



KANGEN WAGYUTM

Cultivating the Future of Premium Beef

A Unified Vision for Distributors & Discerning Consumers

Redefining Culinary Excellence through Innovative Water Technology and Sustainable Practices



THE PREMIUM BEEF OPPORTUNITY: A SHARED VISION



Understanding the Landscape for Success

Significant Market Growth

The global Wagyu market is projected to reach \$42.7B by 2032, with a robust 6.8% CAGR¹. This surge signals a clear and growing consumer demand for premiumization in the beef industry.

High Growth Sector



Key Consumer Trends

The rise of the 'Conscious Carnivore' prioritizes quality, ethical sourcing, and transparency. This, combined with the demand for the convenience of Direct-to-Consumer (DTC) models, shapes the modern market.

Ethical Sourcing & DTC



Strategic Niche

Kangen Wagyu[™] is uniquely positioned as a 'Tier 1.5 Luxury **Product**'. It offers an accessible entry into the high-end market, occupying a space beyond standard premium but more approachable than ultra-premium A5 Japanese Wagyu.

Accessible Luxury



Competitive Landscape Insight

Enagic strategy deliberately avoids competing on price. By focusing on a unique value proposition - the Kangen Water® story and the B4 Advantage - we establish a distinct premium-to-ultra-premium **space** that others do not occupy.

High Growth Sector

Source: ¹Wagyu Beef Market Size, Share, Trends | Growth Report [2032], fortunebusinessinsights.com, persistencemarketresearch.com.

Note: CAGR = Compound Annual Growth Rate.



OUR UNIQUE FOUNDATION



Defining Excellence from Farm to Table



The Kangen Water® Advantage

Our cattle are raised with care, utilizing high-quality water processed through Enagic technology - a blend of traditional Japanese practices and modern innovation. This commitment supports the natural development of our livestock and upholds the purity and quality of our products.

Purity Wellness Innovation



The 'B4 Advantage'

Positioned as the 'perfect balance for the American palate' (BMS9), this grade offers a nuanced, rich flavor for full steak enjoyment. Kangen Wagyu™ bridges the gap between premium and ultra-exclusive A5, creating an accessible luxury.

Palate Balance

Flavor Depth

Accessible Luxury



Uncompromising Quality

Achieves superior status through rigorous **USDA PRIME**** / **JMGA B-4** grading. Our commitment to purity means cattle are raised free from added hormones, growth promotants, antibiotics, and animal byproducts.

Premium Graded Pure Sustainable Practices



Premium Taste

Offers a distinctive **velvety texture** and **rich flavor** from a healthier fat profile, abundant in beneficial oleic acid. The result is an elevated culinary experience that distinguishes Kangen Wagyu[™] in the premium market.

Velvet Texture

Healthy Fats

Nutrient-Rich

Note: BMS is a grading system used to evaluate the amount and distribution of intramuscular fat (marbling) within a beef cut. Marbling refers to the white flecks and streaks of fat inside the muscle. PRIME⁺⁺ is not an official USDA grade but a proprietary brand designation created by Enagic to represent our commitment to quality that exceeds standard USDA Prime.

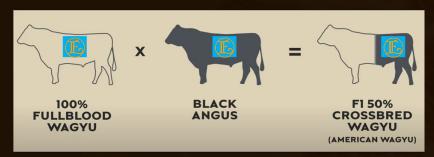






When Prime is NOT ENOUGH, Kangen Wagyu™ sets the standard beyond. Taste the difference that redefines excellence.

Origin & Distinction



What is Kangen Beef™?

Premium brand of American Wagyu beef², raised on Kangen Water[®].

Geographical Origin & Production

Crossbreed between 100% fullblood Japanese Kuroge Wagyu breed and high-quality Black Angus cattle.

Key Differences from Traditional Wagyu

- ➤ Genetics: Kangen Wagyu^m is a crossbreed.
- ➤ Diet: Lifelong consumption of Kangen Water®.
- > Terroir: Raised in an American environment.



