

GHOST  
FLOWER  
Self Healing,  
Woven In



GHOST FLOWER

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## EXPLORE THE SCIENCE BEHIND THE CLOTHES

Western science is only now beginning to understand what Eastern medicine has known for centuries: That your body is a powerhouse.

Read below to explore the science woven into our clothes.

## Mission

*Create quality fashionable activewear that empowers women to access their innate energy network for self-healing, vitality and longevity*



# Strategy

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- Four Lines of Business:
  - Activewear
  - Curated Health Products
  - Ghost Flower Practice, Video, and Educational Offerings
  - Wellness Center & Spa
- Omni Channel Approach
  - Online
  - Wholesale
  - Pop-Ups
  - Ghost Flower Wellness Center
- 2020 Strategy: Expand our reach by investing in Digital Marketing
- Build a \$5MM Revenue Company in 5 years



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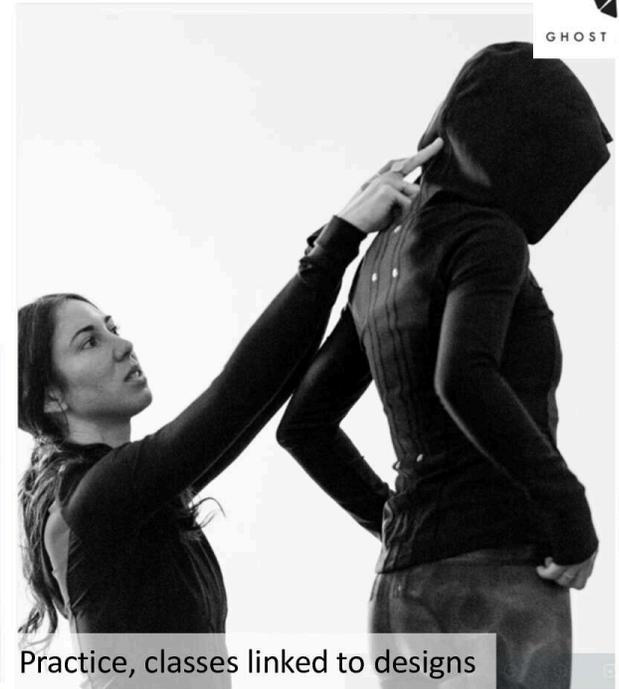
Premium fabrics



Seams/designs follow acupuncture channels



Logos highlight acupressure points



Practice, classes linked to designs



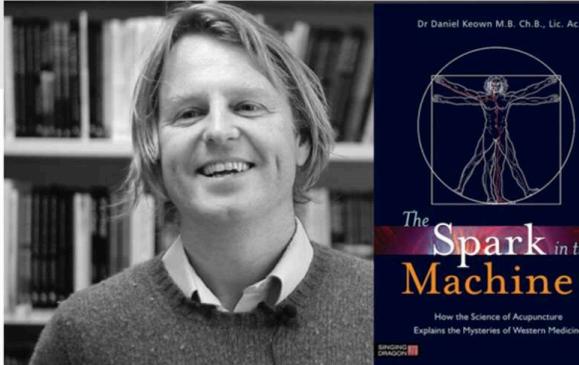
GHOST FLOWER



All made in USA

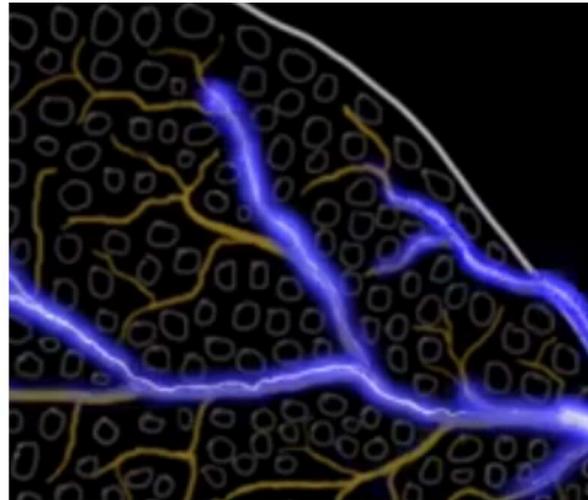
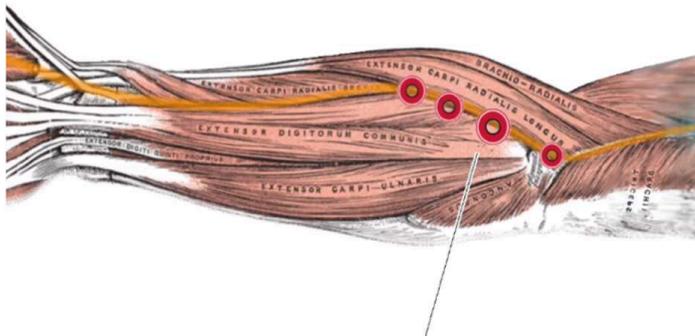
Our Difference:  
Integrating Health & Wellness into Fashion

