers searching for Rituals on Chinese social media will be delightfully surprized by the popularity and authenticity of the brand and far more likely to visit Rituals stores in UK/Europe.

GLOBAL CHINESE SHOPPERS SOCIAL MEDIA IMPRESSION OF RITUALS



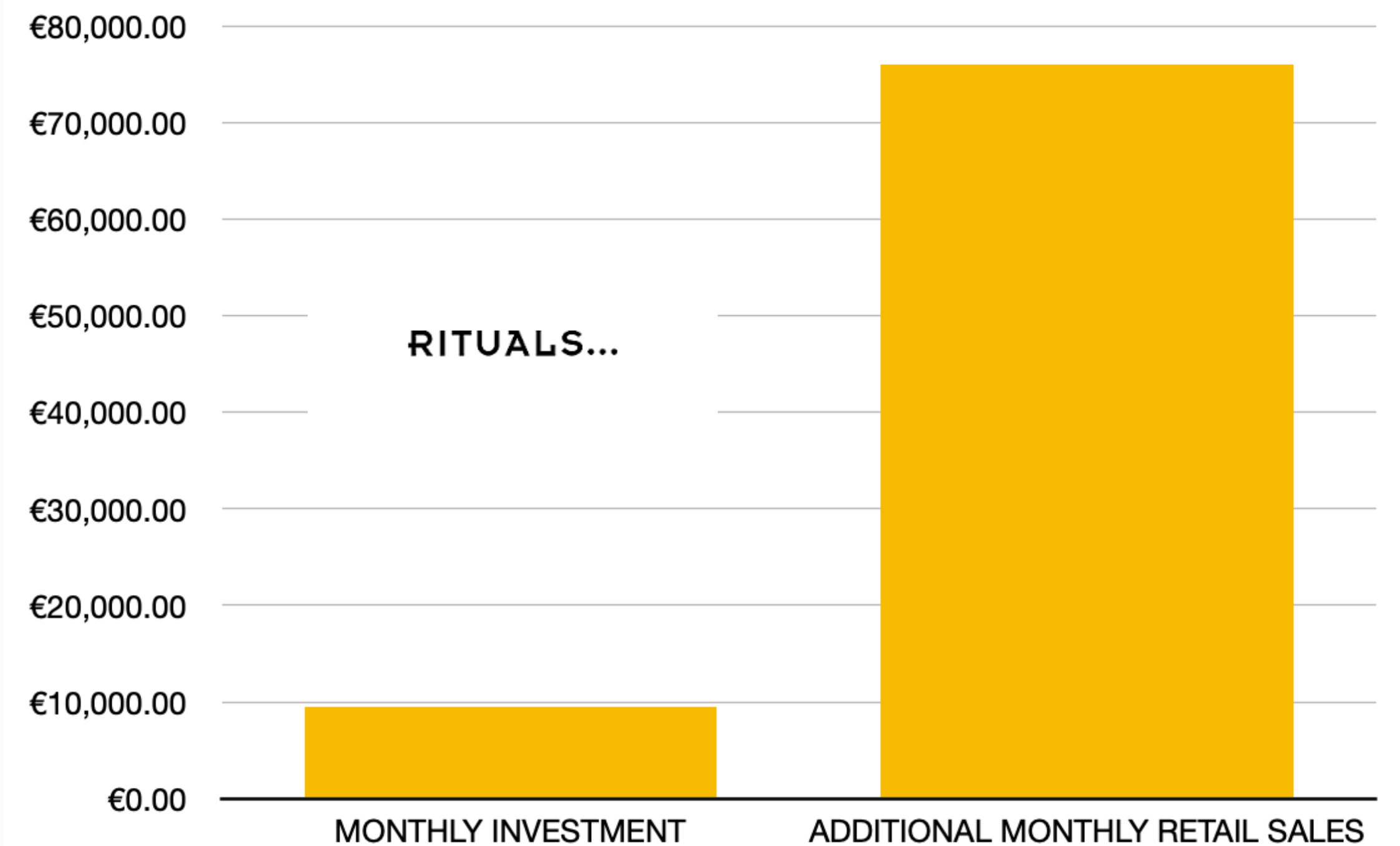
RITUALS CONTENT POSTS

RITUALS GROWTH UNLOCKED

Is it worth Rituals investing in IN-STORE POSTS?

