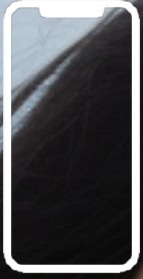
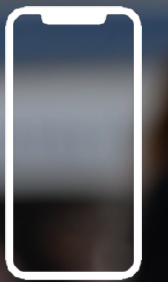


对石 DUELSTONE



GLOBAL CREATOR
IN PARIS

POSTS



GLOBAL SHOPPER
IN SHANGHAI

amika:

OptiBac
probiotics



Abbott



VITABIOTICS

EII[®]
EMMA HARDIE

pixi[®]

DEPENDENT ON BY LEADING FITNESS, WELLNESS AND BEAUTY BRANDS FOR CHINA EXPANSION

PARIS OLYMPICS SOCIAL TAX-FREE SHOPPING

2024 Paris Olympics build up and live coverage on socials is elevating spend on overseas fitness, wellness and beauty products by 100 million Chinese global shoppers.

You can use Duelstone technology to effortlessly generate high quality Posts for your product on Chinese socials for global shoppers to instantly find and use to make **snap decisions to buy it.**

Global shopping at a **speed never believed possible.**

对石 DUELSTONE

GLOBAL CREATOR
IN PARIS



GLOBAL SHOPPER
IN CHINA

OptiBac
probiotics

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VITABIOTICS

EH
EMMA HARDIE

pixi®

DEPENDENT ON BY LEADING FITNESS, WELLNESS AND BEAUTY BRANDS FOR CHINA EXPANSION

EMMA HARDIE POWERED BY POSTS

It started at 8am. By 9am 900 people in 60 cities across the 3.7million square miles of China had purchased **British made Emma Hardie skincare** from a social media creator stationed 5000 miles away in Paris.

At 7.59am that morning most of them had never heard of Emma Hardie, yet for every \$1 spent getting this off the ground shoppers spent \$15 dollars on Emma Hardie products. **Speed global shopping** made possible through Duelstone technology.

NOW IN
COLLABORATION
WITH GLOBAL BLUE
TAX FREE SHOPPING



Douyin is the name for TikTok in China and used by Chinese Global Shoppers to find live selling Posts from Creators around the world who have used the product and recommend it.



Red is the social media platform used by Chinese Global Shoppers to find Posts from Chinese Creators around the world who have already used global products and shared their experience.

小红书RED

100 million Chinese global shoppers in China or travelling use social media Posts to make global product shopping decisions.

CHINESES GLOBAL SOCIAL SHOPPERS

100 million Global Chinese shoppers buy fitness, wellness and beauty products from 60 countries each year. Purchases are made during their travels or online whilst in China.

In the last few years Social media has completely **recreated** the way Chinese global shoppers buy.

Social media posts from others who have used global products now **powers their purchase decisions.**

Duelstone technology ensures these Posts relating to your global products exist and perform.