MEET OUR CHIEF SCIENTIST



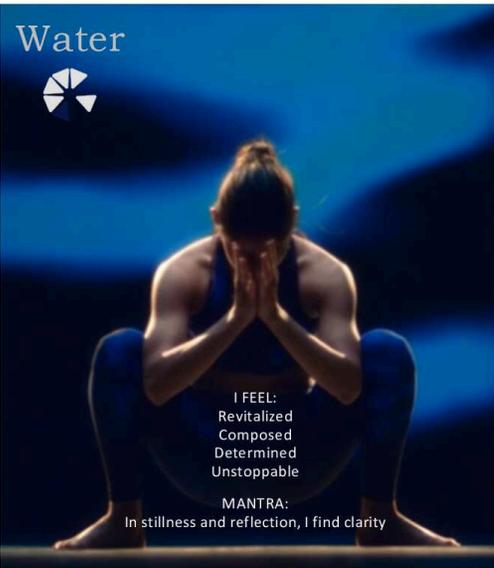
Dr. Daniel Keown

“A brand built on deep, proven knowledge about the body's energy network.”



Backed by Science  
Where East meets West

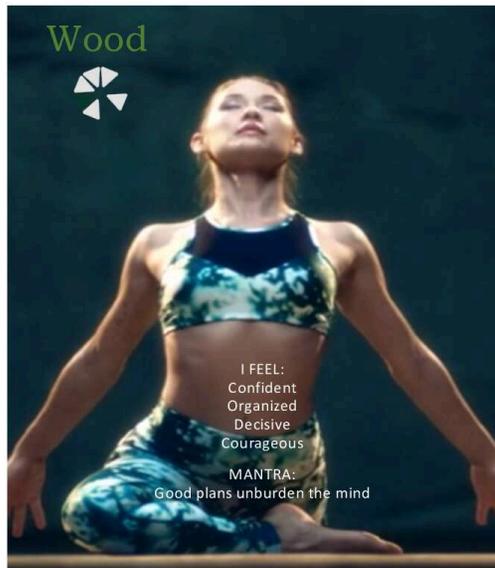
Water

I FEEL:  
Revitalized  
Composed  
Determined  
Unstoppable

MANTRA:  
In stillness and reflection, I find clarity

Wood

I FEEL:  
Confident  
Organized  
Decisive  
Courageous

MANTRA:  
Good plans unburden the mind

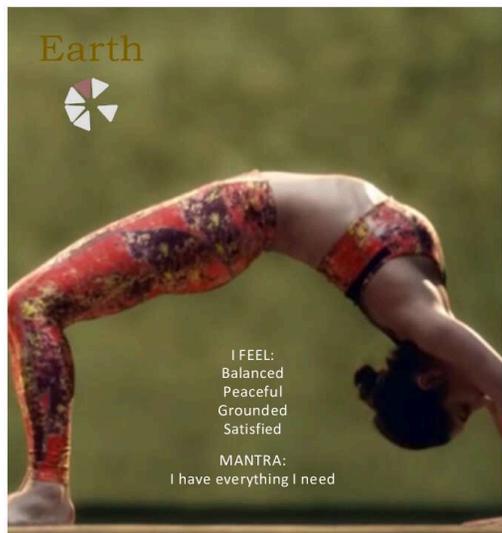
Fire




I FEEL:  
Radiant  
Passionate  
Charismatic  
Joyful

MANTRA:  
I radiate warmth and joy

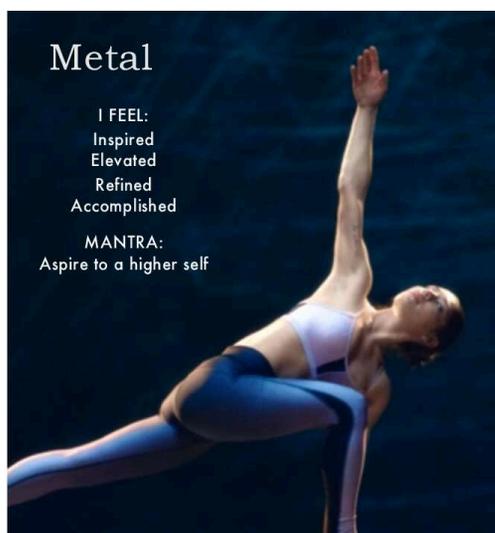
Earth

I FEEL:  
Balanced  
Peaceful  
Grounded  
Satisfied

MANTRA:  
I have everything I need

Metal

I FEEL:  
Inspired  
Elevated  
Refined  
Accomplished

MANTRA:  
Aspire to a higher self

# Aspirational Designs

Inspired by the transformative energies of the Five Chinese Elements



GHOST FLOWER

## Giving Customers Choice

- Seamless fabric:
  - Comfort fit; accommodates larger sizes
  - Just in time manufacturing
  - Lower costs, value pricing
- Premium Italian fabric:
  - High performance technical fabric
  - 4-way compression creates slimming silhouette, while feeling invisible
- Space dye fabric:
  - Soft and luxurious, yet provides support for vigorous workouts



# Our Path to Sustainability:

- Introducing Seamless
  - No Material Waste
  - No Raw Material Shipping (Reduction in Carbon Footprint)
- Transitioning to organic, recyclable fabrics
- Introducing New, Recyclable Packaging
- Spring/Summer Collection: Recyclable polybags, tags, trim



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# Press



