



HAPPY
gum
TM
chew up your mood



Who are we?

HEALTH & LIFESTYLE COMPANY

HappyGum GmbH is a Vienna based health & lifestyle company, which has gathered its founders' expertise and knowledge to develop products that improve humans mood and well-being.





After conducting extensive scientific research, we are proud to announce the best-tasting lavender chewing gum designed to boost wellbeing and happiness.

We believe that our new lavender chewing gum will revolutionize the market and provide a truly exceptional experience for our customers.

Why is HappyGum unique?



SPECIAL INGREDIENTS

The unique and most essential part of the HappyGum is the lavender oil we use, which is extracted from the highest quality of lavender flowers.

PROVEN EFFECTS

Lavender oil is scientifically proven to be a healthy mood-booster, which uplifts the mind and reduces stress levels.

VITAMINS INCLUDED

While chewing our product the client is consuming important vitamins, such as Zinc, Vitamin B 3, B5 and B7 all supporting the central nervous system. HappyGum is completely sugar free.



MEET OUR TEAM



Dr. Johannes Farkas
Founder of HappyGum

30 years of experience in research, marketing and sales in pharmaceutical industry



Neta Meitlis
Business Development

Experienced product developer and quality control specialist, who is certified food technologist

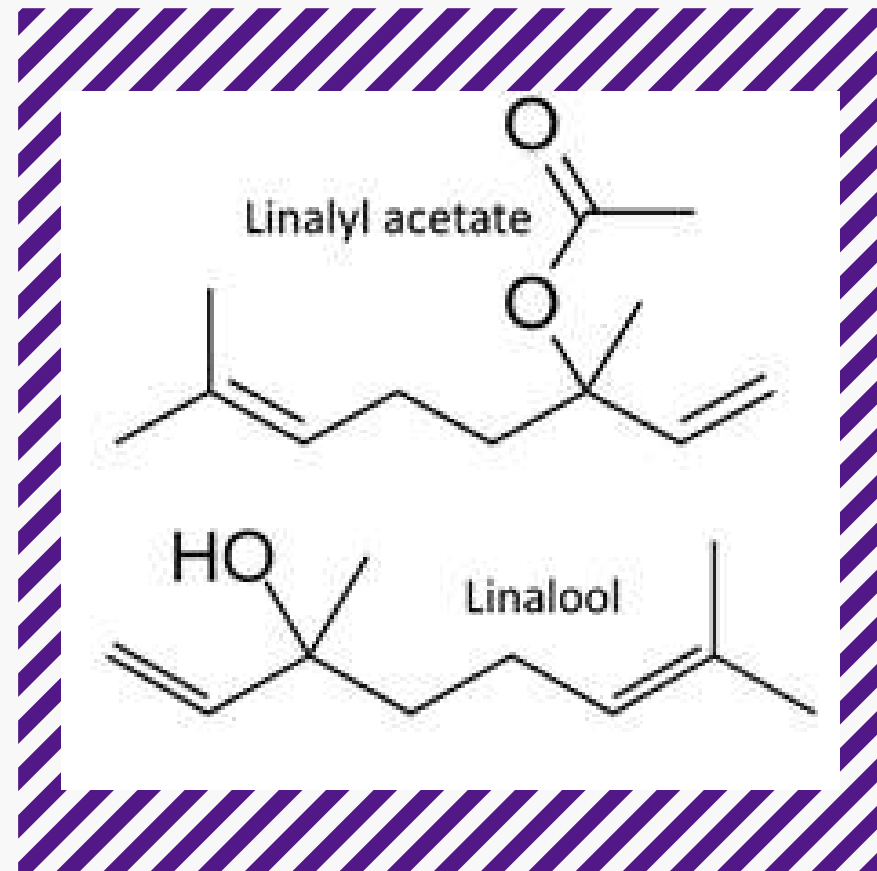
PRESENTATION



HappyGum comes simply ready to go and to be sold in an eye catching and elegant display.