An investment of **£9500 per month (£114,000/year)** in Social Media Posts would enable Rituals to lift in-store and **online retail sales by up to £912,000** in 2024.

Based on these two indicators the ROI would be **800%** which suggests it is very worthwhile. This ROI would continue to increase in each subsequent quarter in line with the Duelstone benchmarks data.



RITUALS

GLOBAL CHINESE SHOPPERS IN '24

Chinese global shoppers will continue to spend on international brands in 2024 with the **Paris Olympics** triggering a further rise in UK/European high street in-store and online spending.



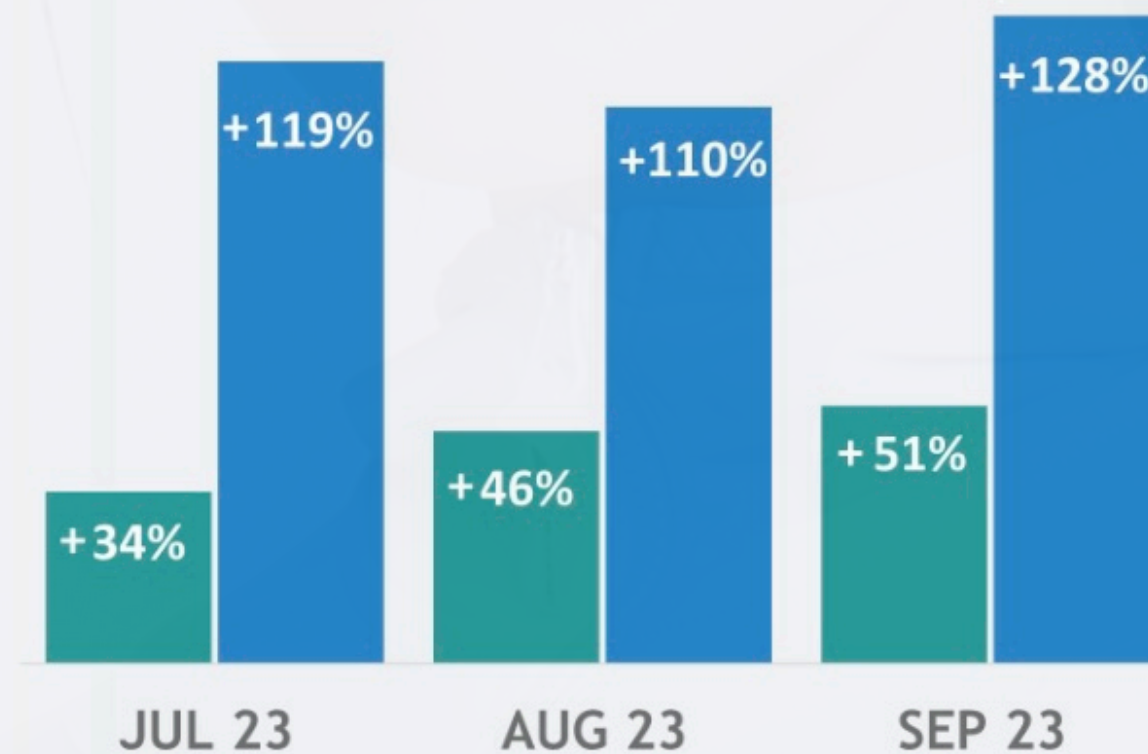
MONTHLY CHINESE SHOPPER BAROMETER

September 2023



Increase in Average Spend vs 2019

- CONTINENTAL EUROPE
- APAC



Recovery rate is equal to 2023 Issued Sales in Store divided by 2019 Issued Sales in Store, like-for-like (at constant merchant scope and exchange rates)
 Source: Global Blue data and monthly survey results.
 *Source: ForwardKeys data and Global Blue estimates.



