

THE WORLD'S HEALTHY COFFEE COMPANY[®]



the Next Big Opportunity of the Dec

www.HealthyCoffee.com

Our Vision



To **bring health** to the world's largest and most popular drink, **Coffee**.

Be **recognized** globally as:

The World's Healthy Coffee Company[®]

Our Mission

To provide the **highest quality** Healthy Coffee® and wellness products.

To provide an opportunity for the **average person** to own a coffee distribution of coffee house business **without** the **big capital** and **overhead**, and **market globally** via the internet.



Our Mission



Provide our distributors with a **sense of “belonging”** by being able to own stock in our **public company** and know they will be part of the company’s **projected growth.**

Our Mission

Build a legacy company that holds integrity as its foundation, because we believe that **“integrity is honoring your word”**, and make a difference in the industry by offering a **real home** to its distributors.

Build our shareholders' value in the company by maintaining stability and improving financial performance.



Our Mission



**Give back to the community by helping
the orphans and poor children of the world.**

THE WORLD'S HEALTHY COFFEE COMPANY[®]

Healthy Coffee[®]

USA

**Marketing subsidiary of
Public Company**

**Healthy Coffee
International, Inc.**

Colorado since 2000

Nasdaq: HCEI.PK

www.HCEI.biz



The World's Healthy Coffee Company[®]

Healthy Coffee is a registered Trademark of ASA Holdings, Inc. under license to Healthy Coffee Intl., Inc.

THE WORLD'S HEALTHY COFFEE COMPANY®



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Healthy Coffee[®]

USA

Top Three Mega Billion Dollar industries:

- ✓ Coffee
- ✓ Wellness and
- ✓ Energy Drink markets.



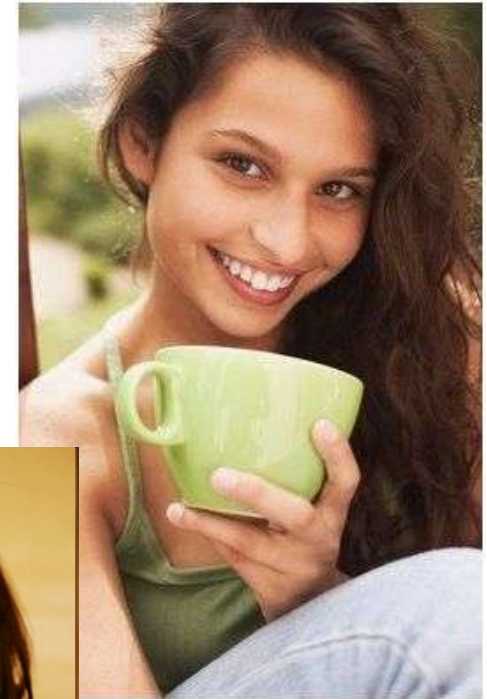
Americans love COFFEE !!!

- **400 Million cups** of coffee per **DAY**
- **One third** of coffee grown in the **world.**
- **1.87 cups** per person over age **10.**
- **\$5 Billion** in 2006.



The World Loves COFFEE !!!

- **400 Billion** cups sold worldwide in 2003.
- **Second** only to **Oil** in total Dollars.
- **\$90 Billion** industry.



Starbucks: Coffee is Big Business



Starbucks is a registered trademark of Starbucks Corp.

40 Million customers every **Week**.

160 Million customers every **Month**.

1% = 1.6 Million Customers drinking **Healthy Coffee** every **Month!**

Coffee Market: USA

Over 50% of Adult Americans drink **3 to 4 cups** of coffee every day!

4 out of 5 drink coffee regularly.

\$5 Billion in 2006.



Science of Reishi

Reishi is the Japanese name for the red mushroom, known as **Ganoderma Lucidum**.

Known as **Lingzhi** in China.

Traditional Chinese Medicine has used Reishi for **4,000 years**.

“Miraculous King of Herbs” in Asia.

Science of Reishi

Contains 200 nutrients:
Triterpenoids,
Polysaccharides and Organic
Germanium.