Raising Healthy Cattle

Kangen Water® in Cattle Raising

- **Hydration**: Integrated into daily water and feed.
- > Care: Part of our holistic approach to animal husbandry.
- Hygiene: Used to maintain a healthy environment.

Benefits for Cattle Health

- **Absorption**: Enhanced due to micro-clustered molecules.
- **Digestion**: Balances gut flora.
- Vitality: Part of a comprehensive approach to animal care and wellbeing.

Ensuring a Safe & Healthy Meat Source



WHY KANGEN WAGYUTM FOR EVERY CUT



In the world of premium beef, many are taught to look for the highest number. At Enagic, we believe in looking for the right balance.

Beyond the Standard



- Uncompromising Purity & Care: Regardless of the cut, every piece benefits from our stringent raising protocols: no antibiotics, no growth promotants, no added hormones, and no animal byproducts are ever used. This ensures a superior product from ranch to fork.
- The Kangen Water® Difference: Our cattle consistently drink Kangen Water®, a practice that uniquely contributes to their health and the beef's prized qualities, elevating the natural richness across our entire portfolio.
- Balanced B4 Excellence: Our focus on the 'B4 Advantage' (BMS 5-9) ensures that each cut delivers a perfectly balanced, nuanced flavor that enhances full steak enjoyment without overwhelming richness a true testament to culinary artistry.



The Perfect Harmony

Authentic USDA Prime⁺⁺ / B4 Grade Wagyu (BMS9)

This establishes the superior quality of the beef, aligning it with recognized global standards for premium meat. The internal grading and JMGA equivalency provide a strong, verifiable claim of excellence.

Rich, Luxurious Marbling Deep, Satisfying Beef Flavor
Optimal Palate Experience



An Expression of Quality & Purity

The Kangen Water® Story: Cattle Raised on Pure, Alkaline Water

This unique differentiator highlights the innovative and health-conscious approach to raising the cattle, appealing to consumers seeking purity and added value in their food.

Unique Enagic Standard Enhanced Livestock Health
Unparalleled Taste Profile





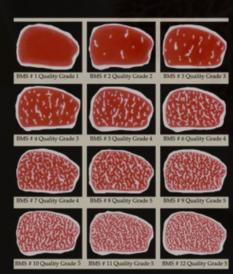


When Prime is just the starting line, Kangen Wagyu™ sets the standard. Taste the difference that redefines excellence.

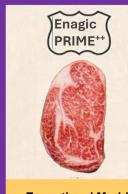
FIRMNESS	TEXTURE	
Very Good	Very Fine	
Good	Fine	
Average	Average	
Below Average	Below Average	
Inferior	Coarse	
	Very Good Good Average Below Average	

GRADE	YIELD 72%		
A			
В	69%-72%		
С	Below 69%		

GRADE	BMS
5	8-12
4	5-7
3	3-4
2	2
1	1



Beef Grades Explained³ and Beyond USDA PRIME



- Exceptional Marbling
- 17%-30% Fat
- Unrivaled Tenderness & Luxury
- Kangen Wagyu[™]
- Enagic Distributor



- Abundant Marbling
- 9-13% Fat
- Extremely Tender & Juicy
- Prime Rib & Waqyu
- Fine Dining



- Moderate Marbling
- 4-10% Fat
- Tender & Slightly Juicy
- Ribeye & Sirloin
- Restaurants



- Moderate to Small Marbling
- 2-4% Fat
- · Lean & Affordable
- Brisket & Shank
- Retail

Source: ³Webstaruantstore.com – "Beef Grades Explained [2023], Wagyushop.com – "A5 Japanese Wagyu Beef Grading," Bunzels.com – "Beef Grades of Meat."

Note: PRIME++ is proprietary brand designation created by Enagic to represent our commitment to quality that exceeds standard USDA Prime and is not an official USDA grade.







