

arego™

AUGUST / 2025

VERSION – 00.1



Investment Prospectus

VALUE PEOPLE.
BUILD OPPORTUNITIES.
DO SOMETHING GREAT.
CHANGE THE WORLD.

www.aregobrand.com



Presented By :

Adam Baadsgaard

CEO/Founder

AREGO VISION: Power for the People

One Vision: 3 Missions

Vision: People Powered Marketing

Build the premier community focused platform merging MLM, E-commerce, Social Selling, and Affiliate marketing. Empower people to market, share, and purchase- the highest quality products how, when, and where they want.

Mission 1: Authentic Money

- Simplify Commissions to merge verticals. \$1 = \$1
- No “Deals” - Performance pay only.
- Transparent commission
- Lean Corporate structure
- Corporate middle and upper management will be largely incentivized by profit of company. Base pay plus incentives for corporate. (MLM Corporate teams have gotten “fat and lazy” and loose with capital over the years.)

Mission 2: Authentic Value

- Value in opportunity and product delivery. Exclusive, Unique, Effective, Competitive, Repeat revenue.
- Simplify sharing, selling for marketers and Shopping for customers.

Mission 3: Authentic Community

- Build Communities based on brands and interests, not sales.
- Sell Live events like no other company in the vertical.
- Foster a culture people love with lower costs, and lasting engagement.

EXECUTIVE SUMMARY

Over the last 3 years, Arego™ has been building the foundation for rapid growth, not only domestically, but on a global stage as well. The stage is officially set for this massive growth with...

- MLM licensing and registration in multiple global markets.
- Framework of value based products with exclusivity and established global demand.
- Leadership teams assembled in the South East Asia and North America Regions.
- A business model designed to work seamlessly with current marketing models and poised to capitalize on the coming AI boom.

Arego is poised to grow quickly and is already seeing rapid growth in the South East Asia Region. The Company is at the point where strategic money partners are needed to help with additional capital in order to fully capitalize on this anticipated growth.

FROM THE FOUNDERS



Jon Millar
Investor & President



Adam Baadsgaard
Founder



Jim Douville
Co-Founder



Jed Baadsgaard
Investor & Operations

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Kevin Baadsgaard
Board of Advisors



Wyatt Gines
Investor & Leadership



Lawrence Wilson
Global Master Distributor



AT HOME AND ABROAD

PROBLEMS TO
SOLVE...

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Globally, Network Marketing Companies are facing a trust deficit

AND

Domestically, the Network Marketing Industry is losing ground

DECEPTIVE COMPENSATION

Compensation Plans with large differentials.

NO SETUP - SOFT LAUNCH AND DISAPPEAR

Companies are doing “soft launches” and collecting money to get in early, only to completely fail to launch.

PRE BUILDING FOR CASH GRAB

Companies “pre-building” and asking for money without officially applying for the legal business licenses, has created an environment where local leadership now has to ask,

- Is the company a registered mlm in my country?
- Are the products licensed by the FDA or the country equivalent?
- Are the products tangible goods or just “Crypto”?

CHANGING SHOPPING BEHAVIORS

Companies trying to change their customer’s shopping patterns - Too complex with MLM.

SHIFTING SHARING PATTERNS

Changing sharing patterns - Less true face to face networking and promoted to drive their business through social media... which is not easily shift for a true network marketer.

A LIMITING MODEL

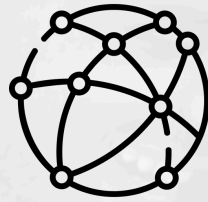
Brand limiting- Past and current companies have to rebrand themselves in order to open different market places OR different product lines.

AREGO IS RE-DESIGNING NETWORK MARKETING

- **NEW MODEL** - Arego is not just a Network Marketing company... Arego is a Marketing company: Networking, Affiliate, Influencer, PPC, Online, etc.
- **FLAGSHIPS ONLY** - All Arego products must meet non-negotiable *criteria to ensure they are a **flagship***. Every product under the Arego brand has it's own promise, it's own entity, and it's own feeling for our customers.
- **SIMPLIFIED COMPENSATION** - No more confusing PV and CV when computing commissions... a Dollar is a Dollar. Arego is all about making it SIMPLE.... Simple on our Distributors, simple to merge with any brand, and simple for influencers and affiliates to understand and get paid.
- **DONE RIGHT** - Registration and licensing will always be completed before opening new markets or adding new brands/ products.
- **COMMUNITY FOCUS** - Arego will always promote face to face networking and will be holding LIVE EVENTS to be able to focus on building lasting relationships within a community of entrepreneurial spirit.

