# ZINZINO

# Business Presentation



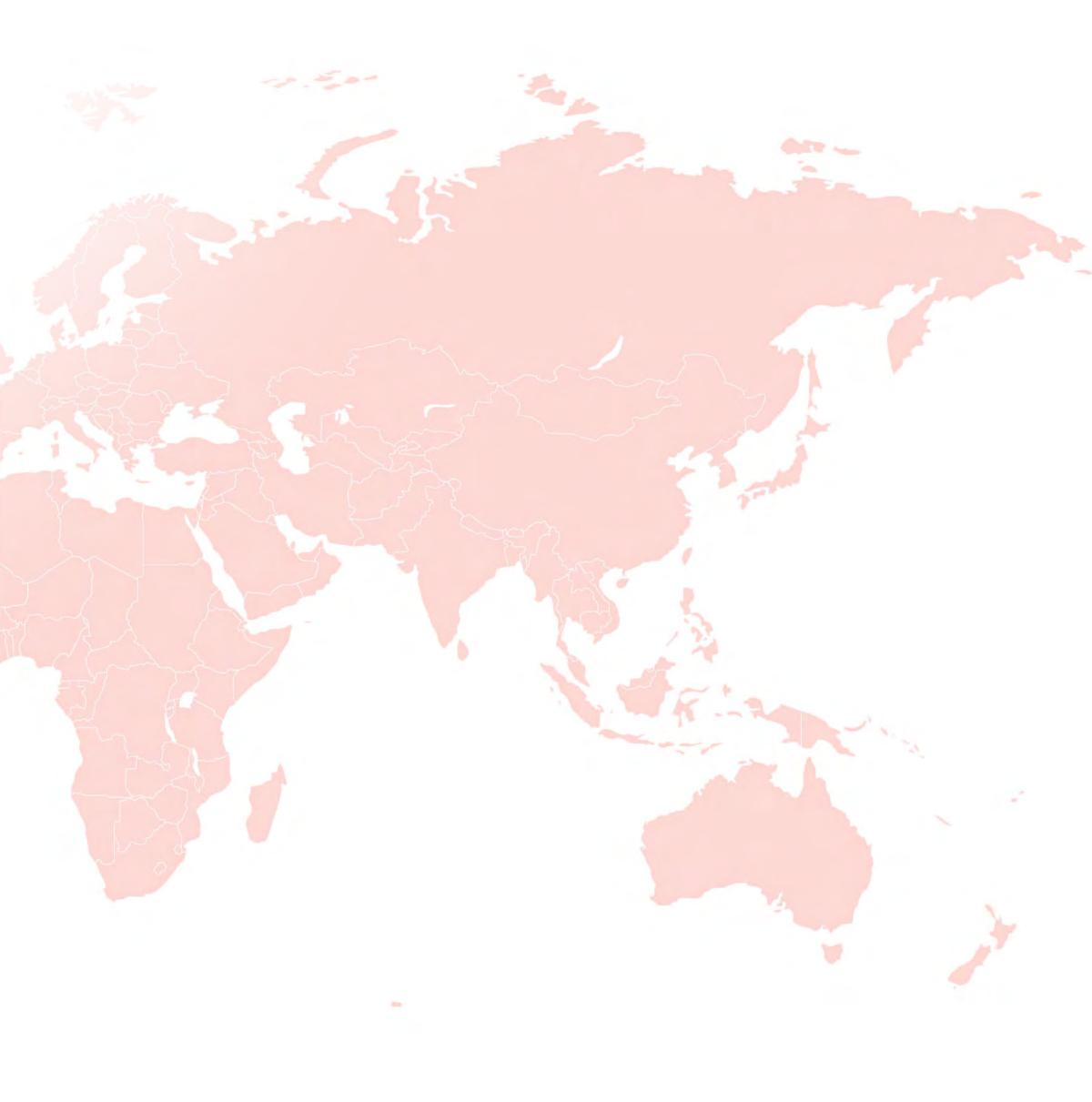


# We want to feel good, stay fit **and be healthy**



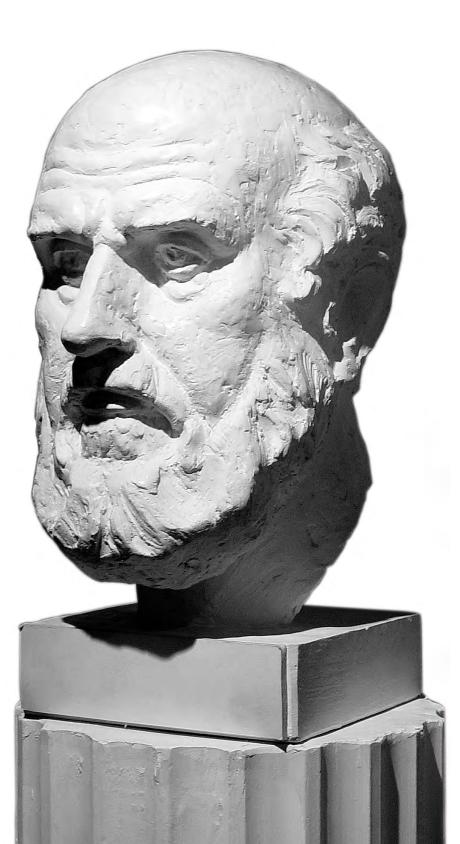
At the same time, **health-related problems** are increasing

It's time to **ask why?** 



# Let your food **be your medicine** and your medicine **be your food**

– *Hippocrates* 460–370 вс





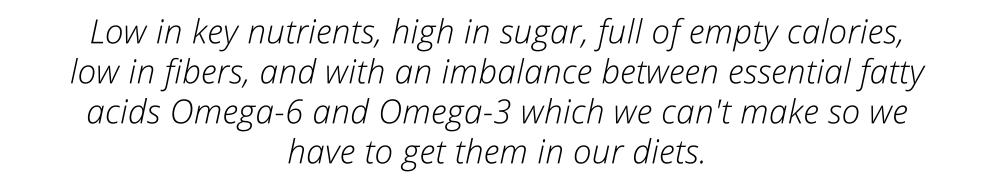
# from mother nature



Full of vitamins, minerals, phyto- and micro nutrients, beta glucans, fibers, healthy fats and a good balance of Omega-6 and Omega-3.









# The history of Omega-6 to Omega-3 Balance



#### 1850

1:1

DNA formation



Science recommends

REFERENCES • PUBMED

1960

2020

4:1

The turning point

15:1

Increasing every decade (EU)

25:1?





# What are the consequences of **Omega-6 to Omega-3 imbalance?**



# Reduced brain function Hair quality decreases Reduced heart function Skin loses elasticity

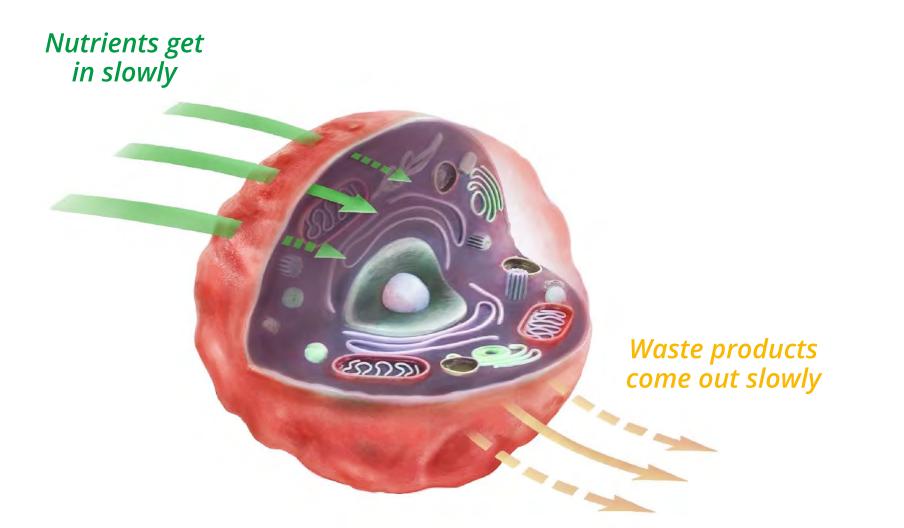
**Reduced organ function** 

Joint and muscle pain

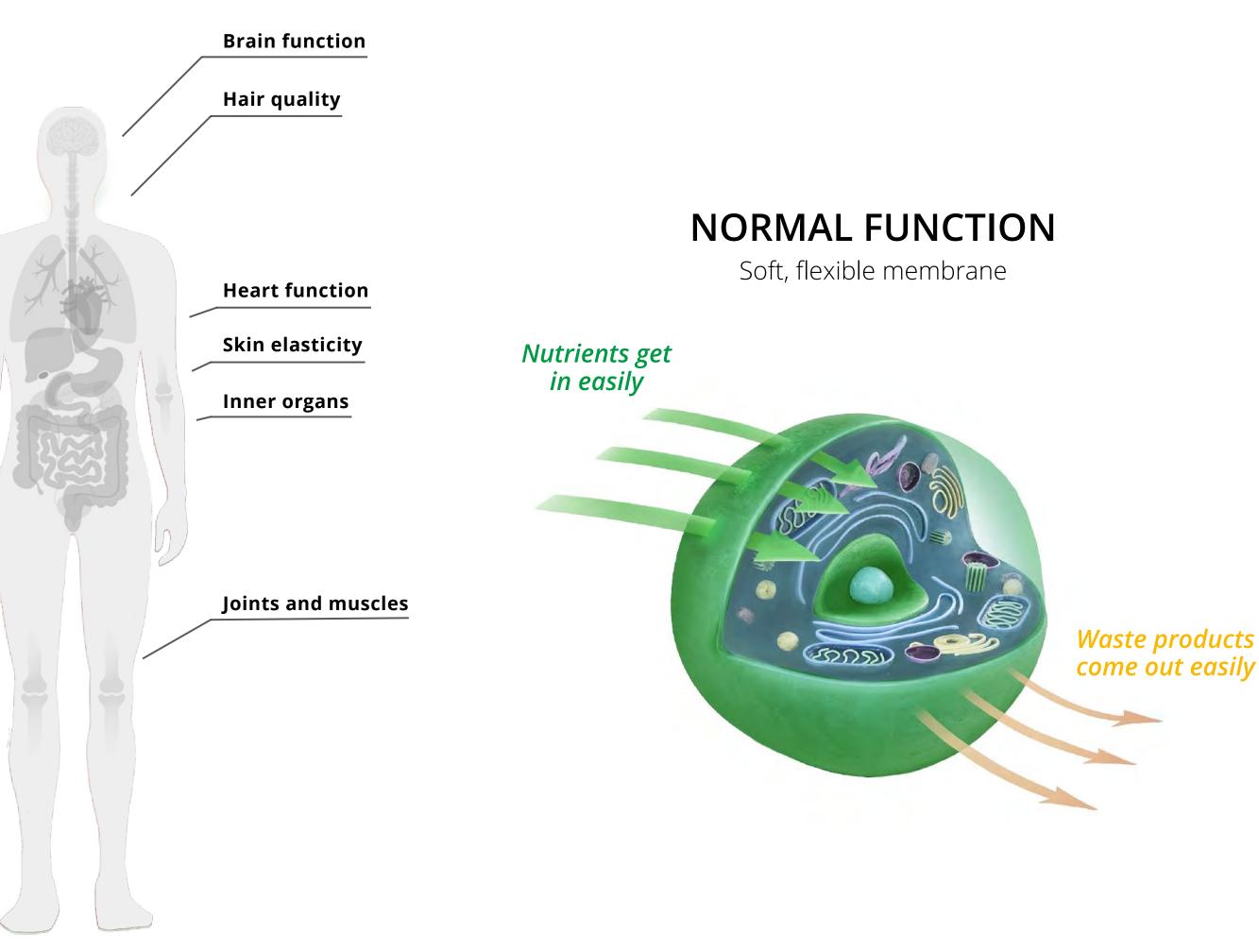
# This is how it affects the cells in our body

**REDUCED FUNCTION** 

Hard, rigid membrane



To achieve healthy cell membranes, we need a 3:1 balance between Omega-6 and Omega-3