Beyond Marbling: A Nuanced Gastronomic Journey



The Quest for Culinary Perfection

Beyond Extreme Marbling:

Redefining luxury by focusing on a holistic, superior dining experience over just fat content.

A Balance, Nuanced Palate:

Providing a flavor profile with depth and complexity, satisfying without overwhelming richness.

The Optimal Gastronomic Journey:

True perfection lies in the harmony of texture, aroma, and flavor for an unforgettable moment.



Unrivaled Taste & Texture



- ✓ **Melt-in-Your-Mouth Sensation**: Experience the signature tender texture that defines premium Wagyu.
- ✓ **Deep, Satisfying Umami Flavor**: A profound, savory depth that lingers and elevates the dining experience.
- Redefining Luxury Dining: A new benchmark for high-end beef, appealing to the most discerning palates.



Refined Narrative: Authenticity & Superiority



- Grounded in Authenticity: Our story is built on genuine care, tradition, and innovative Kangen Water® technology.
- Commitment to Superior Experience: We prioritize the entire journey from farm to fork, ensuring exceptional quality.
- Beyond Chasing Extreme Fat: Our narrative highlights a balance of flavor, health, and ethics for responsible luxury.



CRAFTED FOR CONNOISSEURS OUR FUTURE PRODUCT PORTFOLIO



A Spectrum of Unrivaled Kangen Wagyu™ Excellence⁴





Crown Jewel Cuts

- Ribeye & Striploin: The pinnacle of B4 Kangen Wagyu[™], offering unparalleled marbling and a rich, buttery flavor.
- For the Connoisseur: Curated for those seeking the ultimate gastronomic experience and the most discerning palates.
- **Defining B4 Quality:** Embodies rigorous USDA PRIME⁺⁺ / JMGA B-4 grading for consistent, superior quality.
- Unrivaled Marbling Buttery Flavor Ultimate Indulgence





Premium Gateway

Top Sirloin: An accessible entry point to Kangen Wagyu™, demonstrating transformative quality and flavor.

Approachable Luxury: Provides exceptional value, allowing a broader audience to experience our luxurious beef.

Brand Introduction: A compelling introduction to our brand's commitment to

purity and quality across the entire range.

Superior Tenderness Exceptional Value Broad Appeal





Exclusive Offerings

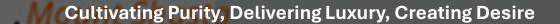
- Specialty Cuts: Limited quantities of Tenderloin, Tomahawk, and Chateaubriand reflecting their rarity and demand.
- For Special Occasions: Reserved for high-value opportunities and events, elevating any dining experience.
- Anticipate & Secure: Their limited nature requires advance planning, ensuring exclusivity for connoisseurs.

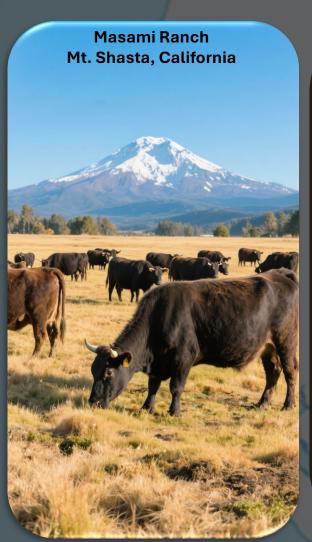
Scarcity/Rarity
Culinary Statement
Sophisticated Choice



THE KANGEN WAGYUTM EXPERIENCE







American-Raised Purity: The Kangen Water® Difference

- Blending Heritage & Innovation: We meticulously combine legendary Japanese genetics with pristine American ranching practices. Our journey from a small farm in Okinawa to the vast pastures of Masami Ranch in California is a testament to blending tradition with advanced technology.
- Kangen Water® in Wagyu Care: For several months, our Wagyu cattle are provided with Kangen Water® as part of their routine. This unique approach reflects our commitment to quality and aligns with Enagic standards for electrolytically-reduced, antioxidant and hydrogen-rich water, ideal for drinking and healthy cooking.
- Uncompromising Care & Purity: These
 prized cattle are raised with the utmost care.
 Crucially, no antibiotics, no growth
 promotants, no added hormones, and no
 animal byproducts are used at any time.

