



Ancestral Wellness of the Andes



ANCESTRAL WELLNESS OF THE ANDES

The foundation of our products

FAN FACTS:

- Ecuador - highest biodiversity in the world per square meter
- Ecuador – has a coastal, mountain, amazon and island region all in one small country!
- Millennial nutrition Andean tribes and cultures – based on protein rich and nutrient dense superfoods like Andean lupin and quinoa
- Andean lupin & quinoa - complete protein, nine essential amino acids that our bodies cannot make on their own
- Andean lupin and quinoa - ancestral crops that have not been genetically modified and are naturally gluten free
- Ecuador has 17 unique superfruits with incredible vitamins, minerals, antioxidants and exotic flavors you can only try here



WHAT WE DO? OUR MISSION

AWA combines powerful ancient Andean ingredients with the absolute latest technologies around vegan protein development, sports recovery and nutrition. We deliver optimal fuel for active-lifestyle consumers across all life stages & without harming the earth.



Ecuador

A country rich in chocho and quinoa giving it a competitive advantage. We source our raw materials working with farmer communities.



Bulk
Raw materials



AWA Nutrition Factory
Transformation and innovation



Product
We developed unique formulas using Andean ingredients



Society
Promoting an active lifestyle and conscious nutrition.



WHAT DO YOU WITH ALL THAT!

We disrupted the supplement industry

COMPLETE PLANT BASED PROTEINS!

All the 9 essential amino acids and high in BCAAs which are important for muscle building and recovery, plus easy to digest and cause no inflammation

FLAVORS LIKE NO OTHER!

Wild Andean Blueberry, Passion Fruit, Ecuadorian Cacao, Coconut, Coffee, Banana, Goldenberry, Andean Blackberry

RICH IN MICRO-NUTRIENTS!

Superfruits provide incredible amounts of antioxidants, vitamins and minerals

FULL OF GOODNESS, NOT THE BAD STUFF!

Dairy free, soy free, gluten free, GMO free, no added sugars or artificial ingredients

BUT DO YOU KNOW WHAT IS THE COOLEST THING...?



OUR PRODUCTS



SUPERFOOD PROTEIN SMOOTHIE

- ✓ Complete amino acid profile rich in BCAAs
- ✓ Fast absorption protein
- ✓ Micronutrients Boost: Vitamin C, E, iron, zinc, selenium and magnesium
- ✓ Non-inflammatory effect, easy digestion
- ✓ Smart carbohydrates
- ✓ No bloating



HIGH PROTEIN SUPERFOOD SUPPLEMENT

- ✓ 21g of true plant protein from real ancestral Andean superfoods
- ✓ Complete amino acid profile
- ✓ Fast absorption protein
- ✓ Helps your recover faster, repair and build muscle
- ✓ Excellent source of vitamins, minerals and antioxidants
- ✓ Keto and paleo friendly



SHAKERS

- ✓ BPA free
- ✓ Portability
- ✓ 500ml capacity
- ✓ Blender included
- ✓ Bright colors
- ✓ Lid with anti-spill safety



COOLEST THING!

Social Impact Programs

- **Support local Ecuadorian farmers**
Local sourcing & fair prices
- **Educate Kids & Teens at Schools**
Topics: health, sports, fitness and nutrition.
- **Support SUMAK Project**
Through nutrition and sports supports kids and teens to thrive and get out of poverty, drugs and violence. Raised over **35,000** signatures
Change.org
- **Support the Galapagos & Ecuadorian Amazon**
Support our amazing biodiversity! Next focus for 2023-2024



WHO WE ARE? THE TEAM

A passionate team that knows the natural supplements industry and E-commerce tech digital business to reach the changing marketplace



Klaus Voss – Board Advisor

Seasoned C-Suite Executive of +20 Years.

Board Member/Advisor with Environmental Protection Industries, ILIKA Fashion, LPC Conservation, AWA Nutrition and Brighter Electric

Founder, Advisor and Investor to +12 startups in Sustainability, IoT, SaaS



Bernardo Guevara - COO

Experienced process engineer with over 15 years' experience in sustainability, regulation and compliance having worked in the private and public sectors.