NOW IN
COLLABORATION
WITH GLOBAL BLUE
TAX FREE SHOPPING



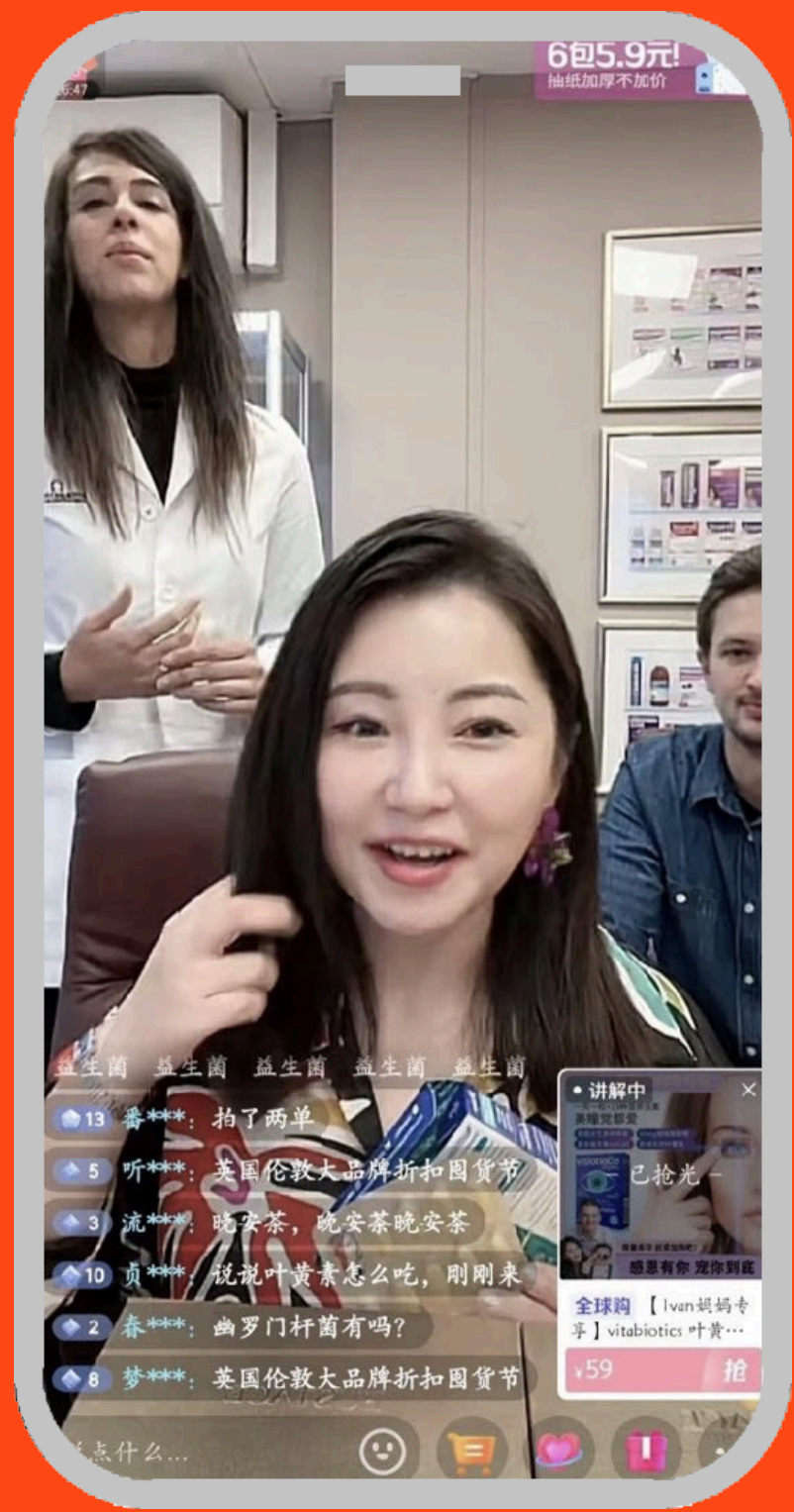
小红书RED



Content
Creators can
generate Posts
in-store or in-
home
depending on
the brand's
request



CONTENT CREATOR POSTS



LIVE STREAMING
SALES CREATOR POSTS

'Sales Creators
live streaming
Posts
encourages
shoppers to
instantly buy
by clicking on
a link to the
Online retailer's
listings.

DUELSTONE IS PRE-LOADED WITH 45,000 PRE-PROFILED CHINESE GLOBAL CREATORS IN 60 COUNTRIES FOR 2024

GLOBAL CREATOR POSTS

10,000 pre-profiled social media Creators in 60 countries are already pre-loaded on Duestone to enable brands to quickly get started.

Content Creators simply try your product and Post their experience in using it from their home or an appointed store. They typically post on Red Book.

Additionally, the collaboration with **Global Blue Tax-Free** shopping is on track to add an additional 35,000 Creators - identified as travel shoppers.

Sales Creators generate Live Streaming Posts typically on Douyin (Chinese Tik Tok) and are live selling the product to global shoppers in China.



Post reaction data shared through Duelstone with China's leading online retailers lifts demand for wholesale order and listings