**Powerful source of
antioxidants**

**Helps to balance and
strengthen the immune
system.**

**Helps to eliminate body
toxins.**

Science of Reishi

Most highly respected herb in China for **5,000 years**.

Helps to **normalise imbalances** within the body.

Helps **increase resistance** to the harmful effects of physical, chemical and biological **stress**.



Science of Ginseng

Helps to reduce fatigue and increase stamina by helping the formation of red blood cells.

May help reduce cell damage, thus helping to **counteract age** related changes



Ginseng and Reishi: Powerful Combination

Reishi and Ginseng makes the **most Powerful Healthy Coffee** in the world.

Energi Chai: Only Healthy Milk Tea with Reishi and Ginseng on the market.

Energi Blast: Only Healthy Energy drink with Reishi and Ginseng on the market.

Manufacturing Facility in Malaysia



Products



- ***EnerGz*™ Blend
Healthy Coffee®**
- **Instant Gourmet Coffee Plus
Non Dairy Creamer and Natural
Cane Sugar**
- **With Reishi and Ginseng
Extract**

Products



- ***EnerGz*™ Black Healthy Coffee[®]**
- **Instant Gourmet Coffee**
- **With Reishi and Ginseng Extract**

Products



- ***EnerGz*™ Chai
Healthy Milk Tea**
- **Instant Gourmet Tea Plus
Non Dairy Creamer and Natural
Cane Sugar**
- **Only Milk Tea with Reishi
and Ginseng Extract**

Products



- ***EnerGz*[™] Blast**
Healthy Energy Drink
- **Instant Energy Drink**
- **Only Energy Drink with
Reishi and Ginseng
Extract**

Big Investors in Direct Sales



Richard Branson



Donald Trump



Warren Buffet

Easy to Sign Up !!!

Product Packages consist of **100% All-product** mix of Healthy Coffee[®] products:

\$199 Starter Pak: Platinum

\$499 Biz Pak: Diamond

\$999 Pro Pak: 2 Star Diamond

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Legacy Success Plan

The Healthy Coffee Legacy Success Plan

was developed to combine the strengths of direct sales, incentive sales and network marketing, thus creating the *most innovative and powerful* compensation plan in the industry.

It will make building your business fun, and extremely rewarding with **10 Ways to create serious wealth.**

Ways to Create Serious Wealth:



1. Retail Profit
2. Fast Start Bonus
3. Power Team Bonus
4. Binary Team Bonus
5. Executive Matching Bonus
6. Mercedes Car Bonus
7. Luxury Car/Lifestyle Bonus
8. Rank Advancement Bonus
9. Mentoring Bonus Pool
10. Global Bonus Pools

THE WORLD'S HEALTHY COFFEE COMPANY®

**Sell products at Retail, and your cost is Wholesale,
so you keep the profit !!**



Every Distributor gets their own personal "Retail Website".

Your **Retail Website** is activated upon your enrollment and can immediately start taking and fulfilling orders for you.

The best part is you do NOT need to keep inventory !

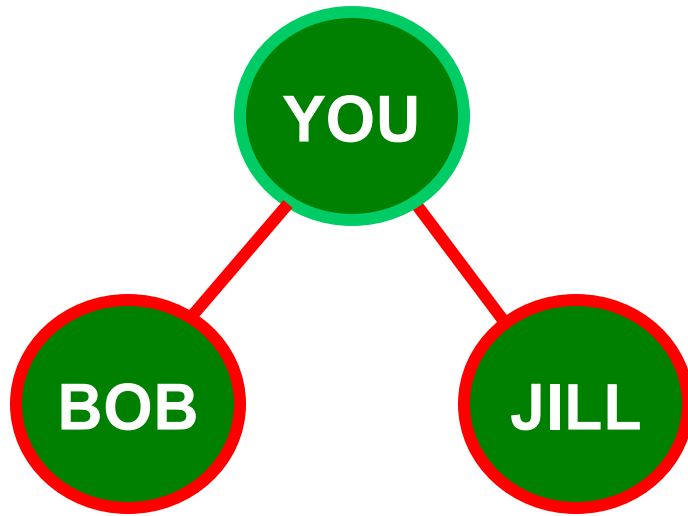
THE WORLD'S HEALTHY COFFEE COMPANY[®]

Acquire Preferred Customers for monthly residual profits!