Analytical and savvy at identifying cost saving opportunities to yield the highest ROIs

Focus on productivity to develop effective yet efficient processes

Felipe Guevara - CEO

With over 20 years experience in the food & beverage industry with special R&D focus on proteins & nutrition

MSc Food Science & Technology from Wageningen University (NL), studied Food Engineering from Michigan State University and Virginia Tech (USA).

Strategic and driven with a clear focus on results and performance and execution.



Lewis Graves – Sales & Marketing

Over 20 years of CPG experience in the Natural Products Industry, including leadership roles over Sales & Marketing and Operations for B2B and D2C modalities

Brand savvy, Go-to-Market Strategist known for eCommerce in addition to brick-n-mortar retail and has slotted products in Mass Grocery, Club, Natural Retailers and Big Box Stores



ADVISERS

ADVISER BOARD
Fundraising, Sport
Business, Regulation
and Compliance

FINANCE
CONSULTING

Fidelity Equity Partners

CPA FIRM
CVN Vista

LAW FIRM
White Summers



TO WHOM? TARGET CONSUMERS

Who is our audience and consumer base to whom we create value



HIGH PERFORMANCE USERS

High-volume users.
Consistent purchasers
Informed, highly critical consumers.
Sports and fitness users



ACTIVE LIFESTYLE USERS

Health and wellness evangelists Very brand conscious.
Willing to experiment across formats, brands and ingredients. Active lifestyle users



CASUAL USERS

Mass channel shoppers. More attracted to convenience formats. Seek out trusted and familiar ingredients and are looking for plant-based and vegan products



CONSUMER PROFILE

VALUE PROPOSITION: High Performance Nutrition Series

CONSUMER SEGMENT: Athletes & Core Users



WHO IS MY CONSUMER

- Enlightened men and women (equally)
- At-home Fitness Warriors
- Competitive Athletes



MY CONSUMER'S PROBLEM

- Vegan proteins taste gritty and are low quality
- Want lean muscle w/o animal based proteins
- Digestive Issues

MY CONSUMER'S NEEDS

Required:

- High quality protein
- Tastes great

Expected:

- Complete amino acid profile
- Non-Inflammatory

Desired:

- Flavor variety
- Easy absorption & digestion

VALUE PROPOSITION: Active Lifestyle Nutrition Series
CONSUMER SEGMENT: Active & Fitness Lifestyle Users



WHO IS MY CONSUMER

- Active/busy women and families
- Educated and plant-based
- Seeking conscious and convenient



MY CONSUMER'S PROBLEM

- Messaging burnout
- Vegan supplements taste bad
- Seeking higher quality vegan proteins



MY CONSUMER'S NEEDS

Required:

- High quality protein (amino acid profile)
- Meal replacement
- Antioxidants and vitamins.

Expected:

- Non-Inflammatory
- Conscious/vegan/ Fair

Desired:

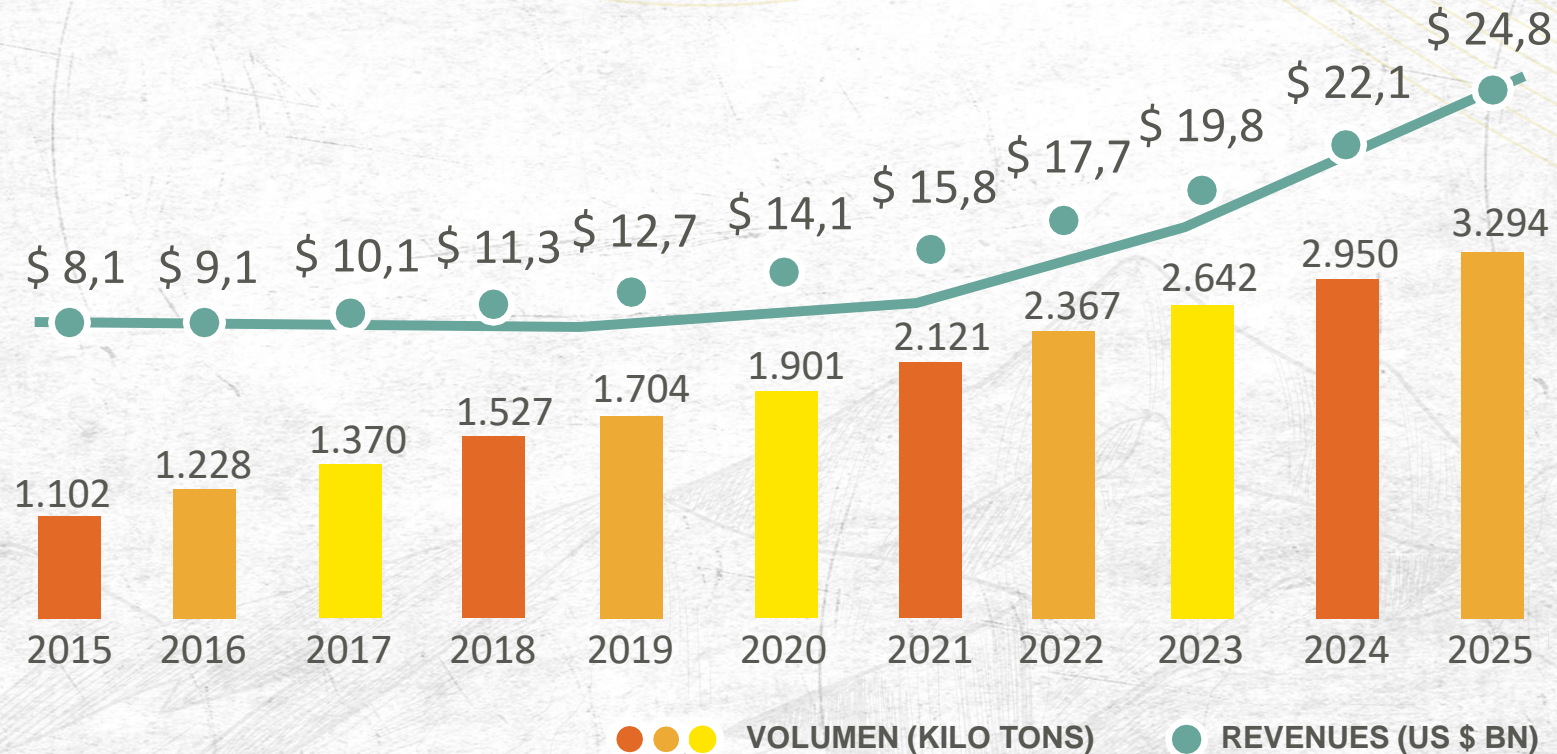
- Easy absorption & digestion
- No allergens or hormone disruptors