## goop

*"My new obsession is Ghost Flower workout clothing. The duo behind it collaborated with Eastern-medicine experts to design around the body's energy channels and acupuncture points."*

—Claire Olshan, founder of Fivestory and DADA, in an interview for GOOP

## VOGUE

*"The Best Clothes to Work Out (and Sweat) in All Summer"*  
June 2018

## SHAPE

Featured in June 2018

## oxygen

Karina Smirnoff on the cover in METAL element July/August 2018  
Katie Corio in WOOD element November 2018



GHOST FLOWER

# What They're Saying About Ghost Flower...

*"This stuff is pure luxury. I look one size smaller and my cellulite literally disappears. The second I put a pair of the black "water" pants I was hooked. I never thought I could find something I loved more than Lulu."*

**Lauren Bragg, Owner Wellness Vixen**

*"I'm a dancer with a few very stubborn, old injuries. The Ghost Flower practice has given me more relief and healing than any other one thing has."*

**Anna Schnaitter – Broadway Dancer**

*"There is very little that western medicine can do to treat my Raynaud's syndrome. Yet, as we were pressing those 3 points, I could feel the blood flow into my fingers. It was amazing".*

**Laurie Wainwright – Math Teacher**



*"It is rare to find a pair of leggings as high quality, comfortable and (very) flattering as Ghost Flower's. I feel sleek, supported and free to move in every direction."*

**Luca Cupery- Manager, Yoga Soup**

*"Luscious fabric and insightful creations... simply some of the most comfortable workout garments I've ever worn. To me this company represents integrity, intelligence and grace."*

**Amy Havens - Pilates Studio Owner and Pilates Anytime**



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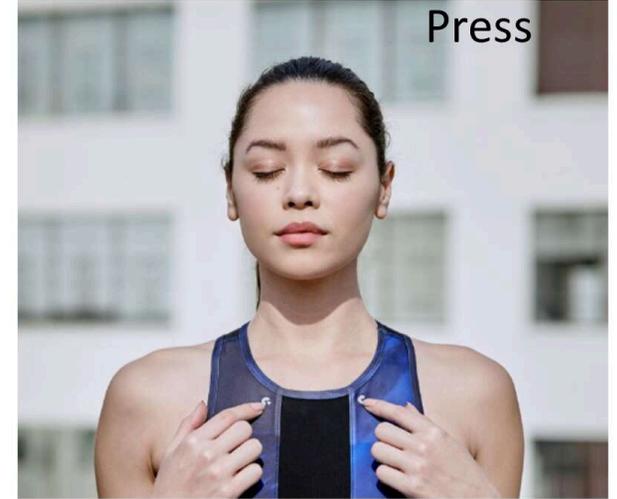
Roll