THE **AREGO** DIFFERENCE

THREE POWERFUL MARKETING MODELS AT OUR FINGERTIPS



NETWORK MARKETING

The Right Vision, The Right Products, The Right Compensation, The Right Model, The Right Systems, The Right Tech, Compliant Resolve, The Right Leaders, and Relentless Team. Everything is in motion.



INFLUENCER/AFFILIATE

With our seamless integration and a simple dollar for dollar compensation on direct customers, we easily tap into the influencer marketplace. This expands the networkers net and opens a giant marketplace.



INTERNET MARKETING

As a company we can develop our own customer base as long as we don't undercut distributors and influencer offerings. We have a top tier ad buyer ready to start helping build the company customer base.

THE AREGO FLAGSHIP PHILOSOPHY

BRING VALUE.
CHANGE PEOPLE.



FLAGSHIP PRODUCTS ONLY

The most successful consumer companies are built on a single breakout idea — a **flagship product** that dominates its category, builds community, and scales revenue to hundreds of millions of dollars.



At **Arego**, we don't chase trends or launch "me too" products. We're building a portfolio of brands where **every product is designed to be a category leader**. To be considered as a Flagship product within Arego Brands, there are five non-negotiable criteria it must meet:

- 1. Unique in the Market** - Nobody else has it
- 2. Exclusive in the Market** - Nobody else **can** have it
- 3. Delivers Real Results** - Proven by science or customers can feel/see the results
- 4. Consumable and Repeatable** - Recurring revenue which will drive true lifetime value
- 5. Competitively Priced for Wide Market Appeal** - We need optimal profit margins to establish fair pricing and maintain high demand

Built on a Powerful Story that builds emotional connection AND real community... Arego is not starting with just one flagship — **Arego already has four flagship products in-market**, each one defining a new standard in its category — And we're just getting started... **two more highly disruptive flagships are already developed and ready for launch.**

ADAPT X.1™



ABOUT

Offers a proprietary neurotransmitter-balancing spray supplement (Adaptogenic) that modulates serotonin using patented ingredient and validated through a Yale double-blind sleep study. No comparable delivery exists on the market.

Patented technology with research backing (multiple patents and Yale protocol validation) ensures exclusivity—no other brand can replicate this exact mechanism or formulation.

Backed by user testimonials (“almost immediately saw benefits,” “positively changed how I deal with stress”; measurable sleep improvements), plus a Yale clinical double-blind study.

A spray supplement format used daily supports consistent repurchase and long-term user dependency.

At \$55-\$70 per bottle/spray per online stores, pricing positions it as accessible in the wellness/supplement space amid high perceived value. Already previously grown a customer base of over \$400,000 a month in Germany.



ADAPT X.1™

BALANCE YOUR BODY, NATURALLY

WHAT MAKES ADAPT X.1 "AREGO" WORTHY?

- **Nature meets science:** A botanical, spray-on formula backed by patents and top-tier academic validation
- **Effortless ritual:** A few sprays deliver calm—no pills, no water needed
- **Holistic benefit:** Supports stress, mood, and sleep through adaptogenic balance—not gimmicks
- **Clean and elegant:** A sleek, modern product that feels premium, scientific, and understated, all at once

ELEVATOR-READY PITCH

“Meet **Adapt X.1**, a science-backed adaptogenic spray crafted with patented ADAPTENOL polyphenols and validated by a Yale double-blind study—engineered to help stabilize serotonin, reduce stress, and enhance sleep. Users report improvements almost immediately, and its sleek daily-spray format feels modern and effortless. It’s nature and neuro-balance in your pocket.”

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5 FLAGSHIP KEYS

1. UNIQUE IN THE MARKET

Adapt X.1 features a **proprietary adaptogenic polyphenol blend** derived from young monocot grasses—called **ADAPTENOL**—formulated to support natural serotonin balance and stress relief in a gentle, non-habit-forming spray format. This unique composition sets it apart from traditional supplements or sleep aids.

2. EXCLUSIVE IN THE MARKET

The formulation is backed by **six patents** and, notably, claims validation via a **Yale University double-blind sleep study**, lending scientific rigor and exclusivity to Adapt X.1.

3. DELIVERS REAL RESULTS

Users consistently report meaningful improvements in **sleep quality**, **stress resilience**, and an overall calmness. Many customers see results “nearly right away,” with one user noting it “totally changed the way I deal with stress.”