DUELSTONE CREATOR/KOC TECHNOLOGY

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

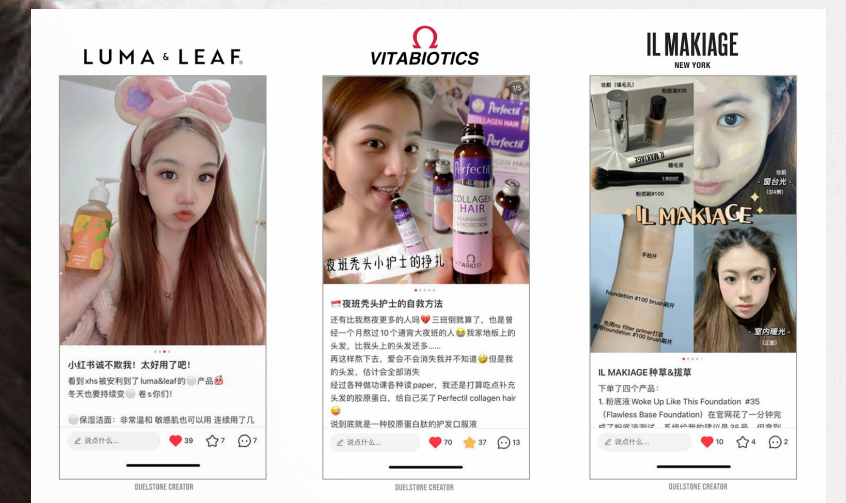


Duelstone technology powers **10,000 Chinese speaking creators in 60 countries** in trying these types of products and sharing the experience as **high quality Posts that shoppers in China** can instantly find and use to make faster global shopping decisions.



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.



10 THOUSAND POST CREATORS

25 MILLION SHOPPERS

2500 SALES CREATORS

60 ONLINE RETAILERS

BULLETPROOF DEFENCE

Duelstone secures an immovable market position through the model's built in natural **high switching costs** that brands would encounter in moving to another platform.

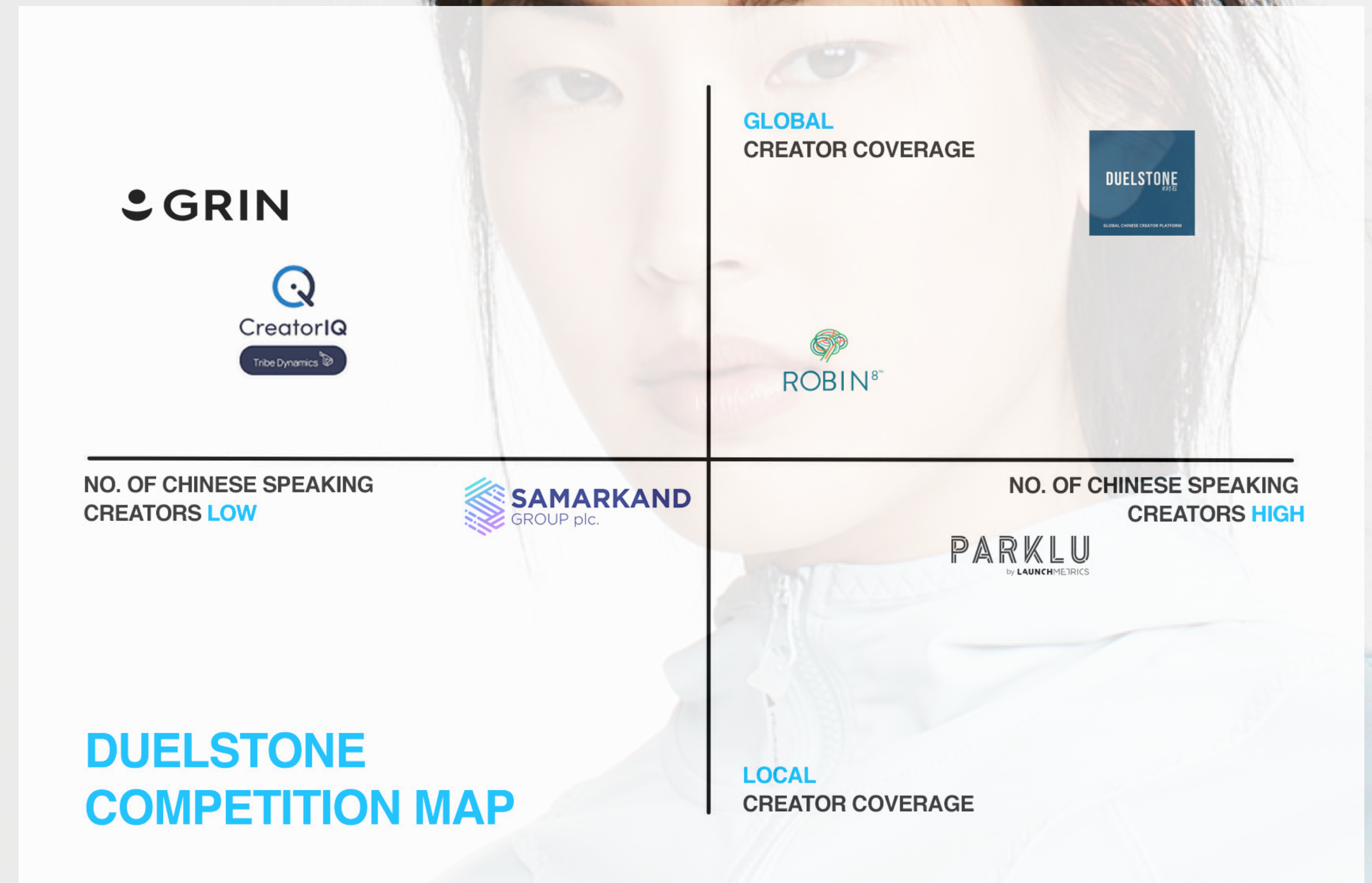
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Duelstone Posts are **“iterative”** meaning feedback loops support each Post in performing better than the previous. Brands switching to a new platform would brand revert back to the lower performance levels the brand encountered when starting with Duelstone. Therefore switching does not make sense.



