



BUSINESS PROPOSAL FOR

**INVESTORS**



**'MBLESSED**  
TRAVEL & MARKETING

**MCT  
OIL**  
MEDIUM  
CHAIN  
TRIGLYCERIDES



ENJOY  HEALTH

INSPIRING A CLEAN BODY, CLEAN MIND AND A CLEAN EARTH  
THROUGH MCT PRODUCTS THAT PROMOTE 100% SUSTAINABILITY  
WITHOUT COMPROMISING QUALITY.



- 1 Problem & Solution Matrix
- 2 Market Validation and Size
- 3 Product Mix
- 4 Business Model
- 5 Business Partnership Options
- 6 About Enjoy Health



# EXECUTIVE SUMMARY



Enjoy Health is a proudly Filipino brand that empowers you in your pursuit of good health and wellness. It is 100% owned and developed by Mblessed Travel and Marketing, Inc., an integrated marketing communications and solutions provider catering to the growing health and wellness market that is clamoring for natural, organic and healthy products, with **C8 MCT OIL & POWDER** as its star products.

Enjoy Health simply means living and enjoying a healthy lifestyle as a natural way of life.



## ENJOY HEALTH THE PROBLEM

At least 68% of people age 60 or older with diabetes die from obesity or some form of heart disease.

**Industrial Oil Palm Plantations  
have caused 47% of  
deforestation since 2000.**

Lack of non-chemical  
processed MCT products  
in the market today.



# ENJOY HEALTH THE SOLUTION



THE REGULAR CONSUMPTION OF COCONUT BASED, CHEMICAL FREE MCT PRODUCTS; OILS AND POWDERS.



C8 CAPRYLIC ACID IS A SOUGHT AFTER MCT FOR ITS BENEFITS BEING MORE POTENT AND FASTER DIGESTED.

## BENEFITS OF C8 MCT PRODUCTS

IMPROVE COGNITIVE FUNCTION



MANAGE CHOLESTEROL AND BLOOD SUGAR LEVELS



FEWER CRAVINGS



ANTI-MICROBIAL PROPERTIES TO BOOST IMMUNITY

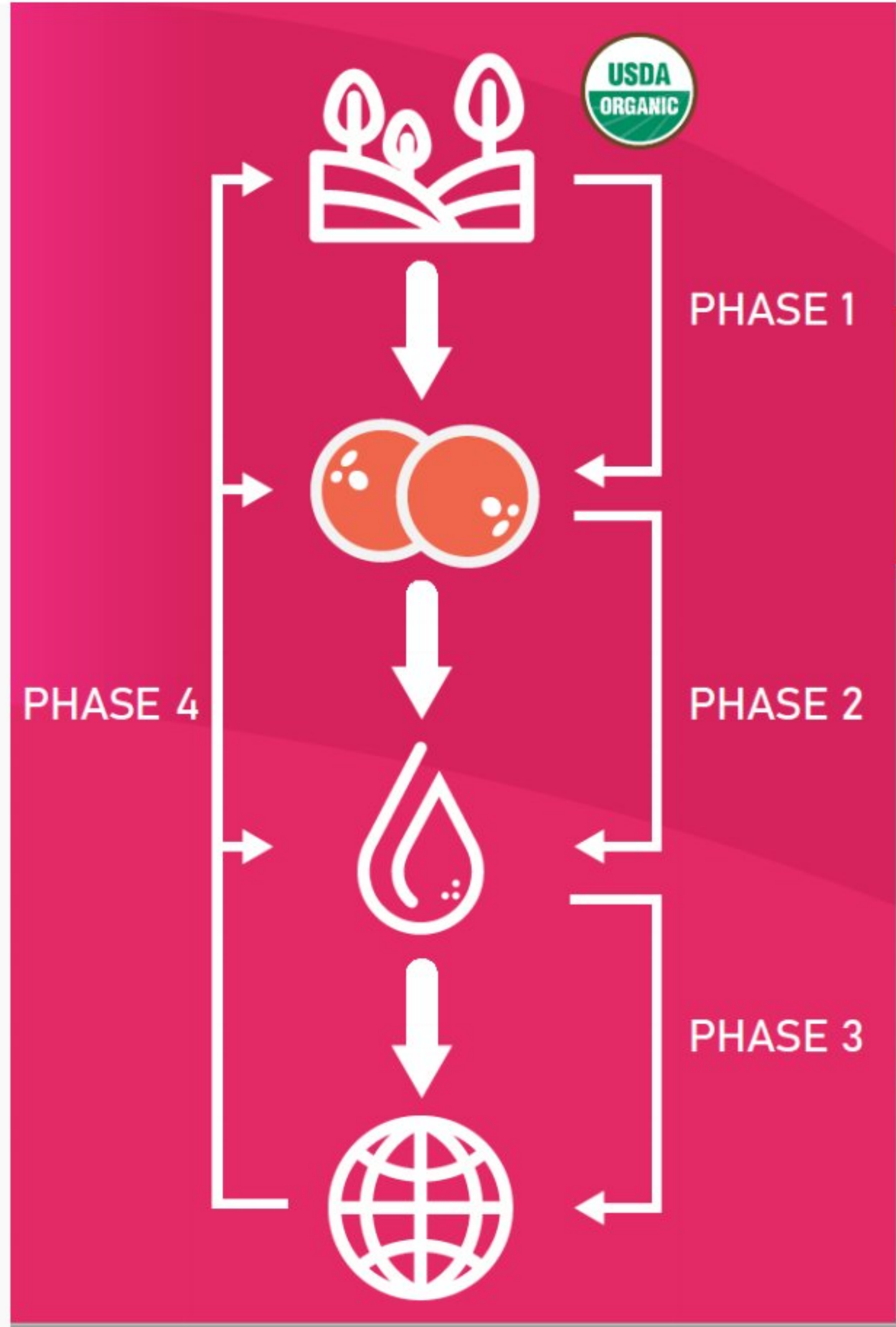


MAINTAIN ENDURANCE DURING TRAINING



3





ENJOY HEALTH  
THE VISION

# MCT PRODUCTION

- PHASE 1**  
Refined Coconut Oil (raw material) are sourced from local organic only certified manufacturers.
- PHASE 2**  
Organic raw material is then processed into producing Pure C8 MCT Oil or Powder. Finished goods then delivered to separate HACCP Certified packing facility.
- PHASE 3**  
Pure C8 MCT products are then packed into Enjoy Health retail units which are boxed and labeled prepepd for shipping to destination country.
- PHASE 4**  
With low cost of production to supply markets, profits are enough to distribute to partners, to factory, and back to our farmers.

ENJOY HEALTH  
THE COMPANY

ENSURING EVERYONE  
ENJOYS HEALTH



ONLY SUPPLYING SUSTAINABLY  
PRODUCED MCT OIL FROM COCONUT OIL



PRODUCING PREMIUM MCT OILS AND  
POWDERS PROVIDING 98% C8 CAPRYLIC  
ACID WITH EACH SERVING.