# Are you where you want to be or are you in the danger zone?

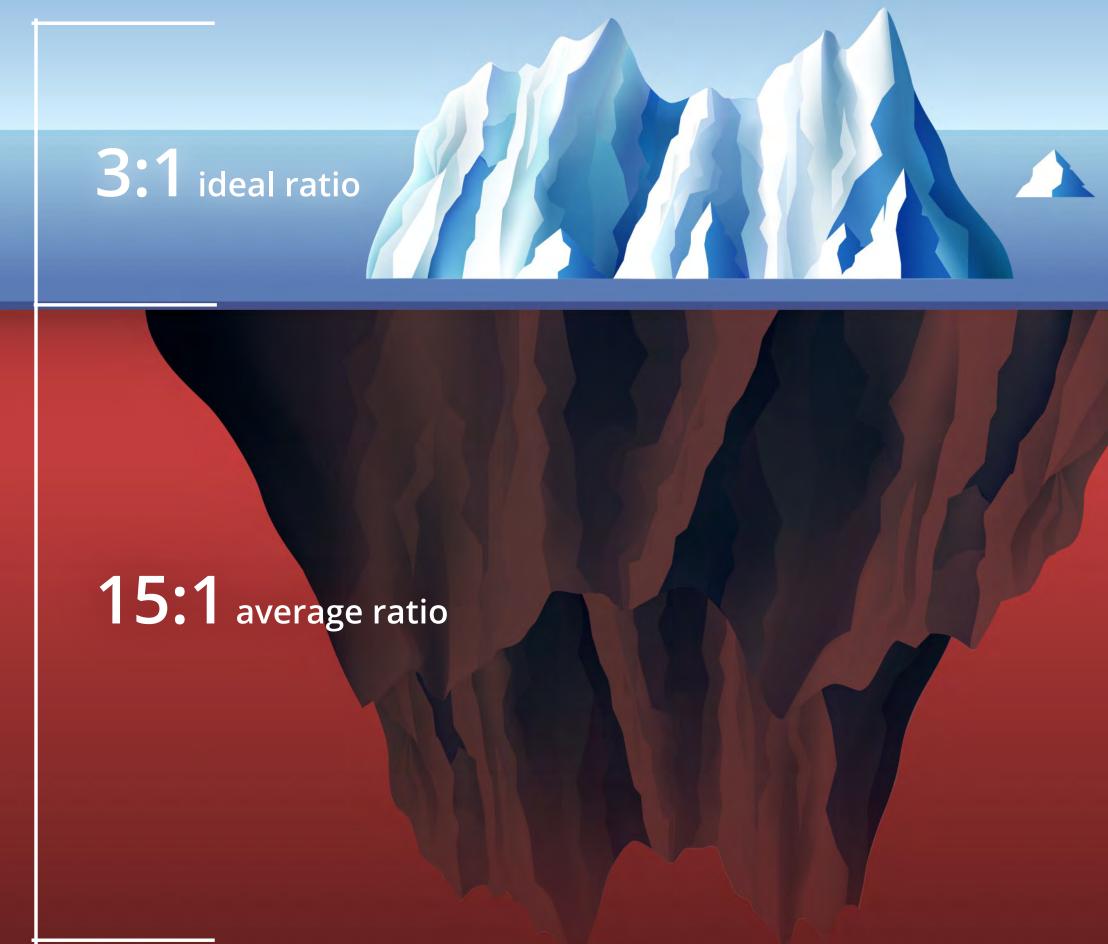


- Imbalance of Omega-6 and Omega-3
- Low levels of Omega-3
- Inadequate polyphenols in your diet
- Low levels of vitamin D<sub>3</sub>

#### REFERENCES

Nordic Council of Ministers,
 Nordic Nutritional Recommendations
 2004/2012 – 5:1 or lower.

• The World Health Organization (WHO) – 4:1 or lower.





# Would you like to take a test to find out your results?



- Scientifically based
- Home-administered
- Independently managed analyses
- Anonymous results
- Dried blood spot tests

# The tests are analyzed by our independent laboratory partner **VITAS Analytical Services**

### Official partner of:

- Harvard University, US
- University of Cambridge, UK
- Kings College London, UK
- Max Plank Institute, Berlin, DE
- University of Oxford, UK
- Massachusetts General Hospital, US
- University of Oslo, NO
- Tufts University, US
- Lund University, SE
- ZOE, UK and US

Vitas has been a collaborative partner to the WHO, as well as Olympia Toppen Research facility in Norway. Vitas is a GMP-certified chemical analysis contract lab, recognized as one of the pioneers in the modern use of dried blood spot testing.



# Our more than **1,400,000** test results show a world **out of balance**

**99%** North America



# **97%** South America

**98%** Middle East

**97%** Global average (to date)

**99%** Africa

**98%** Asia

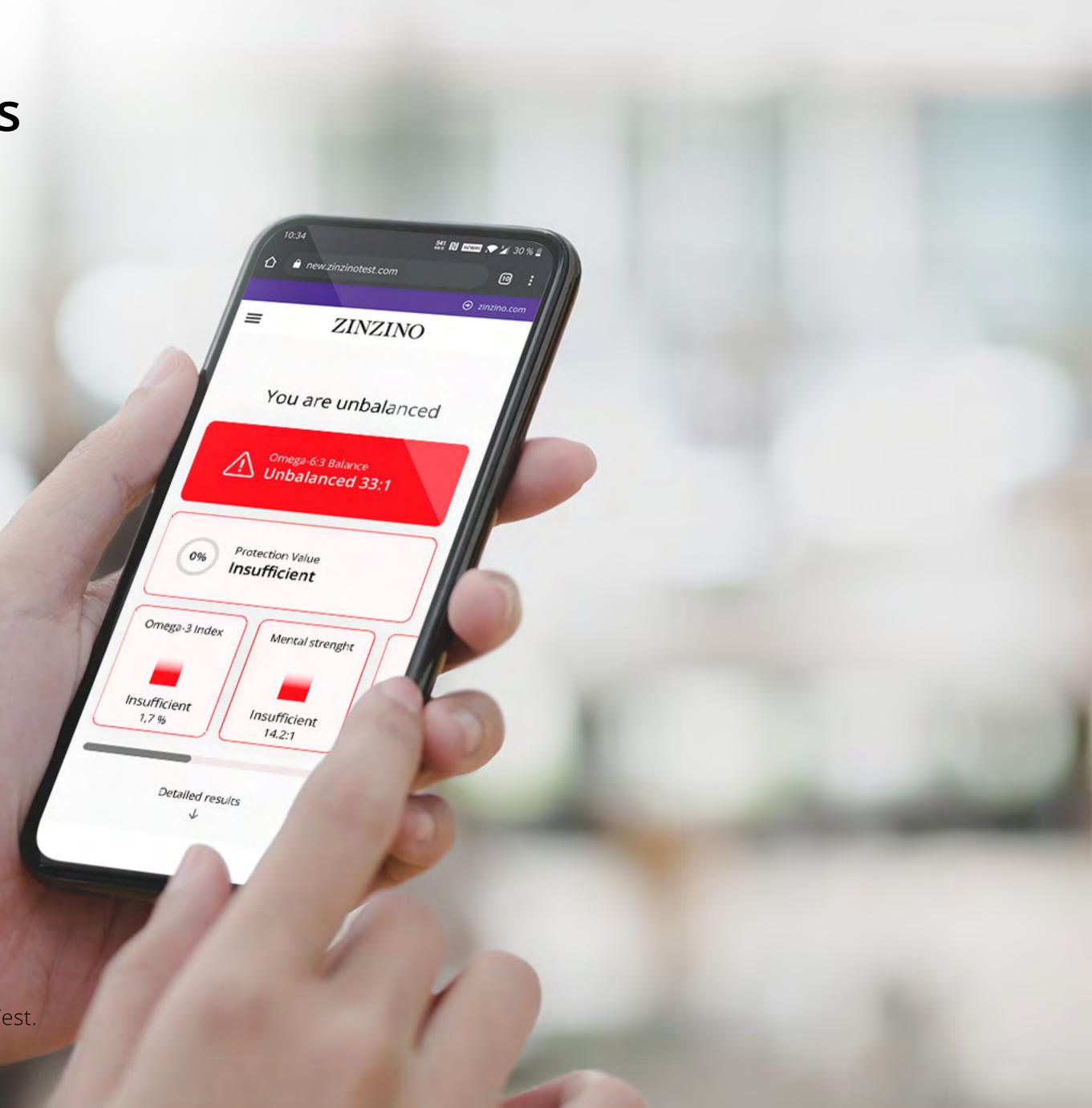
# Find out your **personal test results**

- Personalized recommendations
- Tailored solutions
- Proof in writing that it works



#### Money-Back Guarantee:

Applies if you have an Omega-6:3 Balance of 3:1 or better on your first BalanceTest. This offer is only valid if a monthly subscription was chosen.



# Find out your personal test results and track your progress

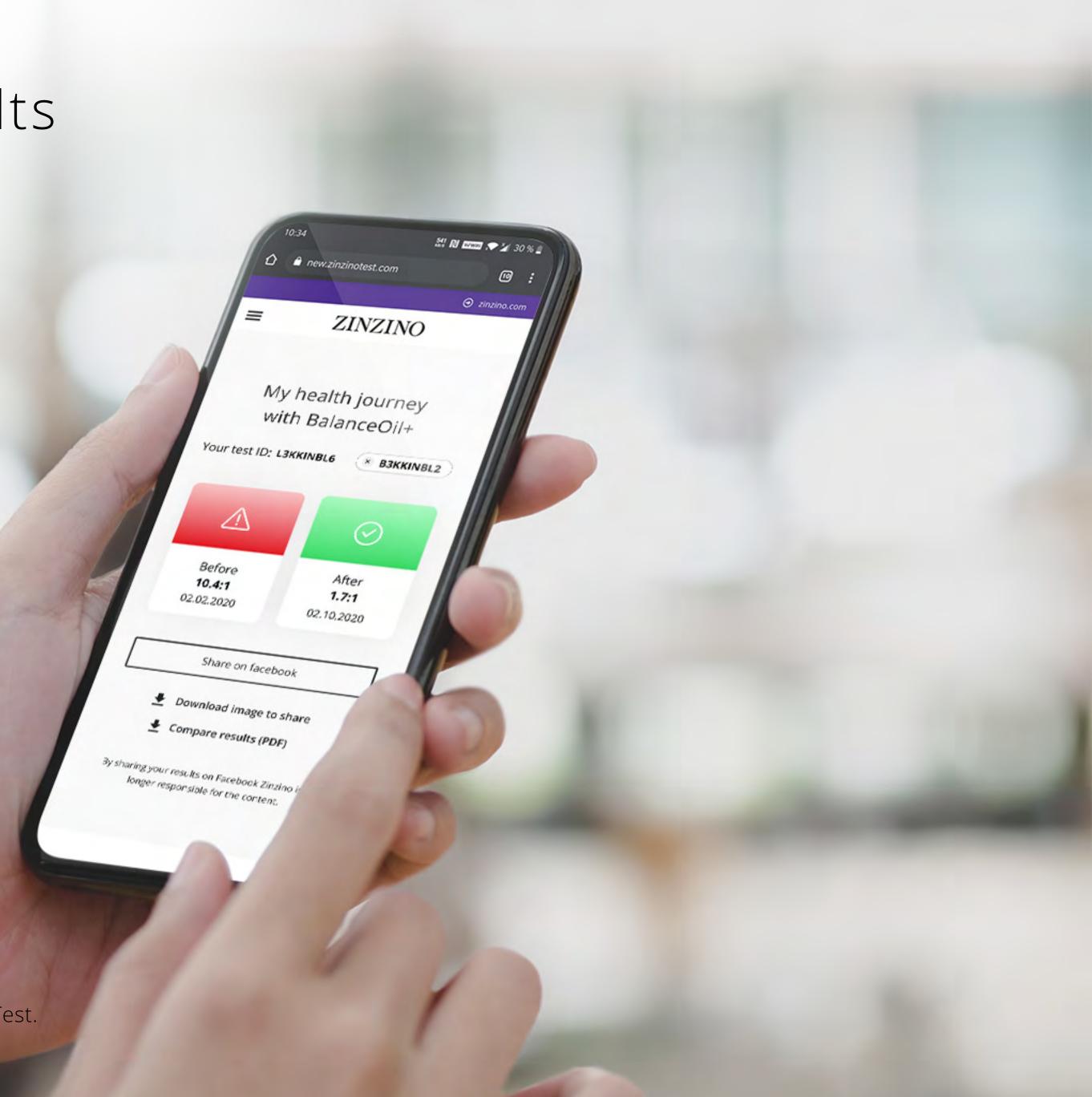
My personal result Before 10.4:1

- Personalized recommendations
- Tailored solutions
- Proof in writing that it works



#### Money-Back Guarantee:

Applies if you have an Omega-6:3 Balance of 3:1 or better on your first BalanceTest. This offer is only valid if a monthly subscription was chosen.