Preferred Customers receive a 15% Discount from Retail Price and must be on a \$25 minimum monthly Autoship.

Volume from Preferred Customers goes toward your personal PV.



PLATINUM WEEK 1

\$199 Starter Pack sales

\$ 40.00 Fast Start Bonus

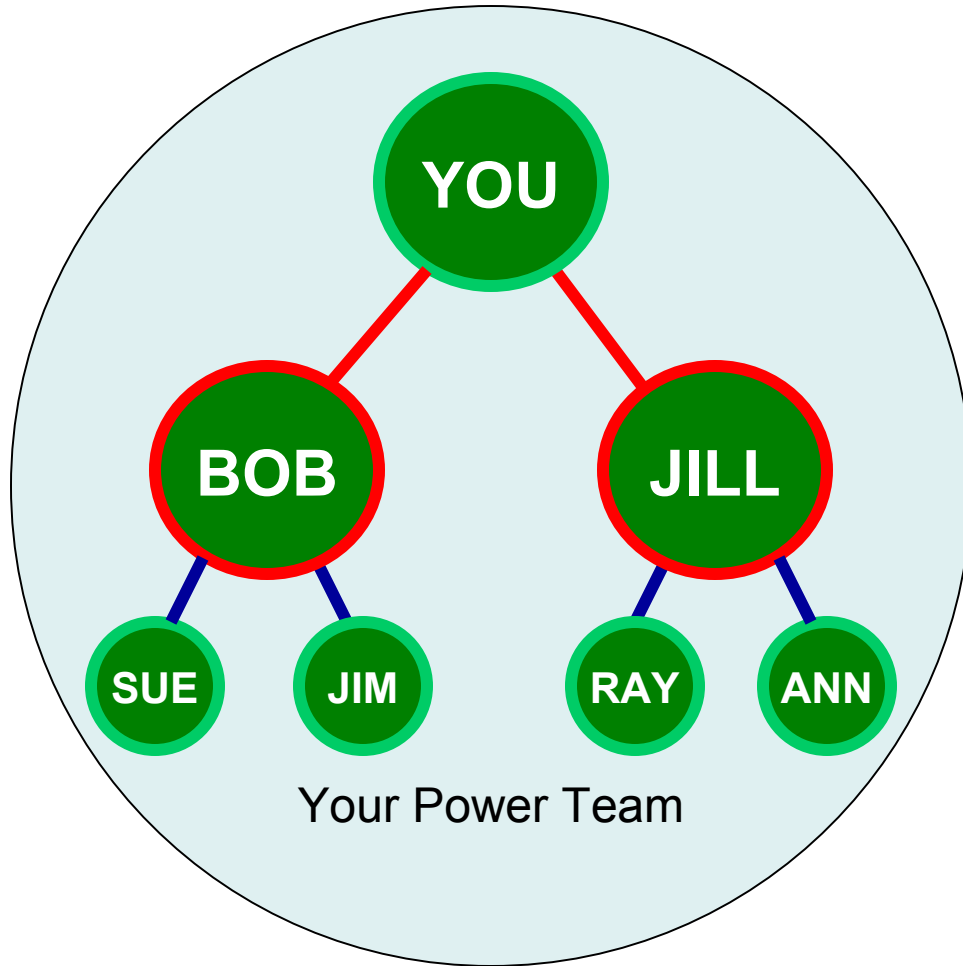
\$ 40.00 Fast Start Bonus

\$ 15.00 Binary Team Bonus

\$95.00 *TOTAL BONUSES*

 Personally enrolled and sponsored

THE WORLD'S HEALTHY COFFEE COMPANY[®]