The Premium Unboxing Experience

- Preserving Perfection: Each cut undergoes professional vacuum-sealing, guaranteeing maximum freshness and extending shelf life from our ranch to your table.
- Exquisite Design: Our custom-designed, elegant inner boxes are crafted to reflect the premium quality of Kangen Wagyu™, creating a luxurious unboxing experience.

(8.8) 1

Captivating the Senses⁵

- Crucial Investment: An unwavering investment in world-class photography and visuals is paramount to conveying the inherent premium quality and inspiring consumer desire.
- Creating Desire: Stunning imagery highlights our beef's exquisite marbling and texture, translating culinary excellence into visual appeal that reinforces our brand promise.



THE DISTRIBUTOR ADVANTAGE: YOUR PATH TO ENTREPRENEURSHIP



Unlocking New Opportunities with Kangen Wagyu™



Empowering Our Network

- Enagic's established MLM⁶ network is leveraged as a potent DTC channel for Kangen Wagyu™.
- Our dedicated distributors form the backbone, transforming sales into personalized, high-engagement interactions.

Network Power DTC Channel



Experiential Selling

- ➤ Equip distributors to host exclusive, in-home 'Kangen Wagyu™ Tasting Experiences' to create high-touch sales opportunities.
- These events build trust and justify the premium price through direct, memorable sensory encounters.

In-Home Tastings High-Touch Sales



Strategic Hybrid Model

- A seamless integration between the MLM and DTC channels ensures a fluid and effective sales pathway.
- This empowers distributors with the flexibility to build robust businesses, combining personal networks with online retail.

MLM-DTC Synergy Digital Showroom





EMPOWERING YOUR SUCCESS

Building a Rewarding Future with Kangen Wagyu™

A Concrete Compensation Plan

THE MORE YOU BUY. THE MORE YOU SAVE! **EXCLUSIVE REWARDS!** \$880 + Free Shipping Earn \$30 per point 1st Purchase 2nd Purchase \$780 + \$60 Shipping **Enjoy 3 months** SP protection with \$680 + \$60 Shipping **3rd Purchase** every purchase! \$580 + \$60 Shipping 4th Purchase

- Set Commissions on Direct Sales: Designed to immediately reward your proactive sales efforts, ensuring competitive payouts for every Kangen Wagyu[™] product sold. This structure incentivizes active distribution and direct customer acquisition.
- **Residual Income from Recurring Orders: With** dedication and consistent effort, some distributors may earn supplemental income through repeat customer purchases. This approach can help foster ongoing business growth and additional earning potential for committed distributors.
- **Structured for Success**: Moving beyond concepts, this plan provides a transparent, actionable framework with clear pathways for personal and business growth, integrating seamlessly with Enagic's proven direct sales model.



Mastering Kangen Wagyu™

- **Product Quality Mastery:** Gain profound knowledge of Kangen Wagyu™s superior characteristics and raising process (no antibiotics, growth promotants, added hormones, no animal byproducts).
- The Kangen Water® Story: Immerse yourself in the unique narrative, from Okinawa to California, blending innovation with tradition.
- **Culinary Expertise:** Acquire or partner with those who have practical skills in cooking techniques and pairings to confidently guide customers to an elevated dining experience.



The Ambassador Kit⁷

- Customer-Facing Materials: Access professionally designed brochures and digital content to effectively communicate value.
- **Tasting Scripts & Guidance**: Utilize structured scripts for impactful tasting experiences and consistent messaging.
- Social Media Templates: Leverage ready-to-use, customizable templates to facilitate an impactful online presence and broaden your outreach.

Note: ⁷The Ambassador Kit is on drawing board and is to be designed soon with feedback from distributors.