COMPLETE SUPPLY CHAIN CONTROL  
FROM RAW MATERIAL TO BOTTLE

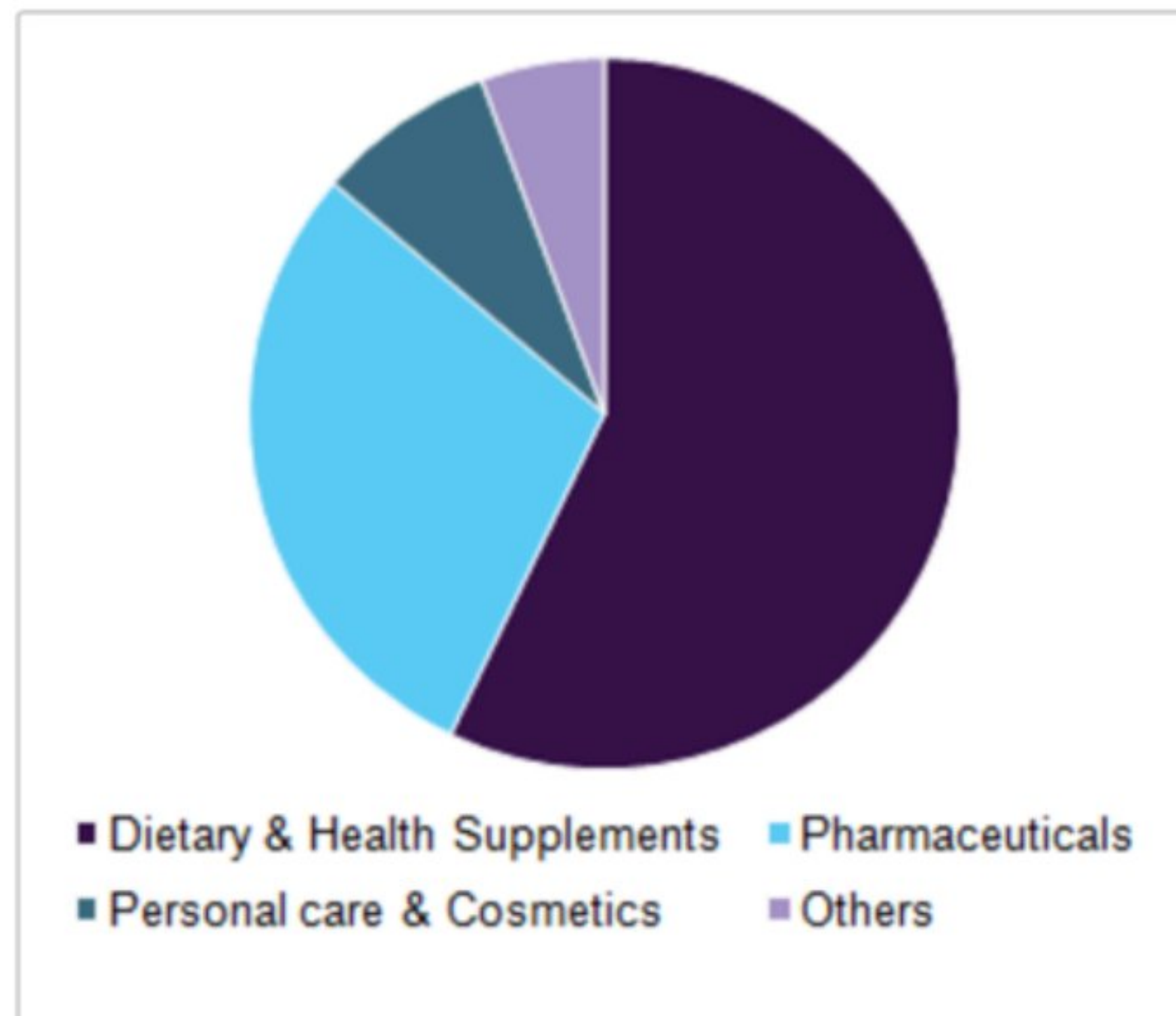


WITH INCREASING INTERNATIONAL HEALTH  
CONSCIOUS MARKETS, ENJOY HEALTH IS  
SCALABLE WITH AN INCREASING  
PRODUCT LINE OF MCT BASED PRODUCTS.



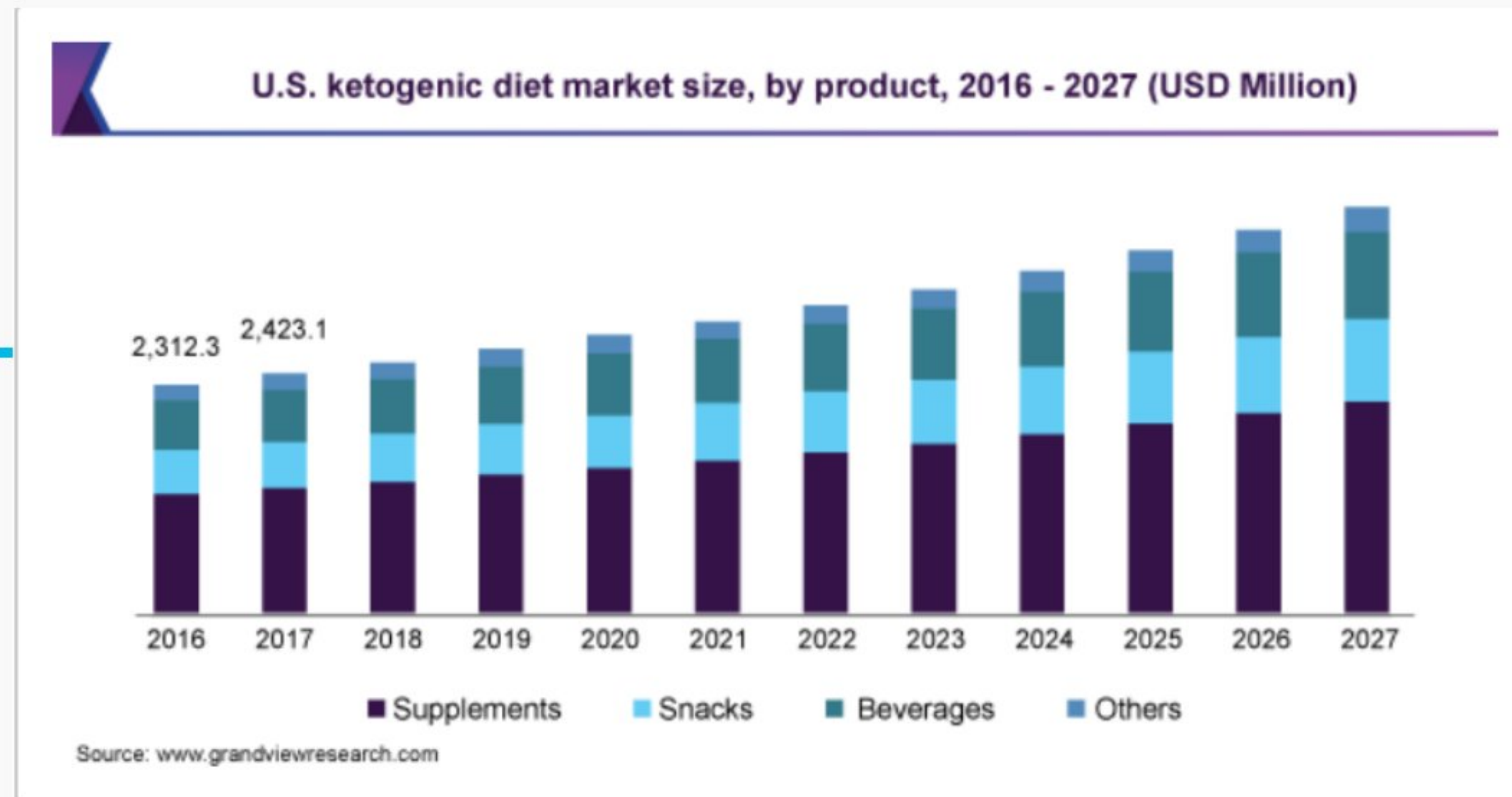
# MARKET VALIDATION AND SIZE

Global MCT market revenue share by application, 2016 (%)





# MARKET VALIDATION AND SIZE



## KETOGENIC MARKET SIZE

Note: Majority of those in Keto Diet is taking supplements form.



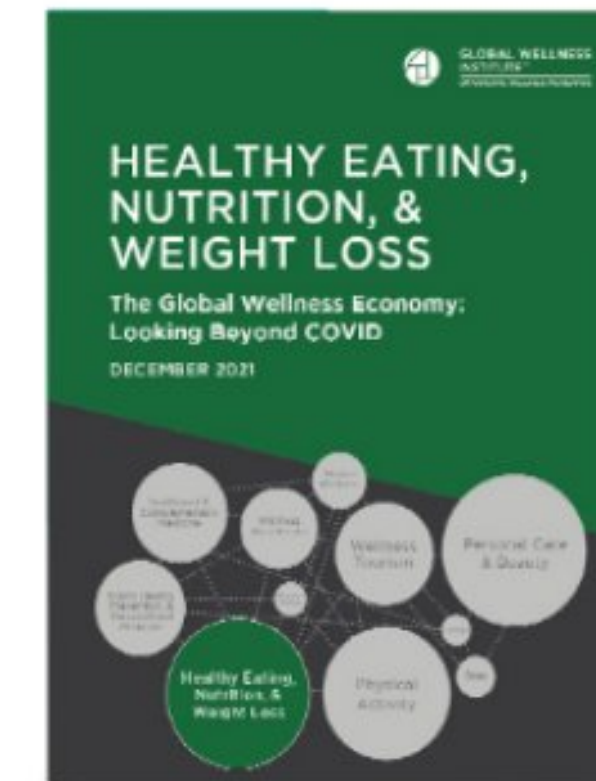
# MARKET VALIDATION AND SIZE



# MARKET VALIDATION AND SIZE

## HEALTHY EATING, NUTRITION, & WEIGHT LOSS

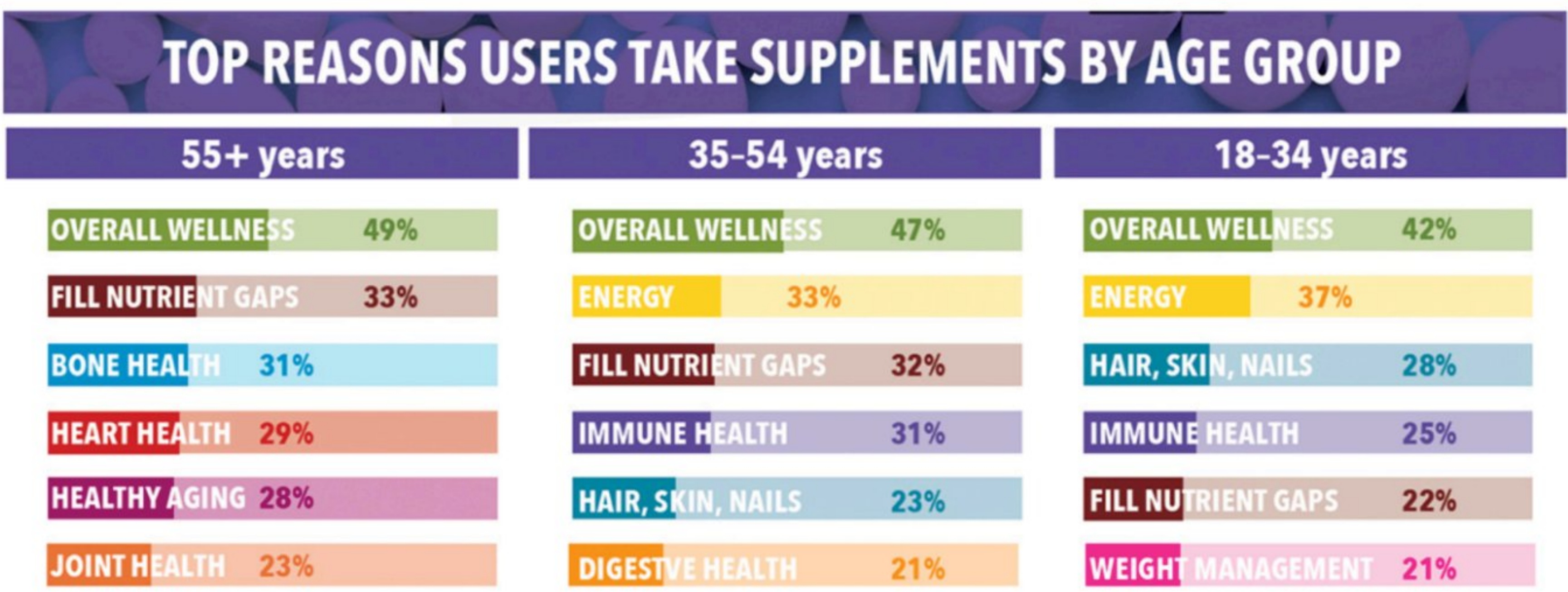
The Global Wellness Economy: Looking Beyond COVID  
DECEMBER 2021



Healthy Eating, Nutrition & Weight Loss is one of the few wellness sectors that maintained positive growth (3.6%) during the pandemic, launching a wave of interest in home cooking, healthy food, and immunity-focused foods and supplements. The sector grew from \$858 billion in 2017 to \$912 billion in 2019 to \$945.5 billion in 2020—and is forecast to grow 5% annually through 2025, to reach \$1.2 trillion.