PLATINUM WEEK 2

\$199 Starter Pack sales

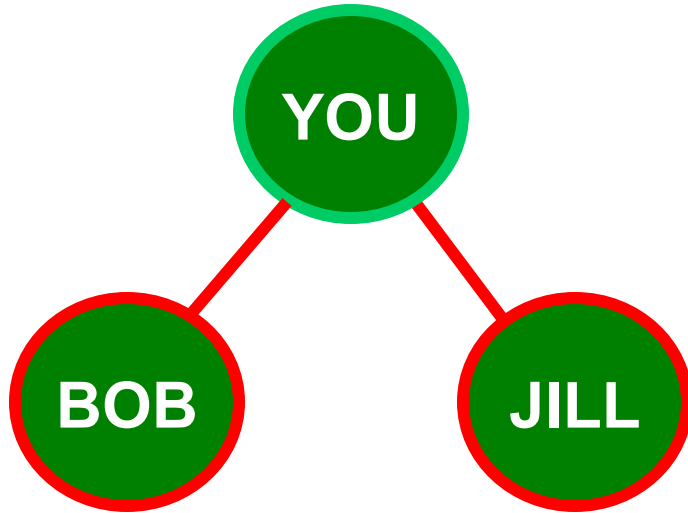
\$120.00 Power Team Bonus

\$ 30.00 Binary Team Bonus

\$150.00 TOTAL BONUSES

**Week 1 plus Week 2
Total Bonuses = \$245.00**

○ Personally enrolled and sponsored



DIAMOND WEEK 1

\$499 Biz Pak sales

\$ 100.00 Fast Start Bonus

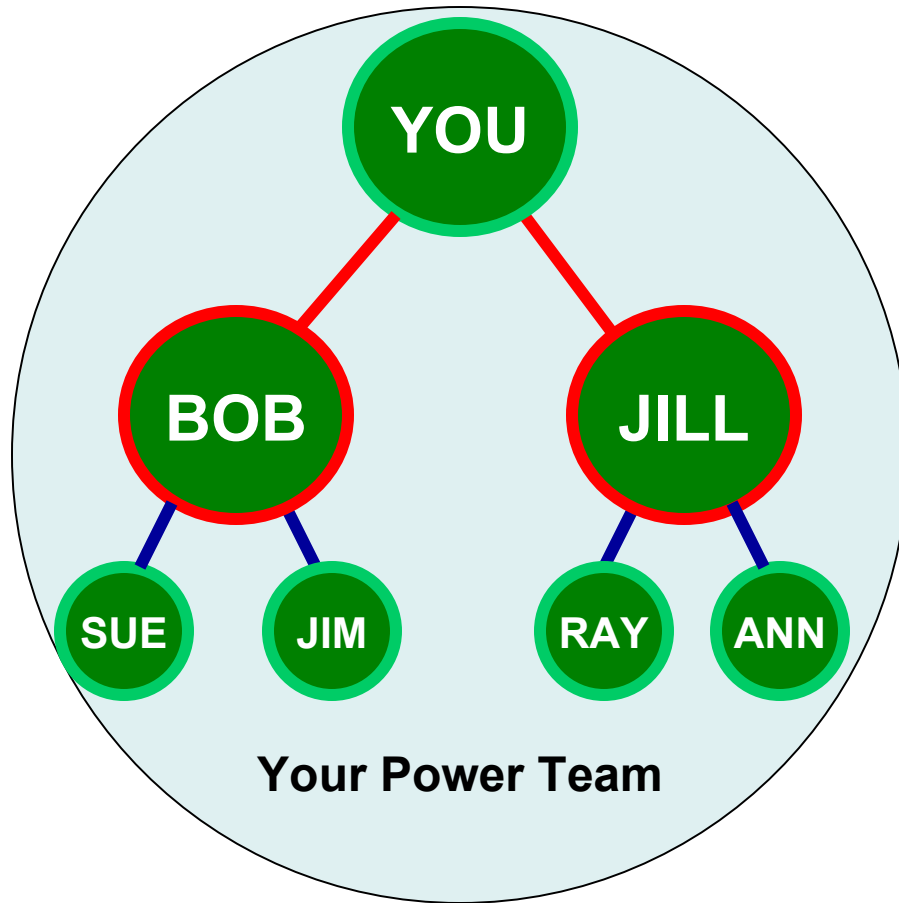
\$ 100.00 Fast Start Bonus

\$ 45.00 Binary Payout

