

Keep Healthy®

**WHERE
INGREDIENTS
MATTER**

Fruitkies™
a smart snack

INFO@KEEPHEALTHYINC.COM

THE KEEP HEALTHY VISION

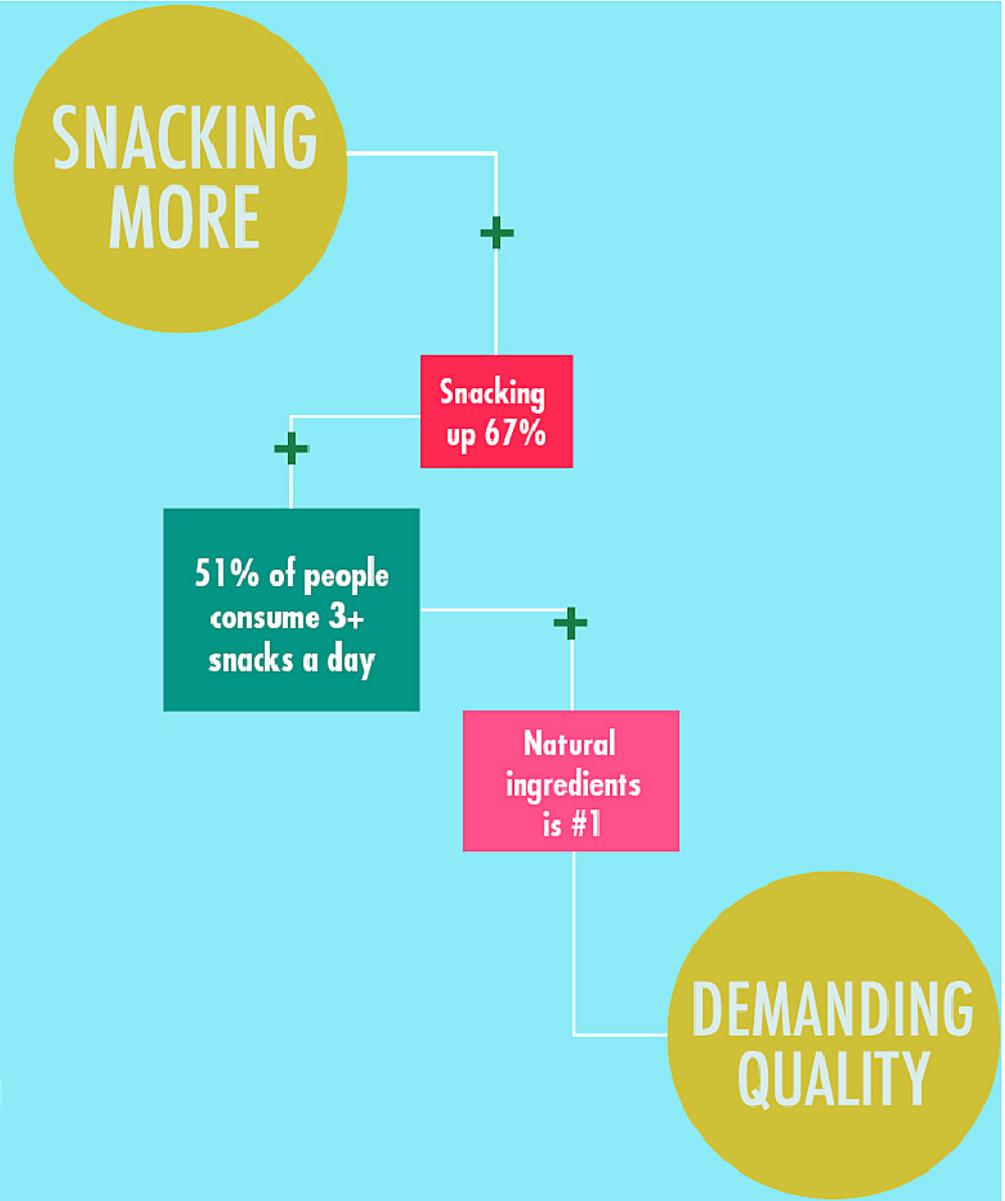
Develop, produce
and deliver clean
label, affordable
& healthy snack
bars that focus on
the evolving
consumer mindset.