Experience the Kangen Wagyu™ Difference : A Unique Opportunity for Partners, An Unrivaled Experience for Palates



Distributors: Define Accessible Luxury



- Be part of a pioneering brand redefining premium beef, making high-quality Wagyu attainable for a broader, discerning market.
- Leverage a truly unique product that stands out in the competitive luxury food segment, bridging the gap between niche and widespread appeal.
- Share the captivating narrative of Kangen Wagyu[™]- from its Kangen Water[®]-fed cattle to its unwavering commitment to purity and a compelling business model.

Accessible Luxury
Unique Narrative
Compelling Business

Consumers: Indulge in Culinary Excellence



- Discover a Wagyu experience unlike any other, offering a harmonious blend of rich flavor, tender texture, and a naturally healthy fat profile (BMS 5-9).
- Experience the 'B4 Advantage,' optimized for the American palate, delivering a profound culinary journey without overwhelming richness.
- Taste the discernible difference that comes from cattle raised with utmost care, nourished exclusively with Kangen Water® and free of antibiotics or added hormones.

Balanced Flavor Kangen Water Purity Culinary Indulgence





ESSENTIAL BUSINESS RULES & BENEFITS



			Commission (per point)		Unit Count	Calculation
	Price (US\$)	Member	Non-	SP	Sales Count	GFS
	11166 (039)	Wichiber	Member	(Months)	Sales Coulit	013
1st	880	30	23	3	1	1/3
2nd	780	30	23	3	1	1/3
3rd	680	30	23	3	1	1/3
4th	580	30	23	3	1	1/3

- Kangen Wagyu™ Beef is available exclusively in the USA.
- A permanent Business Distributor ID is issued with your first purchase of \$880.
- Reorder Specials: From your second purchase onward, benefit from discounted pricing: \$780 for the 2nd set, \$680 for the 3rd, and as low as \$580 for the 4th or more.
- Every set counts as one (1) sale toward your 8-Point accumulation a powerful advantage for rank advancement.
- For Title Incentives, 6A8-Level Bonuses, and GFS awards, each set counts as 1/3 of a sale.
- Members (distributors with a machine or Ukon purchase) earn \$30 per point in commission per set.
- Non-Members (distributors without a machine or Ukon purchase) earn \$23 per point.

Additional Key Rules:

- Only one-time payment is accepted; no financing is available.
- Only one Distributor ID is allowed per individual for Kangen Wagyu Beef.
- Additional reorder sets under the same ID count as group sales not direct sales.
- This product is not eligible for Tokurei, FA Transfer, or the Enroller Program.
- Kangen Wagyu Beef (\$880 Set) can be placed in 1A-6A lines for rank advancement.
- Each purchase provides 3 months of SP Protection. From the second purchase, SP Protection is assigned to the Beef ID (not the Main ID).



THE POWER OF PROTECTION



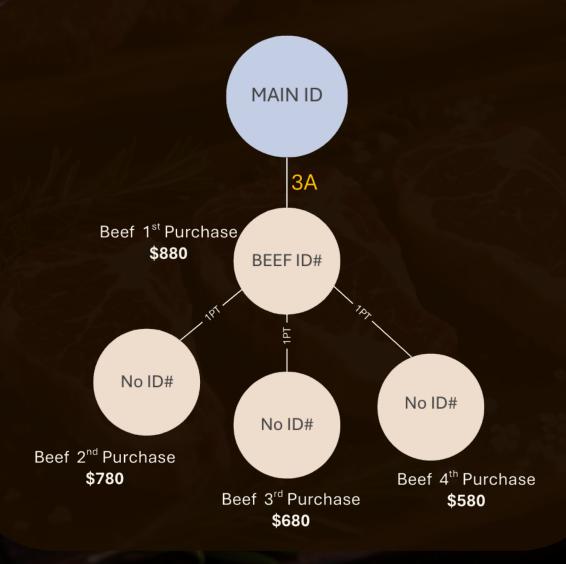


- SP (Special Point) status allows distributors to receive 100% + Special Point Bonus for 8-point commission. You also receive 100% for any incentives and filter sales. To qualify, you need one direct sale in the last 90 days or an active Ukon Subscription program.
- Main ID# will receive 3 Months of SP Protection for the sale of the 1st Beef Purchase (\$880).
- Any additional purchases made by Beef ID# (such as 2nd, 3rd and 4th Purchase) SP protection will be awarded to Beef ID# and not Main ID#.