GLOBAL MARKET

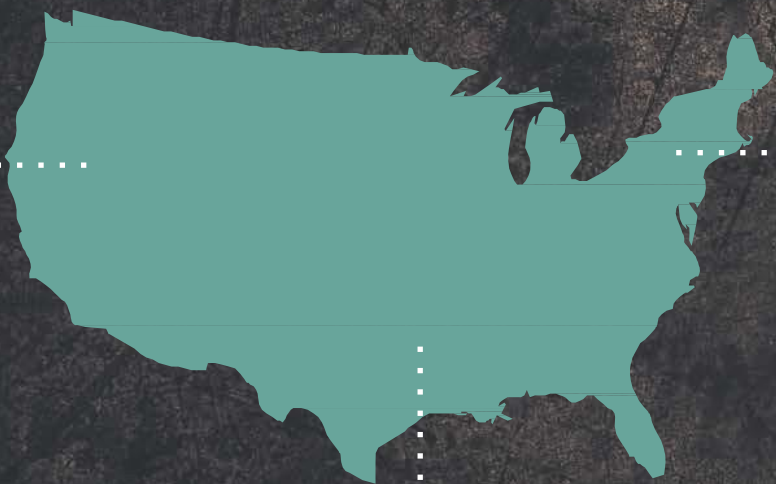
VEGETABLES PROTEIN POWDER BEBERAGES

GLOBAL DRY POWDER VEGETABLE PROTEIN BEVERAGE MARKET VOLUME (KILO TON)
REVENUES (US \$ BN), 2015 - 2025



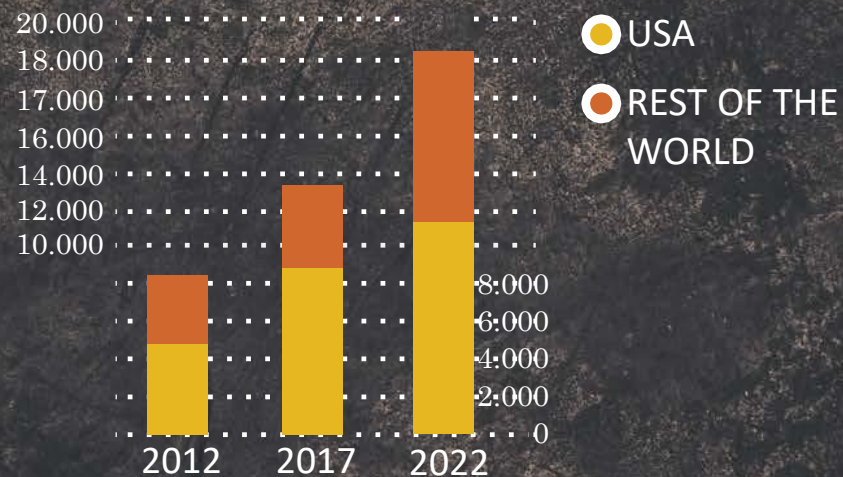
SPORTS NUTRITION BIGGEST MARKET:USA

GLOBAL SPORTS NUTRITION SALES, US VS. REST OF WORLD (ROW),
2012 / 2017 / 2022



● 26 USD per capita consumption (2017)

● 2022 US market valued at 8.4 B USD
Expected 10.3% CAGR by 2029



● US accounted for 61% of global spending on sports nutrition in 2017

ACCIONES COMERCIALES

Alcance de más de 300k personas por pauta en nuestras redes sociales de Facebook e Instagram

Envió mensual de nuestro Newsletter en nuestra base de datos de 15 K personas registradas

Envió masivo de WhatsApp a nuestra base de datos de 50 K personas indicando nuevos puntos

Recomendaciones a través de nuestra base de 500 médicos especializados a nivel nacional

Promociones de 10% a 15% de descuento por temporadas



ACTIVACIONES COMERCIALES

Muestreo y Degustaciones en los Puntos de Venta



HOW? OUR STRATEGY

MARKETING STRATEGY

SEO/ SEM: Blogs, recipes, videos, courses, nutrition plans adapted to our audiences

MICRO INFLUENCERS

DIGITAL ADS: Specific, targeted call-to-action that allows the key audience to get to know us

PIXELIZED STRATEGIC ADVERTISEMENT

STRATEGIC ALLIANCES: experts' references, opinion leaders, holistic leaders



CUSTOMIZED

SOLUTIONS

SUBSCRIPTIONS & LOYALTY PROGRAMS:
AWA SPORT TECH PLATFORM

FOLLOW CLIENTS LEADS & INTERESTS

ON DEMAND: programs based on nutrition, sports, lifestyle, holistic + AWA product box