\$245.00 *TOTAL BONUSES*

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DIAMOND WEEK 2

\$499 Biz Pak sales

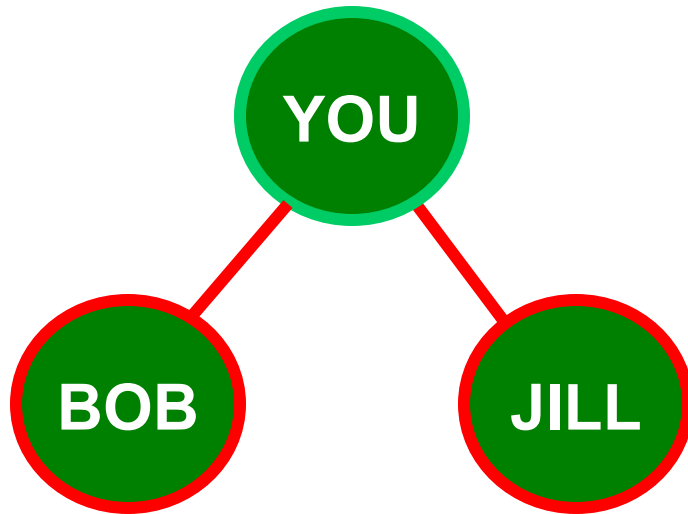
\$300.00 Power Team Bonus

\$ 90.00 Binary Team Bonus

\$ 390.00 TOTAL BONUSES

**Week 1 plus Week 2
Total Bonuses = \$635.00**

○ Personally enrolled and sponsored



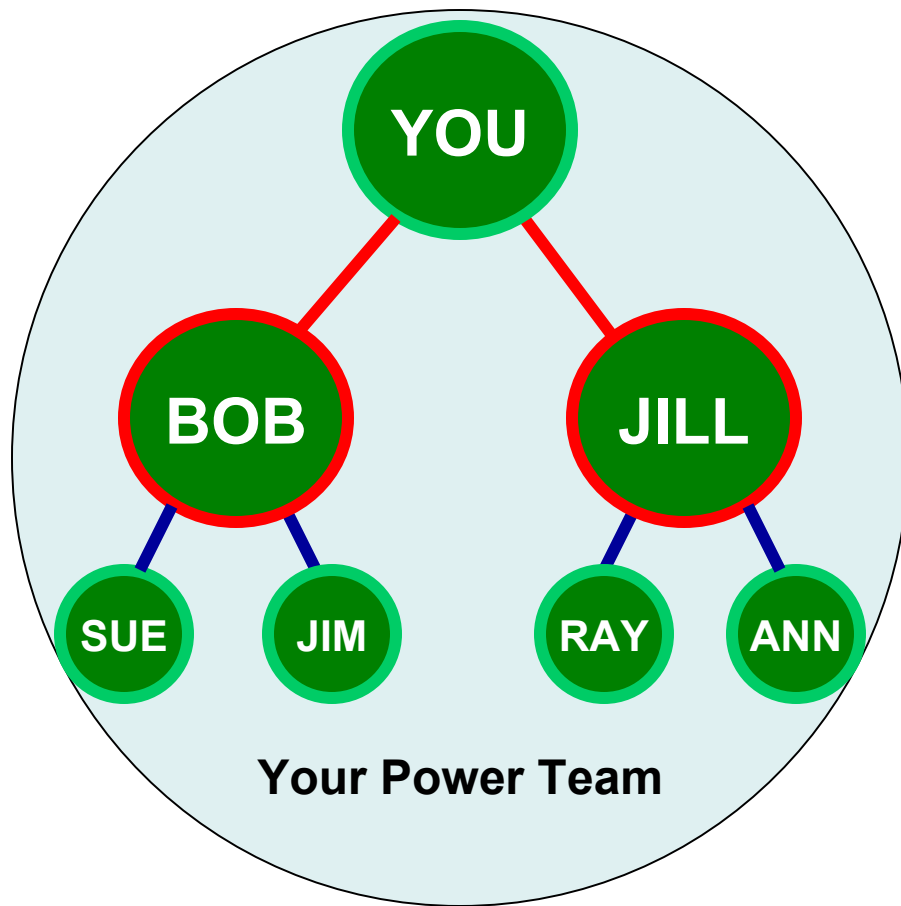
2 STAR DIAMOND WEEK 1
\$999 Pro Pak sales