4. CONSUMABLE AND REPEATABLE, DRIVING LIFETIME VALUE

Adapt X.1 comes as a convenient **daily spray**, making it easy to integrate into routines and encouraging **repeat usage** for sustained wellness and customer loyalty.

5. COMPETITIVELY PRICED FOR WIDE MARKET APPEAL

Adapt X.1 is a patented, science-backed adaptogen spray and for health-conscious consumers, it is very competitively priced when compared against other generic or pill-form supplements.



ADAPT X.1™

AUERA™



ABOUT

AUERA Skin positions itself as a high-performance, science-backed skincare that simplifies routines with amazing results (“shortcut to glow”) AUERA has been created with exclusive formulas and clean-sourced ingredients and it utilizing the same delivery system as Adapt... no comparable delivery exists on the market.

AUERA offers proprietary technology that blends a powerful combination of hyper-bio-available ingredients only offered by the AUERA brand: Advanced Peptides, Vitamin B Complex, Plant Stem Cells, Ultra Low Molecular Weight Sodium Hyaluronate, Pearl Powder, Frankincense Essential Oil



AUERA is a spray supplement used daily for best results, which ensures a recurring purchase and long-term users. One bottle lasts between 30-45 days of daily use.

AUERA has many amazing testimonials and we have already grown a customer base of over \$100,000 a month in EU.



AUERA™

MAXIMUM BENEFIT. MINIMUM EFFORT

WHAT MAKES IT "AREGO" WORTHY?

- **Futuristic skincare:** Cutting-edge spray technology meets nature's finest actives—for a visibly radiant, feel-good ritual.
- **Next-gen absorption:** Micronization means ingredient payload—and your results are amplified without heavy creams or sticky residue.
- **Effortless elegance:** One spray, multiple benefits: glow, hydration, clarity—all delivered with a luxurious sensory experience.
- **Smart beauty investment:** High-impact performance that feels indulgent without being overcomplicated—a beauty secret that looks as good as it feels.

ELEVATOR-READY PITCH

“Discover **Auera Skin Care**—a revolutionary **spray-on skincare system** that harnesses micronized peptides, ultra-low molecular weight hyaluronic acid, plant stem cells, pearl powder, vitamin B complex, and frankincense—all delivered deep into your skin via our exclusive SIMPLE SPRAY TECHNOLOGY™. The result? Real reduction in inflammation, fine lines, hyperpigmentation, and blotchiness... without fuss or heaviness. It's the future of beautiful skin—elevated, effortless, and effective.”

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5 FLAGSHIP KEYS

1. UNIQUE IN THE MARKET

Auera stands out with its **SIMPLE SPRAY TECHNOLOGY™**, a proprietary delivery system that micronizes active ingredients—maximizing penetration into the deeper layers of skin for results you can see and feel.

2. EXCLUSIVE IN THE MARKET

This micronized spray formula isn't something others offer — it's Auera's own formulation combining **advanced peptides, ultra-low molecular weight hyaluronic acid, plant stem cells, vitamin B complex, pearl powder, and frankincense essential oil**—all delivered with precision.

3. DELIVERS REAL RESULTS

Users benefit from visibly reduced **inflammation, fine lines, hyperpigmentation, and blotchiness**—all from natural, high-impact formulas that really absorb and deliver results.

4. CONSUMABLE AND REPEATABLE, DRIVING LIFETIME VALUE

As a daily skincare essential, it's designed for ongoing use—its spray format is convenient, low-mess, and encourages repeat purchases for sustained skin transformation and long-term loyalty

5. COMPETITIVELY PRICED FOR WIDE MARKET APPEAL

Auera is substantially less expensive than the Multi-Step Systems currently on the market, and with the combination of luxe ingredients, innovative delivery, and multifunctional benefits, Auera is a premium-yet-smart choice—perfect for consumers who value efficacy and elegance.



AUERA™

LOSE-IT



ABOUT

Lose-It™ features a proprietary blend of **TheaCrine™**, **Green Coffee Bean Extract**, **Raspberry Ketones**, **Bitter Orange Extract**, **Yohimbe Bark**, and **Digezyme®**, arranged in a specific formulation that differentiates it from standard weight-loss supplements.

The formula and ingredient mix are **exclusive to Aritey**, available only through the Aritey site and not licensed broadly, making replication by competitors nearly impossible.

Recent touts have claimed that Lose-It accelerated fat loss and lean-body transformations. While third-party clinical data isn't cited directly, the presence of multiple bioactive ingredients recognized in peer-reviewed studies lends credibility and user feedback has yielded amazing results.