# CUSTOMER ANALYSIS

Among the top reasons why people are taking a supplement are illustrated in this graph, which top reasons MCT Oil can best address the nutritional needs of customers:



2018 CRN Consumer Survey on Dietary Supplements: [www.crnusa.org/CRNConsumerSurvey](http://www.crnusa.org/CRNConsumerSurvey)

# GLOBAL ORGANIC FOOD MARKET



The organic food market consists of sales of organic food and beverages and related services. The production of organic food involves practices that promote ecological balance and aim to conserve biodiversity. These food products do not use any food additive or industrial solvent.

**Increasing Health Concerns  
Due To Growing Number Of  
Chemical Poisoning Cases  
Globally**  
Is The Main Driver Of The  
Market



Companies in the organic food market are focusing on introduction of new product categories and varieties. Organic food manufacturers are coming up with new and innovative organic food products in the form of ready-to-eat snacks, cookies, organic tea, pulses, spices, edible flowers, frozen waffles, medical plants, herbs and organic juices.

Expected **Growth Rate**  
Through 2025

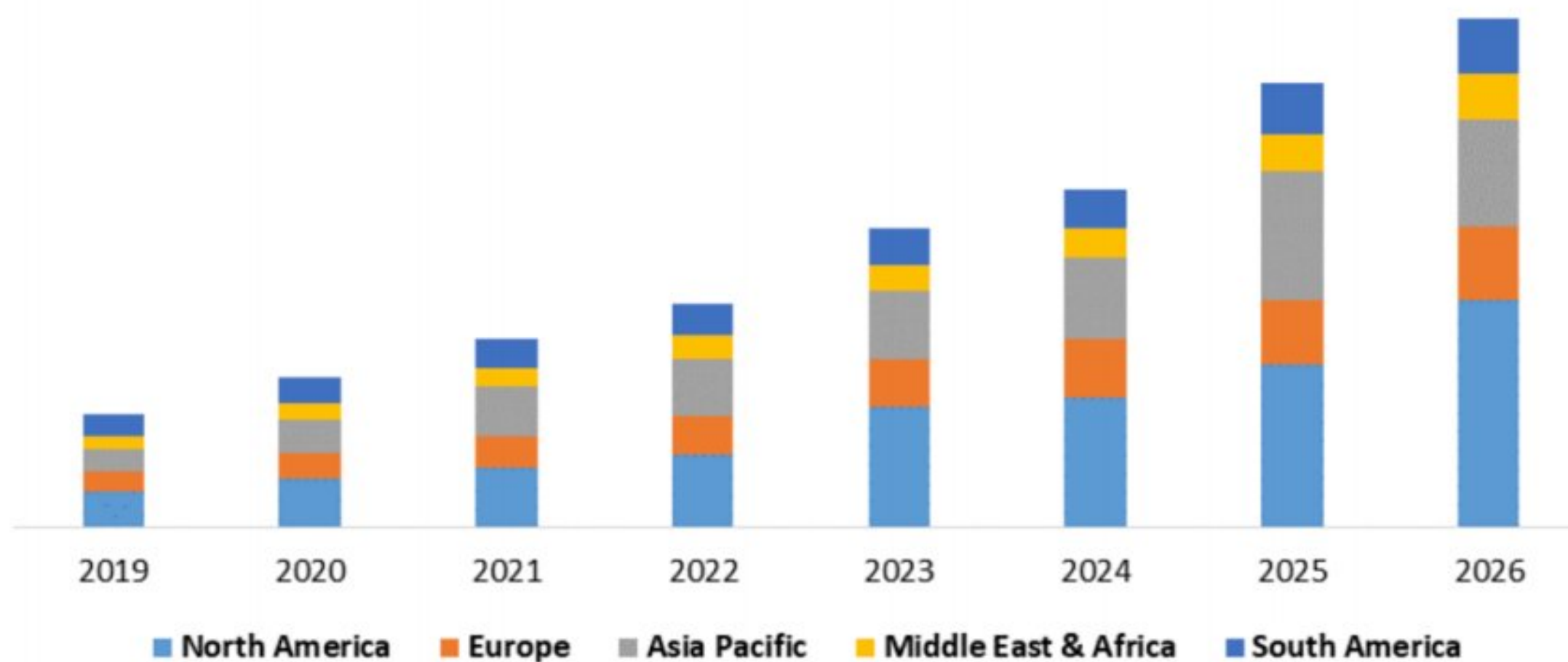
**14.5%**

Expected **Market Size**  
By 2025

**\$380.84  
Billion**

# GLOBAL ORGANIC FOOD MARKET

**Global Organic Foods & Beverages Market, by Region 2019-2026 (USD Billion)**



**Global Organic Foods and Beverages Market, by Region**

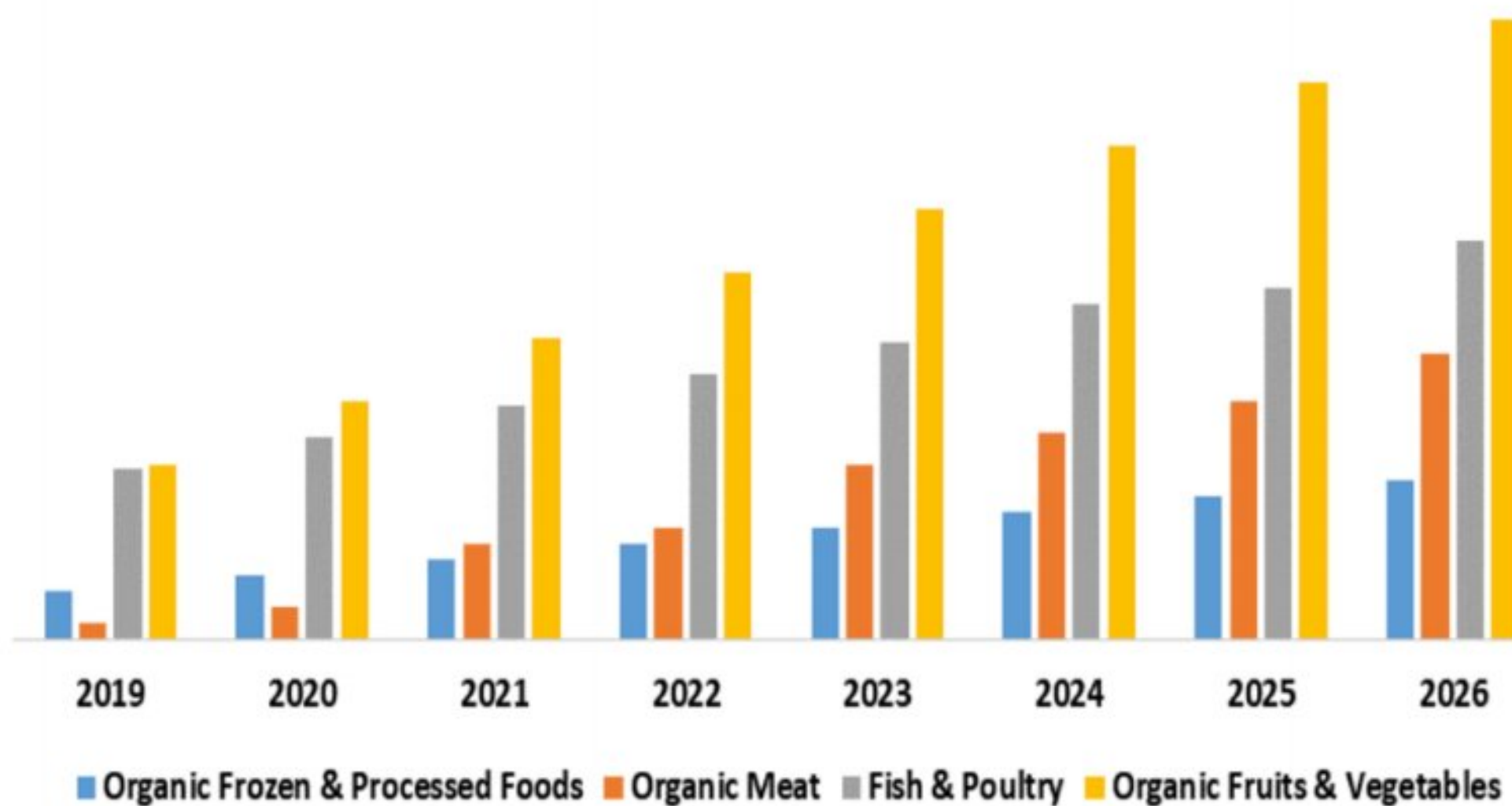
- North America
- Europe
- Asia Pacific
- Middle East and Africa
- South America

**Global Organic Foods and Beverages Market Key Players**

- Amy's Kitchen, Inc.
- Cargill, Inc.
- Everest Organics Limited
- General Mills, Inc.
- Organic Valley Family of Farms
- United Natural Foods
- Whitewave Foods
- Whole Foods Market IP
- The Hain Celestial Group
- Albertsons Companies
- Arla Foods
- Belvoir Fruit Farms Ltd.
- Danone S.A
- Dole Food Company
- ConAgra Brand, Inc.

