

DUEL ACTIVE WELLNESS STORES

Premium wellness brands are invited to enjoy explosive global growth as a **Duel active wellness** culture partner with listings on Duel social stores making it simple for 800 million wellness enthusiasts to shop globally.

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DUEL ACTIVE WELLNESS GENIUS SOLUTION

Duel active wellness culture has been developed by a team from Cambridge University to **free us all from the constraining need** for facilities such as sports grounds, sports halls and gyms to be physically active.

To **elevate wellness in billions lacking physical activity** and therefore at increasing risk of illnesses such as heart disease, type-2 diabetes and cancer.



DUEL ACTIVE WELLNESS GENIUS DESIGN

The exquisite design of the duel racquet makes it highly desirable to carry with you as a premium accessory and use to enter into an impulsive and short **15 min 09 second duel** against any opponent anywhere at any time.



DUEL ACTIVE WELLNESS SHOPPERS

Duel active wellness core users are the **800 million wellness goods shoppers** in 60 countries using socials to shop globally.

They depend on **Posts** by other wellness users around the world to help them make their decisions.

200 million of these wellness goods global shoppers are in **Mainland China.**

DUEL ACTIVE WELLNESS STORE LISTING

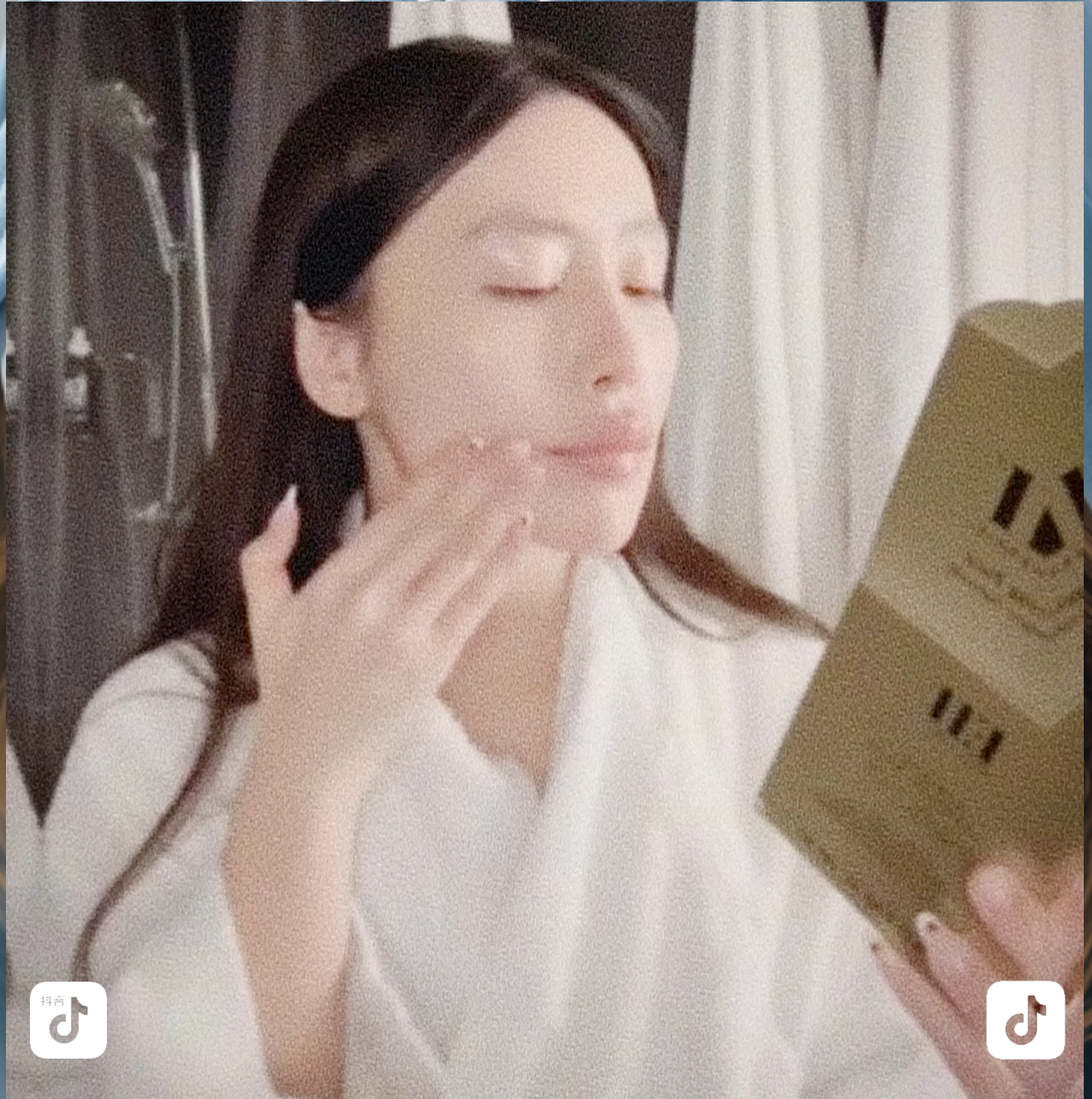
The global growth of Duel store listed wellness goods is supported through the following:

Listings on Duel social stores (Douyin & Tiktok) to make it effortless for global shoppers to buy and receive the listed wellness goods.

Fee set at 9.5% of store sales

Posts by Duel wellness goods users (defined as Creator level users due to number of followers) in 60 countries sharing their experience in using Duel partner goods to drive more shoppers to the stores.

Fee starts from £95 per post



DUEL ACTIVE WELLNESS TIMELINE

2023

Duel racquet prototype developed by 2 female founders in Cambridge, England to tackle physical activity amongst students in the city.

2024

Duel racquet prototypes further developed and used in Paris during the Olympics by Sebastian Benzecry, Captain of Cambridge University Rowing Team.

2025

Duel racquet industrial design team collaborate with Kawaskaki sport manufacturing for the first 10,000 items.

Duel racquets are used in Florence and Biarritz and Selfridges, London.

2026

Duel social stores on Tiktok and Douyin and full deployment of Duel by 10,000 Cambridge University students.

2027

The start of Duel use by students at leading universities in 60 countries.

2028

Start of Duel use by all citizens in 60 countries.



DUEL ACTIVE WELLNESS COMPANY

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

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.

“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 ACTIVE WELLNESS TEAM



DUEL FEMALE FOUNDERS

Avallon and Honour teach students around the world to use Duel and discover the wellness benefits.

DUELSTONE 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.

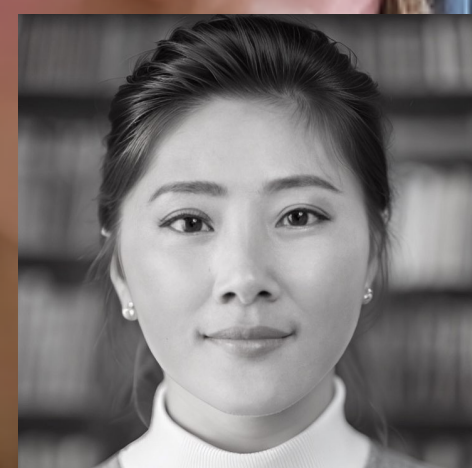


DUEL PRESIDENT

Sebastian Benzecry is the captain who led the Cambridge University rowing team to successive wins in the Beat race.

DUELSTONE CTO

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



DUELSTONE FOUNDER

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.

DUELSTONE 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.



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