One display contains 12 modern blisters with 9 pieces of HappyGum (9x6 = 54mg of lavender oil).

Lavender oil



Lavender has a long history of traditional use, it is safe and natural. Scientific studies prove that oral application of essential lavender oil reduces anxiety and stress. It also improves restlessness, disturbed sleep and pain issues. Lavender is known to improve general well-being and quality of life, sleep and morning vigor.*

***Sources:** Woelk H, Schläfke S. A multi-center, double-blind, randomised study of the Lavender oil preparation Silexan in comparison to Lorazepam for generalized anxiety disorder. *Phytomedicine*. 2010; 17: 94–99; Kasper S, Gastpar M, Müller WE, et al. Silexan, an orally administered Lavandula oil preparation, is effective in the treatment of 'subsyndromal' anxiety disorder: a randomized, double-blind, placebo controlled trial. *International Clinical Psychopharmacology*. 2010;25(5):277–287; L. Fisser K, Pilkington K. Lavender and sleep: A systematic review of the evidence. *European Journal of Integrative Medicine*. 2012;4(4):436-447

TRADEMARK

Our trademark "HappyGum" has legal protection in:

Albania, Algeria, Antigua and Barbuda, Armenia, Australia, Austria, Azerbaijan, Bahrain, Belarus, Belgium, Belize, Bhutan, Bosnia and Herzegovina, Botswana, Brazil, Brunei Darussalam, Bulgaria, Cambodia, Canada, Chile, China, Colombia, Costa Rica, Côte d'Ivoire, Croatia, Cuba, Cyprus, Czech Republic, Democratic People's Republic of Korea, Denmark, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, European Union, Finland, France, Gabon, Gambia, Georgia, Germany, Ghana, Greece, Guatemala, Guinea, Guinea-Bissau, Honduras, Hungary, Iceland, India, Indonesia, Iran (Islamic Republic of), Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kazakhstan, Kenya, Kyrgyzstan, Lao People's Democratic Republic, Latvia, Lebanon, Lesotho, Liberia, Libya, Liechtenstein, Lithuania, Luxembourg, Madagascar, Malawi, Malaysia, Mali, Malta, Mauritania, Mauritius, Mexico, Monaco, Mongolia, Montenegro, Morocco, Mozambique, Namibia, Netherlands, New Zealand, Nicaragua, Nigeria, Norway, Oman, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Poland, Portugal, Qatar, Republic of Korea, Republic of Moldova, Romania, Russian Federation, Rwanda, Saint Kitts and Nevis, Saint Lucia, Samoa, San Marino, Sao Tome and Principe, Saudi Arabia, Senegal, Serbia, Seychelles, Sierra Leone, Singapore, Slovakia, Slovenia, South Africa, Spain, Sri Lanka, Sudan, Suriname, Swaziland, Sweden, Switzerland, Syrian Arab Republic, Tajikistan, Thailand, The former Yugoslav Republic of Macedonia, Togo, Trinidad and Tobago, Tunisia, Turkey, Turkmenistan, Uganda, Ukraine, United Arab Emirates, United Kingdom, United Republic of Tanzania, United States of America, Uruguay, Uzbekistan, Venezuela (Bolivarian Republic of), Viet Nam, Yemen, Zambia, Zimbabwe

India: pending, we expect positive decision.





Patent pending

In 2021 we applied for patent at the WIPO.

Current status is "patent pending".

Once the patent is approved it will protect against any other 'lavender chewing gum as mood-regulating stimulant' product.

End of 2022 we filed for a patent in 70 countries worldwide.





