

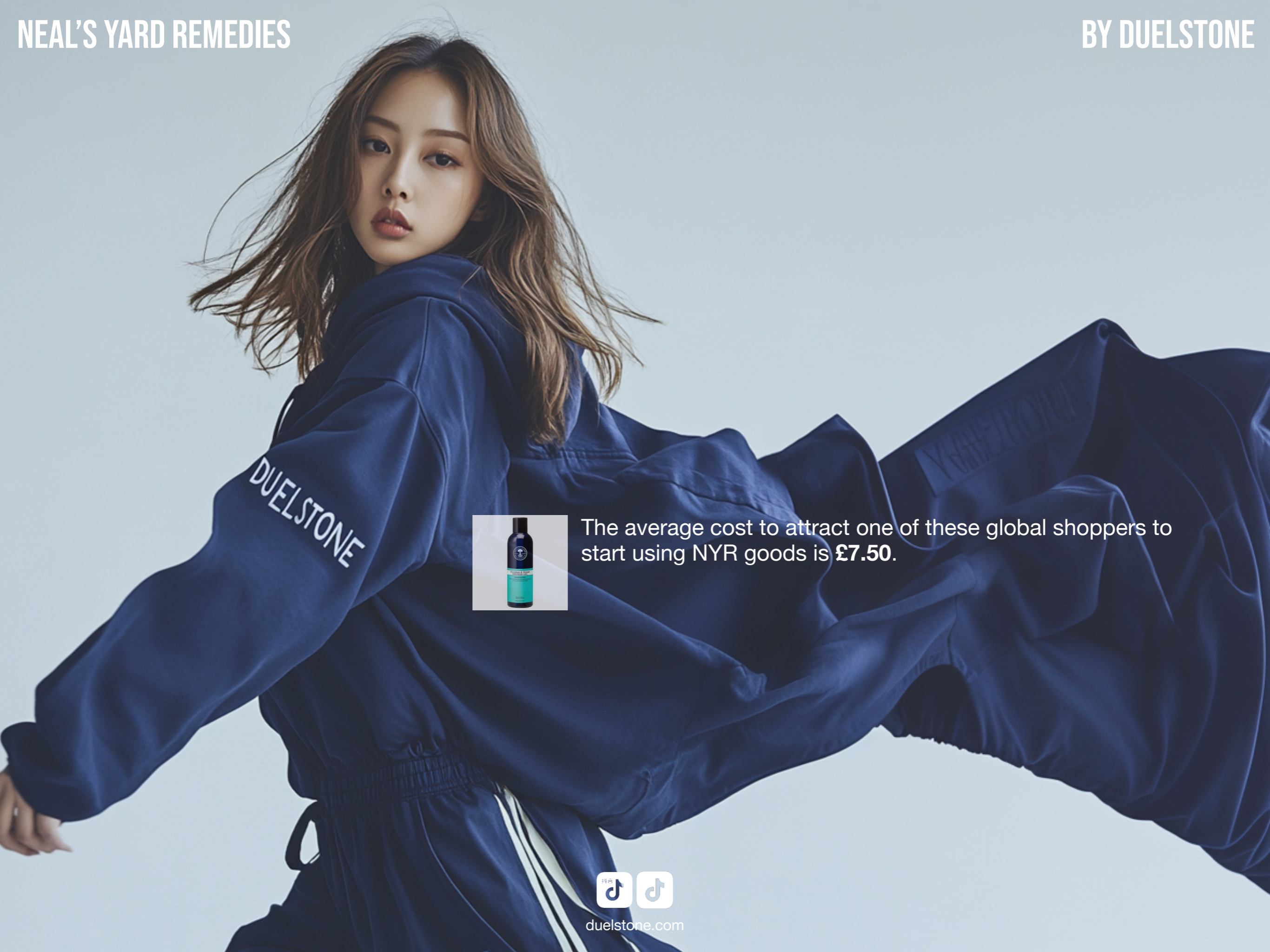
DUELSTONE

### MORE GLOBAL SHOPPERS



There are 200m global shoppers in Mainland China regularly buying premium overseas wellness goods like Neal's Yard Remedies priced between £10 - £30.





The average cost to attract one of these global shoppers to start using NYR goods is **£7.50**.





£7.50



Which is too high for most retailers/distributors in China so they just leave the goods on the shelf - offline and online - and growth is slow.



DUELSTONE

£7.50  
£2.00



But Duelstone enables the brand to support the retailer by lowering the new user cost to **£2.00** making it attractive for the retailers/distributor to grow the sales quicker and place bigger wholesale orders.



One of Duelstone's Chinese speaking wellness creator at Cambridge University posting her experience in using Emma Hardie on socials.



DUELSTONE

£7.50  
£2.00



This is achieved by getting **global wellness goods creators living overseas** (not in China) to post their genuine experience of using the goods on socials.





£7.50  
£2.00



Giving global shoppers exactly the resources and confidence they were looking for to make impulse speed purchase decision.



DUELSTONE

£7.50  
£2.00  
£2.50



The cost for one of these overseas creator Posts is £142.50 and on average draws 57 new users over 90 days at the cost of **£2.50 per new user** and lifts retail sales by £1900.



## COO

Skye Ruan manages global operations and oversees the development of the Duelstone wellness creator workflow automation used to manage collaborations with 15,000 creators worldwide.

## CEO

Byron Constable brings 20 years experience leading the global growth of premium sports and wellness brands including Lacoste (£2m to £100m) and The Shanghai Race Club.

## CTO

Seven Huang has a PHD in AI and 15 years of extensive knowledge in building and managing the most advance workflow automation platforms, data security and development teams.

## CFO

Dennis Hayes, CFO a qualified accountant who has worked in a wide range of industries including retail and technology. Also experienced in corporate takeovers and mergers.

“The team at Optibac is delighted with the performance of the Duelstone Creator platform.”  
**Jalal Janmohamed, CEO Optibac probiotics**

“A new era for supplements global expansion into China has arrived with Duelstone. I am blown away by the power.” **Benji Lamb, Head of international Vitabiotics**

Duel is operated and managed by Duelstone Ltd Cambridge, UK a leading wellness goods social retailer with **15,000 wellness creators in 60 countries** and multiple wellness goods social stores.

Duelstone is depended on by leading wellness brands including Vitabiotics, Optibac, Emma Hardie skin, Abbott nutrition and many more for fast global expansion through social platforms.





We look forward to building your continued success.  
Please contact [jules@duelstone.com](mailto:jules@duelstone.com)