# We can bring you back into balance **in 120 days**



#### Normal brain function

Good hair quality

**Heart function** 

Skin elasticity

Inner organs work



Joints and muscles work

# Our Scientific Advisory Board

has developed our best-in-class pharmaco-nutritional products and test method that removes the guesswork from a healthier way of living.



Patented products

Own manufacturing and R&D



#### **DR. PAUL CLAYTON**

Dr. Clayton is a clinical pharmacologist and a pharmaco-nutritionist.
A pioneer in the study of the pharmacological effects of foods and
how they affect your health and physical performance.



#### OLA EIDE

Mr. Eide is the founder of industry leader BioActive Foods AS. He has held a number of leadership positions, such as Chairman of the Board for the Norwegian and the Nordic food research program.

#### DR. ANGELA M. RIZZO

Dr. Rizzo is an expert in the biochemistry of lipids. She is a Professor of Biochemistry at the University of Milan and her articles have been published in numerous professional journals.



#### DR. ANANTHARAJ ABRAHAM

Dr. Abraham has more than 40 years of experience in the health and nutrition industry. He is a medical doctor with experience in both state-run hospitals and in various medical disciplines.



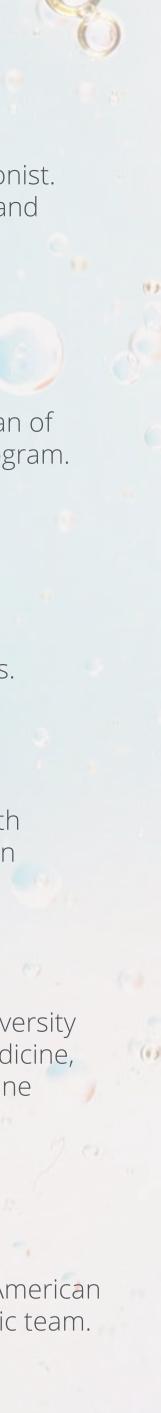
#### DR. NATALIE KATHER

Natalie Kather, M.D. received her medical degree from The University of Utah School of Medicine. She is board-certified in Family Medicine, as well as Anti-aging, with specialties in women's health, hormone balancing and human performance.

#### **STEPHEN CHERNISKE**

Stephen Cherniske, M.S. is a biochemist and former university instructor in Clinical Nutrition. He served on the faculty of the American College of Sports Medicine, advised members of the US Olympic team.

4.2



# Our BalanceOil is not a fish oil. It is so much more.

In fact, it's all about the polyphenols. This is the game-changer in the Omega-3 industry.

# 60%

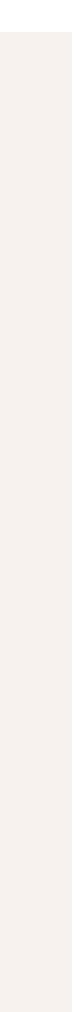
pure high-grade fish oil from small, sustainably wild-caught fish



### A synergistic formula with:



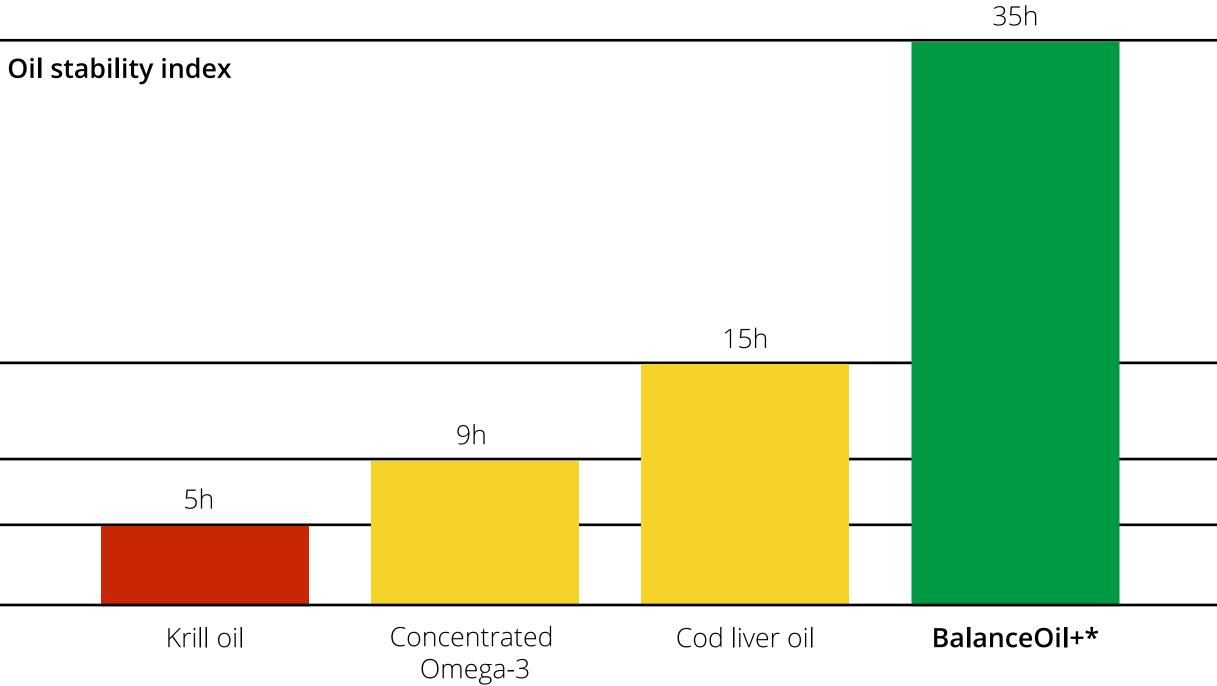
pre-harvest premium extra virgin olive oil



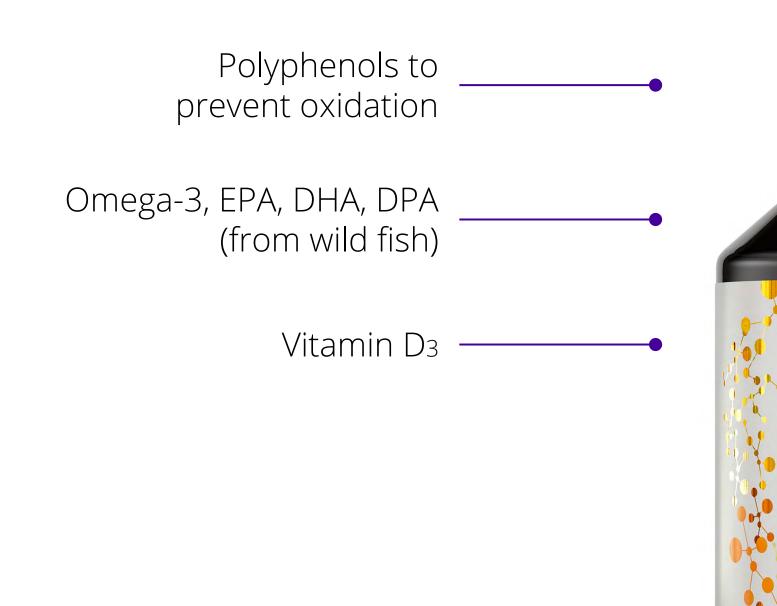
# lt's fresh, **not fishy**

Packed with antioxidants that keep the fish oil fresh and potent.

- Keep the oil from oxidation (going bad/rancid)
- Increase absorption in the body
- Stay fresh and potent in your cells
- Protect the body from oxidative stress



# **BalanceOil+** Balance your body from within with our unique, synergistic formula

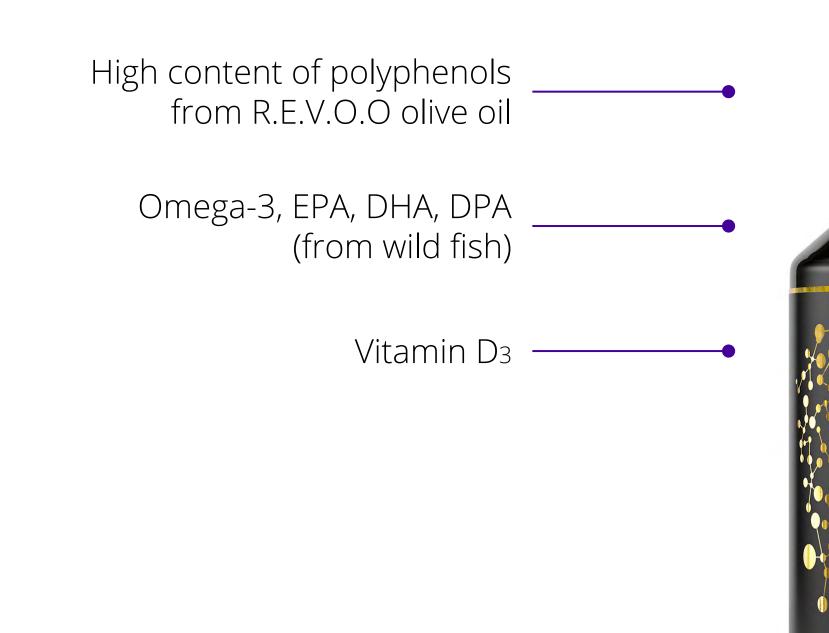








# **BalanceOil+ Premium** The premium version of our unique, synergistic formula











# **Essent+ Premium** The superior version of our unique, synergistic formula. In softgels.



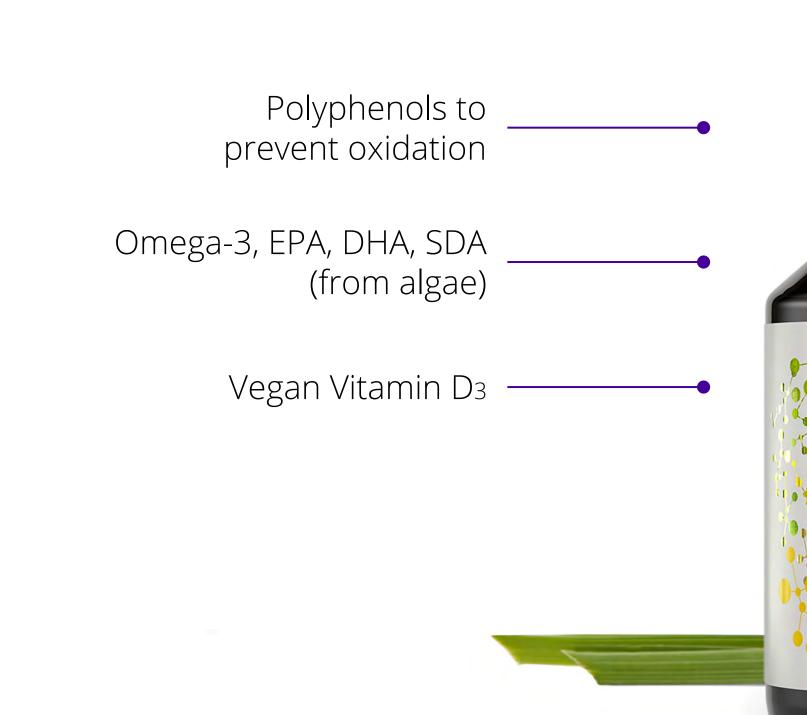




# BalanceOil+ AquaX In a water-soluble formula













🔶 Vegan Lemon

# Our products are made with the highest quality, care and our 3rd party validated



Friend of the Sea



The Marine Stewardship Council (MSC)