PROBLEM

EVOLVING CONSUMER BEHAVIOR

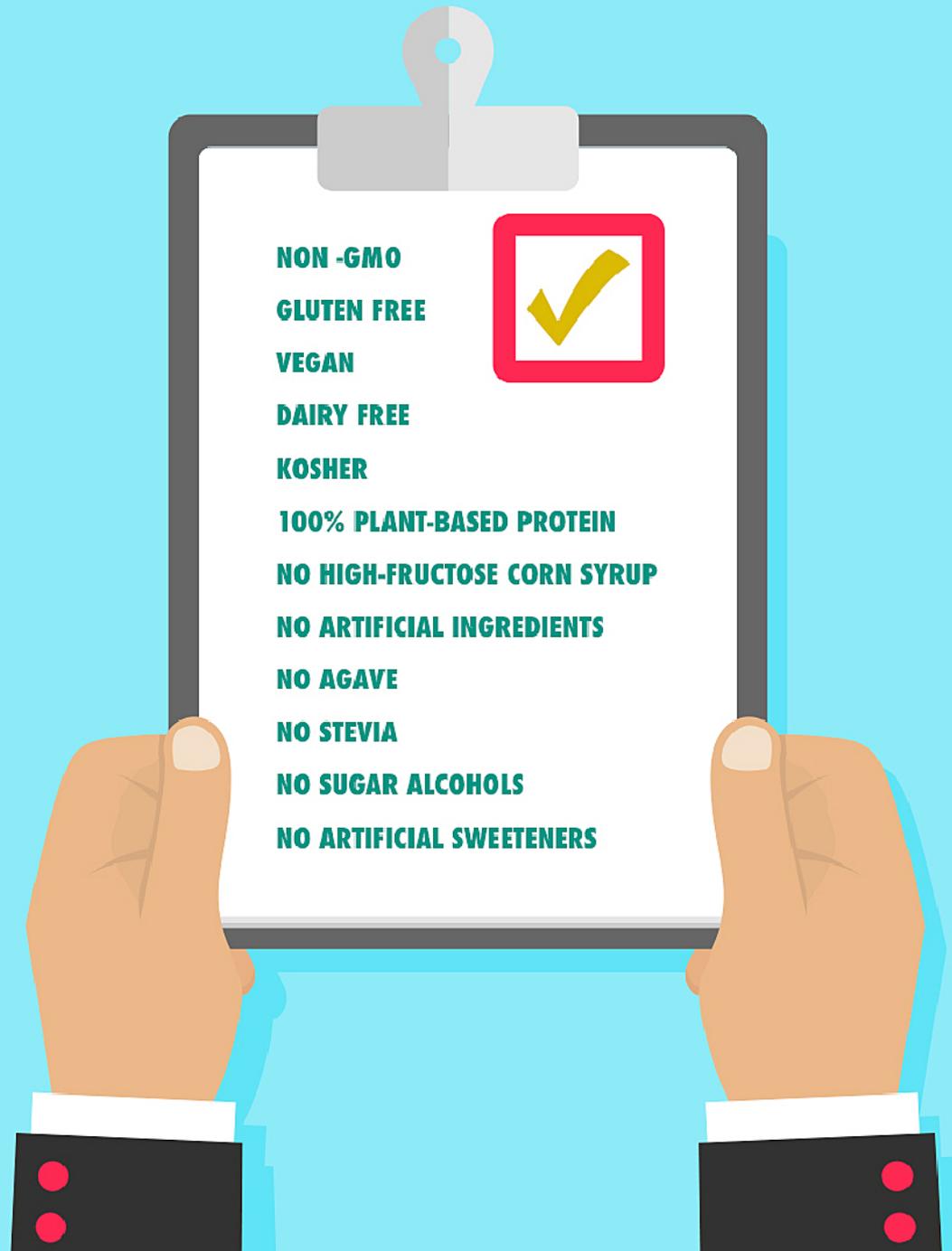
- Snacking frequency up 67% over past 5 years⁴
- 51% surveyed consumer 3+ snacks per day⁴
- “natural ingredients” is #1 attribute looked for when purchasing snacks¹
- Most important key nutritional ingredients > absence of GMOs (43%)