Vibrate



Press



Stretch



More than Great Activewear,  
Ghost Flower is a Movement towards  
Self Care and a Community of Learning

# History, Results, and Go Forward Strategy

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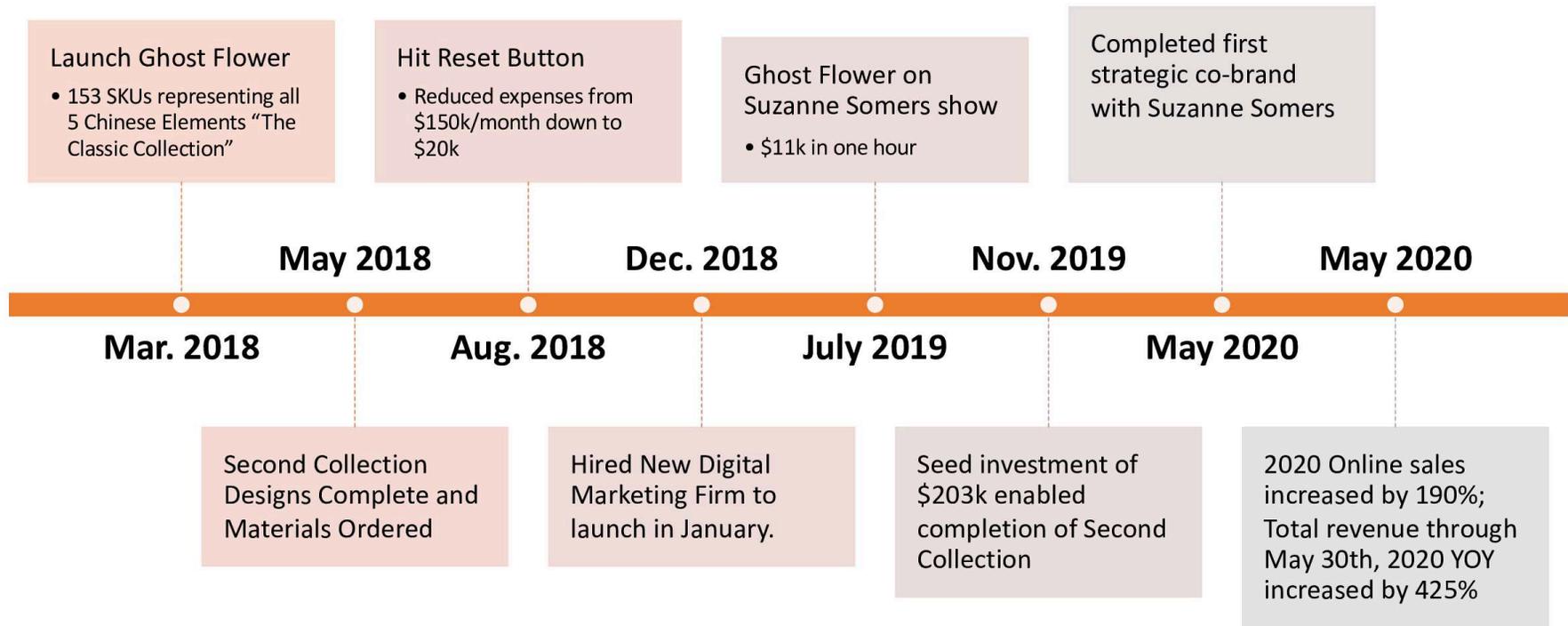


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# History

Company Founded in Summer of 2016 with First Collection Launched in Early Spring 2018