\$200.00 Fast Start Bonus
\$200.00 Fast Start Bonus
\$120.00 Binary Team Bonus

\$ 520.00 *TOTAL BONUSES*

 Personally enrolled and sponsored

THE WORLD'S HEALTHY COFFEE COMPANY®



2 STAR DIAMOND WEEK 2
\$999 Pro Pak sales

\$ 600.00 Power Team Bonus
\$ 240.00 Binary Team Bonus

\$ 840.00 TOTAL BONUSES

Week 1 plus Week 2
Total Bonuses = \$1,360.00

○ Personally enrolled and sponsored

THE WORLD'S HEALTHY COFFEE COMPANY®

Binary Team Bonus



Paid-As Rank	% Payout
Gold	10%
Platinum	10%
Diamond	10%
1-Star Diamond	15%
2-Star Diamond	20%
3-Star Diamond	20%
4-Star Diamond	20%
5-Star Diamond	20%
6-Star Diamond	20%
Diamond Ambassador	20%
Global Diamond Ambassador	20%

Mercedes Car Bonus



4-STAR DIAMOND - \$750 / month

Mercedes Car Bonus



5-STAR DIAMOND - \$1,000 / month

Mercedes Car Bonus



6-STAR DIAMOND - \$1,500 / month

Car/Lifestyle Bonus



DIAMOND AMBASSADOR

\$3,000 / month

Car/Lifestyle Bonus



GLOBAL DIAMOND AMBASSADOR \$5,000 / month

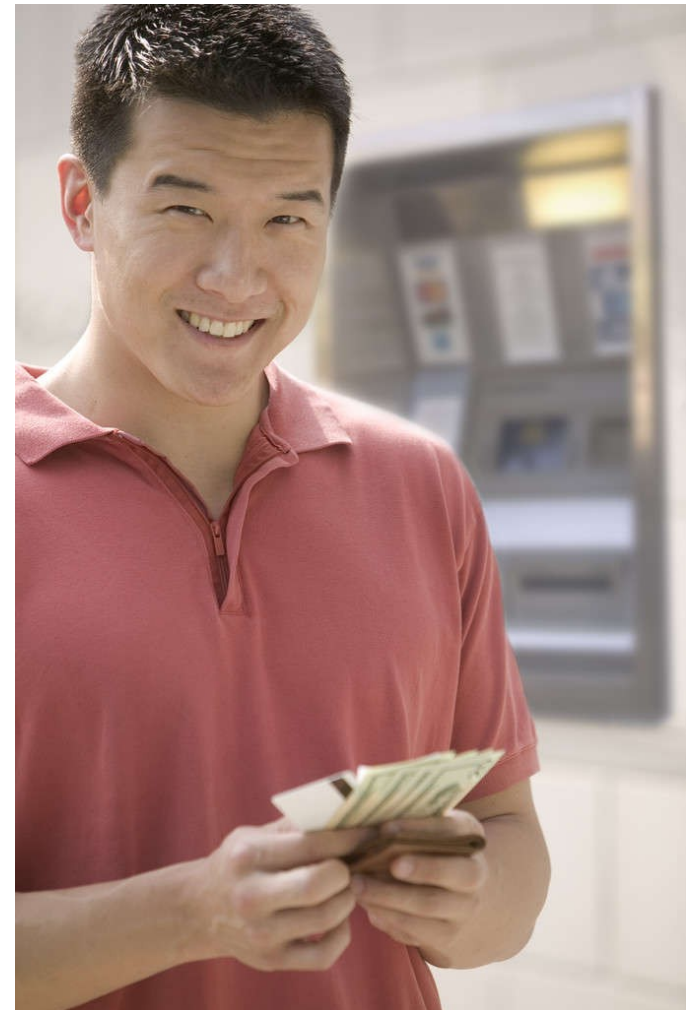
Rank Advancement Bonus

IDs who qualify for **4-Star Diamond** and above are eligible for the one-time Rank Advancement Bonus:

4-Star Diamond - \$ 10,000

5-Star Diamond - \$ 25,000

6-Star Diamond - \$ 50,000



Rank Advancement Bonus



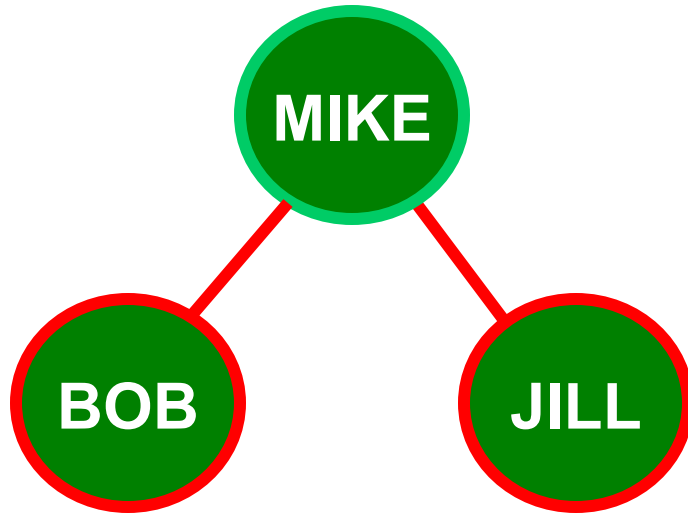
Diamond Ambassador
\$100,000

Rank Advancement Bonus



Global Diamond Ambassador
\$200,000

1% Mentoring Bonus Pool: \$499 Biz Pak Sales



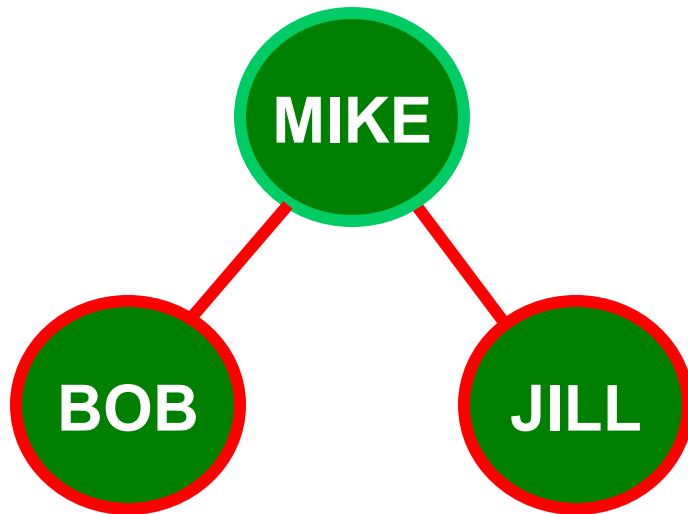
1 SHARE

IDs with a paid-as rank of Diamond and above earn shares in the Mentoring Bonus Pool.

Enroll Mike and mentor him to enroll his 2 - \$499 Biz Pak Sales (Bob & Jill).

Enrollment must take place within the 4-week month.

1% Mentoring Bonus: \$999 Pro Pak Sales



2 SHARES

IDs with a paid-as rank of Diamond and above earn shares in the Mentoring Bonus Pool.

Enroll Mike and mentor him to enroll his 2 - \$999 Pro Pak sales (Bob & Jill).

Enrollment must take place within the 4-week month.

Global Bonus Pool



IDs qualified at **4-Star Diamond** and above are eligible for the Global Bonus Pools. Bonuses paid on a pro-rata basis from bonus pools totaling 2% of the Company's BV/CV:

1% Pool - IDs with a paid-as rank of **4, 5 and 6 - Star Diamond** earn shares for each enroller tree leg with a paid-as rank of 3-Star and above.

1% Pool - IDs with a paid-as rank of **Diamond Ambassador and Global Diamond Ambassador** earn shares for each enroller tree leg with a paid-as rank of 6 -Star Diamond and above.

How to Get Started in 3 Simple Steps:



- Purchase a **Product Pack** and **Set-up Autoship**.
- Share the Product and the Opportunity.
- Teach your **TEAM** to do the same thing !