In the United States, the product is poised as a great replacement for GLP injections and many have used the product to support them as they try to wean off the injections.

YOUR LEAN, ENERGIZED SELF AWAITS

WHAT MAKES IT "AREGO" WORTHY?

- **Clean, confident, and effective:** It isn't just another supplement—it's your daily edge to feel lean, energetic, and in control.
- **Smart synergy:** Combines multiple functional ingredients (thermogenics, appetite control, digestive enzymes) into one sleek capsule.
- **Stylish self-care:** It's wellness you can easily pop into your routine—premium design married with performance.
- **Sustainable results:** Not a quick-fix gimmick, but a daily investment in your best self.

ELEVATOR-READY PITCH

“Introducing Aritey™ Lose-It™ —a scientifically curated weight-management supplement that fuses TheaCrine™, Green Coffee Bean, Raspberry Ketones, Bitter Orange, and digestive support enzymes to ignite fat burn, suppress cravings, and boost metabolism—delivering real progress and consistent energy. Lose the weight... Gain the Energy with Lose-It™.



LOSE-IT™

5 FLAGSHIP KEYS

1. UNIQUE IN THE MARKET

Aritey™ Lose-It™ stands apart by combining **TheaCrine™, Green Coffee Bean Extract, Raspberry Ketones, Bitter Orange, Yohimbe Bark,** and **Digezyme®**—a proprietary blend engineered to boost fat-burning, metabolism, and appetite control in one potent capsule. No other product bundles these plant-based, scientifically inspired ingredients with digestive support all in one.

2. EXCLUSIVE IN THE MARKET

The blend of ingredients is distinctly formulated. The fusion of TheaCrine™, natural thermogenics, and appetite-regulating compounds gives Lose-It™ exclusivity that competitors simply can't replicate.

3. DELIVERS REAL RESULTS

Thermogenic nutrients like Green Coffee Bean and Green Tea elevate metabolism and support fat loss... Appetite suppressants like Raspberry Ketones and PEA help you stay on track with your calorie goals... Vitamin C and anti-inflammatory PEA support overall well-being and sustainable progress.

4. CONSUMABLE AND REPEATABLE, DRIVING LIFETIME VALUE

Lose-It™ is a daily wellness companion. Regular use becomes a habit—one that fuels progress, keeps cravings in check, and builds results over time... which in turn supports long-term adherence and customer loyalty.

5. COMPETITIVELY PRICED FOR WIDE MARKET APPEAL

Priced very competitively in the weight management market, Lose-It™ positions itself as a premium yet attainable option for those seeking an effective, science-driven weight management option.



LOSE-IT™

BREW WELL™



ABOUT

Brew Well™ blends the daily ritual of coffee with advanced wellness support, combining collagen, inulin, and L-carnitine in a formulation that elevates far beyond standard brews. Each ingredient plays a role in supporting skin health, gut balance, metabolism, and longevity —making your morning cup both energizing and restorative.

The formula is exclusive to Brew Well™ and available only through Arego Brands, ensuring a premium, unreplicable experience that sets it apart from ordinary functional coffees.

Testimonials have highlighted noticeable benefits, with claims such as “I saw change after just four cups,” reinforcing its reputation as more than just a caffeine fix. While formal clinical trials are not cited, the inclusion of research-recognized compounds lends credibility, and consumer feedback has been overwhelmingly positive.

In the United States, Brew Well™ is positioned as the smarter choice for those who want their coffee to serve as both a performance boost and a self-care practice. With its subscription-based model, it delivers consistent, results-driven indulgence—functional, elegant, and habit-forming in all the right ways.

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BREW WELL™

A MORNING HABIT, MADE HEALTHY

WHAT MAKES IT "AREGO" WORTHY?

- **Wellness meets indulgence:** It blends the familiar comfort of coffee with advanced, health-forward benefits.
- **Daily performance with daily care:** It's both an energizing routine and a self-care moment.
- **Effortlessly elevated:** Your morning coffee isn't just a brew—it's a ritual that supports beauty, gut health, metabolism, and longevity.
- **Smart repeatable premium:** Subscription-based, results-driven, sustainably elegant.

ELEVATOR-READY PITCH

“Imagine your morning coffee delivering more than caffeine—each cup of Brew Well™ is packed with collagen, inulin, and L-carnitine to support skin, gut, metabolism, and anti-aging. Unique in the market and backed by testimonials like ‘I saw change after just four cups,’ it’s a daily wellness boost you can subscribe to—premium, results-driven, and deliciously accessible. It’s functional indulgence that builds lifetime loyalty.”

