## GLOBAL WELLNESS SHOPPING RECREATED

Duelstone technology generates the social Posts used by 100 million global Chinese shoppers to elliminate doubt and spend **US\$50bn on wellness** products at absurdly high speeds.

These Posts are amongst the world's most valuable digital brand assets.



3		£190	£950	£	£	%	£	9.5%	38%	9.5%	9.5%	34%	57%
A MAN		Content Post Spend with Duelstone	Sales Posts Spend with Duelstone	All Posts Spend with Duelstone	Instant Retail Sales Generated same day	Instant Performance Retail Sales vs All Post Spend	Real Retail Sales Generated over 3 months	<b>Commission</b> Duelstone	<b>Commission</b> Sales Creator	Fees for Online Store mngmt + platform fees	Fees for logistics	Instant Profit exc. cogs	Real profit exc. cogs
	Q1 2023	£2,375	£4,750	£7,125	£50,431	708%	£100,862	£4,791	£19,164	£4,791	£4,791	£16,894	£57,743
	Q2 2023	£2,850	£0	£2,850	£82,010	2,878%	£164,020	£7,791	£31,164	£7,791	£7,791	£27,473	£93,901
	Q3 2023	£2,850	£0	£2,850	£19,835	696%	£39,670	£1,884	£7,537	£1,884	£1,884	£6,645	£22,711
9	Q4 2023	£0	£0	£0	£0	0%	£0	£0	0	£0	£0	0	0
то	TAL 2023	£8,075	£4,750	£12,825	£152,276	1,187%	£304,552	£14,466	£57,865	£14,466	£14,466	£51,012	£174,356
	Q1 2024	£1,900	£4,750	£6,650	£6,650	100%	£13,300	£632	£2,527	£632	£632	£2,228	£7,614
	Q2 2024	£5,700	£14,250	£19,950	£39,900	200%	£79,800	£3,791	£15,162	£3,791	£3,791	£13,367	£45,686
	Q3 2024	£5,700	£14,250	£19,950	£59,850	300%	£119,700	£5,686	£22,743	£5,686	£5,686	£20,050	£68,528
	Q4 2024	£5,700	£14,250	£19,950	£79,800	400%	£159,600	£7,581	£30,324	£7,581	£7,581	£26,733	£91,371
то	TAL 2024	£19,000	£47,500	£66,500	£186,200	280%	£372,400	£17,689	£70,756	£17,689	£17,689	£62,377	£213,199

## EMMA HARDIE PLANNING



### CREATOR



## GLOBAL WELLNESS SHOPPING RECREATED



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## GLOBAL SHOPPER



To make wellness product purchase decisions 100 million global shoppers turn to instantly findable **Posts on social media** shared by people who are using the product.

Online and Offline retail stores are no longer where wellness product purchase decision are made.



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DUELSTONE WORKFLOW AUTOMATION TECHNOLOGY GENERATES POST THROUGH 10,000 CHINESE SPEAKING CREATORS IN 60 COUNTRIES

## GLOBAL WELLNESS POST CREATORS

Duelstone's **cloud-based SAAS platform** automates for brands the complex workflow required to place their products with the correct Global Chinese Post Creators. They try it and share their experiences in Chinese on Chinese Socials as Posts - that Global Chinese shoppers can instantly find and use to make fast, confident buying decisions.

Duelstone platform comes pre-loaded with instant access to **10,000 Chinese speaking Creators in 60 countries** so brands can move fast.



**菬DUELSTONE** 



THE REACTIONS FROM GLOBAL CHINESE SHOPPERS TO THE POSTS IS USED TO BUILD INSIGHTS AND SALES PROJECTIONS THAT CAN BE SHARED WITH ONLINE RETAIL PARTNERS

## GLOBAL WELLNESS SHOPPER REACTIONS

The Shoppers reactions to the Posts is captured and the data shared with the brand for smart learnings and, when required, with Chinese Online retailers to lift demand for **Listings** and **Wholesale** orders.



**컴DUELSTONE** 

#### 小红书RED

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Ouniversity of Cambridge

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.

## GLOBAL WELLNESS POST VALUE

Duelstone can be used to generate 3 types of Posts.

**In-home, In-store or In-duel** (Duelstone's creator developed future olympic sport).

All Post types provide extraordinary value to the brand, typically delivering retail sales up to **16 times higher** than the fee required to generate them.

# OptiBac Abbott $\Omega$

DEPENDED ON BY LEADING WELLNESS, FITNESS AND BEAUTY BRANDS FOR GLOBAL EXPANSION

::!!?

Follow

EXAMPLE SHOW ABOVE IS FOR AN IN-STORE POST FOR A LEADING BRITISH WELLNESS BRAND GENERATED THROUGH DUELSTONE Douyin is the Chinese edition of Tiktok and one of the leading social ecommerce platforms in Mainland China

5



# GLOBAL WELLNESS BRAND SUCCESS

NO1

Perfectil

ORIGINAL

Zinc to help SKIN, HAIR, NAILS

VITABIOTICS

Holland&Barrett海外旗舰店 NaturElan海外旗舰店

**払音 Tik Tol** 



PERFECTIL WAS OUTSELLING ALL **MAJOR COMPETITORS WITHIN 8** MONTHS AND CLAIMED A NUMBER OF **TOP SELLER AWARDS ON TMALL AND** DOUYIN

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.

24 month on Vitabiotics continues to depend on Duelstone for fast, profitable global expansion.



## BRAND TESTIMONIALS

"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** 



## GET STARTED NOW

Start by placing an order for 50 Posts per month @£190 per Post and have the peace of mind that your expansion plan will be performing higher than average. <u>duelstone.com/pricing</u>

For a demonstation of the Duelstone technology please contact jules@duelstone.com