GMP-certified



**DNV-GL** certified



*Certificates availability is market dependent* 





Cologne List<sup>®</sup>



The Vegan Society

Halal certified



Halal certified



Kosher certified

# There are **health benefits** at every stage of life

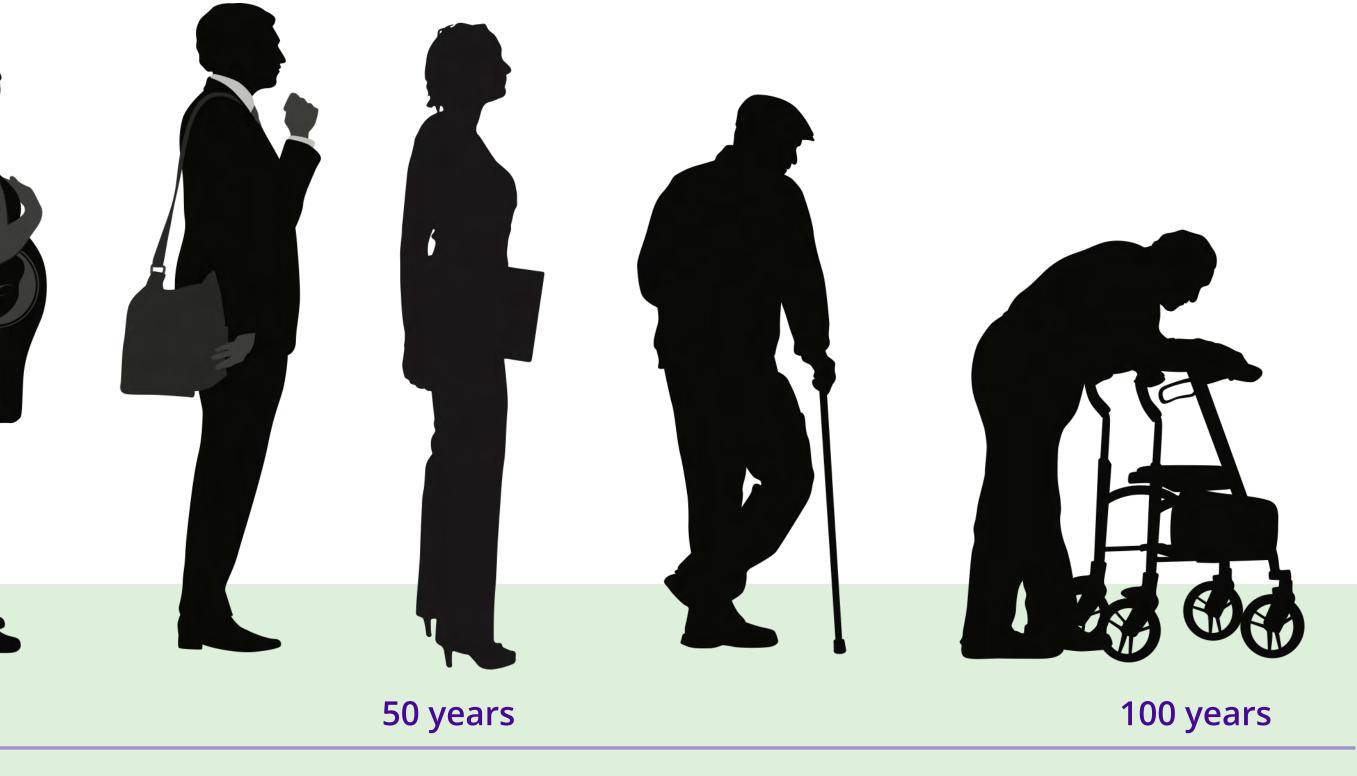
#### 6 months

20 years

Brain\* / immune / growth

Brain\* / immune / reproduction / skin / hair / nails

\* The beneficial effect is obtained with a daily intake of 250 mg of EPA and DHA. \*\* The beneficial effect is obtained with a daily intake of 250 mg of DHA.



Brain\* / immune / heart\*\*

Brain\* / immune / heart\*\* / joint / healthy metabolic aging / bones

# These 18 health claims are **approved by EFSA**



#### Normal brain function\*



Normal heart function\*



Normal immune function\*



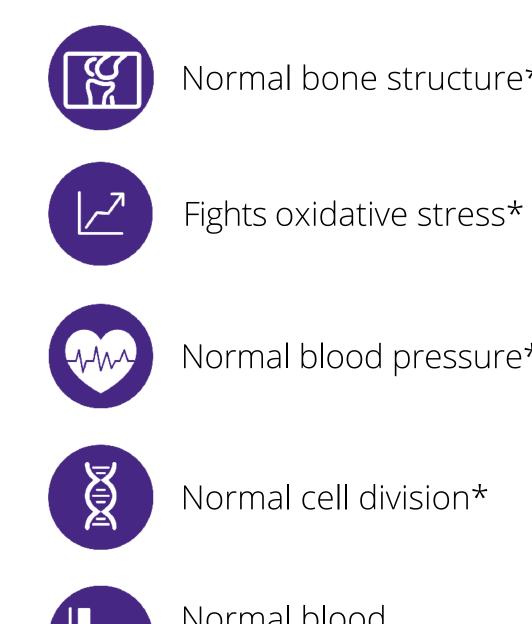
Normal vision\*



Normal teeth\*



Normal brain development of the fetus and breastfed infants\*





Normal blood triglyceride levels\*



Normal development of the eye of the fetus and breastfed infants\*

Normal bone structure\*

Normal blood pressure\*



Protects cells against oxidative stress\*



Normal absorption/utilization of calcium and phosphorus\*



Normal blood calcium levels\*



Normal muscle function\*



Lowers/reduces blood cholesterol\*



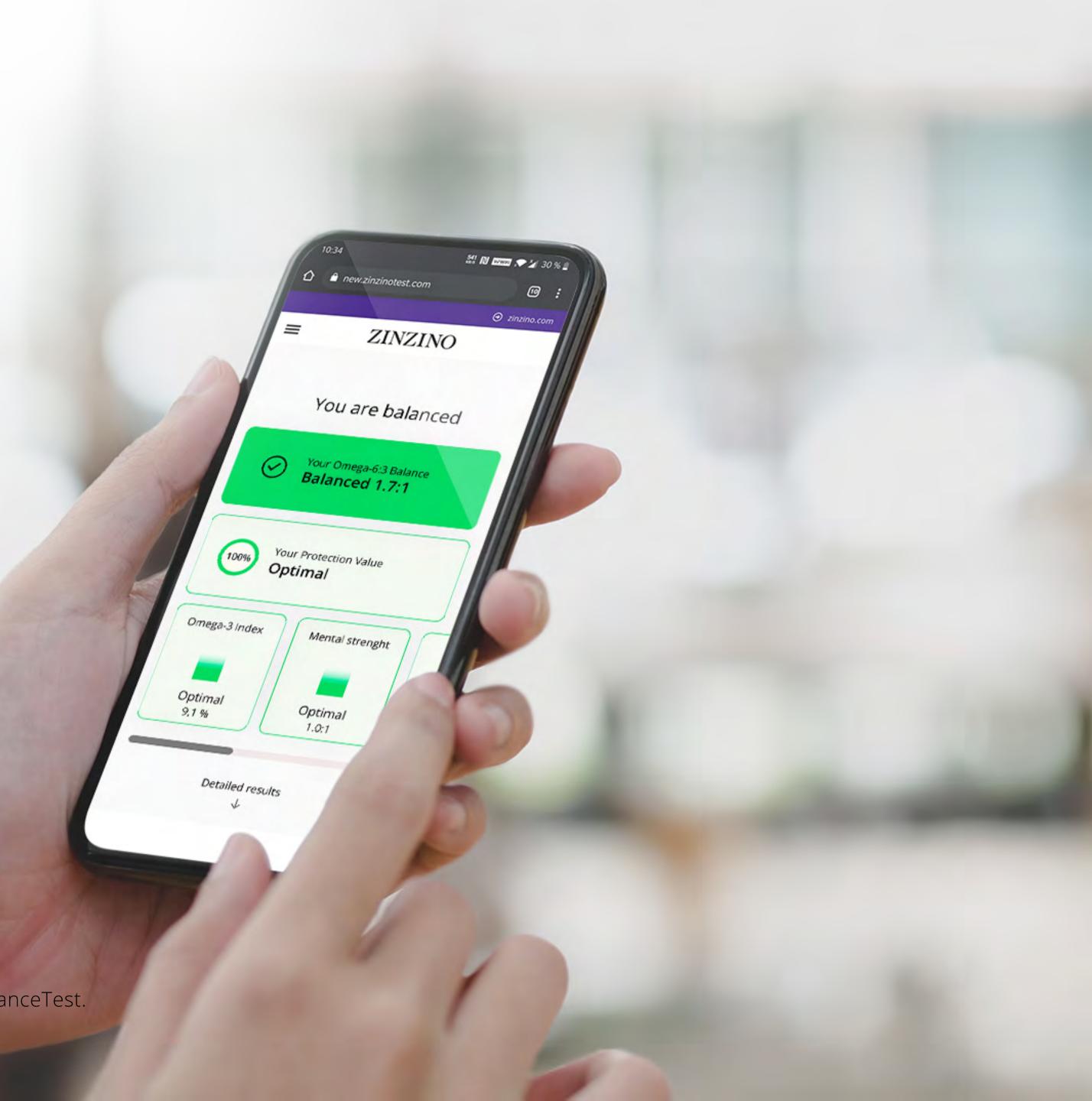
Visual development of infants up to 12 months of age\*

# 95% of those taking Zinzino Balance supplements are **back in balance after 120 days**

My personal resultBefore10.4:1After1.7:1



Money-Back Guarantee: Applies if you have an Omega-6:3 Balance of 3:1 or better on your first BalanceTest. This offer is only valid if a monthly subscription was chosen.



# Reaching a balance between Omega-6 and Omega-3 is **the first step to feel good**, **stay fit and be healthy**

Now let's take a look at our other products

# ZinoBiotic+ Restore your gut health



# Dietary fiber blend

Gut health

Healthy bowel function





# Xtend Multi-immune food supplement



 $\widehat{(+)}$ 

Enjoy more energy

Helps to metabolize carbohydrates, fats, and proteins

Helps to maintain immune function



## ZINZINO XTEND

#### MULTI-IMMUNE FOOD SUPPLEMENT 60 TABLETS

Norwegian Formulation

60 TABLETS

# SIZSIZO







# Zinzino Health Protocol 3 products that make a difference, tailored for

your personal supplement needs.



### Step 1: Balance

Adjusts your body's Omega levels and supports normal heart and brain function

### Step 2: Restore

Helps your gut stay healthy and contributes to balanced cholesterol levels



### Step 3: Support

Improves your energy and supports your innate immune system







# Health Protocol Premium

4 products that make a difference, tailored for your personal supplement needs.



