

**Corman USA Inc.**  
SKIN RESPECT AND COMPLETE SKIN PROTECTION

CORMAN

ORGAN<sup>Y</sup>YC<sup>®</sup>

# THE PROBLEM:

## Need for synthetic free pads and diapers

### Synthetic materials:

- cause harm to the human skin
- can be abrasive and cause rashes
- Drives health concerns to end users
- a product in this niche

### Conclusion:

- Market leaders have no organic substitutes and consumers are dissatisfied with their options

# CORMAN'S BENEFITS

Developed an manufacturing process that utilizes 100% cotton.

- Findings demonstrate a greater absorbent capacity.
- Easy on the skin
- Absorb sweat and wetness more effectively

Conclusion:

- The Company simply provides greater levels of comfort.



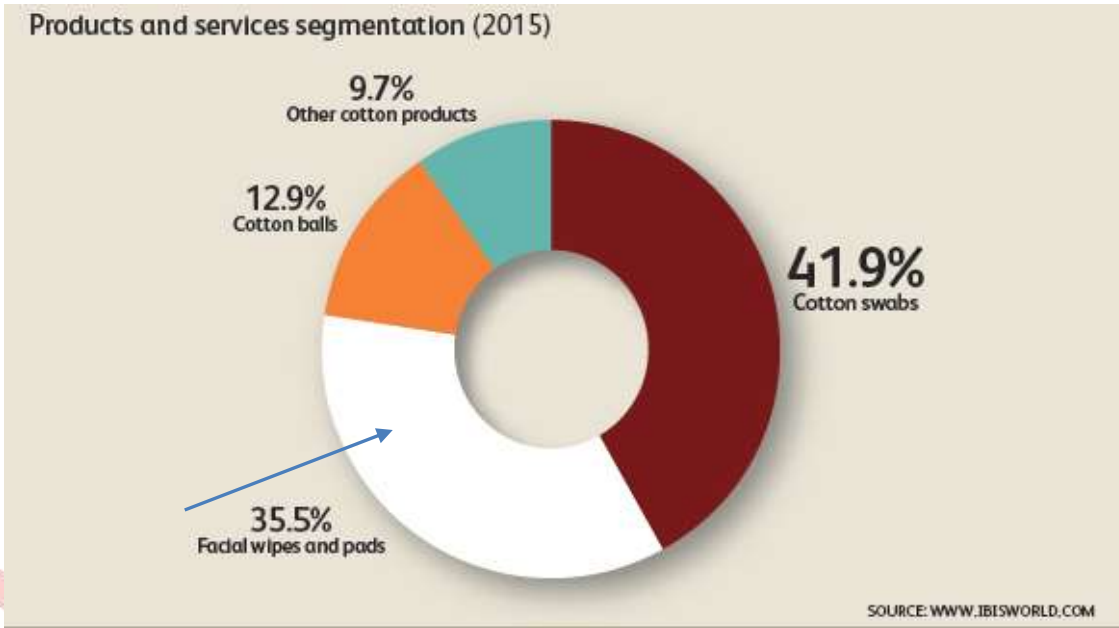
# The Market Opportunity for Manufacturing in the US