## Results to Date

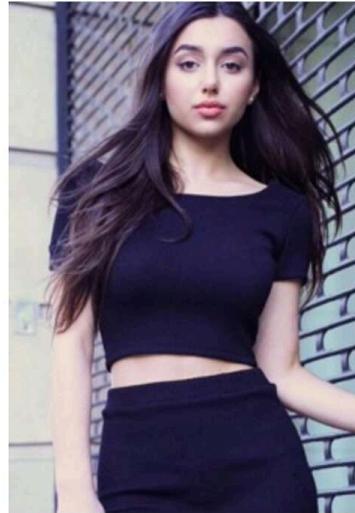
Results: March, 2018 – May, 2020

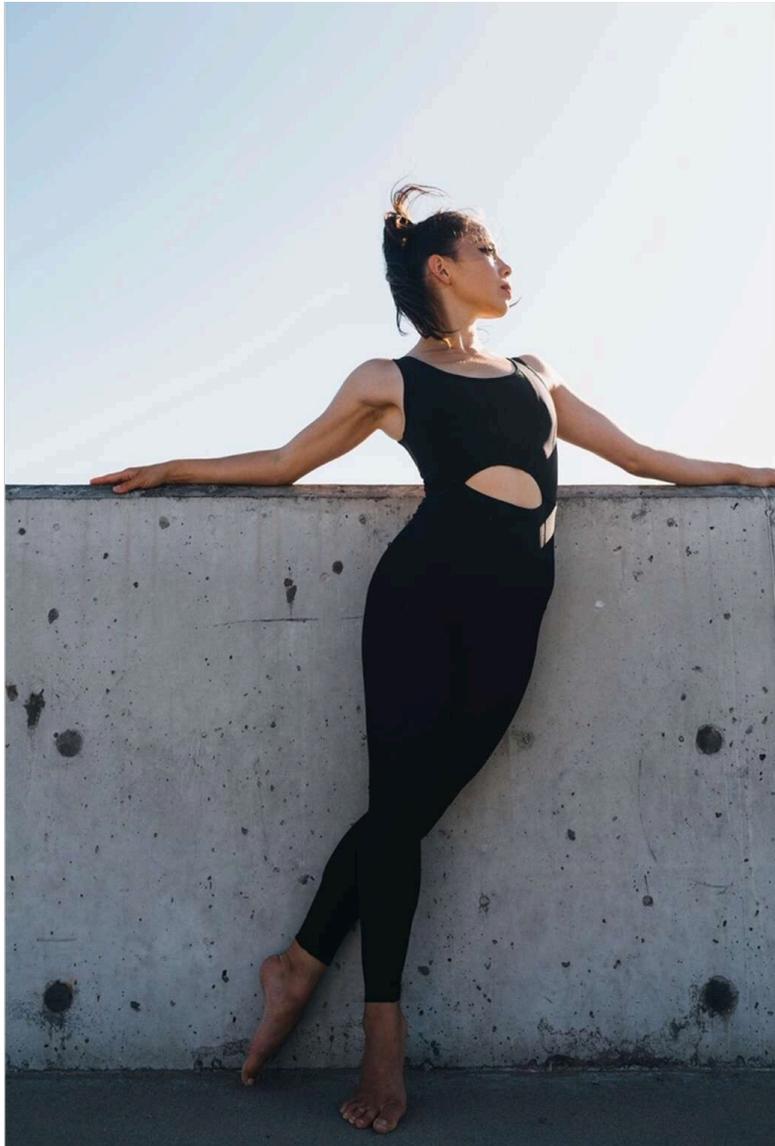
- Established Brand:
  - Name, Logo, Website, Photo and Video Assets, Educational Materials
  - 2 Large Collections (256 SKUs)
- 1,547 total orders
- 1,200+ online customers
- Over 7,600 Instagram followers
- \$271,738 Total Sales
  - \$203,500 Online sales
  - \$68,238 net offline shows, wholesale agreements (Carbon 38, CorePower Yoga, Batch SF, Batch NYC, Suzanne Somers)



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New Designer:  
Violet Somers,  
Enhancing our  
Millennial  
Offering





# 2020 Go Forward Strategy

- Raise capital:
  - Significantly increase digital marketing spend to broaden reach and meet revenue goals
  - Refresh Onesies; Fund 2020 Fall/Winter collection renewal
- Broaden Offerings:
  - Negotiate retail agreements with complementary products to augment online sales.
  - Restructure website for cross sales and improved learning.
  - Expand social media presence and organic sales by curating influencers in both yoga and health and wellness.
  - Retool ambassador program to further build community.