SOLUTION

**AFFORDABLE,
HIGH-QUALITY
PLANT BASED
INGREDIENTS**

follow our
"12 commandments"



PRODUCT

DATE

FRUITKIES™

LOW GLYCEMIC

PROTEIN

DATE BARS

- Use whole pitted dates, now considered to be a “superfood”
- Dairy-free, dark chocolate covered options



PRODUCT

DATE

FRUITKIES™

LOW GLYCEMIC

PROTEIN

FRUITKIES™

- Dried fruit and nut combinations with very few & easy-to-pronounce ingredients.
- Dairy-free, dark chocolate covered options



PRODUCT

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LOW GLYCEMIC

PROTEIN

PROTEIN BARS

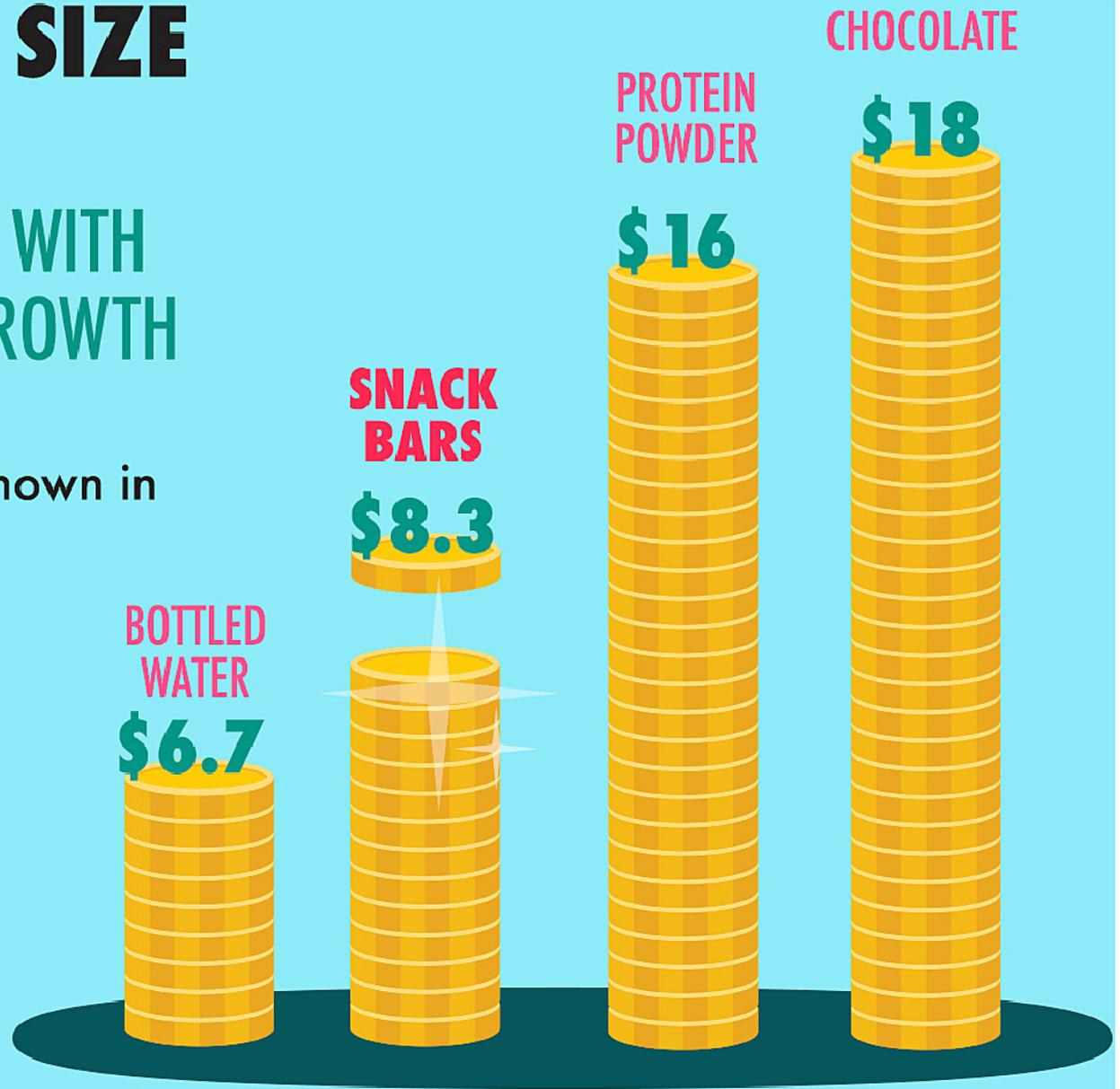
- Uses plant based proteins in a marketplace flooded with soy and whey-based products