Cotton pads Manufacturing is already a \$95M Industry

Revenue  
**\$270.5m**

Annual Growth 15-20  
**1.9%**

Businesses  
**191**

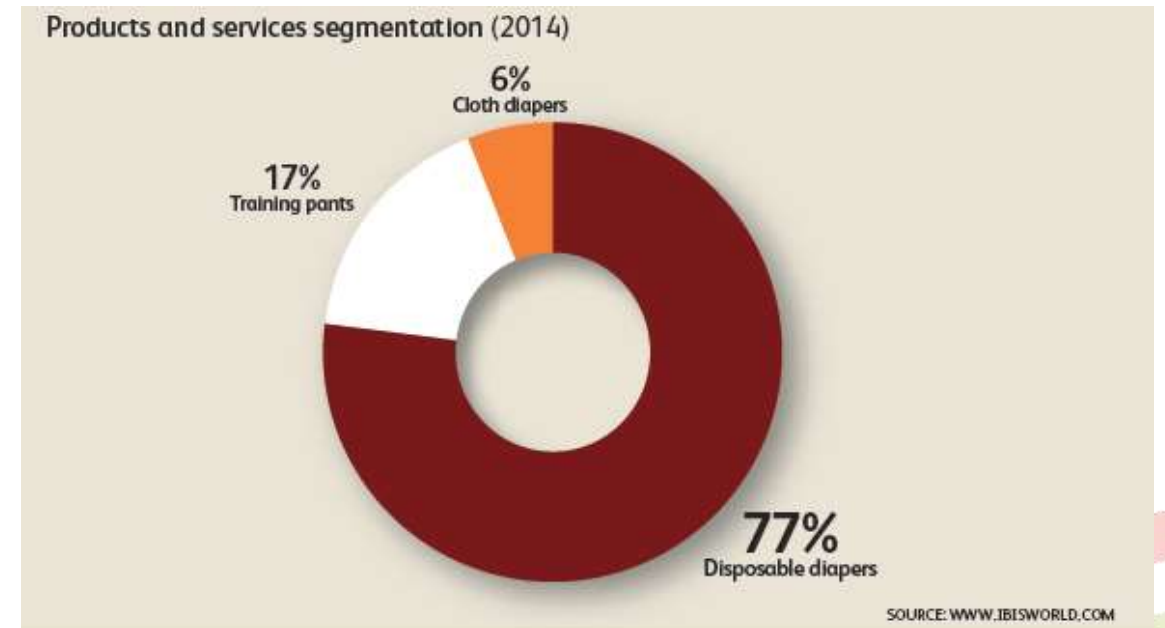


Diapers are a \$14.6BN industry with no Cotton solution

Revenue  
**\$14.6bn**

Annual Growth 14-19  
**2.1%**

Businesses  
**25**



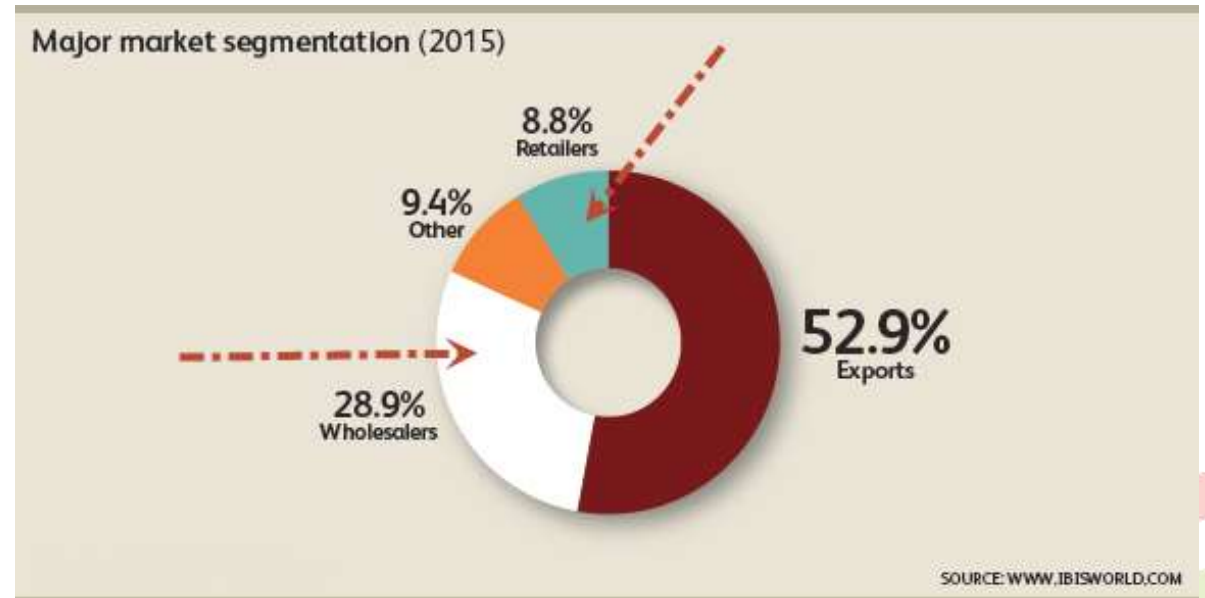
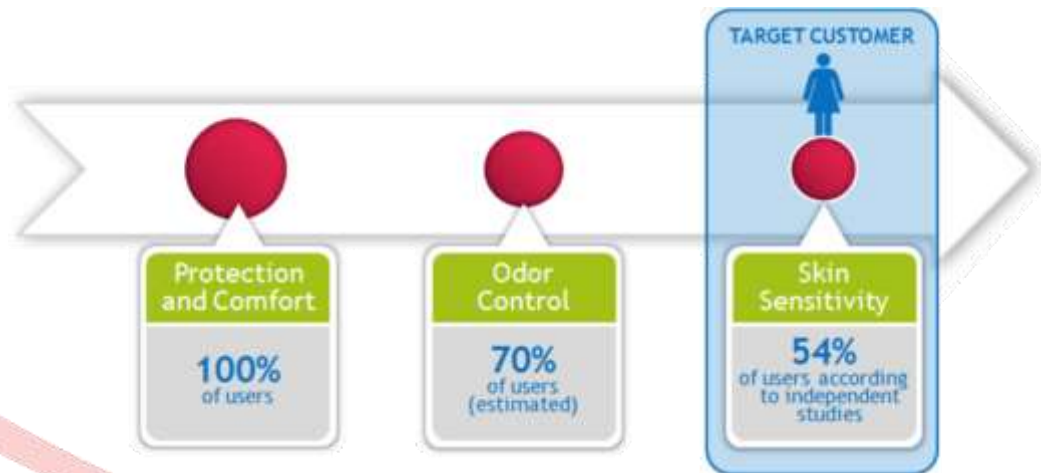
# Target End User and Customer