#### Step 1: Balance

Adjusts your body's Omega levels and supports normal heart and brain function

### Step 2: Restore

Helps your gut stay healthy and contributes to balanced cholesterol levels



### Step 3: Support

Improves your energy and supports your innate immune system

# 

Add Viva+ All-natural food supplement





# Viva+ Less stress, sound sleep

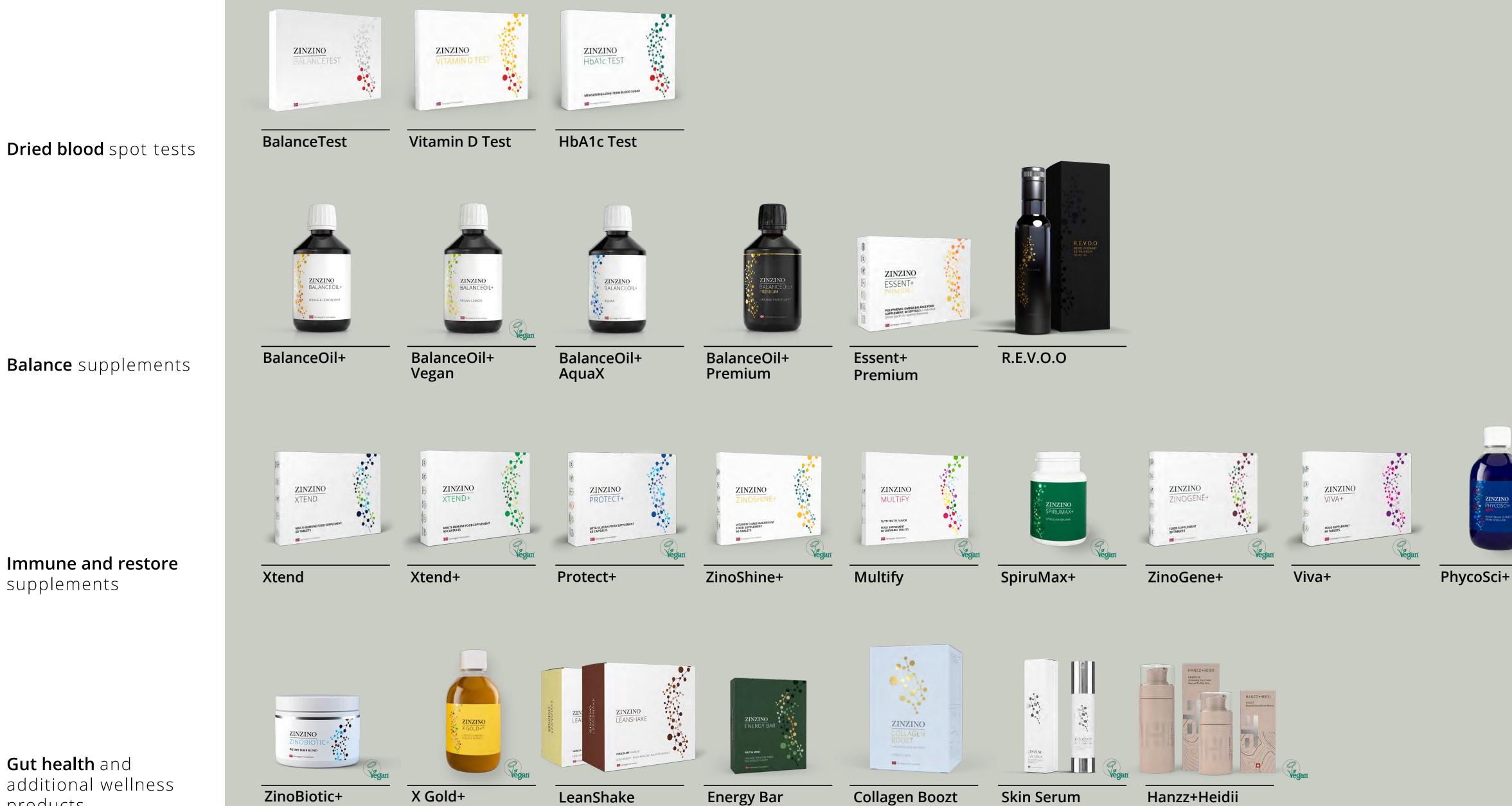


# Live happy

- ( A good night's sleep
  - A spa for the mind







Immune and restore supplements

Gut health and additional wellness products



# Zinzino Brand Ambassadors

#### Morten Aamodt Norway

3<sup>rd</sup> place, Norway's strongest man Profession: Gymmen strongman team



#### Marcel Costly Germany

3. League Champion Profession: Professional Soccer player

#### Nikoleta Jíchová Czech Republic

World semifinalist 400m hurdles Profession: Running & hurdles



#### Olivia Gram Denmark

Highest ranking / Singles: 920 Highest ranking / Doubles: 591 Profession: Tennis player

#### Sara Hector Sweden

Olympic gold medalist Profession: Alpine skier

### Krista Uzare

#### Latvia

World Champion in UIM-ABP Aquabike Profession: Jet ski racer



#### Libor Podmol Czech Republic

1<sup>st</sup> place, IFMXF world cup Profession: Motocross rider



#### Tom Chilton England

Former World and Touring car champion Profession: Racing Car Driver



#### Ragga Ragnars Iceland

Profession: Actress and former Olympic swimmer





### We are a global **health** and wellness company from Scandinavia

- NASDAQ First North Premier Growth Market
- Strong financial foundation with double-digit sales growth
- Member of numerous local direct sales associations
- Delivering to over 100 countries
- Committed to contributing to a better world with the Zinzino Foundation

Luxembourg Valencia, Spain

Portugal

frving, Canada

Houston, USA

Mexico



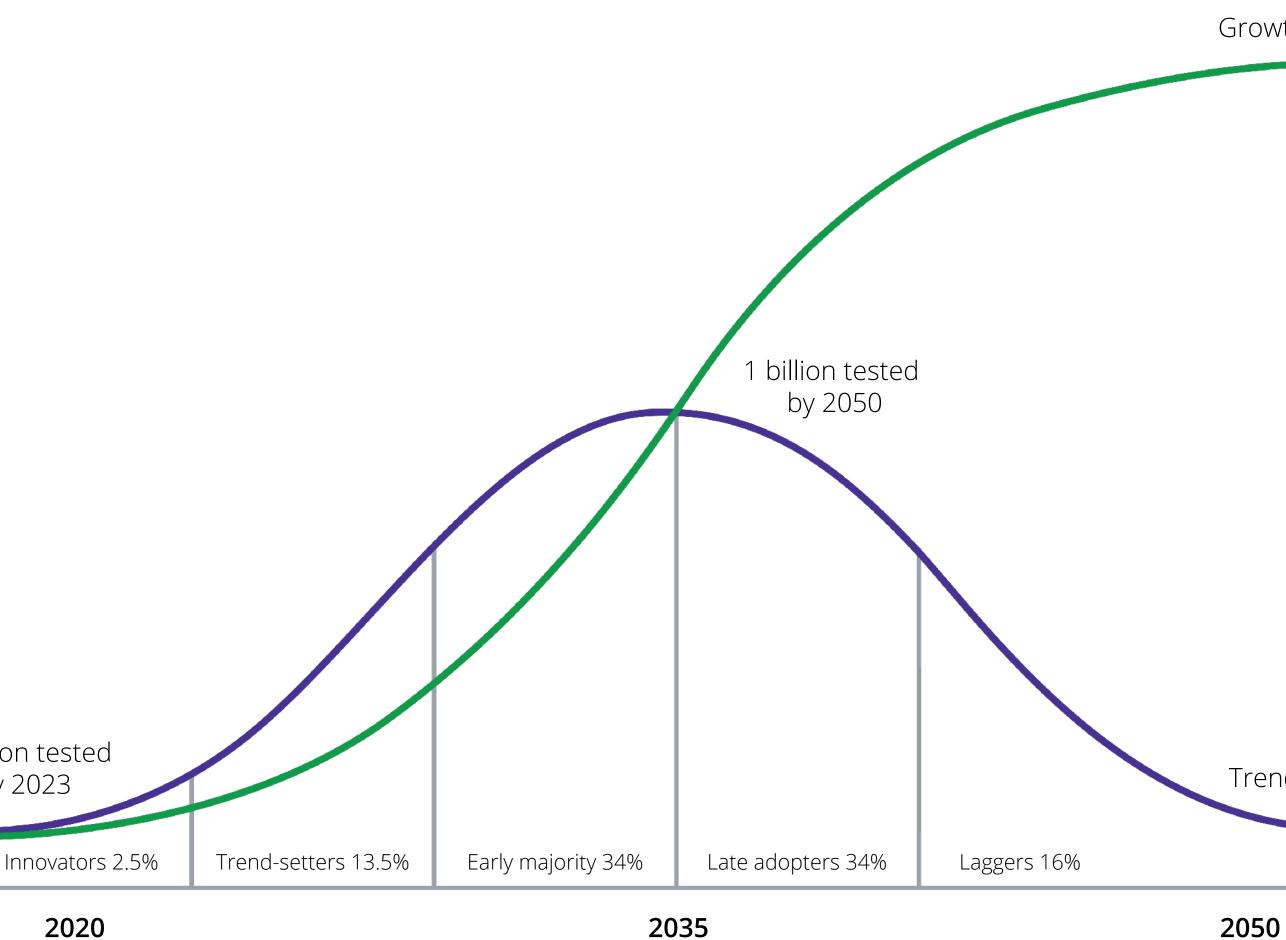
Zinzino Offices



### Going from guess-based to test-based nutrition is a global mega trend

- 500 million are taking Omega-3 supplements 1 billion supplement with vitamins 1.5 billion use some form of specialized diet
- Most people want to know if their supplements have an effect in their body
- 1 billion people will be tested by 2050
- 97% fails their first BalanceTest

1 million tested by 2023







## Why join Zinzino as a Partner? Let me ask you the most important question.



100.00.00.00.0

- More happiness?
- Better health?
- More money?

#### What do you want to have?

- Provide for your familyUpgrade your home
- Drive a nice car

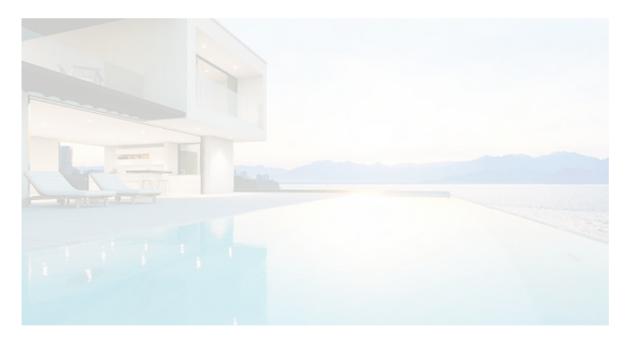




What do you want to have?

#### What do you want to do?

- Build life-long friendships
- A career with meaning, purpose and fullfilment
- Have 5 star experiences traveling the world









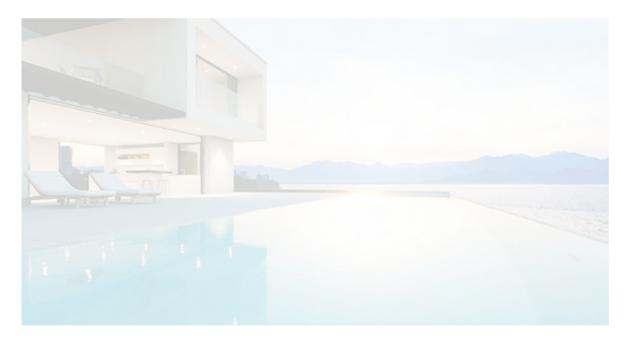


What do you want to have?

#### What do you want to do?

#### Who do you want to become?

- Realize your potential and leave a legacy
- Give back to causes you believe in
- Become wealthy















# Start building your business

....

Same appears



# Join and select a Partner Kit



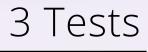


30/**60 Credits Basic Partner Kit** 

> €319 | Save 42% Retail price €550

€849 | Save 50% Retail price €1,687

Kits include ECB for the first 120 days, which doubles your Enrollment Credits.



#### 90/**180 Credits Advanced Partner Kit**

#### 150/**300 Credits Ultimate Partner Kit**

**BALANCETES** 

BALANCETEST

BALANCETEST

BALANCETEST

BALANCETES'

10 Tests

ZINZINO XTEND ZINZINO ZINZINO ZINZINO PROTECT+ VIVA+ VIVA+

BALANCETES

BALANCETEST

BALANCETEST

€1,169 | Save 66% Retail price €3,438

# Ultimate Partner Kit – Refund campaign

**€1,169** Retail price €3,438

Get a full loyalty refund when acquiring 25 Premier Customers within a year of purchasing the Ultimate Partner Kit\*



Get your money back:

Basic and Advanced Partner Kits can be upgraded during the first 6 months to get the refund. \* Read all the details in our Ultimate Partner Kit Refund Campaign sheet.



# Select your monthly Auto Order

#### Includes

- One Balance product of your choice every month
- One Test every 4 months
- Powerful Back Office, easy-to-share landing pages
- GoCore App, for personal and professional development

## €79 | Save 34% | 10 Credits

Retail price €119

Follow the program: In 120 days you will be in Balance and have proven before and after test results.