OPTIMIZATION

ANALYZE COSTUMER BEHAVIOR



ADAPT AND MAKE CHANGES

KEY METRICS:
- LTV
- CAC
- ATO

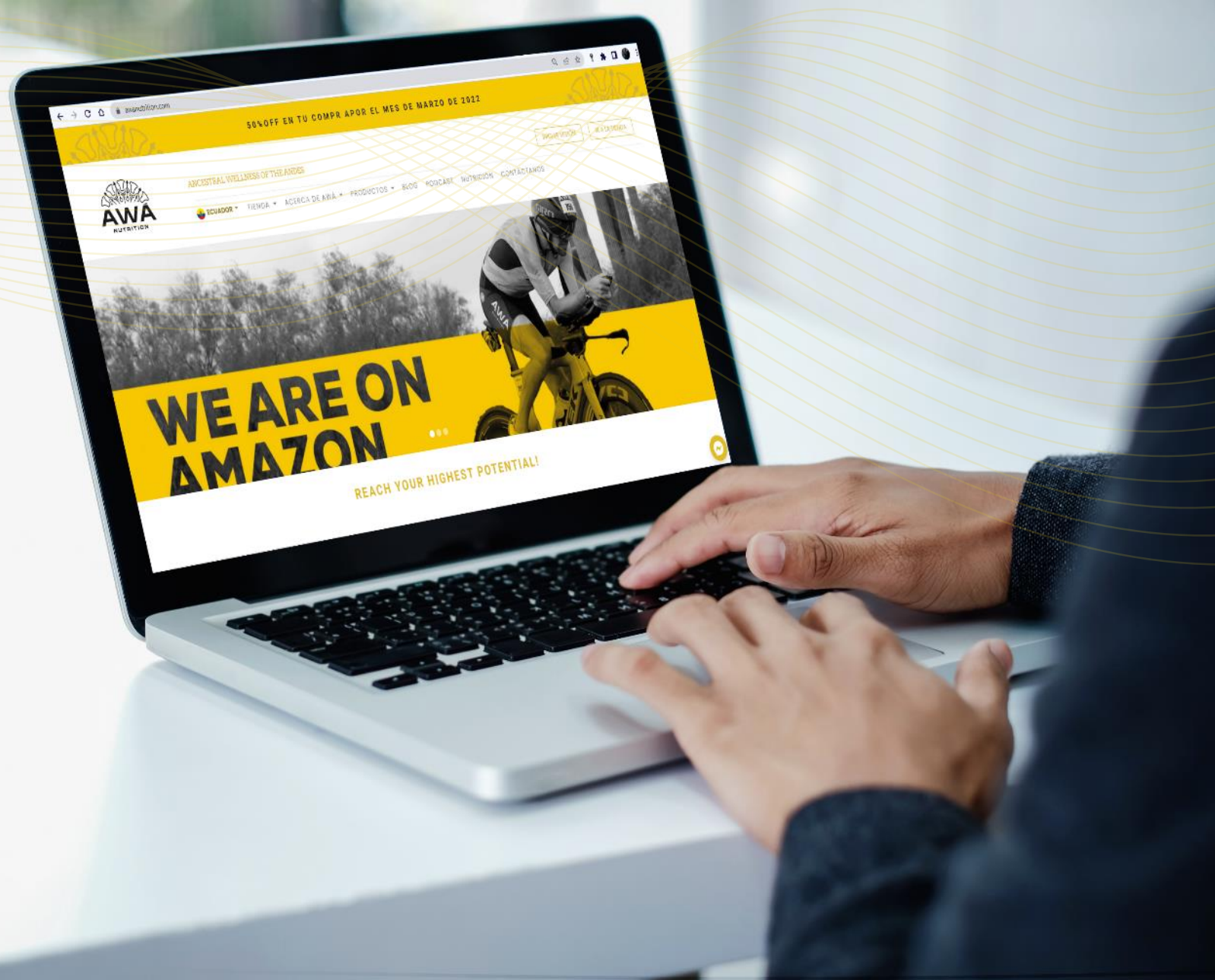
BRAND BUILDING



GEOLOCALIZACION

Los consumidores pueden encontrar todos los puntos de venta Supermaxi a través de Geolocalización en nuestra web:

<http://www.awanutrition.com/store/locator>



Impulsa tu rendimiento

Bienvenido a Nutri Coach, la plataforma de nutrición y ejercicio personalizada para ayudarte a alcanzar tus objetivos de salud y fitness.