Wholesale orders and **online retailer listings** generated by brands through Duelstone would be lost if the brand moves to another platform, and therefore a counter-intuitive decision.



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.

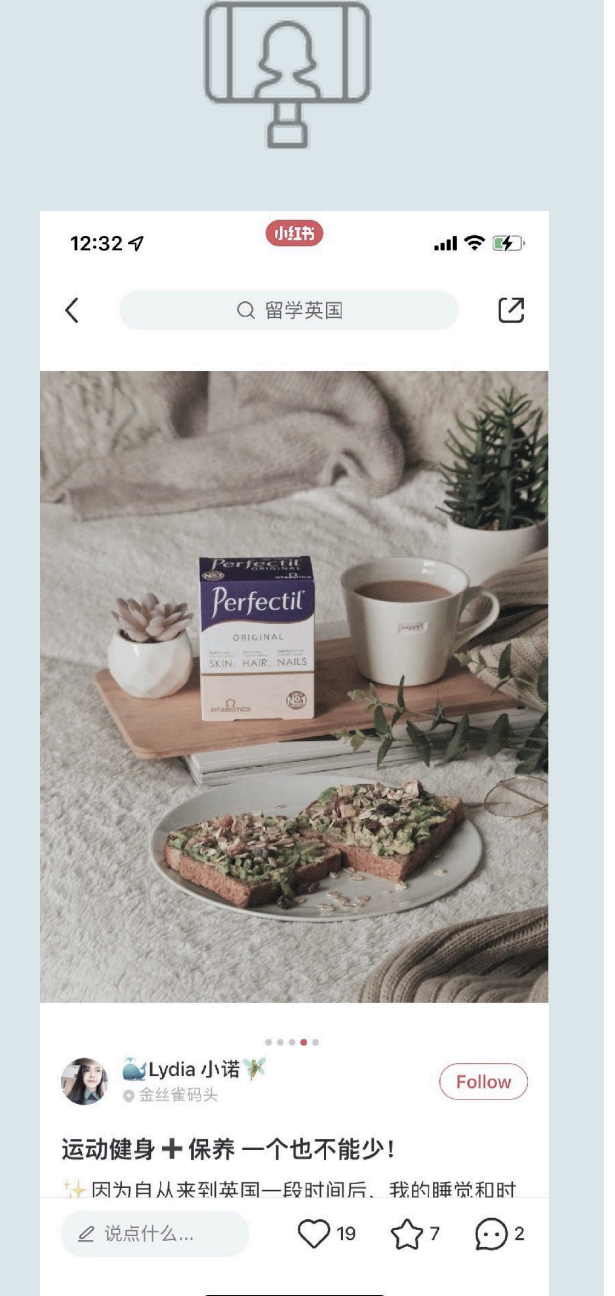
Posts viewed and trusted by millions of shoppers in China lifted purchase intention among buyers of overseas beauty supplements.