# GLOBAL ORGANIC FOOD MARKET

**Global Organic Foods and Beverages Market, by Product 2019-2026 (USD Billion)**



Global Organic Foods and Beverages Market			
<b>Report Coverage</b>	Details		
<b>Base Year:</b>	2019	<b>Forecast Period:</b>	2020-2026
<b>Focused Analysis:</b>	2020		
<b>Historical Data :</b>	2016 to 2019	<b>Market Size in 2019:</b>	US \$ 220.00 Bn.
<b>Forecast Period 2020 to 2026 CAGR:</b>	16 %	<b>Market Size in 2026:</b>	US \$ 620.00 Bn.
<b>Segments Covered:</b>	by Product	<ul style="list-style-type: none"> <li>• Foods                             <ul style="list-style-type: none"> <li>○ Organic fruits &amp; Vegetables</li> <li>○ Organic Meat</li> <li>○ Organic Dairy products</li> <li>○ Organic Frozen &amp; Processed Foods</li> </ul> </li> <li>• Beverages                             <ul style="list-style-type: none"> <li>○ Organic Non-Dairy Products</li> <li>○ Organic Coffee &amp; Tea</li> <li>○ Organic Beer &amp; Wine</li> </ul> </li> </ul>	
	by Distribution Channel	<ul style="list-style-type: none"> <li>• Supermarket/Hypermarket</li> <li>• Convenience Stores</li> <li>• Specialist Stores</li> <li>• Internet Retailing</li> </ul>	

<https://www.thebusinessresearchcompany.com/report/organic-food-global-market-report>

# DEMAND FOR ORGANIC FOOD IN UAE

Organic food is the biggest and fastest growing market in the UAE region, driven by high disposable incomes coupled with a greater awareness of health issues and the benefits of organic produce; in a recent study in the UAE, around 80% of the sampled population agreed with the suggestion to improve availability, pricing and education in relation to organic produce.

- 1 Food as preventive medicine
- 2 Organic products and the immune system
- 3 Organic products, certifications and affordability
- 4 Customer purchasing behavior - consumption of organic products is growing by double digit and is willing to pay more for it



## Miguel Angel Povedano

Ex-Chief Commercial Officer (CCO) at Majid Al Futtaim. Board Member of "Middle East Organic&Natural". Speaker, Panelist and Independent Retail Consultant.  
Published • 2mo



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# UAE MARKET PROFILE

## UAE POPULATION BY EMIRATES



## EMIRATIS VS EXPATRIATES



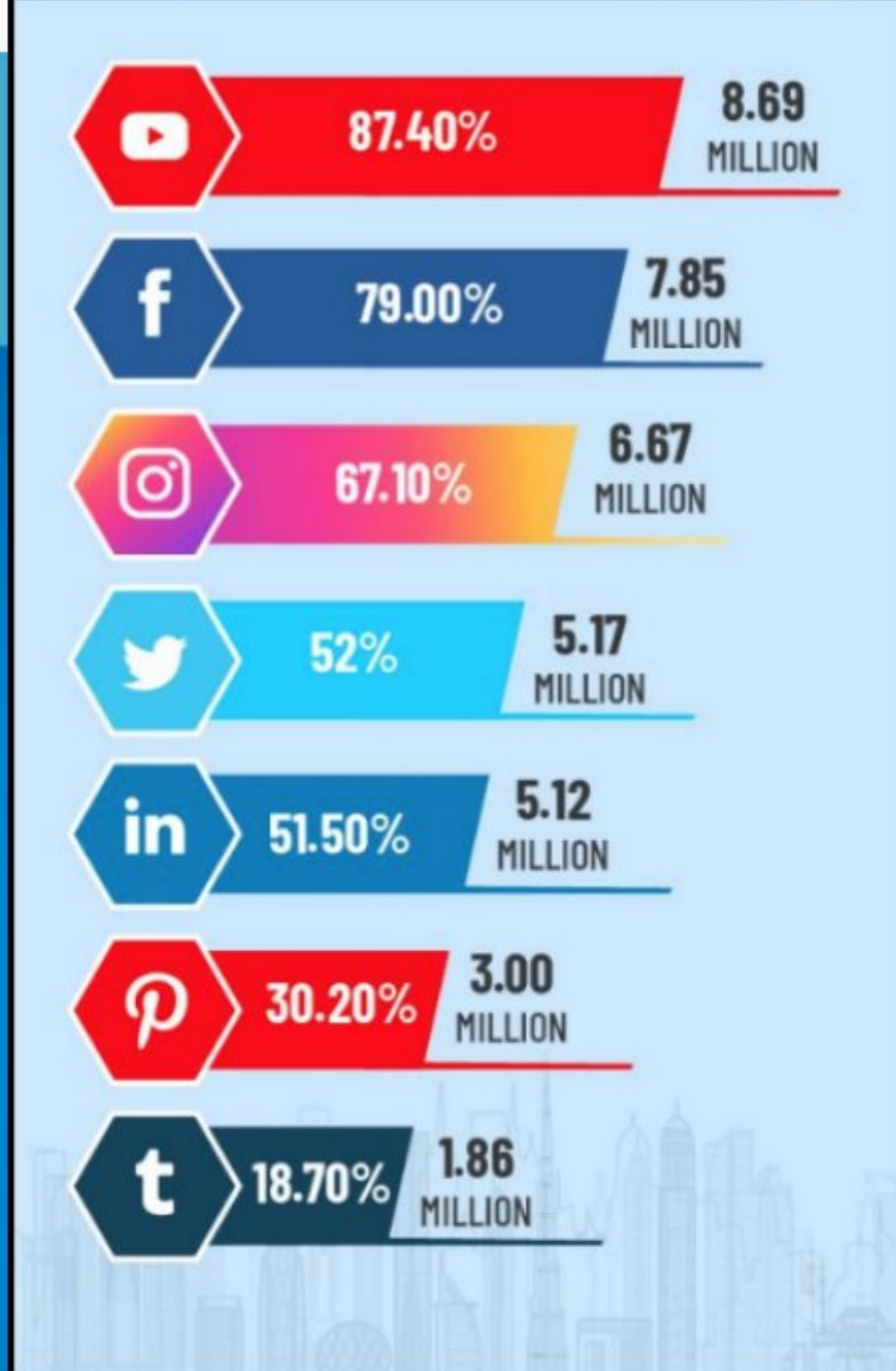
10.8 M Total Population

# UAE MARKET PROFILE

## SOCIAL MEDIA USERS IN THE UAE



## SOCIAL NETWORK PLATFORMS IN THE UAE



# TOP UAE ORGANIC FOOD MARKET CHANNELS



Lulu Group International

Union Co-operative Society

Abu Dhabi Cooperative Society

Emirates Cooperative Society

Park n Shop

Farmbox

Spinney

Nesto Group (Western Int'l Group LLC)

Choithrams

Dr. Nutrition

Waitrose

# PRODUCT MIX

STAR PRODUCTS



## The Leading Edge of C8(Caprylic Acid)



### The C8 (Caprylic Acid) MCT Oil in Enjoy Health

- ☑ Most powerful MCT Oil to lose body fat, improve mental clarity and deliver quick but sustained energy.
- ☑ With highest net ketogenic effect on the body as compared to other MCT Oils, 3x more than C10 (Capric Acid) and about 6x more than C12 (Lauric Acid).  
(Vandenberghe et al. 2017)

PRODUCT MIX

FOODFOOD



COCO SUGAR



COCO FLOUR



COCO MILK CREAMER



RAW COCOA



VIRGIN COCONUT OIL



COCONUT COOKING OIL

SUPPLEMENTS SUPPLEMENTS



C8 MCT OIL



C8 MCT POWDER



C8 MCT w/ COLLAGEN



C8 MCT w/ MATCHA



C8 MCT w/ VITAMIN C



C8 MCT w/ TURMERIC

BEVERAGES BEVERAGES



CHOCO DRINK w/ C8 MCT



SUPERFOOD JUICES



COFFEE ARABICA BEAN



COFFEE ARABICA COARSE GROUND



ELECTROLYTES-FILLED RTD



RTD BEVERAGES

## PRODUCTS ON PIPELINE READY-TO-DRINK COCONUT WATER (WITH FLAVORS)



COCONUT WATER w/ C8 MCT    SPARKLING COCONUT WATER (Original)    SPARKLING COCONUT WATER (Mango)    SPARKLING COCONUT WATER (Taro)    SPARKLING COCONUT WATER (Peach)

12



RTD BEVERAGES

## READY-TO-DRINK SUPERFOOD JUICES



**Enjoy Health Superfood Juices** are fresh juice nectar deliciously made from freshly extracted fruits and vegies, all natural and sustainably sourced raw materials, and are highly nutritious and guaranteed to start or keep your healthy lifestyle. Each bottle provides the daily vegetables and fruits serving requirements for a balance and optimal health.