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5 FLAGSHIP KEYS

1. UNIQUE IN THE MARKET

No one else is offering **specialty coffee** infused with **collagen, inulin, and L-carnitine** for natural “beauty-from-within” benefits. Brew Well™ doesn’t just wake you up—it nourishes your skin, gut, metabolism, and aging process.

2. EXCLUSIVE IN THE MARKET

This formulation is *proprietary*—nobody else can replicate Brew Well’s exact blend of wellness ingredients in a roasted, ready-to-drink coffee. It’s a one-of-a-kind offering that stands alone in the market.

3. DELIVERS REAL RESULTS

Customers rave about tangible benefits: “Anti-aging and weight loss are important at this stage in my life”... “I started to notice a difference after the fourth cup”. These testimonials aren’t just feel-good—they reinforce real outcomes and credibility.

4. CONSUMABLE AND REPEATABLE, DRIVING LIFETIME VALUE

This isn't a one-and-done product—it’s a daily ritual. The option to **subscribe for monthly shipments** ensures recurring purchases, fostering long-term engagement and consistent wellness results.

5. COMPETITIVELY PRICED FOR WIDE MARKET APPEAL

Brew Well offers premium, functional coffee that's accessible—not overly indulgent and not stripped down for a price that won’t break the bank. With a balance of luxury and value, it speaks to both wellness aficionados and regular coffee lovers.



BREW WELL™

KAELEOS SKIN™



ABOUT

Kaeleos is the next generation of Skincare from the actual manufacturer of RIMAN's Skincare.

Point of interest:

RIMAN, with a lesser quality product, did over \$545M top line revenue in 2023 before changing compensation.

WHY WE LOVE IT

- BECAUSE WE ACTUALLY LOVE IT
- Great stories
 - Red light therapy benefits infused through micronized red diamond technology.
 - Nobel Prize Winning Ingredient, Multiple Patented Ingredient.
- Meets the 5 Flagship Requirements

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KAELEOS SKIN™

REAL LUXURY, EXCLUSIVE SCIENCE

WHAT MAKES IT "AREGO" WORTHY?

Kaeleos™ introduces a breakthrough approach to skincare, merging luxury with science through patented technologies, Nobel Prize–recognized ingredients, and nature-driven formulations. At its core is Red Diamond, a gem that vibrates skin cells over 2,000 times per minute, paired with advanced peptides, exosomes, and natural hot spring minerals to drive deep regeneration, hydration, and radiance.

The Kaeleos™ line is built on exclusivity: 15 globally patented ingredients, 10 specialized skin peptides, and proprietary delivery systems like the Celoferrin Exosome method, which ensures 16x deeper absorption than standard formulations. With EWG Green-Grade assurance and clinically tested satisfaction rates exceeding 98%, Kaeleos™ sets a new standard in clean, effective, and performance-driven skincare.

User feedback has highlighted rapid transformation—visible elasticity, hydration, and clarity within days. While third-party clinical trials are not cited directly, the blend of Nobel-level science and consumer results reinforces its credibility.

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5 FLAGSHIP KEYS

1. UNIQUE IN THE MARKET

Kaeleos™ stands out with its **all-natural, full-system skincare solution**—a comprehensive regimen that targets aging skin with precision and purity. With multiple patents

2. EXCLUSIVE IN THE MARKET

This isn't a patchwork of serums; it's a thoughtfully curated **system-based routine**, built and branded under the Kaeleos™ name. Its curated ingredients and bundling make it a distinct offering you can't replicate.

3. DELIVERS REAL RESULTS

This system is crafted to deliver visible transformation—for those committed to an elevated skincare routine. While specific testimonials weren't featured, the comprehensive nature of the system strongly suggests measurable improvements in tone, texture, and signs of aging.

4. CONSUMABLE AND REPEATABLE, DRIVING LIFETIME VALUE

As a full skincare system, daily use is built into the plan—delivering ongoing care, replenishment, and customer retention. Its systemized approach naturally encourages repeat purchases for sustained results.

5. COMPETITIVELY PRICED FOR WIDE MARKET APPEAL

Kaeleos™ Skincare is priced to sit firmly in the **luxury skincare category**—crafted for discerning consumers who invest in precision, depth, and quality in their regimens.