**International
Taste Institute**



Happygum

Happygum GmbH

is granted the

**SUPERIOR
TASTE AWARD**

Eric de Spoelberch
Managing Director



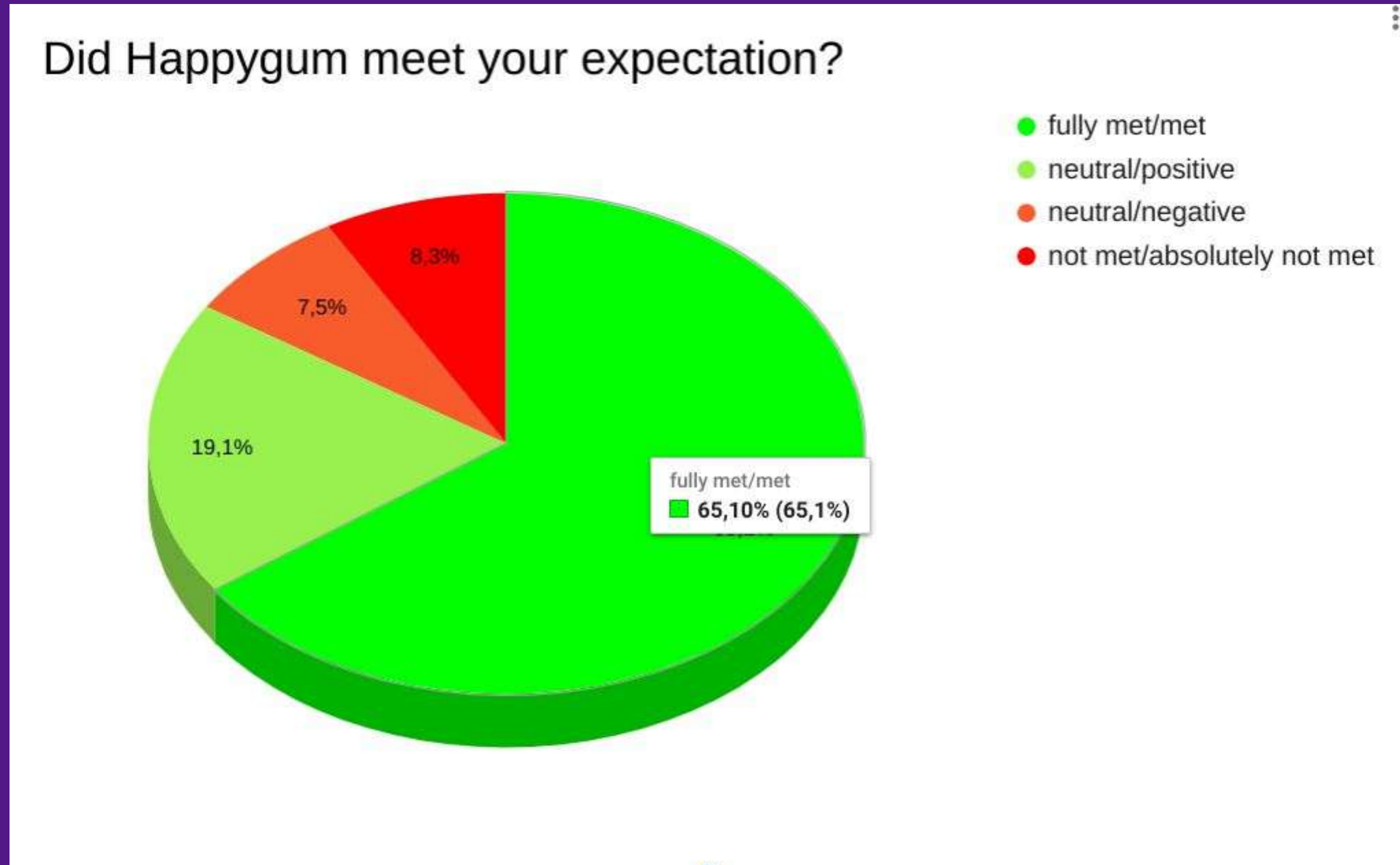
Brussels, 2023

Laurent van Wassenhove
Managing Director

Gulfood 2022: 93000 visitors, 5000 exhibitors, tens of thousand products
Happygum made it into the top 3 products.