# Ghost Flower, Inc.

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Structure, Financial History & Plans forward

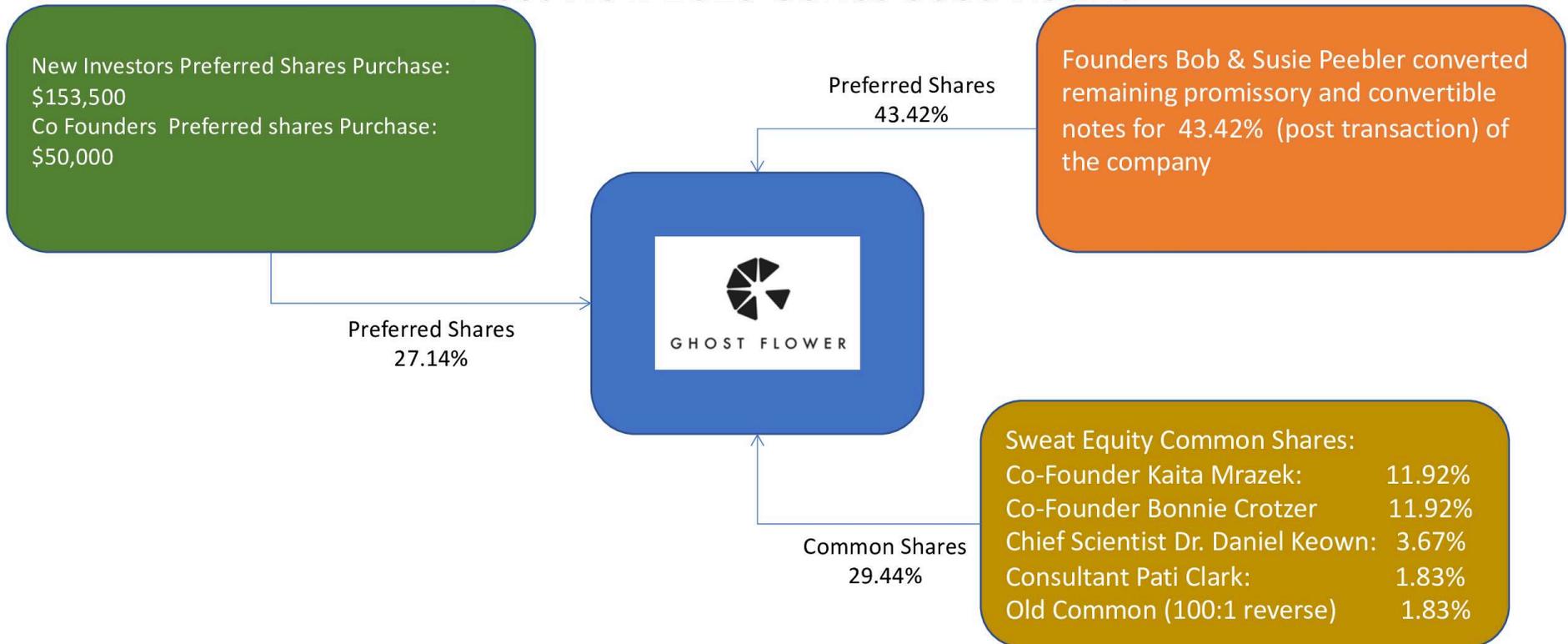
# Management & Funding History

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- Company was founded in the summer of 2016 and was setup as a C-Corp with the idea of raising venture capital after product launch.
- Debt, provided by Founders in the form of convertibles and promissory notes, was used as the financing vehicles for working capital including inventory build.
- In Aug/Sept of 2018, Founders terminated most consultants and staff to reset and start-over. Founders continued to fund, but at much lower levels until fall of 2019.
- Total Funding through 2018:
  - ✓ \$2,147,005 Convertible Notes
  - ✓ \$249,000 Promissory Notes
  - ✓ Personal Abandoned Notes 2018: \$2,077,005    Notes left: \$319,000
  - ✓ New promissory Notes 2019 \$109,000
- Series Seed Raise closing in Nov 2019 for \$200,000 with \$37,500 by founders and the remaining from outside investors. Post money value \$750,000. Founders converted remaining debt, all their remaining common shares, for preferred seed round shares in the company. The original co-founders, Bob & Susie Peebler, after the abandoned debt and debt swap for equity ended with 48.3% of the company. The other co-founders and key consultants own 31% of the company, so 79.3% of the company is closely held.

# Summary of Ownership

## Post Nov. 2019 Series Seed Round



# GHOST FLOWER TEAM



## CEO

SUSIE PEEBLER

Co-Founder

Susie's combination of a science background in Geophysics, the love of high-quality fashion, and a passion for health, wellness, and yoga, was the catalyst for the vision.



## EXECUTIVE CHAIRMAN

BOB PEEBLER

Co-Founder

An Electrical Engineer, past CEO of two publicly traded companies on NYSE and NASDAQ, and a long entrepreneurial background, make Bob a perfect partner with Susie to launch the company.