HOW POINTS ARE AWARDED





- > 8-Point Commissions are paid for each sale.
- Main ID# can register the 1st Purchase of Kangen Wagyu™ Set between (1A-6A) if eligible. In this case, the Main ID# will receive 3-Points for the 1st Purchase of Beef set (\$880).
- The additional purchases made under the Beef ID# are classified as Group Sales, not Direct Sales. These sales will always generate 1 point under the Beef ID#, this is not considered a 1A line as it is not a direct sale.
- ➤ Beef ID# will receive (1) point and Main ID# will receive (3) points for the 2nd, 3rd, and 4th purchases.

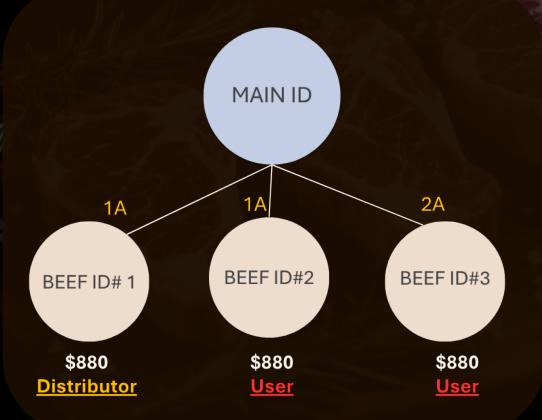


BUSINESS STRUCTURE



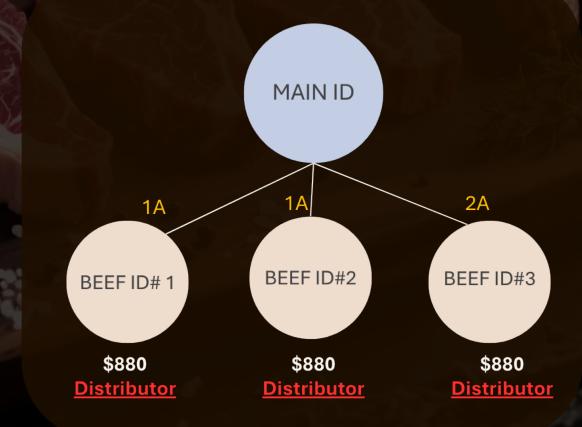
Approved

- Only one **Distributor** Beef ID is permitted per individual.
- Any additional Beef IDs must be registered as "USER" accounts, not as distributor accounts.



Not Approved

Holding more than one distributor account is NOT permitted.





