

THE STORY OF MXI

Marketplace

- \$78 Billion Industry
- 9 out of 10 crave chocolate
- 1 out of 2 eat it everyday
- High demand/checkout counter
- Recession/depression proof
- Free advertising and media coverage (chocolate and antioxidants)



Product

- Delicious
- Unique cold processed
- Patented
- Protected Proprietary formulation/acai
- Healthy/ Guilt free
- Existing habit
- Trillion dollar wellness marketplace
- Brunswick certified
- Convenient
- Clinical results
- Celebratory/Mood elevator
- Specialty products - Probiotics and Omega 3's
- Culinary award and protein bar of the year



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Company

- Experienced
- Connected/relationships in chocolate
- Debt-free
- Family owned / No exit strategy
- Worldwide distribution rights to chocolate made with patent
- R&D team of 198 headed by Red Bull creator
- Award winning packaging
- Unlimited supply chain/largest bulk manufacture
- Multiple warehouse locations
- Environmentally conscious



Opportunity

- First to market
- Trendsetter/category creator
- No competition
- Repeat product
- High retention
- Documented health results
- Emotional versus educational product
- Build only 2 teams
- Documented Incomes
- Revenue sharing pools
- Corporate fly-ins
- Car programs
- Exotic trips