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

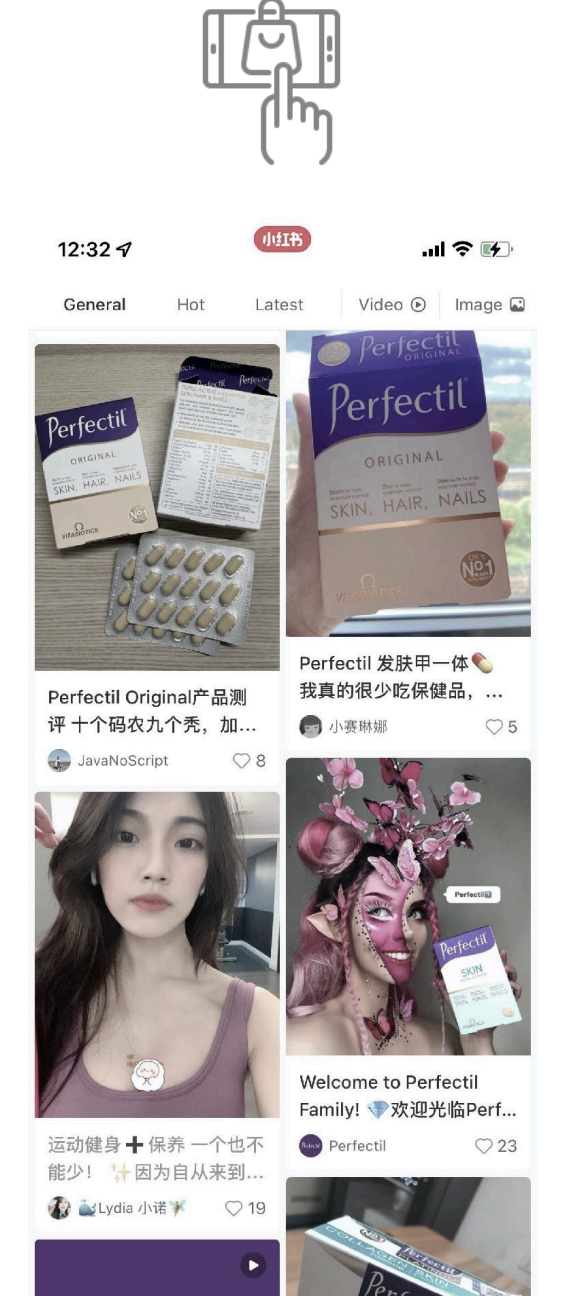
Posts performance data sharing with a network of online retailers in China triggered a surge in demand to List & Wholesale buy Perfectil.