Plan personalizado

Análisis de datos

Flexibilidad

Seguridad y privacidad

#NUTRICIONPERSONALIZADA

N
NUTRI
COACH



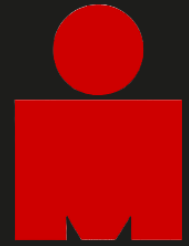
ALIANZAS Y VALIDACION

Expertos de la Salud: Referral & Rewards Program



ALIANZAS Y VALIDACION

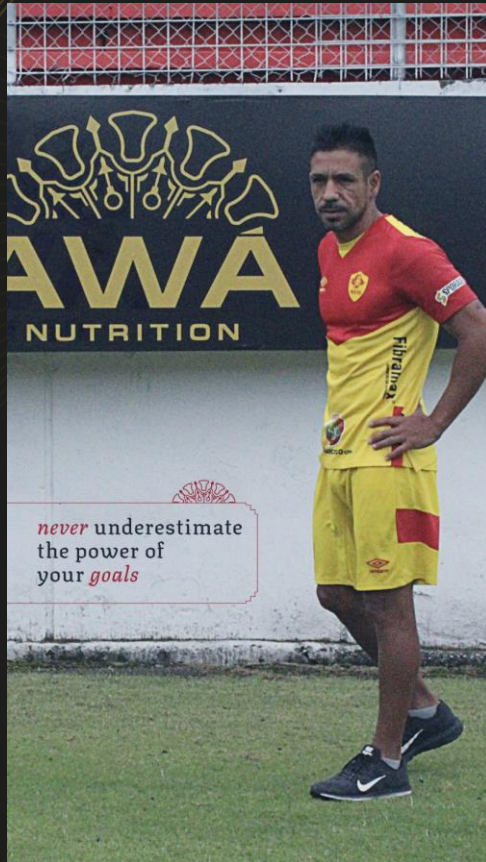
José María Ponce: Ironman #TEAM AWA



ALIANZAS Y VALIDACION

Equipos Futbol Profesional: El Nacional & Aucas

Highlights El Nacional y Aucas



PRICING STRATEGY

ACTIVE LIFESTYLE SERIES

| | | | |
|-----------------------|-----------|--------------------|----------------|
| DOYPACK | 17.97 USD | (300g/10 servings) | 11g of protein |
| Per serving | 1.99 USD | | |
| BOX OF SACHETS | 23.97 USD | (30g/12 sachets) | |
| Per serving | 1.99 USD | | |



HIGH PERFORMANCE SERIES

| | | | |
|-----------------------|-----------|--------------------|----------------|
| DOYPACK | 37.97 USD | (300g/10 servings) | 21g of protein |
| Per serving | 3.99 USD | | |
| BOX OF SACHETS | 49.97 USD | (30g/12 sachets) | |
| Per serving | 3.99 USD | | |



Competitive Analysis

Between legacy and other new protein supplement brands



| | AWA- Performance | Orgain | Vital Proteins | SunWarrior | Vega Sport | KOS | Isopure | Vivo Life |
|-------------------|------------------|--------------|----------------|---------------|--------------------|-----|----------|-----------|
| Non-inflammatory | Yes | N/A | no | no | N/A | Yes | no | Yes |
| Probiotics | Yes | no | no | no | yes | no | no | no |
| All 9 Amino Acids | Yes | no | Yes | yes | yes | no | no | no |
| Easy to Digest | Yes | no | no | no | yes | no | no | yes |
| Vegan Iron | Yes | no | no | yes | yes | Yes | no | no |
| Protein Source | Lupin/Quinoa | Pea and Rice | Milk | Pea Hemp Goji | umpkin/Alfalfa/Sun | Pea | Pea/Rice | Pea/Hemp |
| Keto Friendly | Yes | | yes | Yes | Yes | yes | no | no |
| Protein/serving | 21G | 21G | 25G | 25G | 30G | 20G | 20G | 25G |
| Vegan | Yes | Yes | No | Yes | Yes | Yes | Yes | Yes |

VENTAS

ECUADOR

RETAIL

Supermarkets, drugstores, specialized stores

INSTITUTIONAL

Gyms - sport clubs - fitness clubs - schools

E-COMMERCE

Growing consumer base

SPONSORS FOR TOP COMPETITIONS AND ATHLETES
GFNY, IRONMANN,, professional soccer teams,

PARTNERSHIPS & STRATEGIC ALLIANCES

Ecuadorian Olympic Team, insurance & credit card companies



UNITED STATES



E-COMMERCE

Sales through our website
Fulfillment center in Miami, FL



AMAZON FBA

Store & Logistics



NSF-GMP Certified
Dietary Supplements

GMP Registered
Dietary Supplements



RETAIL SALES

California/ Florida
(Fulfillment/ Distributor)

#1

VEGAN
PROTEIN
IN ECUADOR

+550K

USD IN
TOTAL
SALES

10%

GROWING
SALES IN E-
COMMERCE

+100

POINTS OF
SALE

CLIENTES & CANALES ECUADOR

SUPERMAXI
el placer de comprar

FLORALP
delicatessen

**farmacias
económicas**

Pura vida



MEGAMAXI
LO MAXIMO!