**Youth Boost:  
Revitalize!**

**Mood Boost:  
Recharge!**

**Immunity Boost:  
Reconstruct!**

**Antioxidant Boost:  
Renew/Cleanse!**



# PRODUCT APPLICATION



## How to make Bulletproof Coffee

**Ingredients:**

- 1 cup brewed coffee
- 1 tablespoon butter
- 1 teaspoon Enjoy Health C8 MCT Oil

**Procedure:**

1. Brew coffee using your preferred method.
2. Pour coffee in a blender, add grass-fed butter and Enjoy Health C8 MCT oil, and blend until frothy.  
Alternatively, you can pour brewed coffee in an oversized mug, add the grass-fed butter, Enjoy Health C8 MCT oil and use a hand mixer or frother to emulsify.
3. Pour in your favourite mug and enjoy!

# PRODUCT APPLICATION

Best to Enjoy



Tea / Coffee



Smoothies



Cakes / Pastries



Soup

# BUSINESS MODEL



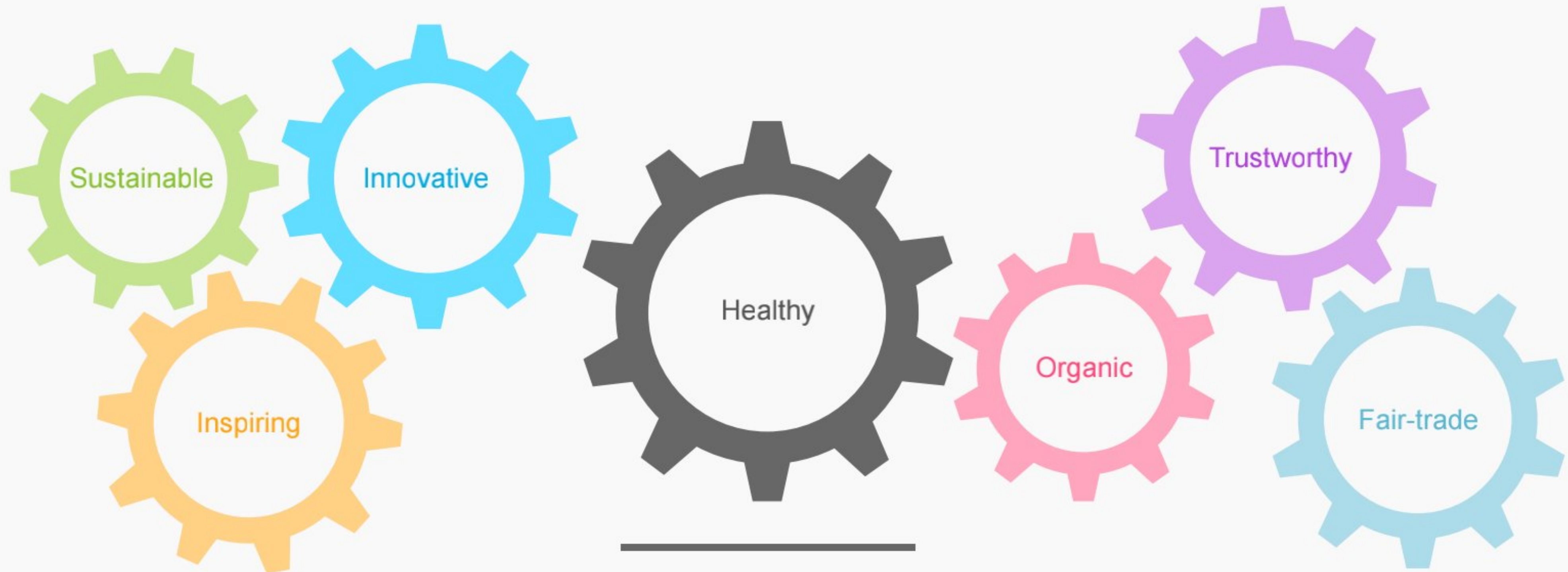
  
ENJOY HEALTH



OUR BUSINESS  
OBJECTIVE

- “
- To develop a strong business model with a competitive advantage
  - To earn good financial returns
  - To establish good governance and best practices
  - To employ a quality management team
- ”

# BRAND PERSONALITY



# VALUE PROPOSITION

**Building a sustainable and innovative healthy food brands as to be enjoyed by everyone**

## OUR VISION

To be a global brand leader on sustainable and innovative healthy food and lifestyle products

## OUR MISSION

To produce quality products that are in line with our customers' health and wellness needs, focusing always on their fulfillment and satisfaction



# OUR COMMITMENT

Nutritional Superiority of Organic Food according to several studies reveal that:

## Antioxidants level:

Higher percentage of antioxidants ranging from 19-69%.

Many antioxidants “have previously been linked to a reduced risk of chronic diseases including cardiovascular diseases, neurodegenerative diseases and certain cancers.

## Vitamins:

Higher micronutrients such as Vitamin C, Zinc and iron.

## Lower level of nitrate:

High nitrate levels are linked to an increased risk of certain types of cancer and condition called methemoglobinemia, a disease in infants that affects the body’s ability to carry oxygen. (Brown, 2016)

The Organic Center, University of Arizona, 2008  
Prof. Carlo Leifart and Newcastle University, 2015  
Mary Jane Brown, PhD, RD, UK, 2016



a

Superfood products from the Philippines

b

Organically grown or organic certified products

c

Low carb, keto, paleo friendly

d

Ethically and sustainably sourced

# CUSTOMER SEGMENT (Target Markets)



## 1. Active Lifestylers

- Sports Buffs and Body Builders
- Performers, Actors and Contestants
- Mobile Workers
- Night Shifters

## 2. Leaders and Thinkers

- Busy Executives and Decision Makers
- Test Takers and Reviewers

## 3. KETO, Paleo, Vegan and Low Carb Advocates

- Overweight
- Underweight
- Physique-Minded / Weight balance

## 4. With Health Risk Issues

- Diabetes and Polycystic Ovary Syndrome (COS)
- Highblood sugar levels and high cholesterol
- Early stages of Alzheimers, dementia, memory loss, autism, brain cancer, and other neurological issues
- Gut bacteria imbalance and digestive issues
- Infections and inflamations

## 5. Health and Wellness Enthusiasts

- Health concious individuals
- Inspiring seniors



# CUSTOMER RELATIONSHIP

Live healthy. Shop sustainably.  
Enjoy life to the fullest!



**Enjoy Health Champion** is a community of users sharing the advocacy that everyone must live healthy in an enjoyable way by taking delight in what we eat, feeling love in what we do, thinking wisely in what we buy, and feeling strongly in what we adhere to. **Enjoy Health Champion** simply means living and enjoying a healthy lifestyle as a natural way of life.

Be a Champion!

# MARKETING OBJECTIVES AND BUSINESS IMPACT

Objectives	Business Impact
Heighten the promotion of Enjoy Health C8MCT brand to primary target markets	Achievement of Sales by 100%
Make Enjoy Health C8 MCT brand the preferred supplement	Switching to and retention of customers

# LONG-TERM PLANS



- 1 Sustainable marketing communication action programs and execution plans
- 2 Strong Enjoy Health C8 MCT brand and its unique selling proposition through multi-media platforms
- 3 Strong customer retention and loyalty program
- 4 Product positioning based on the voice of the customers
- 5 Continuous product and business development

# ENJOY HEALTH

## MARKET OUTREACH

**Enjoy Health Shop**  
Published by Macky Beltran Soriano · November 25 at 12:39 PM · 🌐

Reposting Enjoy Health AVP with portion of EH Jingle, "Unhusking One Planet's Goodness & Opportunity", played @ Planet63. Thank you Planet63 and My Jeepney Stop for graciously featuring Enjoy Health USA! Connect with Ferdinand Soriano for distribution opportunity across USA.  
#enjoyhealthusa  
#mctoil  
#c8mct

Try our immune-boosting elixir,  
*Here's the one you could take with Morning coffee. You're sippin*

Coconut milk  
Grass-fed butter  
Turmeric  
Cinnamon  
Black pepper  
C8 MCT Oil

A powerful superfood supplement

Play 1:24 / 1:49

# TVC MATERIALS

**2 BOOSTS ENERGY & BURNS FAT**

Make bulletproof coffee using **MCT oil**, or put it in your smoothie or salad. This helps curb cravings, too.



# INFLUENCERS AND PRODUCT SPONSHIPS



**ENERGY FUEL**

It is converted to energy rapidly, providing you with a quick and stable energy source. It may help reduce lactate buildup and improve endurance resulting to use of more figurated of carbs for energy, which translates to improved productivity and exercise performance.

TRY THIS Add 2 teaspoons (9.8ml)

**MCT OIL PURE C8**

MCTs FOR ENERGY AND LONGER PERFORMANCE

**NATURAL BRAIN FUEL**

It is converted into ketones quickly and efficiently in the liver making it a convenient source of energy for brain cells. It is an instant energy source for the brain by improving memory, focus and brain processing that may help prevent Alzheimer's and dementia.

TRY THIS Add 1 teaspoon (4.9ml)

with your favorite coffee blend

Drink a teaspoon? \*Do not exceed this suggested serving size. Using smaller, half to 1/2 teaspoon, should be digested absorbed.