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KAELEOS SKIN™



RESPLUS™



ABOUT

ResPLUS is the NEXT generation from the actual manufacturer and main marketers of RESERVE from Jeunesse Global (SE Asia region).

Points of interest:

- RESERVE made up 80% of \$1.47 Billion in annual sales at Jeunesse.
- Arego is working with the actual manufacturer and leaders (both corporate and the field) who built over 12% of the global market.
- There is a vacuum in demand for the product since Jeunesse went out of business and we already have massive for this product.

WHY WE LOVE IT

- ResPLUS is an improved “next generation” from the same manufacturer.
- Massive Margins (10x), Massive Teams Ready, Massive Demand.
- Meets the 5 Flagship Requirements.

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YOUTHFUL VITALITY, ELEVATED

WHAT MAKES IT "AREGO" WORTHY?

- **Wellness-meets-luxury:** A sleek, single-serve gel that delivers super-fruit potency without fuss.
- **Sleek sophistication:** Exotic berries and elite antioxidants deliver both substance and sensorial delight.
- **Visible-from-within appeal:** Supports youthful vitality, inner radiance, and long-term cellular health.
- **Effortless elegance:** One packet a day—no capsules, no mess—just liquid luxury you can feel good about.

ELEVATOR-READY PITCH

“Meet **ResPLUS**, a next-gen antioxidant elixir derived from the renowned Reserve™ formula. Each 30 ml gel packet combines Resveratrol with powerhouse super-fruits like acai, pomegranate, blueberry, grape, green tea, and aloe—delivered in a highly bioavailable, CAP-e-validated format to protect cells, boost energy, and preserve youthful vitality. It’s daily nourishment that’s elegant, effortless, and scientifically backed—premium wellness in a packet.”

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RESPLUS™

#AREGOBRANDS



5 FLAGSHIP KEYS

1. UNIQUE IN THE MARKET

ResPLUS features a *rare, ready-to-use gel blend* of potent **super-fruit antioxidants**—including dark sweet cherry, blueberry, concord grape, pomegranate, açai, green tea extract, aloe vera, grape seed extract, and highly-effective **resveratrol**—all in individually-packaged 30 ml gel sachets for premium convenience. This format and ingredient synergy stands alone.

2. EXCLUSIVE IN THE MARKET

It uses a *CAP-e validated antioxidant delivery system*, demonstrating that its antioxidants are effectively absorbed into living cells to fight oxidative stress. Plus, the exact fruit combination is proprietary, ensuring exclusivity that others can't easily replicate.

3. DELIVERS REAL RESULTS

This blend of nature's most powerful antioxidants works to *neutralize free radicals, recharge internal systems*, and help the body combat signs of aging—supporting immune health, heart wellness, energy levels, and cellular vitality.

4. CONSUMABLE AND REPEATABLE, DRIVING LIFETIME VALUE

With 30 individually sealed gel packets per box, ResPLUS encourages daily use. This convenient format and habit-forming ease support repeat purchases, sustained wellness, and exceptional customer loyalty.

5. COMPETITIVELY PRICED FOR WIDE MARKET APPEAL

Previously, Reserve retailed at accessible mid-tier pricing (e.g., ~\$145 for a 30-pack of premium antioxidant gel sachets) with a compelling value proposition—perfect for consumers seeking effective anti-aging and wellness support without the luxury-price tag.

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RESPLUS™

#AREGOBRANDS

KEY METRICS

Min 5x-12x Multipliers

55% Maximum
Commission Model

(Includes breakage and two (2) fail safe rules for company longevity 1M & CM)

Minimum simple 45PV
and 115 PV requirement

(for qualification for leveraged commissions)



PROFIT TARGET 25%
(Minimum)

3%

Annual Hold for Legal
"WAR CHEST"



LONGEVITY TARGET
(Infinity)

55%

Annual Hold on all
revenue toward
commissions

4K

MEMBERS
(SINCE JULY 2023)



Go to market strategy for **SE Asia Region** (Traditional MLM)

BELLY-TO-BELLY MEETINGS

Our leadership team in SE Asia already plans to hit the smaller provinces in Thailand, Singapore, and Malaysia. Most companies focus on the large population centers like Bangkok. We will focus on smaller provinces with less competition.

ST"AREGO" CAFES

In the large city centers in SE Asia we are already setting up inexpensive and small "cafes" with Arego Coffee, Brew Well, as the main product. It creates a perfect meeting space for recruiters to bring people in.

LEADERSHIP INCENTIVES

Bonus Promotions, Travel Incentives, Constant creation of urgency. This has always been part of the recipe to building massive, motivated teams in SE Asia.