Marketolístico.com



SIVIX

VALLE NATURAL
The natural alternative natural y deportiva

pharmacy's
Ideas llenas de salud



MerkaMarket



FLORALP
delicatessen

ElMarket
EXPRESS

**Farmacias
Medicity**

arcamia.com

ÖHM
Origenes | Healthy Market



ALICIA GARCÍA
Medicina y Nutrición



Vegan Paradise
MINI MARKET

Perquié

Corporación de
Elaborados
Regionales del
Ecuador S.A.S.

marathon



vive eZENCial
vive sano, vive bien

ACTIVE SHOP

BHUMI
HEALTHY LIVING

Participacion Canal

Favorita ----- 55%

Farmacéutico ----- 15%

Tiendas ----- 13%

Especializadas

Expertos Salud ----- 7%

E-commerce ----- 10%

+100

POINTS
OF SALE

IN 4

MAJOR
RETAILERS

10%

SALES IN
E-COMMERCE

#1

VEGAN PROTEIN
IN ECUADOR



LÍDERES DE CATEGORÍA – PROTEÍNA VEGETAL/VEGANA

SUPERMAXI
el placer de comprar

AWÁ sería un excelente partner para el programa de healthy food para el reembolso de proteína vegetal/vegana como hoy en día hoy se reembolsan las frutas y las verduras.

7,13%

AWÁ OCUPA EL 3ER LUGAR DE MARKET SHARE EN LA CATEGORÍA DE SUPLEMENTOS

3ER LUGAR EN LA CATEGORIA DE SUPLEMENTOS NUTRICIONALES SUPERMAXI

ENSURE | GLUCERNA | AWÁ

61,29%

13,22%

7,13%

| SUBCLASIFICACION: 0020-SUPLEMENTOS NUTRICIONALES | | | | | 66,56% | 75,86% | | |
|--|---------------|--------------------------------|-------------|---------------|------------------------------|------------------------------|---------------------------|---------------------------|
| PROVEEDOR | BARRAS | Nom Item | Tamaño | Acabado | % PARTICIPACION EN SUBCLASIF | % PARTICIPACION EN SUBCLASIF | % PARTICIPACION EN CLASIF | % PARTICIPACION EN CLASIF |
| 10078-SERES LABORATORIO FARMACEUTICO S.A. | 7861084100368 | SERES COLAGENO HIDROLIZADO EI | 300 q | 7861084100368 | 0,32% | 0,30% | 0,21% | 0,22% |
| | | | | | 0,32% | 0,30% | 0,21% | 0,22% |
| 1025-ABBOTT LABORATORIOS DEL ECUADOR CIA. | 432867 | SAMPLING ENSURE SPORT MOCHA | 1u | 7861011467038 | 0,00% | 0,00% | 0,00% | 0,00% |
| | 70074122205 | ENSURE MOCHA | 330 ml | 70074122205 | 0,00% | 0,55% | 0,00% | 0,42% |
| | 7460088734304 | SIMILAC MAMA EYE Q PLUS | 400 q | 10144358 | 0,53% | 0,38% | 0,35% | 0,23% |
| | 7861011466758 | 4 PACK ENSURE ADVANCE LIQUIDO | 4 X 220 ml | 7861011466758 | 10,25% | 4,86% | 6,82% | 3,63% |
| | 7861011466765 | 6PACK ENSURE ADVANCE LIQUIDO | 1320 ml | 7861011466765 | 0,00% | 0,08% | 0,00% | 0,06% |
| | 7861011466789 | 16PACK ENSURE ADVANCE LIQUIDO | 16 X 220 ml | 7861011466789 | 0,00% | 0,26% | 0,00% | 0,20% |
| | 7861011466796 | 4 PACKENSURE ADVANCE LIQUIDO | 4 X 220 ml | 7861011466796 | 0,00% | 0,93% | 0,00% | 0,75% |
| | 7861011466802 | 6PACK ENSURE ADVANCE LIQUIDO | 6 X 220 ml | 7861011466802 | 0,00% | 0,06% | 0,00% | 0,04% |
| | 7861011466871 | 6PACK ENSURE LIQUIDO VAINILLA | 6 X 200 ml | 7861011466871 | 0,00% | 0,02% | 0,00% | 0,02% |
| | 7861011467021 | ENSURE ADVANCE CHOCOLATE - 1 | 600 q | 7861011467021 | 0,00% | 0,23% | 0,00% | 0,18% |
| | 7861011467038 | PACK ENSURE ADVANCE VAINILLA | 300 q | 7861011467038 | 0,00% | 12,73% | 0,00% | 9,66% |
| | 7861011467045 | ENSURE ADVANCE VAINILLA GRATI | 400 ml | 7861011467045 | 0,00% | 7,78% | 0,00% | 5,90% |
