



*Providing Health Conscious Consumers  
Nutritional And Lifestyle Solutions  
To Help Them Achieve Goals*

*A developer and distributor of over 2,300 health and nutritional related products and services, ranging from nutritional products to apparel and fashion accessories, through a global "consumer cloud" of independent direct selling networks. The Company is currently generating revenue from their two premium product pipelines: Direct Sales (89% of revenue) and Commercial Coffee segments (11% of revenue).*

## About the Company

### Market Data

Ticker (OTCQX)	YGYI
Stock (08/19/2016)	\$0.28
52-Wk Range	\$0.22 - \$0.35
Avg. Vol (3m)	66,000
Shares Outstanding	393M
Market Cap	\$104.5M
Insider Ownership	72%

## Investment Highlights

- ❖ Among the Top 100 Global Direct Selling Companies\*
- ❖ Operates in high growth industries, Direct Selling and Coffee
- ❖ Committed to aggressive expansion through organic growth, mergers and acquisitions
- ❖ Well-capitalized and profitable
  - Reported 16 consecutive quarters of positive EBITDA
  - Completed \$5.1M private placement in Oct. 2015
- ❖ Experienced management team led by two biomedical research pioneers
- ❖ New Technology Center will support E-commerce and social commerce experience for distributors and consumers

\*Direct Selling News, an informative direct selling industry magazine



- ❖ Offer nutritional and lifestyle products and services through a global "consumer cloud" of direct selling networks
- ❖ Expansive global direct selling network of over 270,000 customers and distributors in 70 countries and territories
  - International markets represent greatest future opportunity
  - Only 6% of current sales revenue is derived from outside the U.S.
- ❖ International Entry Points Established:
  - Latin America – Mexico
  - Eastern Europe – Russia
  - Asia – Singapore
- ❖ More than 2,300 high-quality consumer products
 

▪ Nutritional Supplements	▪ Gourmet Coffee	▪ Business Lending
▪ Weight Management	▪ Packaged Foods	▪ Telecare Health Services
▪ Health and Wellness	▪ Lifestyle Products	▪ Pet Care
▪ Skincare and Cosmetics	▪ Apparel and Accessories	▪ Home and Garden

## Mergers & Acquisitions

- ❖ August 2016 – Nature's Pearl
  - Grower, manufacturer, and direct seller of Muscadine grape products, including nutritional supplements, skin care and Muscadine juice
- ❖ August 2016 – Renew Interests
  - Manufacturer and distributor of SOZO Global Coffee and Integris brands
- ❖ March 2016- Telecare
  - Provides direct access to doctors and medical care via telephone, video or app for a monthly fee
- ❖ March 2016- Small Business Lending
  - Business term loans from \$10K to \$500K same day approval, capital within 3 days
- ❖ May 2015 – Mialisia
  - Direct-sales jewelry company specializing in VeraStyle™ jewelry, interchangeable jewelry
- ❖ March 2015 – JD Premium
  - Dietary supplement products which boost energy, Vitamin D, and fight inflammation
- ❖ Feb. 2015 – STA Natural
  - Supplement products which support natural health and wellness for pets and people
- ❖ Jan. 2015 – Launched MK Collaboration
  - Designs, manufactures, and distributes designer fashions, jewelry, and accessories
  - Offers individuals opportunity to become fashion entrepreneurs through their own eBoutique website
- ❖ Jan. 2015 – Energy Professionals
  - Assists clients in securing the best possible energy prices for their business by energy procurement, energy management, and data services
- ❖ Oct. 2014 – Restart Your Life
  - Dietary supplement company which provide immune system support products and therapeutic skin lotions
- ❖ June 2014 – Beyond Organic
  - Products designed to help minimize toxins and maximize nutrients from cleansing and detoxification to nutrient dense dairy products
- ❖ May 2014 – Good Herbs, Inc.
  - Produce high quality herbal products through no-heat, traditional method of herbal production and give the choice of from the wild or organically grown

## Management Team

### Steve Wallach, Chairman and Chief Executive Officer

- Two decades of direct sales experience
- Previously CEO of AL Global Corp. d/b/a Youngevity Essential Life Sciences
- Positioned the Company for steady growth organically and through M&As

### Dave Briskie, President, Chief Financial Officer

- Previously CEO, Javalution Coffee Company, JavaFit, and Café La Rica brands, all acquired by YGYI in 2011; CEO, Drew Pearson Marketing, Inc.
- Category creator of functional gourmet coffee

### Michelle Wallach, Chief Operating Officer

- 20 years experience in direct sales and management
- Previously developed a successful nutritional health product distributorship