Go to market strategy for **North America** (MLM with a BIG face lift)

BELLY TO BELLY MEETS MODERN MARKETER

Our leadership team in the USA is prepared to deliver traditional MLM with live meeting and zoom calls, BUT, part of the power of our model is recruiting Influencers with familiar compensation and tools for their businesses.

LEADERSHIP INCENTIVES

Bonus Promotions, Travel Incentives, Constant creation of urgency for networkers and customers of influencers.

COMMUNITY COMMERCE - EMBRACE INFLUENCERS

With our connections and access to contacts in the celebrity and influencer world, Arego is looking to impact the influencer market with products like KAELEOS, our high-end Korean skincare line... 25% commissions plus overrides.

MERGE WITH E-COMMERCE

E-commerce has proven effective for thousands of entrepreneurs. Why not give these entrepreneurs websites and tools to support them in taking our products to their marketplace?





PAUL LIM **General Manger of Southeast Asia Region**

Paul Lim is a legendary corporate leader in the industry. He was responsible for the success of multiple well-known, successful companies in Malaysia and the Southeast Asia Region. He has led Billion dollar brands such as Jeunesse, Mona Vie, and additional successful brands such as Visayo and Zrii. Arego was able to obtain Paul by giving him ownership shares and offering to help launch brands he believes in. He is ready to “build his legacy” with Arego.

Suwat Wangwuratakura

Manager of Thailand Market

Since 2004 Suwat has successfully lead multiple teams, both on the distributor side as well as the Corporate side, generating hundreds of millions of dollars in sales revenue. For Synergy, Suwat ran point on their field development in Thailand, Cambodia, Vietnam and more, and he was also put in charge of building corporate at Mona Vie.



Neil Ferry

Southeast Asia Field Leadership (non-employee)

With over more than three decades of proven field performance, we affectionately call Neil our bull dog. He has a unique skill of being able to be a hard driver but with a good temperament, and because of that Neil has had a tremendous amount of success in Network Marketing. He has been a top earner in Herbal Life, Visalis, and Jueness. Neil is a traditional belly to belly networker with a track record that speaks for itself.

BUSINESS LICENSES

Company established in Singapore and Thailand with the appropriate licenses to legally do business as an MLM in both countries

OVERSEAS BANKING

Bank Accounts and Merchant Accounts set up in both Singapore and Thailand

OVERSEAS OFFICES:

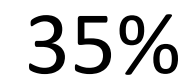
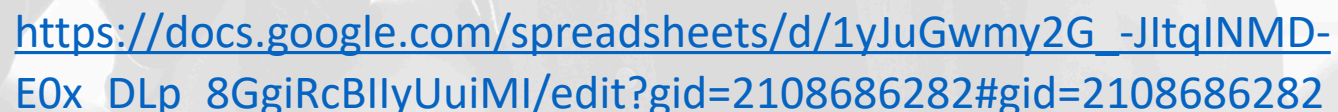
Office/Meeting Space in Thailand and Singapore is officially established.

PRODUCT LICENSES (LEGAL TO SELL)

Singapore: Auera, Brew Well, Adapt X.1, RES+Traction

Thailand: Auera, Brew Well, (Adapt X.1, RES+ are in the process of getting licensed)

**Since the July 23rd launch in Thailand, Suwatt has enrolled 80 distributors to date and established a Thailand office.

 PROPOSED STARTING CASH \$1,600,000 PROPOSED MONTHLY BURN \$90,000 PROJECTED GROWTH RATE 35% RUNWAY TARGET VIABLE /PROFITABLE BREAK EVEN MONTH 12

https://docs.google.com/spreadsheets/d/1yJuGwmy2G_-JltqINMD-E0x_DLp_8GgiRcBIIyUuiMI/edit?gid=2108686282#gid=2108686282

CURRENT STATE

MONTHLY REVENUE

\$61,000

MONTHLY BURN

\$11,000

REVENUE GROWTH RATE

600%+

(Month over Month)

CURRENT INVENTORY VALUE

\$825,000

1) High-Level P&L (Years 1-3, Conservative Scenario)

Year 1 - Revenue: \$519,760.00 | Expenses: \$1,013,786.80 | Net Profit: -\$494,026.80 | Units: 6,497

Year 2 - Revenue: \$6,580,320.00 | Expenses: \$5,528,904.00 | Net Profit: \$1,051,416.00 | Units: 82,254