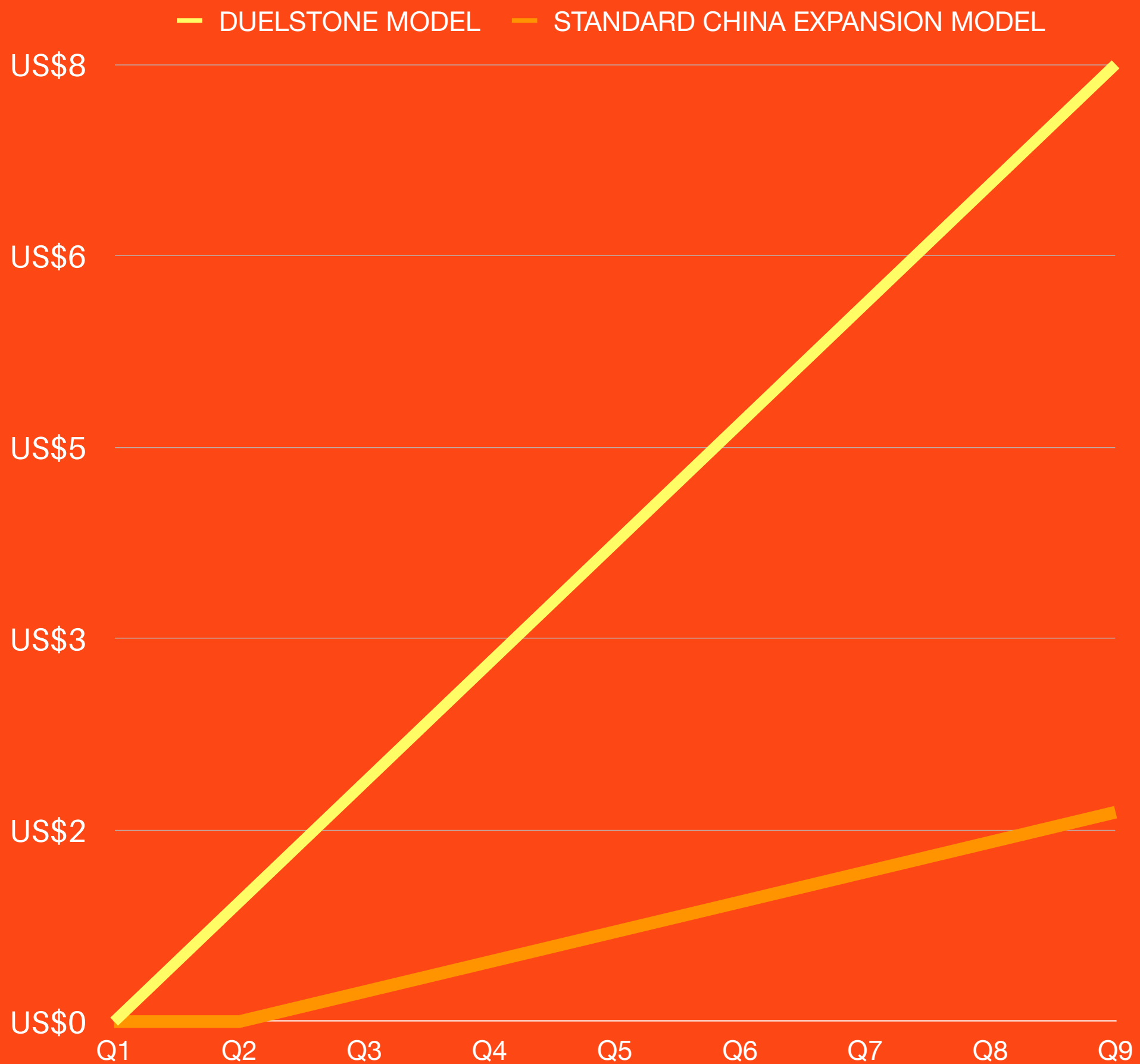
INTEGRATED ONLINE RETAILERS

Sales Creators use **links to direct shoppers** to buy from a pre-agreed online retailer who has listed your products.

The Online Retailer pays a pre-agree **sales commission** to the Sales Creators

Duelstone integrates with **60 approved online retailers in China** ready to list your product or manage a dedicated online store for the brand.

Online retailers manage all the cross border ecom logistics, product registrations and make **wholesale payments** to the brand for stock.



US\$1 RETAIL SALES FOR EVERY US\$1 SPENT OVER 8 QUARTERS/ 2 YEARS

HIGH PERFORMANCE BENCHMARKS

By streamlining the operations process through work flow automation the Duelstone platform enables brands to **expand faster** and more cost efficiently than ever imagined.

Many of the brands using Duelstone are already exceeding the benchmarks set above.



DUELSTONE TECHNOLOGY



DUELSTONE IS PRE-LOADED WITH 40,000 CHINESE GLOBAL CREATORS IN 60 COUNTRIES

POWERFUL END-TO-END SOLUTION

Duelstone makes this possible by using technology and workflow automation to integrate the **4 core stages** of global social ecommerce led expansion into China.