**JUMP-START WEIGHT LOSS/MANAGEMENT**

It promotes weight loss or normalizes weight. It helps you reach your goals, whether to lose weight, maintain weight, or gain weight. Its healthy fats may help reduce appetite, increase feelings of fullness, help burn fat and calories, and absorb nutrients.

TRY THIS Add 2 teaspoons (9.8ml)

**OVERCOME HIGH BLOOD SUGAR AND DIABETES**

- May Help Reduce Risk Factors for Heart Disease, such as Weight and Cholesterol. It may help improve cholesterol and antioxidant levels and reduce other heart disease risk factors such as weight, blood pressure and inflammation. It significantly reduces C-reactive protein (CRP), an inflammatory marker that increases the risk of heart disease.
- May Help Control Blood Sugar Levels and Support Diabetes Management. It may help lower blood sugar levels by reducing insulin resistance. It may help manage diabetes by reducing fat storage and increasing fat burning.

TRY THIS Add 1 teaspoon (4.9ml)

**YES TO IMMUNITY BOOST**

- Gut Health: It may help optimize the growth of good bacteria and supports the gut lining and digestive system to properly absorb vitamins and minerals from food.
- Anti-infection: It contains powerful fatty acids resulting to its antimicrobial and antifungal properties. It fights yeast, causing thrush and various skin and fungal infections. It possesses cancer-fighting and antimicrobial action.
- Used to treat clinical conditions like malabsorption, diarrhea, fat intolerance, autism and seizures.

HOW TO ENJOY IT BEST

MCT OIL



# ENJOY HEALTH MARKET OUTREACH

**VITAL LINK BETWEEN THE BRAIN AND IMMUNE SYSTEM IN BEATING COVID-19**

Hosted by: **CORY QUIRINO**  
Kalingang KaTRIBU

**SERIES 2**

**WHAT FOOD/DIET STRENGTHENS IMMUNITY AND SANITY DURING COVID-19 AND BEYOND?**

• JUNE 06, 2020 | 3:00PM •

**Dr. VINCE B. MARCELO, MD, MPH**  
Assistant Chief Medical Officer  
New South Wales Health

**Ms. RITA MARTINEZ-SK, PhD, RD**  
Assistant Professor  
University of the Philippines

**Ms. CATHERINE BRILLANTES-TURNER**  
PhD, Nutrition Specialist  
Qualified Nutrition Therapist, Health and Wellness Coach

**Ms. IZA CALZADO**  
Health Wellness Coach

**Mr. ANDREW HERNANDEZ**  
PhD, Nutrition Specialist  
Food Researching Dr. and Food Health

**BRAIN AND IMMUNITY HEALTH RECIPES**

**LIVE** [www.facebook.com/gracefulliving.anc](http://www.facebook.com/gracefulliving.anc)

SPONSOR: ORGANIQUE CALABARZOS

MEDIA PARTNER: Tribune

IN PARTNERSHIP WITH: kale

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# WEBINAR LIVE SHOW EVENTS



**Kalingang KaTRIBU**  
Tribune Public Service

**TOPIC: HEALTH BOOSTING WITH MCTS**

**Rhiza Gomez**  
Certified Primal Health Coach, Cafe 2.0 Owner  
& C8 Coconut MCT Advocate

Hosted by **Cory Quirino**

25 May | Wednesday | 3:30 PM

**LIVE** Daily Tribune Facebook page  
**LIVE** TribuneNOW YouTube channel

**Daily Tribune**  
www.tribune.net.ph | @tribunephil | KaTRIBU | /TribuneNOW

**JUMP-START WEIGHT LOSS**

TRY THIS Add 2 teaspoons (30ml)

**Low Sodium Soy Fry Soups**

**Salads and Healthy Dips**

**Ketogenic Diet**

**ENJOY HEALTH**  
Health and Wellness CONEX 2020



# ENJOY HEALTH MARKET OUTREACH

# WEBINAR LIVE SHOW EVENTS



PLANET 63

YOUR TRADE AND TECHNOLOGY VIRTUAL PLATFORM IN THE PHILIPPINES AND AROUND THE WORLD

An enjoyable and healthy talk about

ENJOY HEALTH

## Unhusking One Planet's Goodness & Opportunity

23 NOV 2020 (MON) | 04:30PM (PST)  
24 NOV 2020 (TUE) | 9:30AM (Manila)

ADRIAN HERNANDEZ  
Managing Director  
Enjoy Health USA

Hosted by:

FERDINAND SORIANO  
Founder & CEO  
Planet 63 USA

JONATHAN PETALVER  
Managing Director  
Planet 63 Philippines

Facebook YouTube LIVE!

PRODUCTS FROM THE PHILIPPINES PRODUCTS FOR THE FILIPINOS

Cristina Espiritu - My Jeepney Stop USA

Adrian Hernandez

PLANET 63

PRODUCTS FROM THE PHILIPPINES PRODUCTS FOR THE FILIPINOS

Ferdinand B. Soriano-Planet63/USA

44:43 / 1:02:48

around the globe

Welcome to Episode 8 of PLA

# RESELLER PROGRAM TEMPLATE

<  **Enjoy Health Asia** Sponsored · 🌐

Start the easiest reselling business that actually works with the hottest health product this 2020! 💰🥥

We're bringing the scientifically proven Coconut MCT Oil to a limited pool of reseller partners who will enjoy:

- 💰 Up to 30% margins, best in the industry!
- 💰 Free e-commerce training. 100% online!
- 💰 Start as low as 10 bottles today, no additional charges



**BE A RESELLER FOR US**

**COCONUT MCT OIL**

Be the boss

High

Earn from home

Free exclusive training

The graphic features a woman in a yellow jacket celebrating, a bottle of Coconut MCT Oil, and various icons representing business and training benefits.



# BUSINESS PARTNER OPTION



*OPTION 1*

## **EXCLUSIVE DISTRIBUTION IN UAE & ME**

- ✓ Product MOQ : 1 Full Container Load
- ✓ Value: US\$250K (Mixed products)
- ✓ ROI Potential : X 1-2
- ✓ With Marketing support
- ✓ With Account Management support

# BUSINESS PARTNERSHIP OPTION



**ENJOY HEALTH**

*OPTION 2*

## **JOINT VENTURE DISTRIBUTION IN UAE & ME**

- ✓ Production Capacity/potential : 5 Full Container Load
- ✓ ROI Potential : X 2-3
- ✓ Shared manpower
- ✓ Shared operations responsibilities (to be identified)
- ✓ Distribution and account management

# BUSINESS PARTNERSHIP OPTION

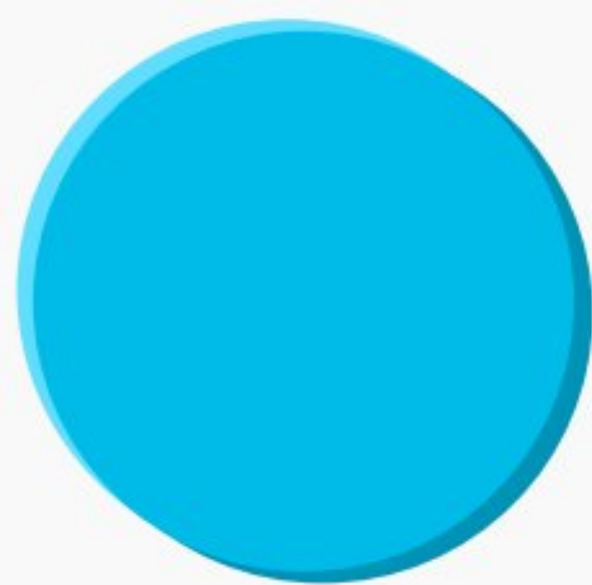


ENJOY HEALTH

## OPTION 3 SPIN-OFF COMPANY

- ✓ Production
- ✓ Retail and Global Distribution
- ✓ Import and export
- ✓ Health Store & Cafe
- ✓ ROI Potential : X4-5 from COGS

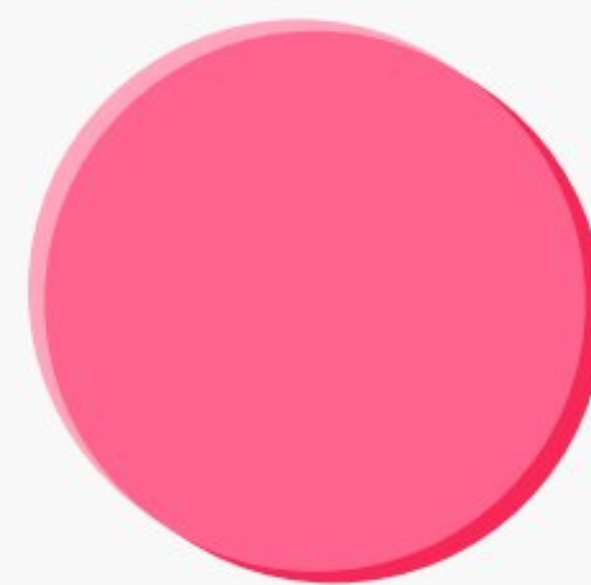
# REVENUE STREAMS



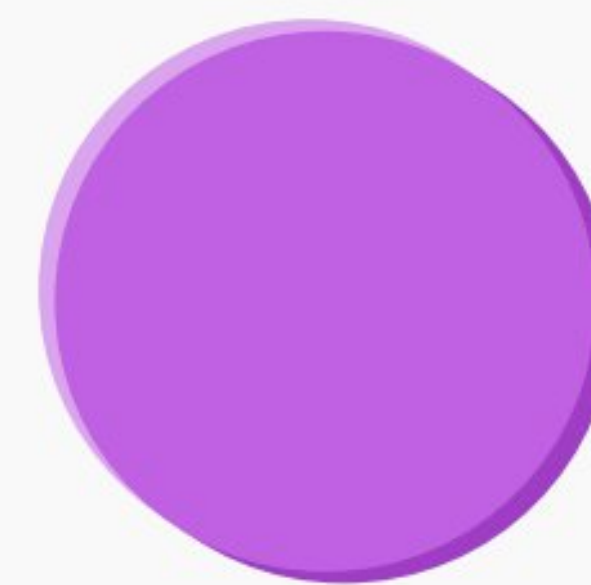
RETAIL/B2B



IMPORT &  
EXPORT



ONLINE  
MARKETPLACE



MANUFACTURING  
(BULK)