| | 8710428014962 | ENSURE ADVANCE FRESA. | 400 q | 8710428014962 | 5,43% | 3,20% | 3,62% | 2,43% |
| | 8710428017260 | ENSURE ADVANCE FRESA. | 850 q | 8710428017260 | 9,72% | 4,92% | 6,47% | 3,74% |
| | 8886451003584 | SG ENSURE VAINILLA | 400 q | 8886451003584 | 0,30% | 6,43% | 0,20% | 4,92% |
| | 8886451003591 | SG ENSURE FRESA | 400 q | 8886451003591 | 4,43% | 3,15% | 2,95% | 2,33% |
| | 8886451003621 | SG ENSURE CHOCOLATE | 400 q | 8886451003621 | 0,51% | 2,53% | 0,34% | 1,92% |
| | | | | | 71,70% | 80,80% | 47,72% | 61,29% |
| 16748-AWA-NUTRITION S.A. | 614143359101 | AWA NUTRITION HIGH PERFORMAN | 360 q | 0614143359101 | 0,47% | 0,31% | 0,31% | 0,23% |
| | 700083924025 | SG AWA NUTRITION SUPERFOOD PF | 300 q | 0700083924025 | 2,29% | 2,06% | 1,53% | 1,56% |
| | 700083924032 | SG AWA NUTRITION SUPERFOOD PF | 300 q | 0700083924032 | 2,14% | 1,31% | 1,42% | 0,93% |
| | 700083924056 | SG AWA NUTRITION PROTEIN SMOG | 300 q | 700083924056 | 1,28% | 1,71% | 0,85% | 1,30% |
| | 700083924247 | AWA NUTRITION HIHG PROTEIN TRC | 300 q | 0700083924247 | 1,18% | 0,00% | 0,73% | 0,00% |
| | 700083924254 | SG AWA NUTRITION HIGH PROT SMI | 300 q | 0700083924254 | 2,77% | 2,54% | 1,84% | 1,93% |
| | 700083924261 | AWA NUTRITION ANCESTRAL POWE | 300 q | 0700083924261 | 1,31% | 0,00% | 0,87% | 0,00% |
| | 700083924278 | SG AWA NUTRITION HIGH PROT SMI | 300 q | 0700083924278 | 2,35% | 1,24% | 1,56% | 0,94% |
| | 700083924285 | AWA SACHET TROPICAL SPLASH H | 30 q | 700083924285 | 0,01% | 0,04% | 0,00% | 0,03% |
| | 700083924292 | AWA SACHET ANDEAN BERRIES HI | 30 q | 700083924292 | 0,01% | 0,06% | 0,01% | 0,05% |
| | 700083924308 | AWA SACHET COCO HIGH PERFORI | 30 q | 700083924308 | 0,01% | 0,06% | 0,01% | 0,05% |
| | 700083924315 | AWA SACHET NARANJILLA HIGH PE | 30 q | 700083924315 | 0,02% | 0,07% | 0,02% | 0,06% |
| | | | | | 13,85% | 9,39% | 9,22% | 7,13% |

NEXT PHASE: ROADMAP

UNITED STATES



USA RETAIL GOAL:

Developing key retail accounts focusing on California, Colorado, Mid West and North East USA



NEW PRODUCT DEVELOPMENT & CERTIFICATIONS

Product innovations and new certifications in Non-GMO and NSF Sport



SUBSCRIPTIONS & NUTRITIONAL ON DEMAND PROGRAMS

Launching our Nutri Coach app to support consumer diets based on their health goals



DIRECT SALES HEALTH EXPERTS REFERRAL PROGRAM:

Sales program focused on nutritionists, sport doctors and other health physicians' referrals.



EXPORT TO OTHER MARKETS: UAE, QATAR, KUWAIT, JAPAN, SINGAPORE

Expand global sales through distribution with a specialized supplements distributor



OUR PRODUCT FAMILY



UNLOCK EARTH'S POTENTIAL!

Join us in this journey!

At Awa Nutrition we are convinced of the power of ancestral Andean superfoods to develop unique supplements that can transform the nutritional landscape in a sustainable way for Ecuadorian farmers.

Join us in this journey as we bring this ancient wisdom to consumers everywhere!

Thank you!





AWA

NUTRITION



ANCESTRAL WELLNESS OF THE ANDES

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