

The MXI Story

COMPANY

EXECUTIVE TEAM

- Marty Brooks, Founder and CEO
- Jeanette Brooks, Founder and President
- Andrew Brooks, Founder and COO
- Dan Martin, Vice President

PREVIOUS CHOCOLATE EXPERIENCE

- Were the Founders of Pure De-Lite Products Inc
- 1st low-carb, sugar-free Belgium chocolate bar
- Sold in Wal-Mart, Walgreens, Rite-Aid, CVS, Eckerd, GNC, Albertson's, Winn-Dixie, Safeway, etc.
- 300 million dollars in retail sales

MXI (Marketing Chocolate Internationally)

- Founded June 2005
- Debt-free
- 1st healthy Belgian chocolate
- Patented cold-press processing technique from Belgium
- MXI has the worldwide exclusive distribution rights to chocolate made with this patented process
- Wal-Mart offered to buy the company for 12 million
- Founders decided to take Xocai to market through referral marketing (Network Marketing) rather than retail
- Achieved 10 million dollars in sales the first year

XOCAI ('show-sigh')

PRODUCT FORMULATION

- Cocoa beans grown on privately controlled farms on the Ivory Coast
- No pesticides, herbicides, environmentally conscious
- No free trade violations
- No child labor
- Rugged environment creates plants strong in phytonutrients and flavonoids (high level antioxidants)
- Flavonoids play an important role in protecting the cocoa plant
- Flavonoids also protect our bodies from free radical damage
- Cocoa beans contain over 300 chemically identifiable compounds making these beans one of the most complex foods on earth
- Cocoa is the highest source of antioxidants in the world
- Proprietary formulation containing acai berry and blue berry
- The acai berry, out of the Amazon, is the second-highest: 14 times more potent than spinach and 10-30 times more potent than red wine

- R&D team of 198 scientists and researchers

PRODUCT FACTS

- Focus on antioxidant, anti-inflammation, & anti-aging
- Recognized by the Bariatric Association for weight loss results
- Brunswick certified
- Convenient, healthy, guilt-free, delicious, mood elevator
- Lowers blood pressure, cholesterol, inflammation & insulin resistance

MARKETPLACE

- \$78 billion industry
- 9 out of 10 people crave chocolate
- 1 out of 2 eat it every day
- Average person eats 12 lbs/yr
- High demand/mass appeal
- Recession proof
- Extensive media coverage

OPPORTUNITY

- First to market
- Trendsetter/category creator
- No competition
- Repeat product
- High retention
- Documented health results
- Emotional vs. educational product
- Build only 2 teams
- Documented incomes
- Referral income and bonuses
- Revenue sharing pools
- Corporate fly-ins, car programs, exotic trips/cruises
- Trillion dollar wellness marketplace

EXPANSION

- 38 countries
- 10 distribution facilities