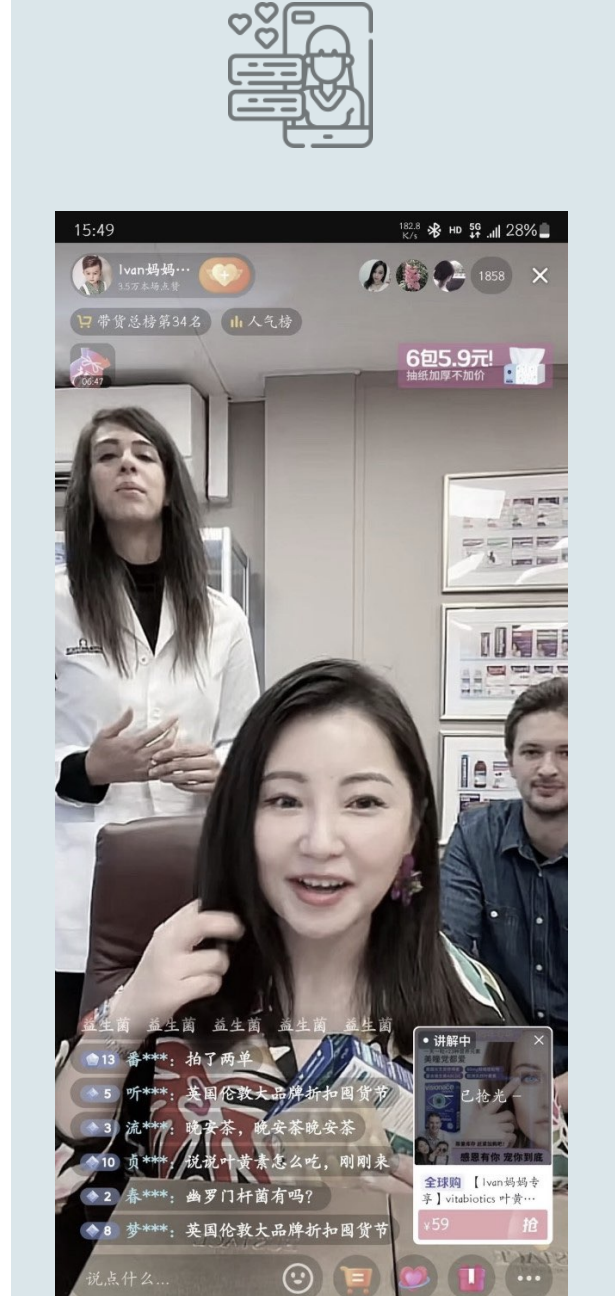
PRODUCTS SHIPPED TO CREATORS



CREATORS TRY AND SHARE POST



POST VIEWED BY SHOPPERS



SALES CREATORS POST LIVE STREAM



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 海外旗舰店		



PROVIDES MAXIMUM CONTROL



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



DUELSTONE STARTER PLAN																	
QUARTER		SALES		RETURN		P&L		SPEND			COMMISSIONS			PROFIT			
		RETAIL SALES REVENUE	REAL RETAIL SALES REVENUE	RETURN	REAL RETURN	P&L	REAL P&L	SAMPLES SHIPPED	SHIPPING SAMPLES SPEND	CNTNT POSTS	CONTENT POST SPEND	SALES POSTS	SALES POST SPEND	SALES CREATOR COMMISSION	DUELSTONE COMMISSION	RETAILERS FEES & COMMISSION	BRAND GROSS PROFIT
		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
Q 1		£0	£0	0%	0%	-£14,250	-£14,250	0	£0	75	£14,250	0	£0	£0	£0	£0	£0
Q 2		£57,000	£114,000	200%	400%	-£6,840	£14,820	0	£0	75	£14,250	15	£14,250	£21,660	£5,415	£8,123	£21,660
Q 3		£85,500	£171,000	300%	600%	£3,990	£36,480	0	£0	75	£14,250	15	£14,250	£32,490	£8,123	£12,184	£32,490
Q 4		£114,000	£228,000	400%	800%	£14,820	£58,140	0	£0	75	£14,250	15	£14,250	£43,320	£10,830	£16,245	£43,320
Q 5		£285,000	£570,000	500%	1,000%	£51,300	£159,600	0	£0	150	£28,500	30	£28,500	£108,300	£27,075	£40,613	£108,300
Q 6		£342,000	£684,000	600%	1,200%	£72,960	£202,920	0	£0	150	£28,500	30	£28,500	£129,960	£32,490	£48,735	£129,960
Q 7		£399,000	£798,000	700%	1,400%	£94,620	£246,240	0	£0	150	£28,500	30	£28,500	£151,620	£37,905	£56,858	£151,620
Q 8		£456,000	£912,000	800%	1,600%	£116,280	£289,560	0	£0	150	£28,500	30	£28,500	£173,280	£43,320	£64,980	£173,280
Q 9		£1,026,000	£2,052,000	900%	1,800%	£275,880	£665,760	0	£0	300	£57,000	60	£57,000	£389,880	£97,470	£146,205	£389,880
Q 10		£1,140,000	£2,280,000	1,000%	2,000%	£319,200	£752,400	0	£0	300	£57,000	60	£57,000	£433,200	£108,300	£162,450	£433,200

