



HALIBORANGE 5 YEAR /20Q (QUARTERS) GLOBAL EXPANSION WITH DUELSTONE (DS)

* Haliborange

- Quarterly retail sales will now grow by an average of **25% each quarter up to £4.3m** in the 20th Quarter (20Q)
- **Zero fixed investment required** from Haliborange in employee salaries, sales and marketing or operations
- Equity value of the **Haliborange brand will rise to £50m** by 20Q, in 5Q this has already increased by £0.5m
- **Healthy profit margin** on wholesale sales through a network of global stockists

* In 5 Quarters and with considerably lower investment Haliborange has achieved more than H&B or Optibac achieved in 25 Quarters of expansion into China.



QUARTERLY TIMELINE

1Q

GROUND ZERO

- Social media lifts brand awareness and purchase intention in China from almost zero to 400,000 shoppers.
- This is a critical foundation step in China as parents will only buy products being used by other parents with whom they can relate.

2Q

ONLINE RETAIL STARTS

- First stockist agrees to list Haliborange stock and order completed. Listing ready. Perception of Haliborange among shoppers encountering the brand for the first time is extraordinarily high.

3Q

AGGRESSION FROM GIANTS

- DS encounters first wave of aggressive defence tactics from incumbent +£100m market turnover global brands as they notice Haliborange's rapid ascent and take action to defend their market positions in China.
- Stockist listing these incumbent brand products decline to stock Haliborange.

4Q

OVERCOMING AGGRESSION AND A NEW THREAT LOOMS

- DS shopper research/feedback reveals the unique strategy of using overseas creators/product Posts on social to market Haliborange is powerful and far more attractive to shoppers in China than the strategies used by the incumbent brands.
- DS overcomes aggressive competition to appoint one of the biggest UK to China supplement distributors to purchase and distribute stock to DS partner stockists in China. Opening official online flagship stores starts under the guidance of DS.
- Chinese government threatens to increase controls on gummy products such as Haliborange containing Bovine ingredients creating uncertainty among stockists and sales creators booked to live sell Haliborange through socials.



QUARTERLY TIMELINE

5Q

COMPLYING WITH NEW REGULATIONS

- Chinese government announces new set of controls for gummy ingredients. DS tackles the complicated compliance challenges and processes to be amongst the first brands to gain approval.

6Q (NOW)

ALL SET FOR SCALEABLE GROWTH

- All components are finally in place to allow for scaleable, fast growth with new flagship stores being established on multiple social and e-commerce platforms, pricing controls in place and professionally managed social accounts being used to build community around the brand.

7Q

LEVERAGING A POWERFUL MARKET POSITION

- To further strengthen Haliborange's unique, highly attractive and defensible brand position of association with intelligent, healthy role models the 2025 strategy is already in place for Haliborange to become more strongly associated with the healthy lifestyles of leading Chinese and non-Chinese university academic creators including a Cambridge University Paris Olympic winning female gold medalist.

8Q-Q20

GLOBAL EXPANSION THROUGH SOCIAL RETAIL IN 60 COUNTRIES

- Chinese shopper research/feedback continues to confirm that the unique strategy of using overseas creators Posts on social to attract shoppers in China to Haliborange is powerful.
- Haliborange will have the option to use the same DS social retail framework used for expansion into China for expansion into any of 59 additional countries.
- Retail sales for Haliborange in Q20 is forecast at £4.3m, increasing 25% quarter on quarter to reach this target.



HALIBORANGE ADVANTAGE WITH DUELSTONE

- Versatile partner prepared to overcome enormous global expansion challenges and grow Quarterly retail sales.
- A global network of social stockists and sales creators to live sell into China + 59 other countries
- An enviable, highly valuable and defensible brand position built through brand association with high achieving overseas Chinese families and students at leading universities is making Haliborange extremely attractive, particularly to asian parents, and taking a market position competitors with budgets 1000 times larger will find hard to replicate.