# DISTRIBUTION STRATEGIES



## Traditional Single Channel

Brick and Mortar



## Online Single Channel

Online Shopping



## Multi-channel

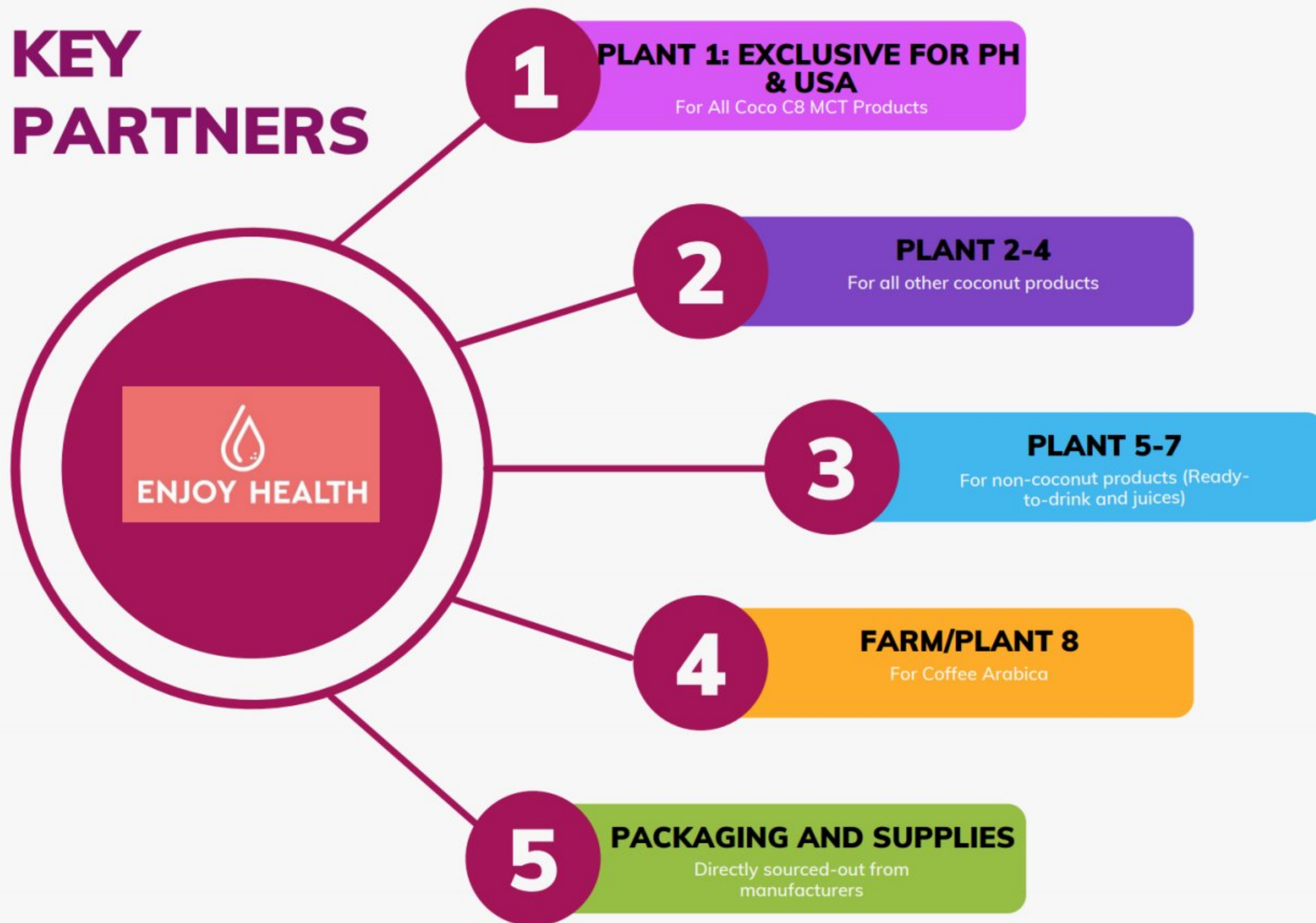
Various Disconnected Channels



## Omnichannel

Seamless Integrated Experience

# KEY PARTNERS



# GLOBAL DISTRIBUTION GOALS

## DISTRIBUTION PIPELINE STATUS



# COMPETITORS' PRICING ADVANTAGE



Bulletproof Brain Octane C8 MCT Oil, 16 Ounces, Keto Supplement for Energy and Focus

Product ID: 1162517

Condition: New

By BulletProof

Choose Size

3 Fl Oz (Pack of 1) 16 Fl Oz (Pack of 1)

- 1 + Qty.

AED 191.00



Perfect Keto MCT Oil C8 | Medium Chain Triglyceride Clean Energy, Ketogenic | Creamer, Bulk Supplement Ketones, Cinnamon Toast

Product ID: 10112289

Condition: New

By Perfect Keto

Choose FlavorName

Chocolate Cinnamon Toast Matcha P  
Salted Caramel Strawberry Unflavored

- 1 + Qty.

AED 259.00



# COMPETITORS' PRICING ADVANTAGE

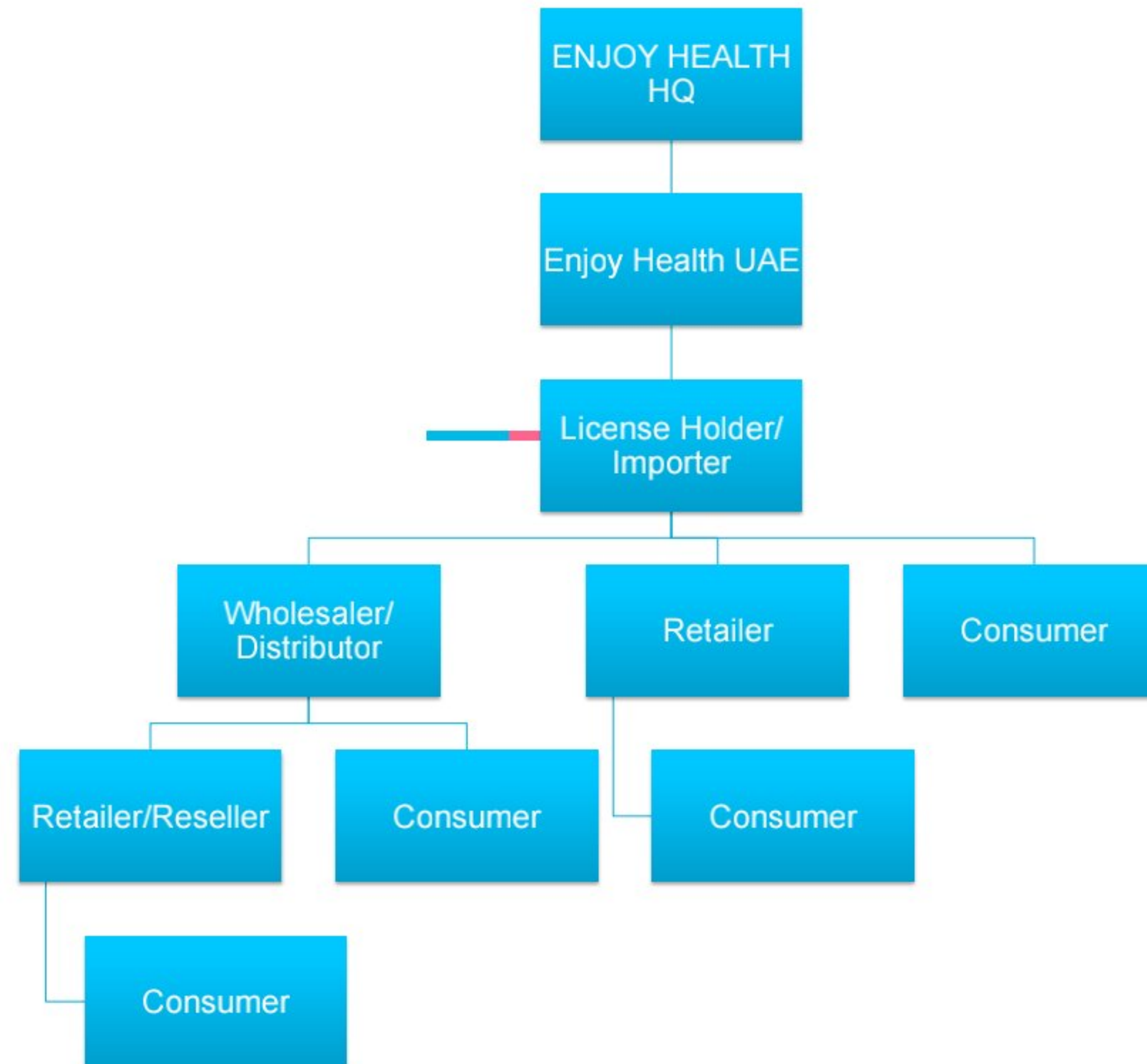
C8 MCT OIL	Nt. Wt.	AED	SRP (USD)	Price per ML in USD	FOB Price	Discounting
Kiss My Keto C8 MCT Oil — Pure C8 (Conventional)	500	246	65.44	0.13		
Power C8 MCT Oil (Conventional)	500	187	49.11	0.10		
Bulletproof C8 (Conventional)	500	191	49.66	0.10		
Perfect Keto C8 (Conventional)	946	397	105.6	0.11		
<b>Enjoy Health C8 MCT Oil 250ml (Organic)</b>	<b>250</b>	<b>58</b>	<b>14.99</b>	<b>0.06</b>	<b>5.98</b>	<b>60%</b>
<b>Enjoy Health C8 MCT Oil 473ml (Organic)</b>	<b>473</b>	<b>96</b>	<b>25.48</b>	<b>0.05</b>	<b>9.98</b>	<b>61%</b>