## VP EDUCATION, INSTAGRAM CONTENT

BONNIE CROTZER

Co-Founder

Ballet, Yoga, Elite Trainer

Role: Co-creator of Ghost Flower Practice; Provides content for social media; Business Development Manager for New York City Area.



## ADVISOR

KAITA MRAZEK

Co-Founder

Pilates, Yoga, Ballet, Author

Role: Co-creator of Ghost Flower Practice Teaches 5 Element classes in Santa Barbara.



## CHIEF SCIENTIST

DR. DANIEL KEOWN

MD, CH, B Lic. Ac., Author

Role: Understands how Chinese Medicine relates to Western Medicine; ensures that all products and materials are scientifically accurate.



## CHIEF DESIGNER

Violet Somers

Winner: Young Designer of the Year

Role: Current designer of our Spring/Summer designs. Stylist to the Stars (e.g. Karlie Kloss)



## PATTERN & FIT SPECIALIST

Ulises Mancia

Carbon38

Role: Master problem solver and pattern maker; created all of Ghost Flower's pattern blocks



## PRODUCTION MANAGER

Tali Rehcnitz

Role: Manage clothing, trim, and packaging manufacturers.



## SOCIAL MEDIA CONTENT

Savannah Miller

Marketing 360



## MARKETING EXECUTIVE

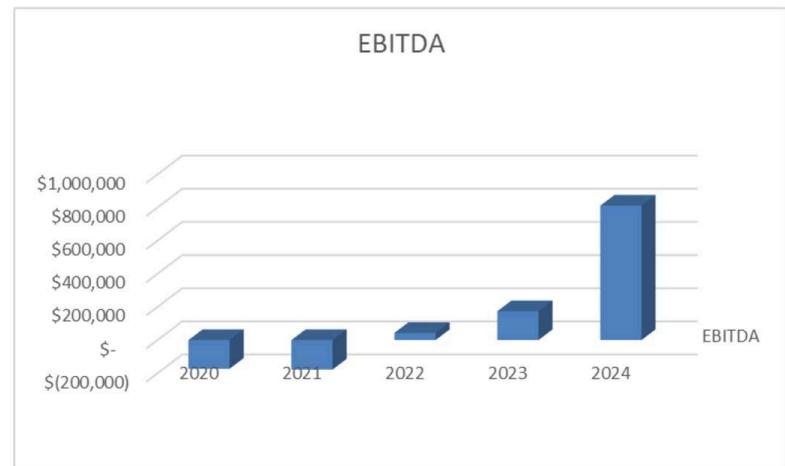
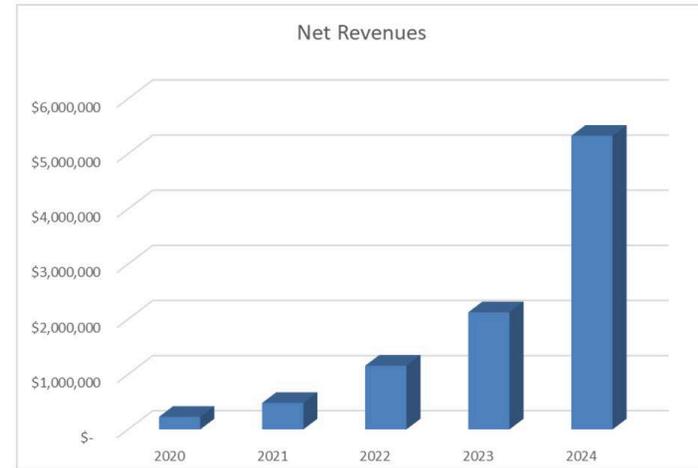
Danielle Pierre

Marketing 360

# Ghost Flower Revenue and EBITDA Plan

These forward-looking statements represent our current judgment on what the future holds, they are subject to risks and uncertainties that could cause actual results to differ materially.

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# Future Plans



These forward-looking statements represent our current judgment on what the future holds, they are subject to risks and uncertainties that could cause actual results to differ materially.

## New Designs based on activities: Fun, feminine

- Sport specific outfits: Running, cycling, tennis, golf, etc.
- Travel outfit
- Joggers, athleisure wear

## Educational Outreach

- IGTV
- Videos for sale
- Retreats
- Certifications

## Ghost Flower Retail

- Pop-ups (potentially mobile pop-up)
- Ghost Flower Wellness Center & SPA (includes retail space)