



Who is LifeWave

Our Mission



*We're here to help people feel better,
look younger and lead more joyful lives.*

*We do this through wellness products that tap into
the body's natural energy and resiliency,
and through business opportunities that
inspire personal and professional fulfillment.*

HOW IT ALL BEGAN...



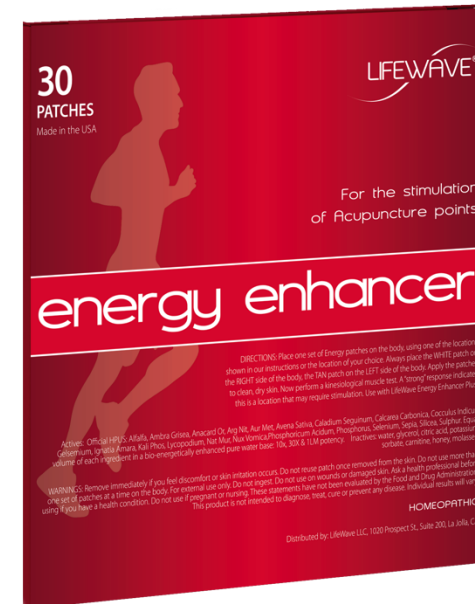
- LifeWave as a research company was founded in July 2002 by David Schmidt
- The first two years: development of manufacturing, clinical studies, and market research
- LifeWave as a network marketing company was formed in August 2004



HOW IT ALL BEGAN...



- Goal - elevate energy in the human body, without the use of harmful drugs or stimulants.
- Innovation - a technology that can help stimulate nerves and points on the skin to produce sustained energy and increased endurance.
- First product - **Energy Enhancer**
- First patent filed



LIFEWAVE IS BORN...



- LifeWave is introduced to 6-time USA Olympic Swim Coach Richard Quick
- Stanford University swim team - six of its eight members break personal lifetime records. Stanford members are spotted wearing the patches during Olympic Swimming Trials
- Over 1000 people come forward to become LifeWave Distributors.



LIFEWAVE IS BORN...



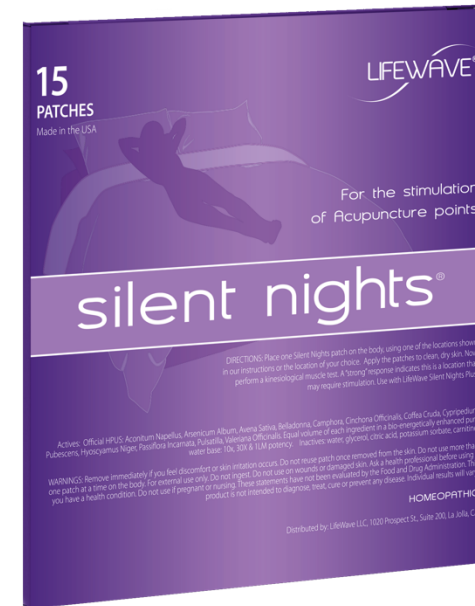
- Sales in the first month – in excess of \$500,000, a rare achievement for any company in any industry.
- First year sales (2005) - \$17 million.



HOW IT ALL BEGAN...



- LifeWave started to attract interest around the globe. People everywhere wanted LifeWave.
- New products released in 2005 included IceWave and Silent Nights.
- Silent Nights denoted a new approach to improving the quality of sleep without having to resort to harmful drugs.



GLOBAL RECOGNITION...



- Olympians, professional athletes, doctors, and scientists become LifeWave patch users
- The South Korean national team used Energy Enhancer patches when competing at the 2006 World Cup Finals.
- After using LifeWave patches, Suzanne Somers aligns with LifeWave, planting the seed for her future role as an official Ambassador



“The Aeon patch places LifeWave at the forefront of an anti-aging revolution.”
— Suzanne Somers

ATHLETES EXCEL WITH LIFEWAVE



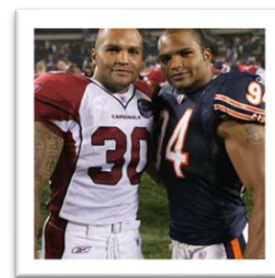
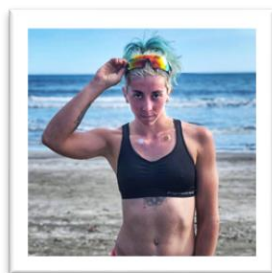
- More athletes begin using LifeWave patches, leading to a dramatic improvement in their competitive performances and everyday lives.
- NFL stars, the Ayanbadejo brothers, become LifeWave endorsers - Brendon Ayanbadejo goes on to become a Super Bowl champion



“I couldn’t imagine competing at a high level without my energy patches... I always feel mentally and physically ready when I have them on.”
—Brendon Ayanbadejo

ATHLETES EXCEL WITH LIFEWAVE

LIFEWAVE®



THE GROWTH CONTINUES...