MAXIMIZING YOUR STRUCTURE



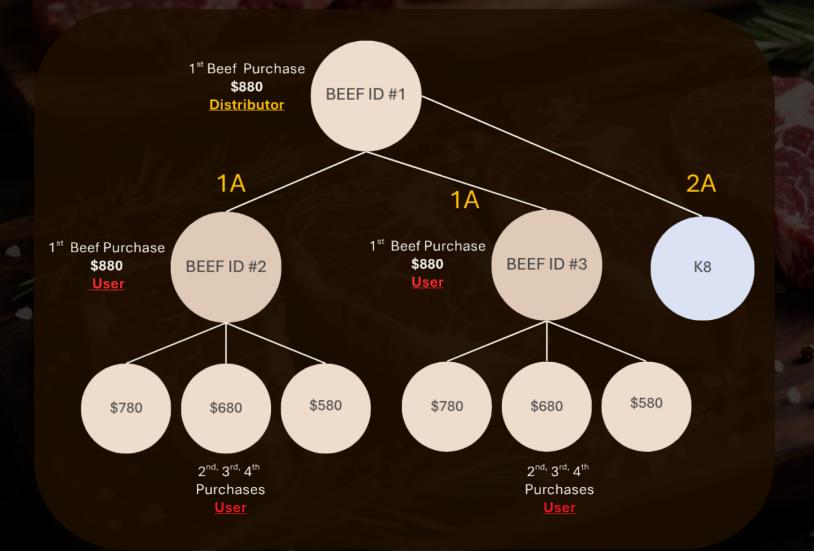


- If you hold multiple IDs, you may open a Beef ID under any of them; however, only one Distributor Beef ID is permitted per individual. You can purchase unlimited Kangen Wagyu™ Beef sets as User.
- When purchasing a beef set under a different line, the initial purchase price will be \$880.



BUSINESS STRUCTURE IN ACTION





- In this example, Beef ID#1 is a 2A distributor with nine (9) 8-point sales.
- Beef ID# 1 is able to register the Kangen Wagyu™ Beef sets at \$880 price in their 1A Lines.
- Subsequent Orders are purchased as lower price and are counting as group sales.
- By leveraging the power of Kangen Wagyu™ Beef Sets, this distributor is on track to rank up to 3A with their 11th direct sale!



EXPANDING YOUR EARNINGS POTENTIAL

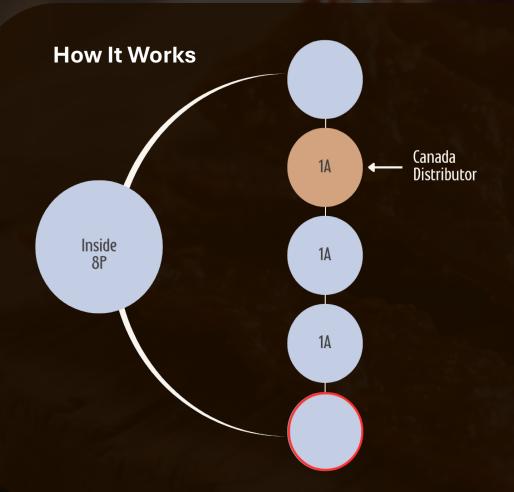


- As a Kangen Wagyu™ distributor, you can earn commissions across Enagic's product line!
- **Expand your global business** by promoting any Enagic product, anywhere in the world.
- Members (those who have purchased a machine or Ukon product⁸) receive higher commissions.
- For example, when a distributor makes a sale, their commission rate is as follows:
 - o K8: Members earn \$351 per point; Non-Members earn \$291 per point.
 - Breakdown: Regular commission \$270 x 0.777 + SP \$81=\$291
 - SD501: Members earn \$290 per point; Non-Members earn \$237 per point.
 - Breakdown: Regular commission \$235 x 0.777 + SP \$55=\$237
- Encourage your team to maximize their earning potential by becoming members through the purchase of a Machine or Ukon product⁸, as the difference in commission per point adds up significantly over time.



INTERNATIONAL COMMISSIONS





- ➤ Kangen Wagyu[™] is sold exclusively in the USA, but any foreign distributor within 8-points will still receive commissions when their downline makes a purchase.
- ➤ International commissions are calculated as follows: Beef Commission (\$30 for Members or \$23 for Non-Members) × Exchange Rate × 0.9
- ➤ The **0.9 multiplier** reflects a 10% overseas handling fee, ensuring fair and consistent compensation across all markets.
- Example in Canada: (Exchange rate 1 USD = 1.37 CAD)
 - Members: \$30 × 1.37 × 0.9 = \$37 CAD per point
 - Non-Members: \$23 × 1.37 × 0.9 = \$28 CADper point