MARKET SIZE

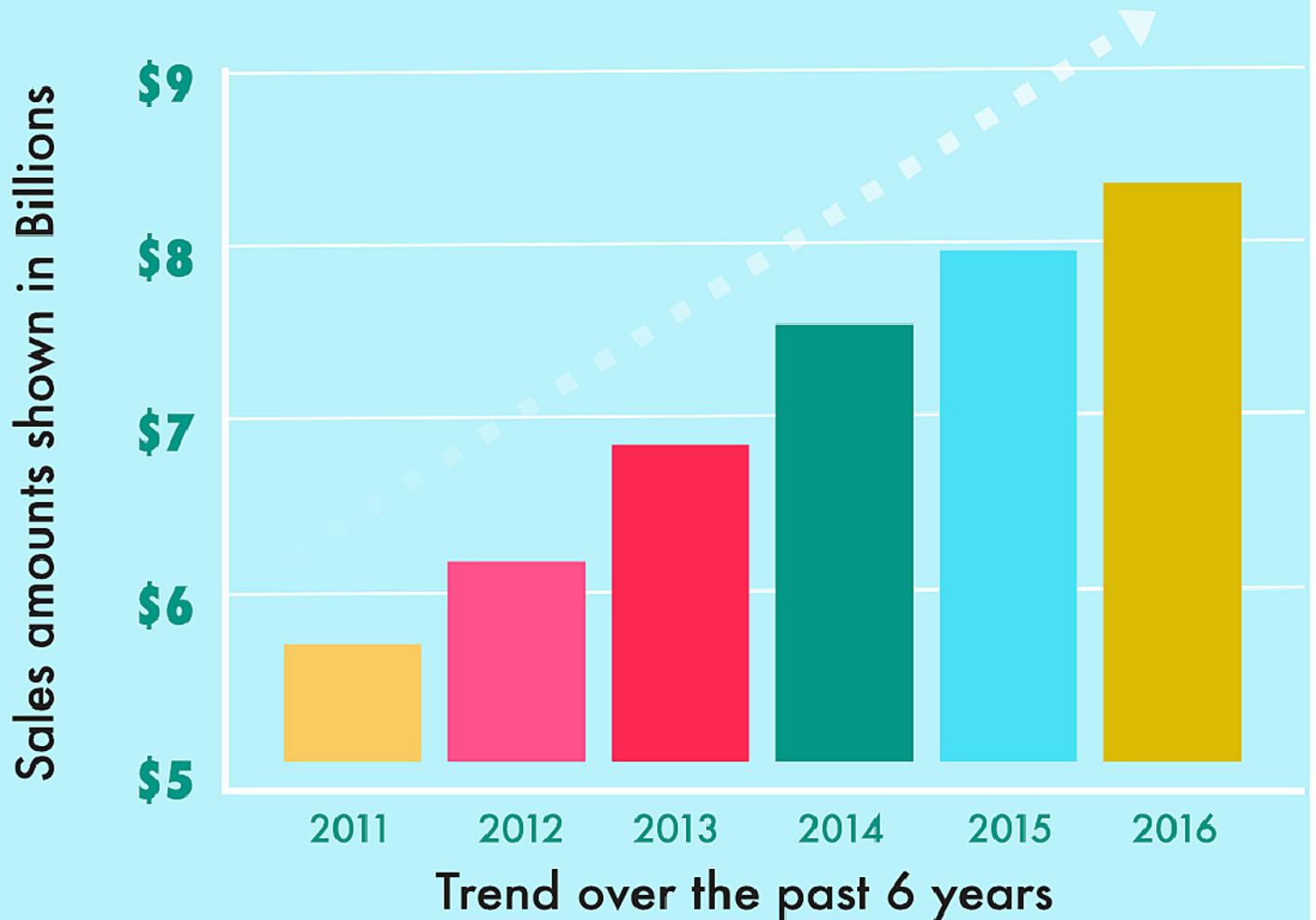
LARGE &
FRAGMENTED WITH
ROOM FOR GROWTH

Sales amounts shown in
Billions



MARKET SIZE

FAST GROWTH RATE



COMPETITION

US VS THEM

	VEGAN	NO ARTIFICIAL SWEETNERS	LOW-GLYCEMIC	ALL WHOLE & ORGANIC INGREDIENTS	PRICE
KEEP HEALTHY	✓	✓	✓	✓	\$
Kind Bars	✓				\$\$
Quest Bars	✓				\$\$\$
Clif Bars	✓				\$\$
RX Bars	✓	✓			\$\$\$

TRACTION

NATIONAL DISTRIBUTORS



Core-Mark®

CardinalHealth™



E-COMMERCE

Walmart*



www.keephealthyinc.com

amazon.com

BRICK & MORTAR

Pharmacies

Supermarkets

Specialty
Markets

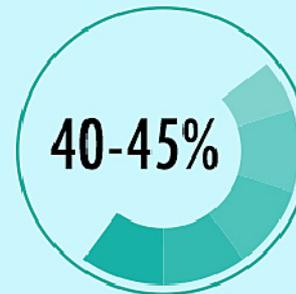
Health Food/
Vitamin Stores

BUSINESS MODEL

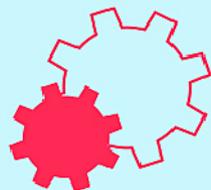
ILLUSTRATIVE UNIT ECONOMICS

AVG. DISTRIBUTOR UNIT COST: \$.85 | AVG. RETAIL UNIT COST: \$1.16 | AVG. COGS: \$.34

AVERAGE MARGIN PER
BAR TO **KEEP HEALTHY**



KEEP HEALTHY OWNS AND MANAGES THEIR PRODUCTION FACILITY