2009 is when LifeWave really became an international company and was **ranked #4825** in the Inc. 5000 List of Fastest Growing Private Companies

2010 – ranked **# 1435**

2011 - ranked **# 721**



2010



- Expansion of office in San Diego
- Establishment of 25,000 square foot manufacturing facility and fulfilment house in Ireland, including a new centre for customer service.
- Investment into high speed mfg equipment in the USA and Ireland



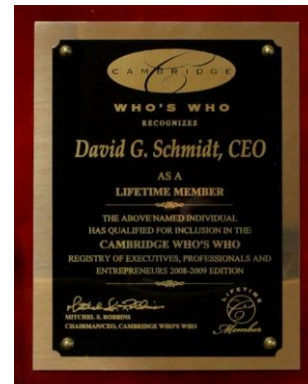
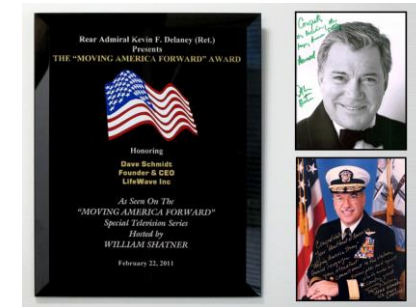
Y-AGE AEON LAUNCH...



- 2011 - release of Y-Age Aeon. Quickly became our top-selling patch
- Clinically tested to reduce stress and inflammation in the body, this product helped usher in a new era for anti-aging



AWARDS



PATENT APPROVAL



A major accomplishment for 2013 was the receipt of a patent for the LifeWave technology after 11 years.

The journey started in 2002, when David Schmidt developed and filed a patent for his pioneering patch prototypes. This rigorous process can take many years, which made it all the more gratifying to receive the official patent in 2013.



AWARD



- LifeWave is honoured with the 2015 DSA Ethos Award for Product Innovation
- This award was given in recognition of LifeWave's sustained commitment to product innovation



NEW LOOK



LifeWave got a fresh new look in 2016 with the patch packaging you see all over the world today.

Our graphic design team created a slick new look that merged the design of the past, with a scientific, clean look that gave LifeWave a new lease of life



THE X39® REVOLUTION



- 2018 saw the start of a revolution in LifeWave history.
- In the summer of 2018, the first of its kind was introduced to the world – a revolutionary patch that activates stem cells.
- After years of research and development, LifeWave Founder & CEO, created his 'best invention to date' – the LifeWave X39® patch.



The LifeWave X39[®] patch is designed to elevate a peptide which is known to activate stem cells; however, that is just the beginning of the story.

When elevated, this peptide can help support the wound healing process and immune function, elevate antioxidants, manage inflammation, and stimulate the production of collagen.

15 YEAR ANNIVERSARY



- 2019 has played a significant role in the growth of the company – it has not only been the year we celebrate 15 years of business, it has also been a year of tremendous change and overall growth for the business.
- LifeWave is now in over 150 countries worldwide and we have successfully increased our member base more than ever.



NEW MARKET GROWTH



- Following the trend of growth across the world, particularly after the launch of X39[®], LifeWave has successfully entered the Japanese market and has exceeded sales predications to date.
- Ripe with incredible opportunities, Japan is the second largest direct-selling country in the world, in terms of revenue and number of distributors. We expect amazing results from this new market, which will expand our footprint worldwide.



LOOKING FORWARD



- Going forward, LifeWave is set to experience even more growth with further global expansion on the horizon.
- A strategic focus on patch products and business building is set to steer the company towards reaching the coveted Billion Dollar mark.
- Let's build a *Billion* together!





LIFEWAVE®

“GROWTH IS NEVER BY MERE CHANCE;
IT IS THE RESULT OF FORCES WORKING TOGETHER”

- James Cash Penny