Year 3 - Revenue: \$23,643,520.00 | Expenses: \$18,240,988.00 | Net Profit: \$5,402,532.00 | Units: 295,544

2) Unit Economics (Conservative)

Average Selling Price (ASP): \$80.00

COGS per unit: \$10.00

Gross Margin per unit (pre-commissions/fees): \$70.00 (87.5%)

Variable cost burden (commissions + fees + war chest): 62% of revenue

Contribution per unit (after variable costs & COGS): \$20.40

Monthly fixed overhead: \$52,213.80

3) 1, 3, and 5-Year Forecast (Conservative with operating leverage)

Year 1 - Revenue: \$519,760.00, Net Profit: -\$494,026.80 (Margin -95.05%), Units: 6,497

Year 2 - Revenue: \$6,580,320.00, Net Profit: \$1,051,416.00 (Margin 15.98%), Units: 82,254

Year 3 - Revenue: \$23,643,520.00, Net Profit: \$5,402,532.00 (Margin 22.85%), Units: 295,544

Year 4 - Revenue: \$40,193,984.00, Net Profit: \$10,096,353.80 (Margin 25.12%), Units: 502,424

Year 5 - Revenue: \$54,261,878.40, Net Profit: \$15,134,959.14 (Margin 27.89%), Units: 678,273

4) CAC / LTV (Conservative)

LTV is contribution per unit times expected orders per customer.

Contribution per unit \approx \$20.40. Therefore:

- 1 order: LTV \approx \$20.40

- 2 orders: LTV \approx \$40.80

- 3 orders: LTV \approx \$61.20

Breakeven CAC thresholds align to those LTV values. Provide average orders per customer (or churn/retention) and paid acquisition mix to finalize LTV:CAC.

OUR ASK

TOTAL INVESTMENT SOUGHT: \$6,600,000

IMMEDIATE NEED: \$1,600,000

PROJECTED NEED YEAR 1: \$2,000,000

IMMEDIATE USE OF FUNDS: Immediate funds will be used for employee, leadership, and product production. Our leadership/employee team needs a focused group working to support the international business leaders and a focused effort on the domestic front to build out our new vision of MLM for the world.

LONG TERM FUND USE: Funds will be used ONLY on an as needed basis and will be toward rapid growth. We currently plan to grow steady and strong, however, at times networking can be explosive. We want to remain prepared for rapid expansion should the need arise.

OPTION 1:

SAFE with Royalty + Equity

Key Idea: Lower valuation today, with cash returns first, equity upside second.

- **Investment:** Up to **\$6M** via SAFE (drawn in tranches).
- **Repayment:** Investors receive **5% of net revenue** until they earn **1.5x their investment** (e.g., \$6M → \$9M).
- **Equity Conversion:** Only the **remaining principal** not repaid converts at the next priced round.
- **Valuation Cap:** ~\$40M post-money.
- **Dilution:** ~9–10% if full \$6M is drawn; ~5% if only \$3M is used.
- **Why Investors Like It:** Downside protection with a clear cash return, plus upside equity exposure.

“Why This Structure Works”

- **Flexibility:** We draw capital only as needed — you don’t get diluted for unused capital.
- **Investor Alignment:** Royalties, interest, or discounts ensure you’re rewarded for early risk.
- **Founder-Friendly:** Maximum **10% dilution cap** preserves long-term equity value.
- **Scalability:** Options tailored for different risk/return profiles — easy to close commitments quickly.

OPTION 2:

SAFE with Interest + Equity

Key Idea: Fixed growth premium, simple structure.

- **Investment:** Up to **\$6M** via SAFE (tranche-based).
- **Interest Premium:** SAFE balance accrues **20% return** at conversion (e.g., \$6M → \$7.2M).
- **Valuation Cap or Discount:** ~\$40M cap or 15% discount at next round.
- **Dilution:** ~9–10% at full drawdown.
- **Why Investors Like It:** Predictable return multiple with upside participation.

OPTION 3:

Straight SAFE (Equity-Only, Tranche-Based)

Key Idea: Clean, equity-focused play for high-conviction investors.

- **Investment:** Up to **\$6M** via SAFE.
- **Valuation Cap:** ~\$40M post-money (10% max dilution).
- **Tranche Design:** Equity conversion only applies to **capital actually deployed**.
- **Upside:** Investors fully ride company growth without revenue repayment.
- **Why Investors Like It:** Simple and clean, strong upside if valuation grows rapidly.

SAFE documents are issued and signed and investments are set to be received using CARTA.