



# Investor Presentation

# Forward Looking Statements

This presentation contains forward-looking statements, within the meaning of the Private Securities Litigation Reform Act of 1995. Statements made herein that may be considered forward-looking include statements incorporating terms such as "expects," "believes," "intends," "anticipates" and similar terms that relate to future events, performance, or results of the Company.

Investors and prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those projected in the forward-looking statements as a result of various factors. The risks that might cause such differences are identified in our filings with the Securities and Exchange Commission. We undertake no obligation to publicly update or revise the forward-looking statements made in this presentation to reflect events or circumstances after the date of this presentation or to reflect the occurrence of unanticipated events.

# Who We Are

- **YEP** is a Health and wellness marketing company featuring CBD as plant based Wellness products.
- We sell through affiliate marketing, direct sales, wholesale and direct channels.
- Our global community of Affiliate Members use and sell our CBD products as well as distribute them into several countries.

# Our Products

- Utopix CBD is a portfolio of human and Pet CBD, plant based health featuring a exclusive micelle Nano CBD technology for advanced absorption
  - Advanced Absorption CBD Topical Creams
  - Advanced Absorption Tincture CBD Oils
  - Advanced Absorption CBD beverages
  - Advanced Absorption Gourmet Gummies
  - Advanced Absorption Oral Mints
- CBDBrainIQ – clinically proven cognitive performance, focus and brain support with 25mg of CBD

# Our Markets

## **Direct Sales Affiliate Model**

YEP has a robust domestic and international affiliate customer base who pay a monthly subscription for proprietary CBD health products. Our markets include highly coveted Asian countries including Japan, South Korea, Thailand, and Hong Kong.

## **Direct to Consumer E-commerce and Influencer Marketing**

UTOPIX™ advanced absorption CBD human and pet CBD product lines plan to be marketed through traditional radio, podcast, and email campaigns for high profit margins and customer bases.

## **Wholesale**

Direct wholesale to thousands of stand-alone CBD stores and health care professionals.

# Marketing Plan

- **Influencer Marketing**
  - Kevin Harrington signed; other influencers ready
- **Radio Interviews and Podcasts**
  - National Broadcast Podcast with Athlete Celebrities, Influencers and Experts related to Wellness and Environment
  - Santa Cruz, CA. Regional Radio Network Broadcast using same athlete, influencer and expert model driving website sales
  - Drive audiences to YEP Flux/Vibe websites; optimize sales & build customer base
- **Weekly Challenges. Vision Calls and Webinars**
  - Driven by Facebook, Google and YouTube advertising
  - Over 100 attendees for each event
- **International Expansion**
  - Country managers, staff and Affiliate Members ready
  - Japan, Philippines, Malaysia, Australia, UK, Canada, Mexico

# The Team



## **Jimmy Ezzell - Chief Executive Officer**

Over 15 Years, grew several organizations into the tens of thousands of members worldwide. Built several sales organizations totaling over \$100 Million Dollars of revenue. Won numerous industry awards and reached top Executive levels in several companies.

## **Rick Anson - Vice President of Product Development**

Twenty plus years of consumer product development specializing in HEMP CBD products, nutraceutical and pharmaceutical products. Developed and commercialized a proprietary line of PPE products for B2B and BC2 providing non-alcohol based, FDA and EPA registered, clinically proven personal protection and business use products.

## **C. J. Floyd - Chief Financial Officer**

CEO and CFO for several public and private companies. In-depth knowledge of public company reporting and fundraising. Successful turnaround experience for equity fund. Former auditor and consultant for Ernst & Young, Berlin, Germany. MBA, Wharton.

## **Lorrell Winfield - Chief Operations Officer**

Over 20 years experience as a Director of Operations for Aquila Energy and Verizon. Spearheaded critical transitional phases during acquisitions, implemented budget reduction practices for labor and operational costs while managing over 10 million dollars in multi-funded budgets across North America and abroad.

## **Livia Fisher-Kane - Vice President of Marketing**

22 years experience in filmmaking, TV production, and brand and business development. Partnered in 2009 with the UFC's International Expansion Team. UFC subsequently sold to WME for \$4 billion in 2016. Social media and content marketing strategist for celebrities, building combined audiences of millions of followers.

## **Eric Chia - Vice President of Technology**

Created resume auditing system using AI. Founded browsersoft.com (software development) in 1998, sold in 2016. Founded vespro.com (supplements) in 1997, sold in 2006.