



GLOBAL WELLNESS SHOPPING RECREATED

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

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

OptiBac
probiotics

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

	£190	£950	£	£	%	£	9.5%	38%	9.5%	9.5%	34%	57%
	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	Commission Duelstone	Commission 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
Q4 2023	£0	£0	£0	£0	0%	£0	£0	0	£0	£0	0	0
TOTAL 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
TOTAL 2024	£19,000	£47,500	£66,500	£186,200	280%	£372,400	£17,689	£70,756	£17,689	£17,689	£62,377	£213,199

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CREATOR



WELLNESS
PRODUCT



GLOBAL
SHOPPER



RETAILER



GLOBAL WELLNESS SHOPPING RECREATED

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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Applications	Brands	KOC	Products	Update Application				
172	Pixi glow tonie + DetoxiEYE set	Zhishan	zhaoyi		0	Pending		Aug 24, 2023
171	MultiVit Everyday Health Strawberry 60s	Viviane	zhaoyi	Completed	2 / 6 (70)	100	Approved	Aug 24, 2023
170	Pixi glow tonie + DetoxiEYE set	Yen	Luna		0	Rejected		Aug 24, 2023
169	MultiVit Everyday Health Strawberry 60s	Yen	Luna	Delivered		0	Approved	Aug 24, 2023
168	Pixi glow tonie + DetoxiEYE set	shandan	Yuan		0	Approved		Aug 23, 2023
167	MultiVit Everyday Health Strawberry 60s	Victoria	Viola	Pending		0	Approved	Aug 23, 2023
166	Pixi glow tonie + DetoxiEYE set	jin	zhaoyi		0	Approved		Aug 23, 2023
165	MultiVit Everyday Health Strawberry 60s	yuerlee11	小米薯		0	Rejected		Aug 23, 2023
164	Pixi glow tonie + DetoxiEYE set	Yeowan9	小米薯		0	Approved		Aug 23, 2023
163	MultiVit Everyday Health Strawberry 60s	Jess wang	Other	Completed	0 / 6 (0)	0	Approved	Aug 23, 2023
162	MultiVit Everyday Health Strawberry 60s	Xuan ii	Luna	Completed	0 / 6 (0)	0	Approved	Aug 23, 2023
161	Pixi glow tonie + DetoxiEYE set	yren	Yuan		0	Approved		Aug 23, 2023
160	MultiVit Everyday Health Strawberry 60s	nuiyu521	小米薯	Completed	1 / 6 (0)	0	Approved	Aug 23, 2023
159	MultiVit Everyday Health Strawberry 60s	xiaoxiaoniac	小米薯	Completed	1 / 6 (0)	0	Approved	Aug 23, 2023
158	MultiVit Everyday Health Strawberry 60s	yumi	Yuan	Delivered		0	Approved	Aug 23, 2023

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.



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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.

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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.

小红书RED

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.



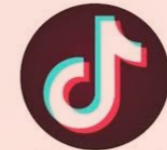
EXAMPLE SHOW ABOVE IS FOR AN IN-STORE POST FOR A LEADING BRITISH WELLNESS BRAND GENERATED THROUGH DUELSTONE



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Douyin is the Chinese edition of Tiktok and one of the leading social ecommerce platforms in Mainland China



抖音 Tik Tok



GLOBAL WELLNESS BRAND SUCCESS

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.



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



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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**

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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. duelstone.com/pricing

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

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