Turn key production
Flexibility to conduct R&D



GO TO MARKET

PRICING, MARKETING AND SALES

PRICING

4 BAR TYPES

DATE BARS

FRUITKIES™

PROTEIN BARS

LOW GLYCEMIC BARS

30+ SKUS

MSRP: \$1.49 - \$2.49

MARKETING

SEO

SOCIAL MEDIA

PROFESSIONAL
INFLUENCER/
ENDORSEMENT

SOCIAL MEDIA
CONTENT
CREATION

SALES

SPONTANEITY

CONVENIENCE
STORES

GAS STATIONS

PLANNED

NATIONAL
GROCERY/
SUPERMARKETS

ANCILLARY
RETAIL CHAINS

TEAM

60 COMBINED YEARS OF CONSUMER GOODS
& MANUFACTURING EXPERIENCE



JAY ADONI

CEO

PLV Studios, CEO
TAG, INC
PLV STUDIOS, INC
(Pour La Victoire)



RON SOWA

President

Elite Group RMC
& DMC



ELVIS WILLIE

CFO

Ernst & Young
Geller & Co



JENSEN ADONI

Marketing

PLV STUDIOS, INC
(Pour La Victoire)
MODERN VICE

Keep Healthy[®]

**THANKS
YOU**

Fruitkies[™]
a smart snack



INFO@KEEPHEALTHYINC.COM



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