C8 MCT POWDER	Nt. Wt.	AED	USD	Price per ML in USD		
Nutricost C8 MCT Powder (Conventional)	454	238	61.88	0.14		
Perfect Keto C8 Powder(Conventional)	373	259	67.34	0.18		
<b>Enjoy Health C8 MCT Powder (Organic)</b>	<b>454</b>	<b>192</b>	<b>49.99</b>	<b>0.11</b>	<b>19.98</b>	<b>60%</b>

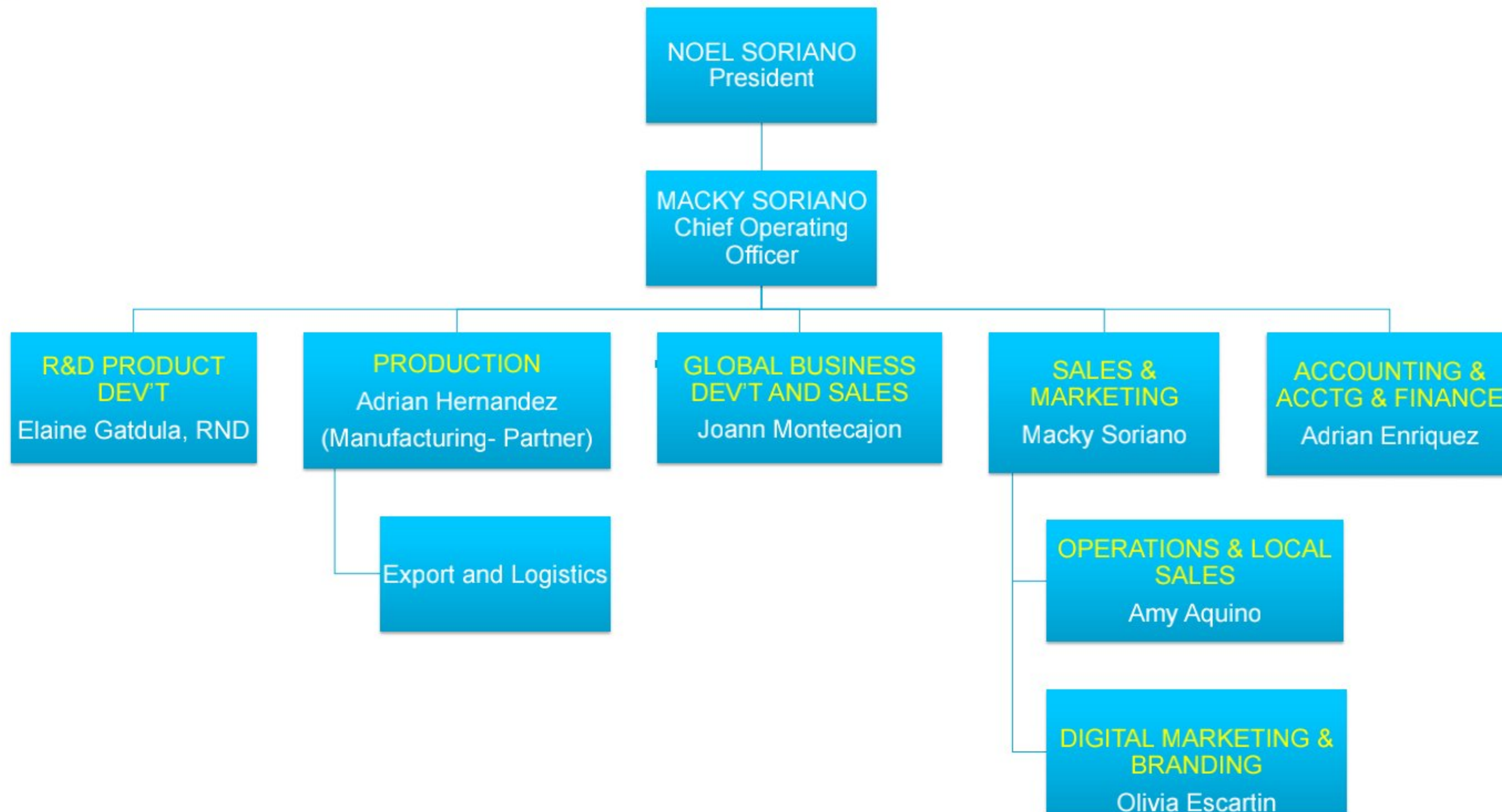


# GLOBAL BUSINESS STRUCTURE





# CURRENT ORGANIZATIONAL CHART



# Meet the Co-Founder

A certified Lean Six Sigma Greenbelt holder. Has extensive experience in business consultancy and project management. Held corporate management and business consultancy positions across varied sectors such as the academe, travel & events, construction & real estate, product development, retail, distribution, and health & wellness. A seasoned event planner/organizer of large scale local and international events and conferences. Served as overall Project Manager for the Department of Tourism for the 65th Miss Universe Pageant held in the Philippines in 2017.

**Macky B. Soriano**

Chief Operating Officer

Mblessed provides integrated marketing communications and consultancy services on travel and event (MICE) businesses. Through the years, its founders and partners have worked on various projects dealing with retail and export products and projects related to health and wellness.



# ABOUT US

Ready for your journey to vitality!



Cory Quirino



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 <b>CORY QUIRINO</b> Executive Director	 <b>Asec. Dr. NESTOR SANTIAGO</b> Assistant Secretary Department of Health	 <b>Dir. ANTHONY RIVERA</b> Director III, Export Marketing Bureau Trade Promotions Group Department of Trade & Industry	 <b>Sec. FRANCISCO DUQUE</b> Secretary, Department of Health <b>KEYNOTE SPEAKER</b>	 <b>Sec. BERNADETTE PUYAT</b> Secretary, Department of Tourism <b>INSPIRATIONAL MESSAGE</b>	 <b>Asec. ROBERTO ALABADO III</b> Asst. Secretary, Department of Tourism <b>KEYNOTE ADDRESS</b>
 <b>REGINE TOLENTINO</b> Zumbia Queen Organique Brand Ambassador	 <b>ANGEL VELASCO</b> Marketing Communications Strategist Conner Media	 <b>ANTON DIAZ</b> Award-Winning Strategist Con Resonance Pointe	 <b>BONNIE FACTOR</b> Content Writer & Chief Strategist at 24/7 Media	 <b>CARMELITA P. DE LEON</b> VP for Sales & Marketing Healthway Medical Inc.	 <b>CATHERINE B. TURVILL</b> President Natura Wellness Village
 <b>IBARRA GUTIERREZ</b> Chief Content Officer Health and Wellness Conferences 2019	 <b>JOVY MARTILLOS SY</b> MSO, MSO Clinical Liaison The Sun of Sun Brands	 <b>DR. MARIAN ALONZO</b> Medical Chief The Sun of Sun Brands	 <b>MARY FAITH ABASO</b> President Philippine Marketing Association	 <b>DR. MARY JANE TORRES</b> Medical Director The Sun Institute	 <b>MYREL DE CASTRO</b> Capital Markets Specialist Public Health Educator Center San Diego, California
 <b>DR. NORMAN SAN AGUSTIN</b> President Aster Wheel Center Cardiac Rehab Village	 <b>ORLY BALLESTEROS</b> VP Account Management Pioneer Success Institute PH	 <b>TOMAS MEDINA</b> President Board Expert	 <b>VIVI AQUINO</b> CEO Charm Media		

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The projects on health and wellness inspired the company to get into the retail business since its other business purpose is trading, and Enjoy Health was developed as a brand to cater to the growing public demand for natural, organic and healthy products. In 2019, Enjoy Health introduced its bottled nectar booster juices from freshly extracted Philippine popular superfoods, with no preservatives and naturally sweetened. In 2020, Enjoy Health launched its own retail brand of MCT Oil and MCT Powder as star products. In 2021, other superfood products were developed and produced for overseas market, and these are now currently available at various health shops and online platforms.

# ABOUT US





The Covid-19 pandemic that ravaged the world beginning in 2020 has even more strengthened the company's resolve to intensify its campaign to address the health and wellness needs of the consuming public. Enjoy Health envisions to produce, export, and retail products that are known in the Philippines to be superfood: nutritious, delicious, affordable, and which by their nature and production are highly acceptable and in demand in the international market.

Our product catalog ranges from high-performance supplements that help boost one's power output to organic food and beverages that nourish and rocket-fuel the brain and body and restore vitality.

# ABOUT US



## Benefits

- E**nergizes and boosts mood
- N**urtures the brain and body
- J**umpstarts weight loss
- O**ptimizes overall health
- Y**ields good immunity results





**THANK YOU!**

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