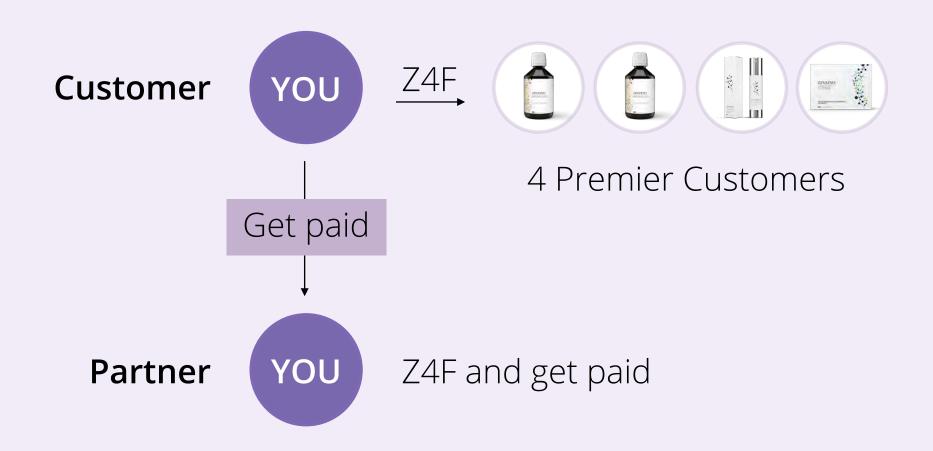


# Get your products for free

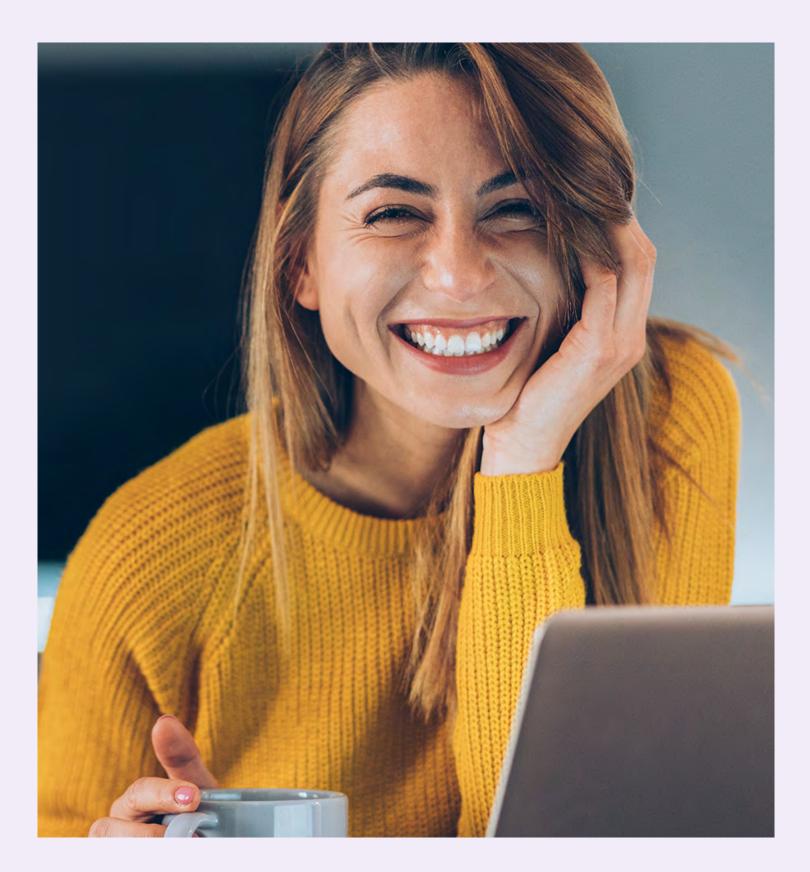
#### Love it. Share it. Get free products

1. Subscribe to a Z4F Kit and share your product experience

- 2. Enroll 4 or more subscribing Customers with a Premier Kit\*
- 3. Get your own monthly subscription (Auto Order) for free. All you pay is shipping.



\*The credit value of your first generation Customers' combined purchases must be at least 40 Credits.



## Compensation Plan

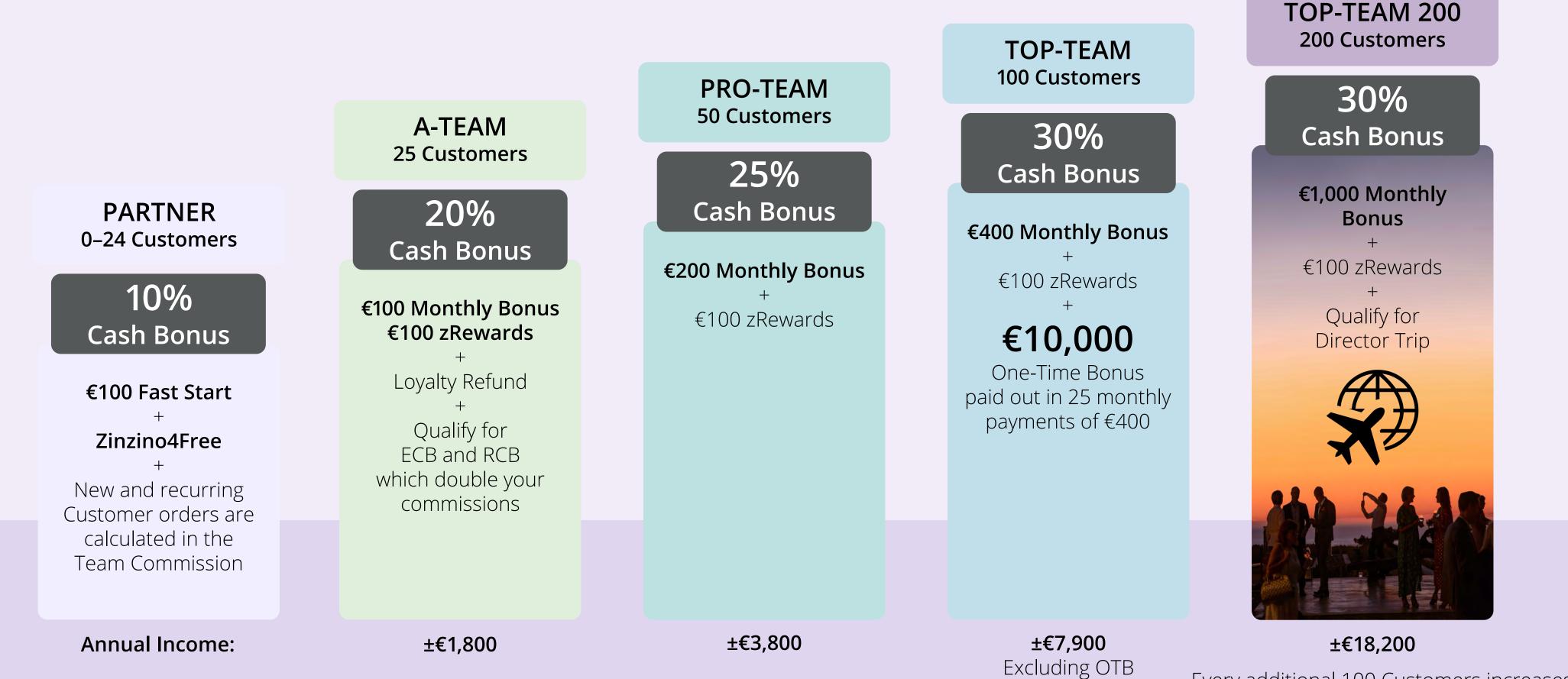
#### Create residual income

From your Customers

For every Euro our Customers spend, 50 percent is paid back to our Partners in commissions and perks

Building a team





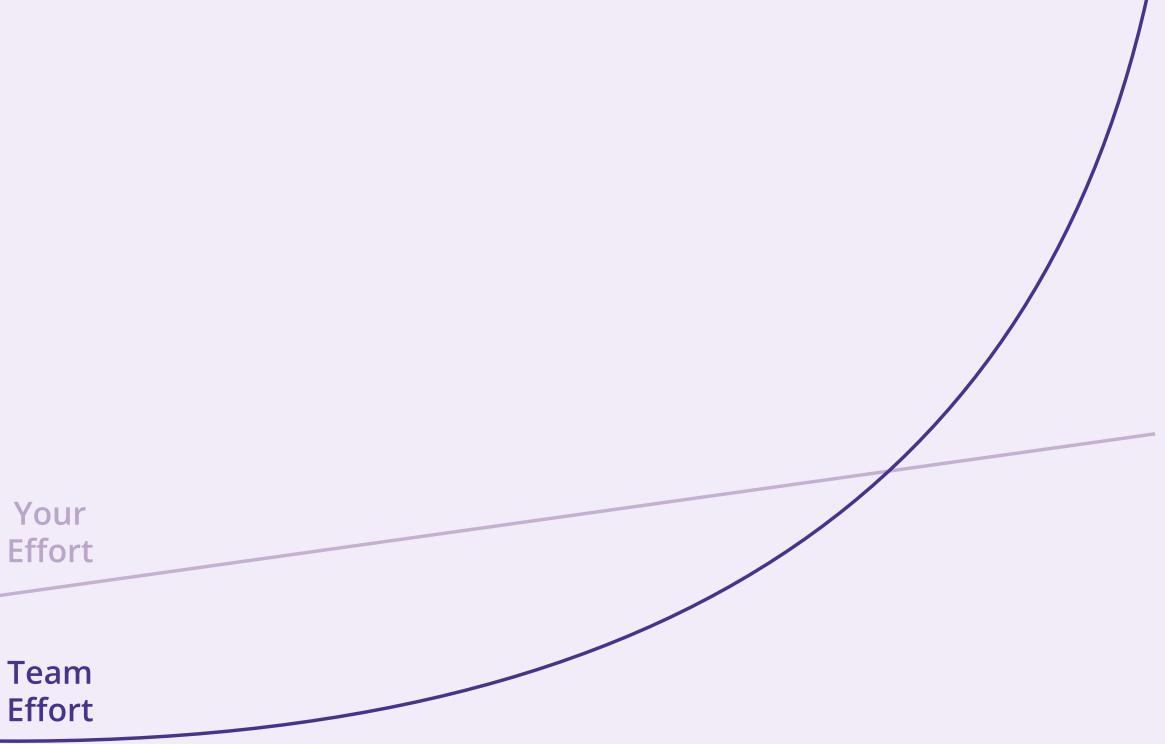
## Customer Career Plan

Every additional 100 Customers increases your Top-Team bonus by **€500 per month** and grows your royalties from team commissions.



# Leveraged Sales Career Plan

- In the beginning most of your income comes from **new sales** and your effort
- Over time most of your income comes from **recurring sales** and the team's effort



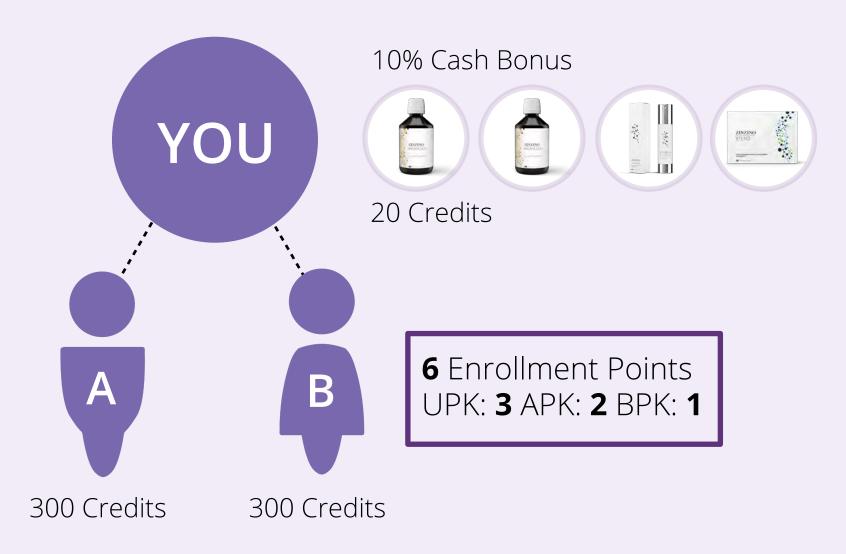


#### Go Q-Team – 30 days

- 4 Customer subscriptions
- 20 Credits (first 4 months)

€100 Free Auto Order







\* The 60-day and 90-day Fast Start Bonuses are increased, see campaign rules.

#### Go Q-Team – 30 days

#### €100

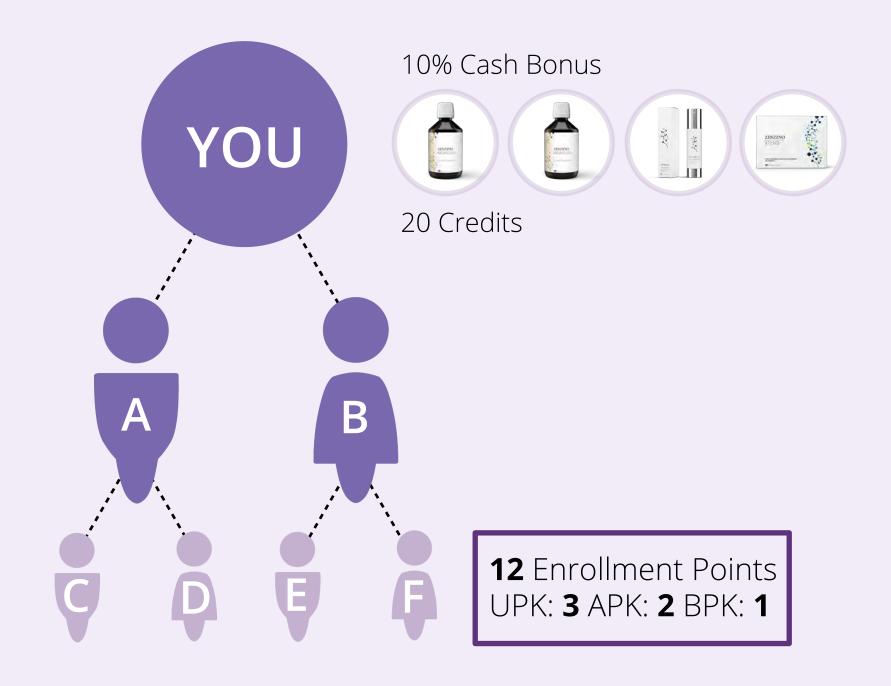
#### Enroll 2 – 60 days

• One on the left and one on the right to qualify

+€400\*

• Each with a UPK







\* The 60-day and 90-day Fast Start Bonuses are increased, see campaign rules.