### Dr. Joel Wallach, DVM, ND, Co-Founder

- Biomedical research pioneer with over 40 years in Veterinary Medicine
- Renowned for groundbreaking research on health benefits of selenium and other minerals
- Founded American Longevity in 1997, currently Youngevity

### Dr. Ma Lan, MD, MS, Co-Founder

- MD, Beijing Medical University; Master's degree, Transplant Immunology, Zhong-Shan Medical University
- Research has resulted in ten papers published in peer-reviewed journals
- Served as exchange scholar at Harvard Medical School of Medicine

### Brad Kenson, Chief Technology Officer

- 25 years technology experience includes e-tailing, order management and back office
- Developer of MK Collab e-boutiques and My Anthology web experience

### Alex Theis, VP of Distributor Relations and Training

- Previously VP of Sales and Marketing at Life Force International
- Experienced in developing sales initiatives, international management large customer service teams.
- Author of Amazon bestseller "Stop Pitching and Start Connecting: Social Media Strategies for Network Marketing"



- ❖ **Coffee roasting operation based in Miami, FL**
  - Café La Rica - 5<sup>th</sup> best selling espresso brand in the nation
- ❖ **Roasting capability of 10 million pounds per year in a 50k sq. ft. state-of-the-art facility with services including:**
  - Toll Roasting
  - Creating Custom Blends
  - Green Coffee Purchasing
  - Green Coffee Distribution
  - Private Label
  - Brand Building
  - Package Designing
  - Marketing Opportunities
- ❖ **Wide range of products and distribution network including own boutique brands, to hospitality, cruise lines, wholesalers, retailers, grocery chains, direct sellers, and office coffee services**
  - Dunkin Donuts
  - McDonalds
  - Tim Hortons
  - Sam's Club
  - Walmart
  - Winn-Dixie
  - Carnival Cruise Lines
  - Norwegian Cruise Lines
- ❖ **CLR entered Single-Serve Market**
  - K-Cups launched in May 2015

### Vertically Integrated Field to Cup

- ❖ **Currently own a coffee plantation and state-of-the-art dry-processing facility in Matagalpa, Nicaragua**
- ❖ **USDA Organic, Rainforest Alliance Certified™, Fair Trade Certified™, and Bird Friendly Certified**
  - Provides significant margin improvement in green coffee markets
- ❖ **Plantation, dry-processing facility and existing U.S. based facilities allows CLR to control coffee production process from field to cup**

## Growth Strategy

- ❖ **Continue to expand unique business model which includes:**
  - Broaden product range to growing database of distributors and customers
  - Goal is to build a community similar to other online marketers such as Amazon
- ❖ **Continue to support global expansion strategy, launched in 2014**
  - Eastern Europe, Russia, Israel, Mexico, Chile, Columbia, and Philippines
  - Recently opened offices in Russia, Mexico, and Kazakhstan
- ❖ **Committed to aggressive expansion through organic growth, mergers and acquisitions**
- ❖ **New Technology Center will support E-commerce and social commerce experience for distributors and consumers**
- ❖ **CLR Roasters has second coffee plantation under contract which will double field to cup capabilities**

### **Board of Directors**

#### **Steve Wallach, Chairman and Chief Executive Officer**

- Two decades of direct sales experience
- Previously CEO of AL Global Corp. d/b/a Youngevity Essential Life Sciences
- Positioned the Company for steady growth organically and through M&As

#### **Dave Briskie, President, Chief Financial Officer and President of Commercial Development**

- Previously CEO, Javalution Coffee Company, JavaFit, and Café La Rica brands, all acquired by YGYI in 2011; CEO, Drew Pearson Marketing, Inc.
- Category creator of functional gourmet coffee

#### **Michelle Wallach, Chief Operating Officer**

- 20 years experience in network marketing sales and management
- Previously developed a successful nutritional health product distributorship

#### **Richard Renton**

- Serves on Youngevity's Medical and Athletic Advisory Boards
- Oversees quality control issues for the Company's products
- Served as Associate Professor at PSU in Health and First Aid
- Board certified Athletic Trainer with the National Athletic Trainers' Association

#### **Bill Thompson**

- CFO, Broadcast Company of the Americas, operator of three radio stations, San Diego, CA; previously Corporate Controller
- Previously Divisional Controller, Mediaspan Group; CFO Triathlon Broadcasting Company

### **Contact Information**

Dave Briskie, CFO  
**Youngevity International**  
 800.982.3189  
[dbriskie@ygyi.com](mailto:dbriskie@ygyi.com)

Investor Relations Contact  
 Chuck Harbey  
**PCG Advisory Group**  
 646.863.7997  
[charbey@pcgadvisory.com](mailto:charbey@pcgadvisory.com)