## Consumers:

These are women 15 – 49 years old  
54% of this gender, age demographic prefer skin sensitive products  
Cotton is the material of choice

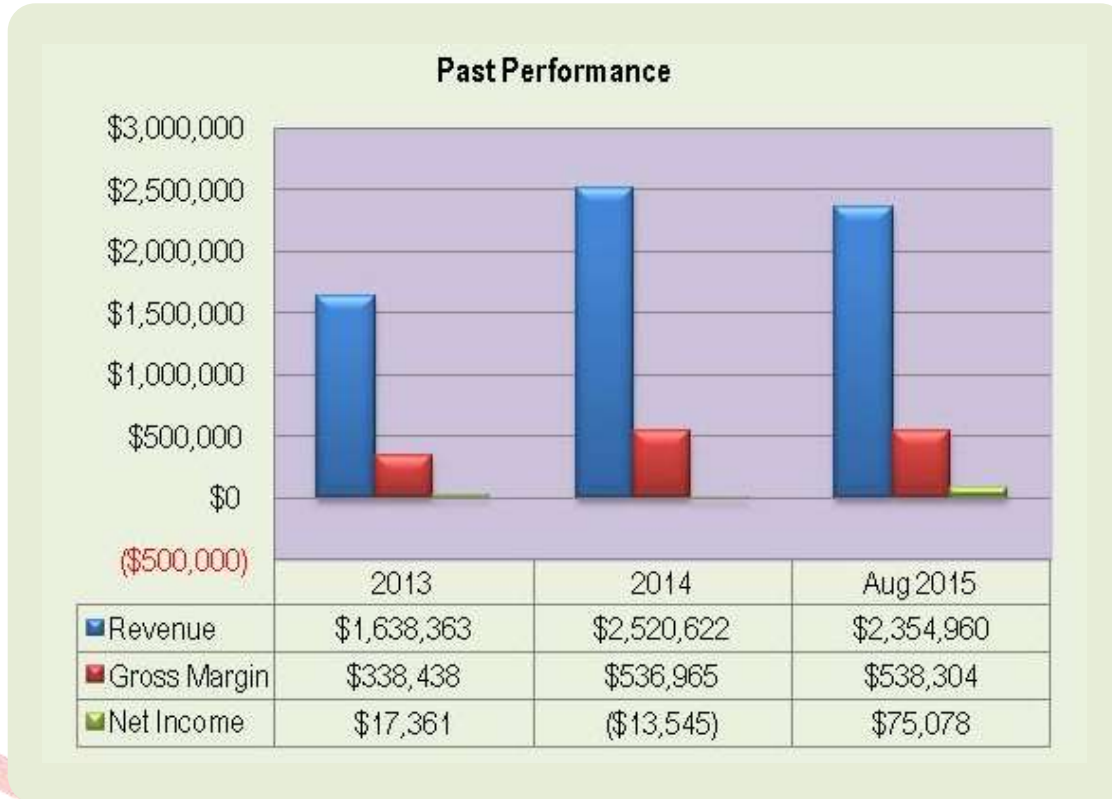
## Customers:

Wholesalers  
Big Box and boutique retailers  
Comprises 37.7% of total market segment



# Our consumers respond

## YOY Exponential Growth



## Over 6 Products in the Market

-  ORGAN(Y)C Tampons
-  ORGAN(Y)C Panty liner
-  ORGAN(Y)C Intimate Care
-  ORGAN(Y)C Beauty
-  ORGAN(Y)C Cotton Padding
-  ORGAN(Y)C Baby

# The Competitive Landscape



# The Corman Advantage

- The preferred product of choice amongst consumers
- Effectively mitigating skin sensitivity issues
- Proprietary manufacturing process
- Several clinical studies related to health advantages
- Pending private labels contracts





# THE NEXT CHAPTER

- Extend baby care (booster pad) and feminine care products
- Integrated selling and marketing tactics
- Connect customers and consumers to the brand
- Guide customer interactions from initial awareness through fulfillment
- Become a recognized market leader in the personal care products industry



ORGANYC

# Marketing

- Direct to consumers
  - E-commerce channel
- Social Media Marketing
  - Generate awareness for organic baby and feminine care
- Private Label & Direct Sales to retailers
  - CVS, Wholefoods, Honest.com
- Wholesale and Marketplaces
  - Amazon & Rakuten

# MANAGEMENT SUMMARY



**CEO**

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30 Years consumer product marketing  
Developed positioning for ~200 brands



**Managing Partner**

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30 Years experience in Personal Care Global  
President of Kimberly-Clark's Personal Care Division

# MANAGEMENT SUMMARY



# Exit Opportunities

Targets Active buyers

P&G

eKline

Edgewell  
PERSONAL CARE

NPD  
GROUP

RODAN+FIELDS

Douglas

it COSMETICS

Acquisitions:

- 21 Deals Q4 14
- 19 Deals Q1 15

# USE OF FUNDS AND VALUATION

## \$3.5M ROUND FOR A 20% STAKE

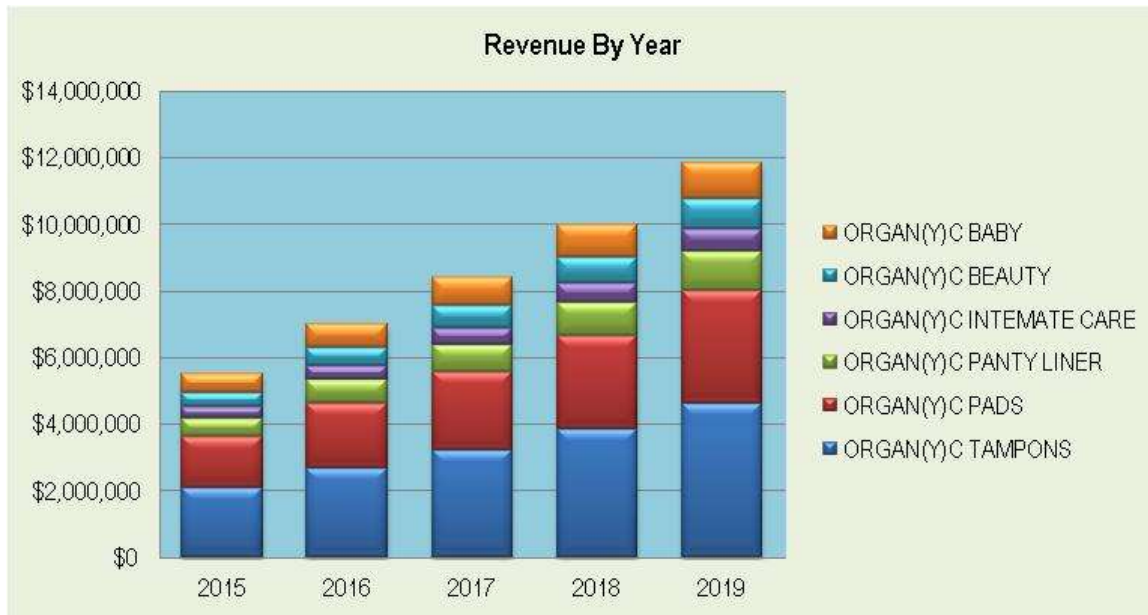
Total Funding		Use of Funding	
Total Amount Being Requested	\$3,500,000	<b>Expenses</b>	
Total Funds Already Received	\$800,000	Advertising	\$350,000
<b>Total Funding</b>	<b>\$4,300,000</b>	Website Development	\$20,000
<b>New Funding Being Requested</b>		Initial Office Supplies	\$35,000
Investor Amount Being Requested	\$3,500,000	Leasehold Improvement	\$250,000
<b>Total Amount Being Requested</b>	<b>\$3,500,000</b>	Contingencies	\$50,000
<b>Funding Already Received</b>		<b>Total Expenses</b>	<b>\$705,000</b>
Owner Contribution	\$800,000	<b>Long-term Assets</b>	
<b>Total Funding Already Received</b>	<b>\$800,000</b>	Furniture & Fixture	\$100,000
<b>Start-up Capital and Liabilities</b>		Computer & Accessories	\$150,000
Loss (Expenses)	(\$705,000)	Office Equipments	\$350,000
Total Funds Received & Requested	\$4,300,000	Plant & Machinery	\$1,500,000
<b>Cash Balance on Starting Date</b>	<b>\$1,495,000</b>	<b>Total Long-Term Assets</b>	<b>\$2,100,000</b>
		<b>Short-Term Assets</b>	
		Working Capital	\$845,000
		Inventory	\$650,000
		<b>Total Short-Term Assets</b>	<b>\$1,495,000</b>
		<b>Total Expenses &amp; Assets</b>	
		Total Expenses	\$705,000
		Total Assets	\$3,595,000
		<b>Total Funding Requirements</b>	<b>\$4,300,000</b>

## 5 YEAR EXIT AT A 10X EBITDA VALUATION

RETURN ON INVESTMENT PROJECTION			
	Company Valuation*	Outstanding Shares	Per Share Valuation
Issued & Committed	\$17,500,000	8,000,000	\$2.1875
After Investment Group	\$17,500,000	10,000,000	\$1.7500
	Proposed Shares	Per Share	Dollar Investment
Investment Group (IG)	2,000,000	\$1.7500	\$3,500,000
10,000,000 Total Shares - ROI for the IG is as follows:			
	Company Valuation	Per Share Price	ROI for IG
Year 1	\$19,537,246.25	\$1.95	112%
Year 2	\$24,744,265.91	\$2.47	141%
Year 3	\$30,408,519.07	\$3.04	174%
Year 4	\$36,865,084.33	\$3.69	211%
Year 5	\$44,663,321.21	\$4.47	255%
	Number of Shares (for IG)	Per Share Price	Proceeds from Sale (for IG)
Year 1	2,000,000	\$1.95	\$3,907,449
Year 2	2,000,000	\$2.47	\$4,948,853
Year 3	2,000,000	\$3.04	\$6,081,704
Year 4	2,000,000	\$3.69	\$7,373,017
Year 5	2,000,000	\$4.47	\$8,932,664

# PROJECTIONS

## \$11.8M Sales in 5 YEARS



## \$1.7M NET EARNINGS