#### Go Q-Team – 30 days €100 Enroll 2 – 60 days €400\*

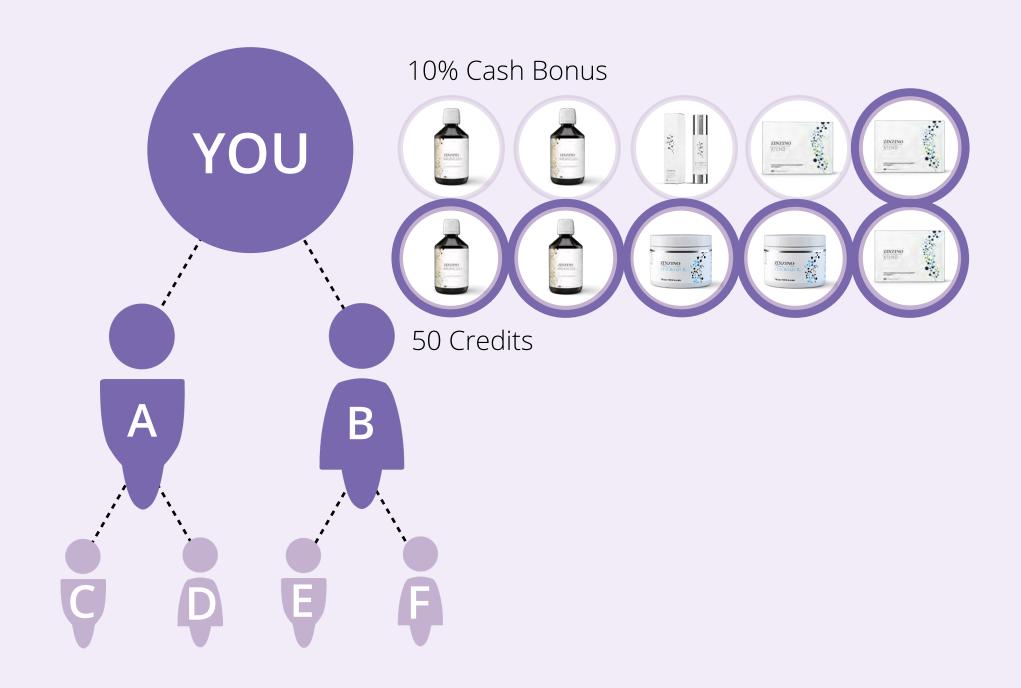
#### Help your 2 Enroll 2 – 90 days

• Each with a UPK

+€1,200\*

• Any 4 from you, A or B will do







\* The 60-day and 90-day Fast Start Bonuses are increased, see campaign rules.

#### Go Q-Team – 30 days €100 Enroll 2 – 60 days €400\* Help your 2 Enroll 2 – 90 days €1,200\*

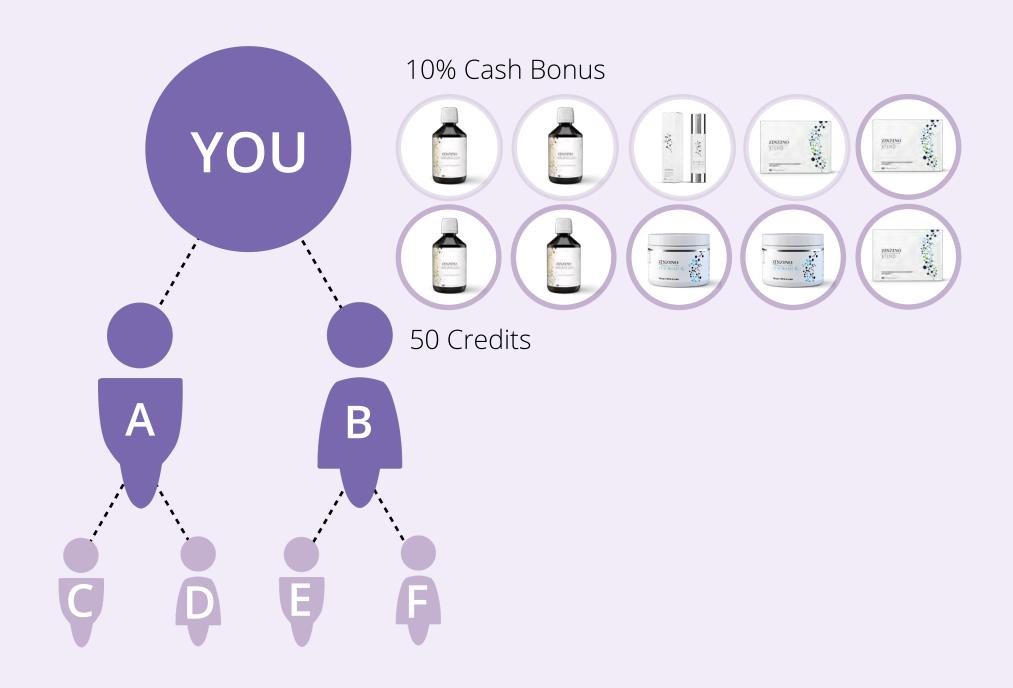
#### Go X-Team – 120 days

• 10 Customer subscriptions

+€150

• 50 Credits (first 4 months)



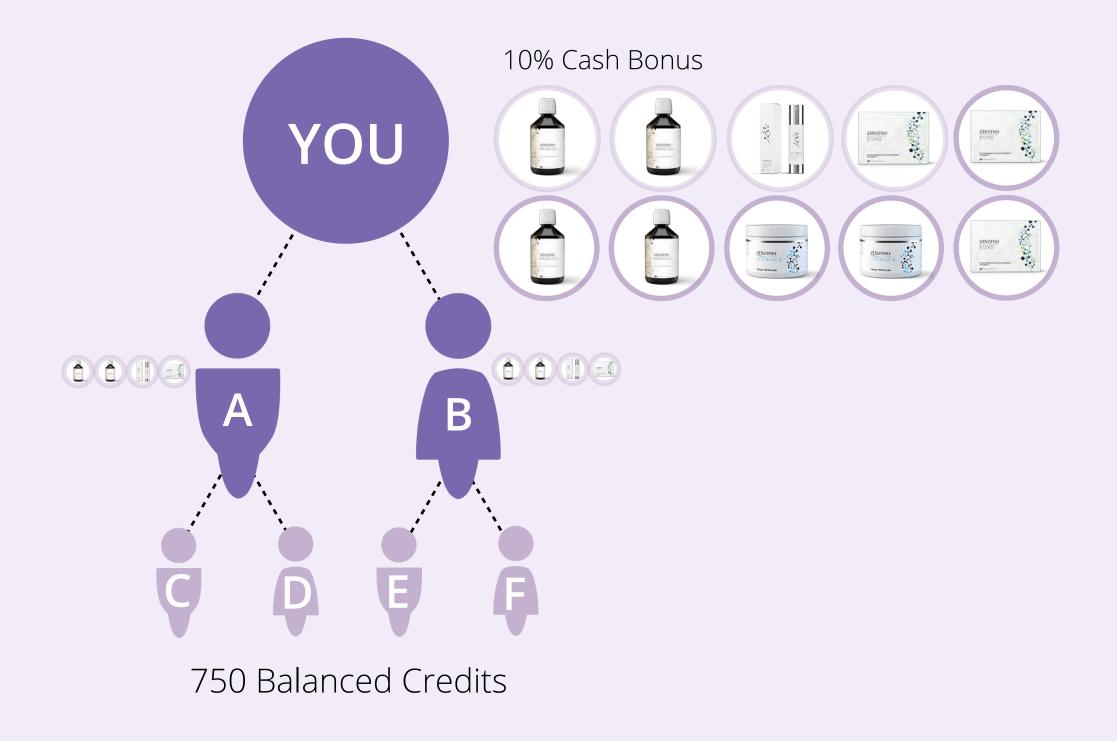




\* The 60-day and 90-day Fast Start Bonuses are increased, see campaign rules.

#### Go Q-Team – 30 days €100 Enroll 2 – 60 days €400\* Help your 2 Enroll 2 – 90 days €1,200\* Go X-Team – 120 days €150 **Potential Fast Start Income** €1,850\* Cash Bonus +€100 **Team Commission** +€200 +€200 **Enrollment Bonus** New Title Bonus +€150 €2,500\* **Total Potential Income**