Data generated during all 4 stages is used to endlessly improve **operations performance** and generate returns on investment never encountered before.



ID	Product	KOC	Status	Progress	Score	Update Application	Date
172	Pixi glow tonic + DetoxiEYE set	Zhishan	Pending	0			Aug 24, 2023
171	MultiVit Everyday Health Strawberry 6Cs	Viviane	Completed	2 / 6 (70)	100	Approved	Aug 24, 2023
170	Pixi glow tonic + DetoxiEYE set	Yen	Rejected	0			Aug 24, 2023
169	MultiVit Everyday Health Strawberry 6Cs	Yen	Delivered	0		Approved	Aug 24, 2023
168	Pixi glow tonic + DetoxiEYE set	shandan	Approved	0			Aug 23, 2023
167	MultiVit Everyday Health Strawberry 6Cs	Victoria	Pending	0		Approved	Aug 23, 2023
166	Pixi glow tonic + DetoxiEYE set	Jin	Approved	0			Aug 23, 2023
165	MultiVit Everyday Health Strawberry 6Cs	yuerlee11	Rejected	0			Aug 23, 2023
164	Pixi glow tonic + DetoxiEYE set	Yeowan9	Approved	0			Aug 23, 2023
163	MultiVit Everyday Health Strawberry 6Cs	Jess wang	Completed	0 / 6 (0)	0	Approved	Aug 23, 2023
162	MultiVit Everyday Health Strawberry 6Cs	Xuan iii	Completed	0 / 6 (0)	0	Approved	Aug 23, 2023
161	Pixi glow tonic + DetoxiEYE set	yiren	Approved	0			Aug 23, 2023
160	MultiVit Everyday Health Strawberry 6Cs	ruiyu521	Completed	1 / 6 (0)	0	Approved	Aug 23, 2023
159	MultiVit Everyday Health Strawberry 6Cs	xiaoxiaoniac	Completed	1 / 6 (0)	0	Approved	Aug 23, 2023
158	MultiVit Everyday Health Strawberry 6Cs	yumi	Delivered	0		Approved	Aug 23, 2023

DUELSTONE PLATFORM DASHBOARDS

ADVANCED USE OF TECHNOLOGY

Duelstone platform is built on **Wechat technology** (Mini Program) and enables all data to be centralize in a single place for fast decision making.

Duelstone is the only Creator platform in the world capable of automating all communications and managing workflow with **Chinese Creators in 60 countries** at scale.



**CONTENT
POST**

£190

EXCLUDES
SHIPPING

**LIVE
SALES
POST**

£950

+9.5% SALES
COMMISSION

VALUE DRIVEN PRICING

Duelstone leverages operation efficiencies to enable brands to generate high quality, strong performing posts at normally unattainable, **value driven prices**.

Up to **50% off** the above prices for monthly subscription orders.



Global Blue pioneered the concept of Tax Free Shopping over 40 years ago. Through continuous innovation, it has become the leading strategic technology and payments partner, empowering merchants to capture the growth of international shoppers.

The Group connects all stakeholders involved in the international shopping ecosystem, helping:

- More than 29 million international shoppers
 - More than 300,000 points of sale
 - More than 51 acquirers, at more than 130,000 points of interaction
 - Customs & authorities in more than 40 countries
- Global Blue has over 2,000 employees in more than 50 countries.

GLOBALBLUE.COM

DUELSTONE X GLOBAL BLUE

The Global Blue x Duelstone partnership was initiated to evolve global shopping by making it exciting and simple for hundreds of thousands of Chinese Global Shoppers using the Global Blue tax-free returns platform to become Global Creators and share their shopping experiences with other Chinese Global Shoppers.



“The team at Optibac is delighted with the performance of the Duelstone Creator platform.”

Jalal Janmohamed, CEO Optibac

“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

“We are impressed with the value and service being provided by Duelstone.”

Barry Cook, Managing Director, Emma Hardie

OptiBac
probiotics

 **Abbott**


VITABIOTICS

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EII[®]
EMMA HARDIE

START NOW

Duelstone was formed in 2022 by a group of professional with over **30 years experience** in using social ecommerce /ecommerce to enable Chinese Global Shoppers to buy premium products direct from overseas.

Duelstone head office is in **Cambridge, UK** whilst our technology development team is based in our **Shenzhen, China** office.

Contact us on jules@duelstone.com or live chat with us on duelstone.com