RETAIL SALES ARE 4X HIGHER THAN SPEND (400% ROI)

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

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

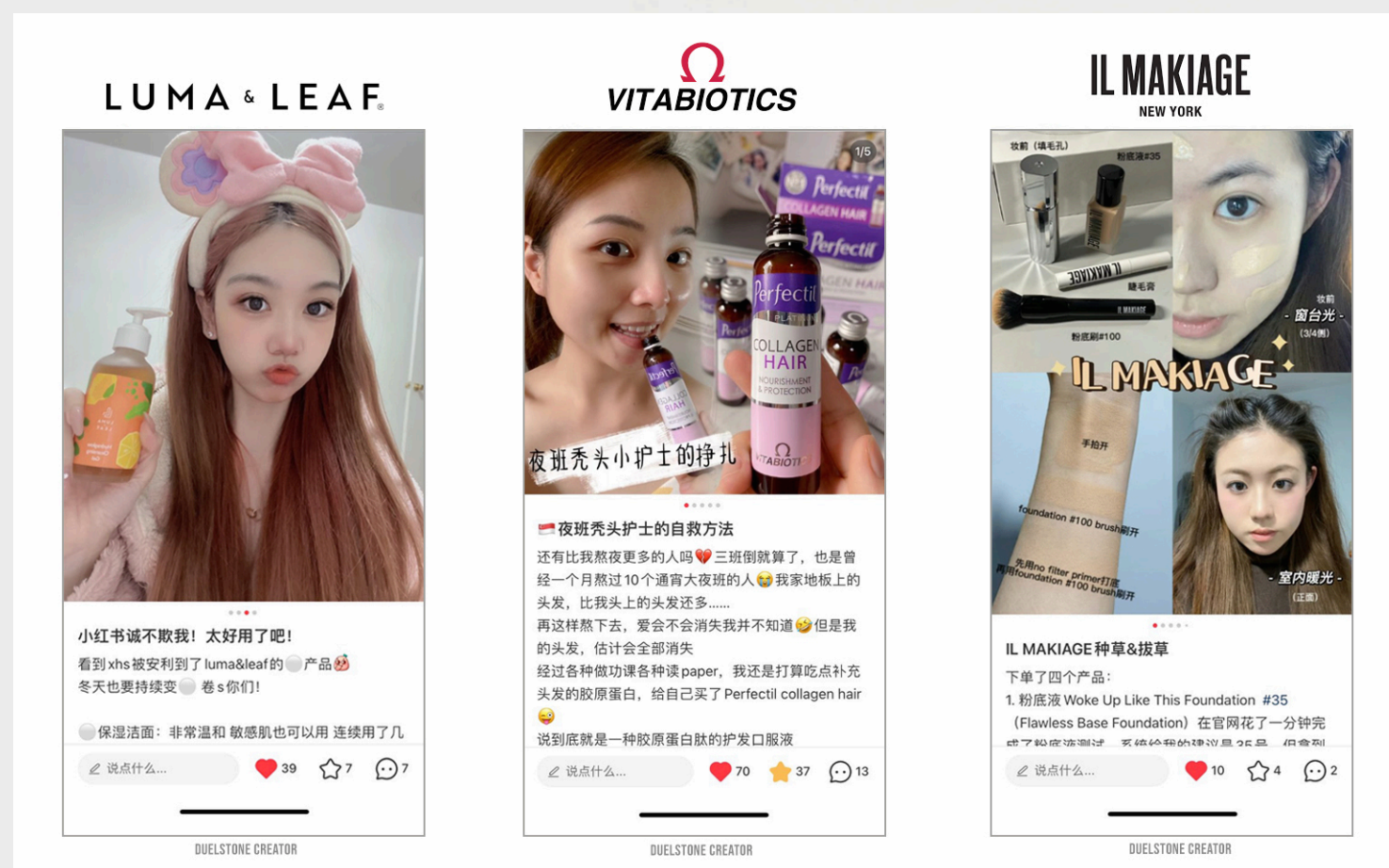
RAPID START



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.

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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.



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DECIDE NOW

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