# Titles achieved

#### Fast Start ≈ **Q-Team** X-Team BRONZE **SILVER**

€200 per month (incl. A-Team)\*

1 Pay Point ≈ 1 Euro





# DUPLICATION IS THE KEY



\* estimated income







# $4 \times \text{EXECUTIVE} = DIAMOND$

**€4,000 per month** (incl. zCar Bonus)\*

# 4 x SILVER = **EXECUTIVE** €900 per month



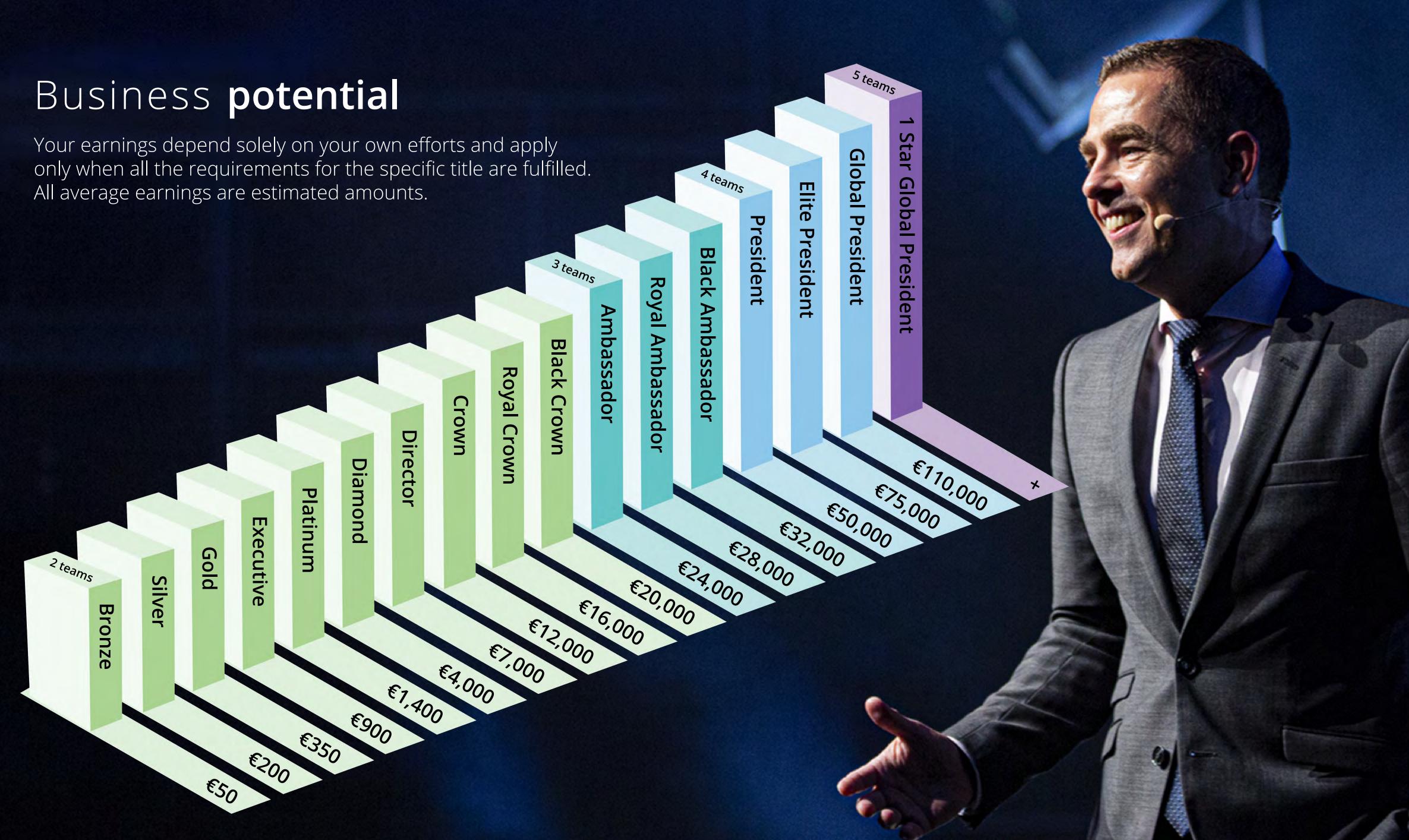
1 Pay Point ≈ 1 Euro





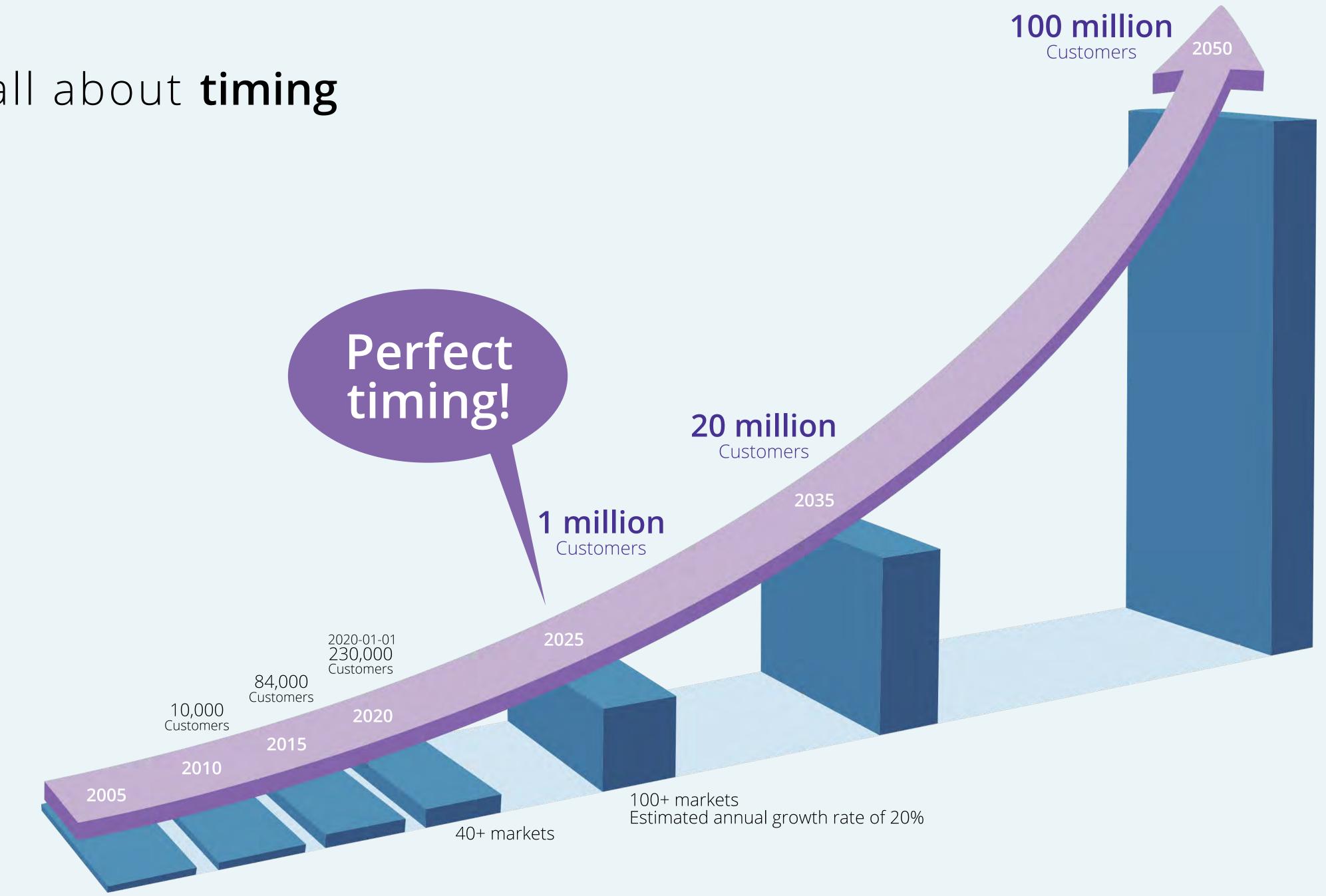
\* estimated income

1 Pay Point  $\approx$  1 Euro





#### It's all about **timing**



### Make your **dreams come true**

#### **Become a Zinzino Partner**

- ✓ Potential to earn long-term residual income
- ✓ Earn lifestyle rewards and incentive trips
- ✓ Work anywhere you like
- ✓ Get your Zinzino products for free through Z4F
- $\checkmark$  Bring health and wellness to the world

#### **Become a Zinzino Customer**

- ✓ Save money on your monthly order
- ✓ Significant discount on all Zinzino products
- ✓ Receive a money-back-guarantee
- ✓ Opportunity to qualify for Zinzino4Free



# Let's shape the future of nutrition **– together!**





# ZINZINO Inspire Change in Life



## **Optional slides**

#### Xtend+ All the nutrients you need in one capsule



1

#### Feel more energized

Improve your bone and joint function

Contribute to a normal immune system





#### ZINZINO XTEND+

MULTI-IMMUNE FOOD SUPPLEMENT 60 CAPSULES

Norwegian Formulation





#### Protect+ Beta-glucan immune food supplement



\*

¥)

- Unique beta glucan blend
- Immune support
- Next gen nutrition



#### ZINZINO PROTECT+

BETA-GLUCAN FOOD SUPPLEMENT 60 CAPSULES

Norwegian Formulation





#### A3 Spirulina pills (SpiruMax+) Pure, time-tested nutrition

- Energy levels
- Immune function
- Overall well-being

#### **A3 SPIRULINA** PILLS

#### Spirulina maxima

Naturellement source de fer biodisponible.

Complément alimentaire



80 COMPRIMÉS DE 0,55 g POIDS NET : 44 g

Xelliss.

**A3** SPIRULINA PILLS

R4 comprimés Reaec un verre Recommandée

<sup>150</sup> g spiruline <sup>13ge :</sup> cellulose

rimés)

\*\*\* isbriqué en \* EUROPE \* \* \* \*

#### Spirulina maxima

Naturellement source de fer biodisponible. Complément alimentaire

80 COMPRIMÉS DE 0,55 g POIDS NET: 44 g

#### Xelliss.

TECHNOLOGY





#### ZinoShine+ Top up your Vitamin D levels with vegan vitamin D<sub>3</sub> in its most bioactive form



Vitamin D<sub>3</sub> from wild-harvested lichen

Broad-spectrum magnesium

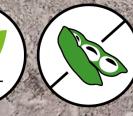
Easy-to-customize dosing

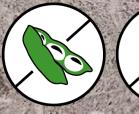
#### ZINZINO ZINOSHINE+

VITAMIN D AND MAGNESIUM FOOD SUPPLEMENT 60 TABLETS

Norwegian Formulation













#### PhycoSci X<sup>14</sup> (PhycoSci+X<sup>20</sup>) Nature's first performance booster

- Reduces inflammation
- Enhancing endurance
- Supports cardiovascular health

#### PhycoSci >

Complément alimentaire à base d'extrait aqueux de spiruline

30 DOSES DE 8 ml VOLUME NET : 250 ml



Xelliss.

#### PhycoSci X<sup>14</sup>

Complément alimentaire à base d'extrait aqueux de spiruline

30 DOSES DE 8 ml VOLUME NET : 250 ml

XION TECHNOLOGY

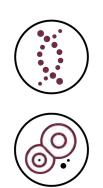
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Xelliss.





## ZinoGene+ Cutting-edge innovation for food supplements



DNA synthesis

Cell division



### X Gold (X Gold+) Traditional, trusted gut comfort

- Supports digestive health
- Acts as a natural antioxidant
- Promotes joint health



Complément alimentaire à base d'extrait aqueux de curcuma et de pipérine



Xelliss.

#### **X GOLD**<sup>®</sup> Totum-Ex<sup>®</sup> process

Complément alimentaire à base d'extrait aqueux de curcuma et de pipérine

<sup>31</sup> DOSES DE 8 ml VOLUME NET : 250 ml

Xelliss.





# Weight control products



Lose weight





Berry • Chocolate • Strawberry



• 22 EFSA claims





LOSE WEIGHT · BUILD MUSCLES · BALANCE YOUR GUT

ZINZINO ENERGY BAR

NUT & SEED VEGAN - HIGH IN FIBRE Norwegian Form





### **Collagen Boozt** A superior mix of nutrients to jumpstart your body's natural collagen production and overall glow

### **KEY INGREDIENTS**

8 g liquid marine collagen

from wild-caught arctic fish absorbed 1,5 times faster

> 120 mg hydrating hyaluronic acid

**Pre- and postbiotics** (Plenibiotic<sup>TM</sup>) from chicory root fibers and lactic acid bacteria

> Vitamin C plus 7 active ingredients







### **KEY BENEFITS**

Beautiful skin

from within

Restored **skin elasticity,** lasting firmness and muscle function

Instantly plump and replenished look

#### Restored gut microbiota

that prevents inflammation

# Skin Serum



Hydrates and smooths the skin

Improves skin elasticity and strength

Reduces fine lines and wrinkles



# **R.E.V.O.O** Revolutionary Extra Virgin Olive Oil

- 30x higher polyphenol level
- Patented production process
- Limited edition



#### R.E.V.O.O REVOLUTIONARY EXTRA VIRGIN OLIVE OIL

## Maternity Balance Kit Omega-3: Supporting every stage of motherhood



#### Brain health

Omega-3 fatty acids are critical for fetal neurodevelopment and may work as a protection against postpartum depression

#### Eye health

DHA fatty acids support normal vision and contributes to normal eye development in the fetus



#### Heart health

EPA and DHA contribute to the normal function of the heart, normal blood triglyceride levels, and normal blood pressure

#### Pregnancy outcome

Omega-3 may be important for timing of pregnancy and birth weight

#### BalanceOil+

Orange Lemon Mint • Grapefruit Lemon Lime • Tutti Frutti (kid-friendly flavor)



# Kids supplements for growing superheroes

Created by parents, backed by science. Approved by kids.

#### BalanceOil Tutti Frutti

A kid-friendly Omega-3 supplement

- Easy-to-swallow formula
- Age-specific dosage instructions
- Supports normal immune, eye and brain function

CERTIFIED

ZINZINO

SUPERIOR TASTE AWARD \* \*

Zun

*legan*<sup>®</sup>

BALANCEOIL



#### Multify

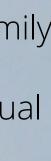
- A chewable multivitamin
- 16 essential nutrients including vitamins, minerals, beta-glucans and choline
- Sugar-free, tutti frutti flavored
- Supporting normal immune system, growth and bone development

#### BalanceTest

Monitor the entire family's Omega-3 levels

- Fatty acid profiles for each one in the family
- Measures 11 fatty acids in your blood
- Different health markers to track individual nutritional needs
- Get dosage recommendations based on children's fatty acid target values







BalanceTest Re-balance your body.



#### BalanceOil+

The next generation of Omega supplements. Available in 5 flavors.



**BalanceOil+ Premium** Our most revolutionary supplement so far.



of Omega-3.

# **Balance** supplements



#### BalanceOil+ Vegan Lemon

The new standard for sustainable supplements.



BalanceOil+ AquaX Just add water.



Essent+ Premium Redefining the concept



R.E.V.O.O Meet the next generation of olive oil.



#### Xtend+

All the nutrients you need in one capsule.



Xtend The ultimate all-in-one supplement.



ZinoShine+ Let the sun shine in.

# Immune supplements



Multify Chewable multivitamins.



Protect+ Help your body to protect itself.



SpiruMax+ Energize your days.

# Restore and Gut Health supplements



Viva+ Less stress. Sound sleep.



ZinoGene+ for your body.



Xtend The ultimate all-in-one supplement.

The all-natural spring-clean



PhycoSci+ Recharge and recover naturally.



X Gold+ Traditional, trusted gut comfort.

# Additional wellness products



**LeanShake** Stay in the game, get back on track.



**LeanShake** Available also as a vegetarian option.



**Collagen Boozt** Beautiful skin comes from within. **Skin Serum** Skincare that makes a real difference.



**Energy Bar** Top up on the go.





Hanzz+Heidii Regenerate your skin with plant stem cells.