FREQUENTLY ASKED QUESTIONS

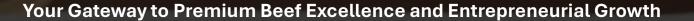


- How do I get a permanent Beef ID?
- ✓ Purchase your first set (\$880). A permanent ID means you've entered the Enagic business opportunity and can start selling any Enagic product.
- ☐ Can I have multiple Distributor Beef accounts?
- ✓ No. Only one Distributor Beef ID is allowed. Unlimited User accounts are permitted.
- ☐ Can I achieve 6A rank through Kangen Beef sales?
- \checkmark YES. Requirements include (101) 8-point sales and \$300,000 in sales volume within your 8-points.
- ☐ Can purchases be made directly under emGuarde or Kangen Air?
- ✓ Yes, but commission amounts vary by member/non-member status.
- ☐ Can Ukon DD/ Sigma Subscription include Beef set?
- ✓ No, this product is separate from Ukon DD/ Ukon Sigma subscription program.
- ☐ Can I purchase under another ID if I have multiple accounts?
- ✓ Yes, but only one Distributor ID is allowed.
- ☐ Is Kangen Beef commission paid immediately?
- ✓ Yes, commissions are paid within 10 business days.



CONNECT WITH KANGEN WAGYU™











JNBEATABLE NEW PRICE!

Indulge in the world's finest Wagyu at a price you can't resist!

Now just \$880* for your first order - FREE SHIPPING anywhere in the contiguous U.S.!

■ \$880 + Free Shipping

\$580 + \$60 Shipping

EXCLUSIVE REWARDS!

Earn \$30 per point

Enjoy 3 months SP protection with every purchase!

The Premium Unboxing Experience

For Business Inquiries & Partnerships

- Discover how to join our growing network of distributors.
- Learn about our robust direct sales model, grounded in integrity.

For Culinary Experience & Product Info

- Uncover the story behind Kangen Wagyu's™ unparalleled quality.
- Find out where to purchase our premium set for your table.



Direct Contact

For questions regarding products and business, contact your upline, Enagic representative, or info-kangenfarm@enagic.com.



S Explore Further

www.enagic.com www.enagic.com/shop www.kangenwagyu.com⁹



WHAT'S IN YOUR PREMIUM SET?

5x 8 oz Premium Wagyu Steaks 12x 4 oz Wagyu Burger Patties

12x 3 oz Artisan Wagyu Sausages

*FREE shipping on your first \$880 order! Offer valid in the contiguous U.S. only



KANGEN WAGYU™ BEEF JERKY BOX

12x 8 oz Gourmet Beef Jerky with FREE SHIPPING until the end of August

Note: 9Under design and construction. The images shown is for illustrative purpose only, and actual products may vary in presentation, appearance, and size.



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- Earnings Disclaimer: Participation in the Enagic distributor program and Kangen Wagyu™ sales is based on a multi-level marketing (MLM) model. Earnings and income statements made by Enagic, its distributors, or in this presentation are not guarantees of actual earnings. Individual results will vary and depend on personal effort, market conditions, and other factors. No guarantee of income or success is made or implied.
- Brand & Grading Disclaimer: "USDA Prime⁺⁺" is a proprietary brand designation created by Enagic to represent our commitment to quality that exceeds standard USDA Prime. This is not an official USDA grade. All product ratings and quality assessments are conducted independently by Masami Ranch and Japanese Wagyu experts, and may not reflect official USDA or JMGA grading standards.
- **Product Disclaimer:** All images and product representations in this presentation are for illustrative purposes only. Actual products may vary in appearance, presentation, and size.
- Health & Purity Claims: While Kangen Wagyu™ cattle are raised on Kangen Water® and without antibiotics, added hormones, growth promotants, or animal byproducts, these statements have not been evaluated by the USDA or FDA. No health claims are made or implied.
- Forward-Looking Statements: Any projections regarding market growth, earnings potential, or business opportunities are for informational purposes only and do not constitute a guarantee of future results.
- Kit & Materials Disclaimer: The Ambassador Kit and certain marketing materials referenced are currently in development and subject to change based on distributor feedback.
- For more information, please refer to official Enagic documentation or contact your Enagic representative.