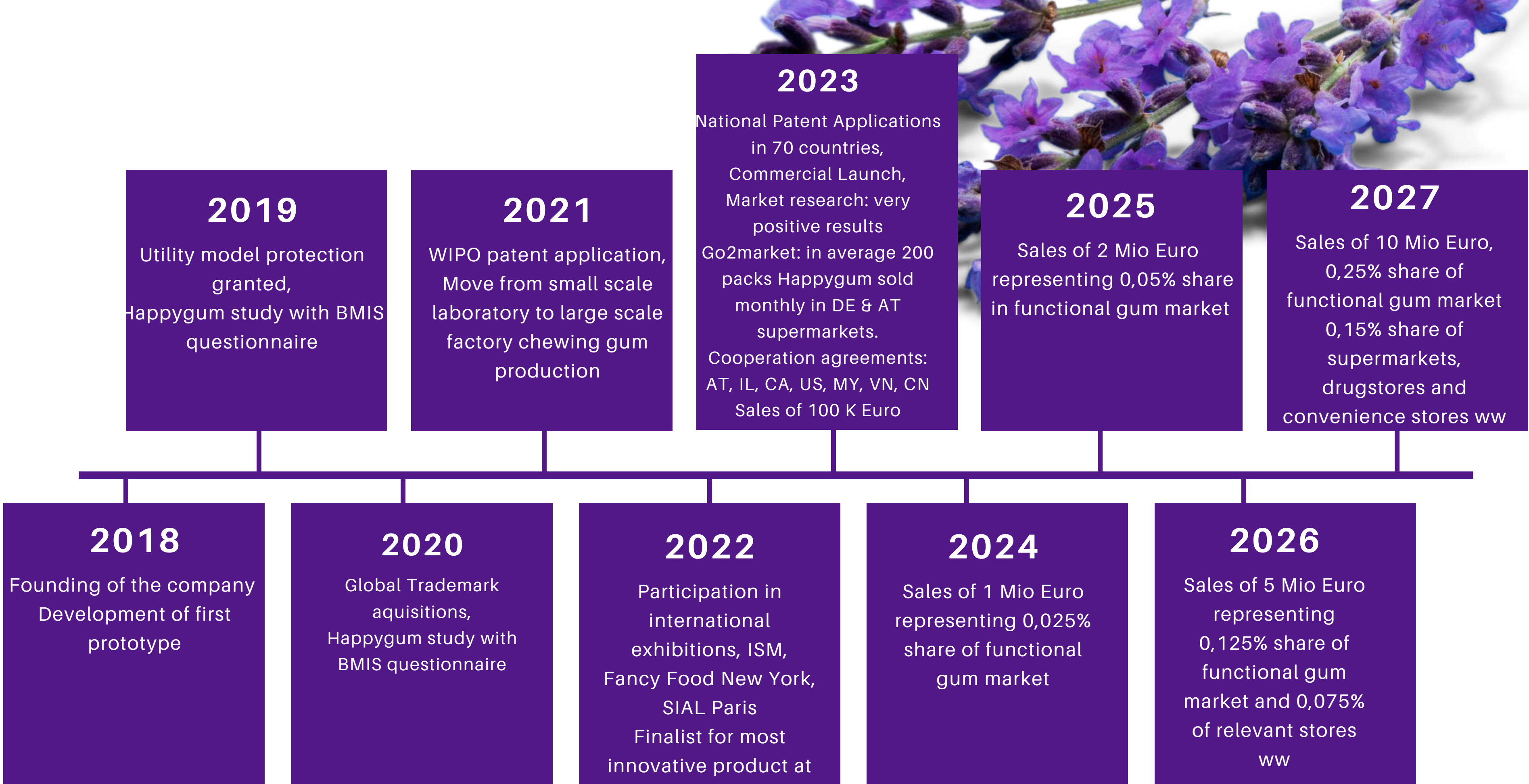
225 consumers participated in a market research. The most important question was:



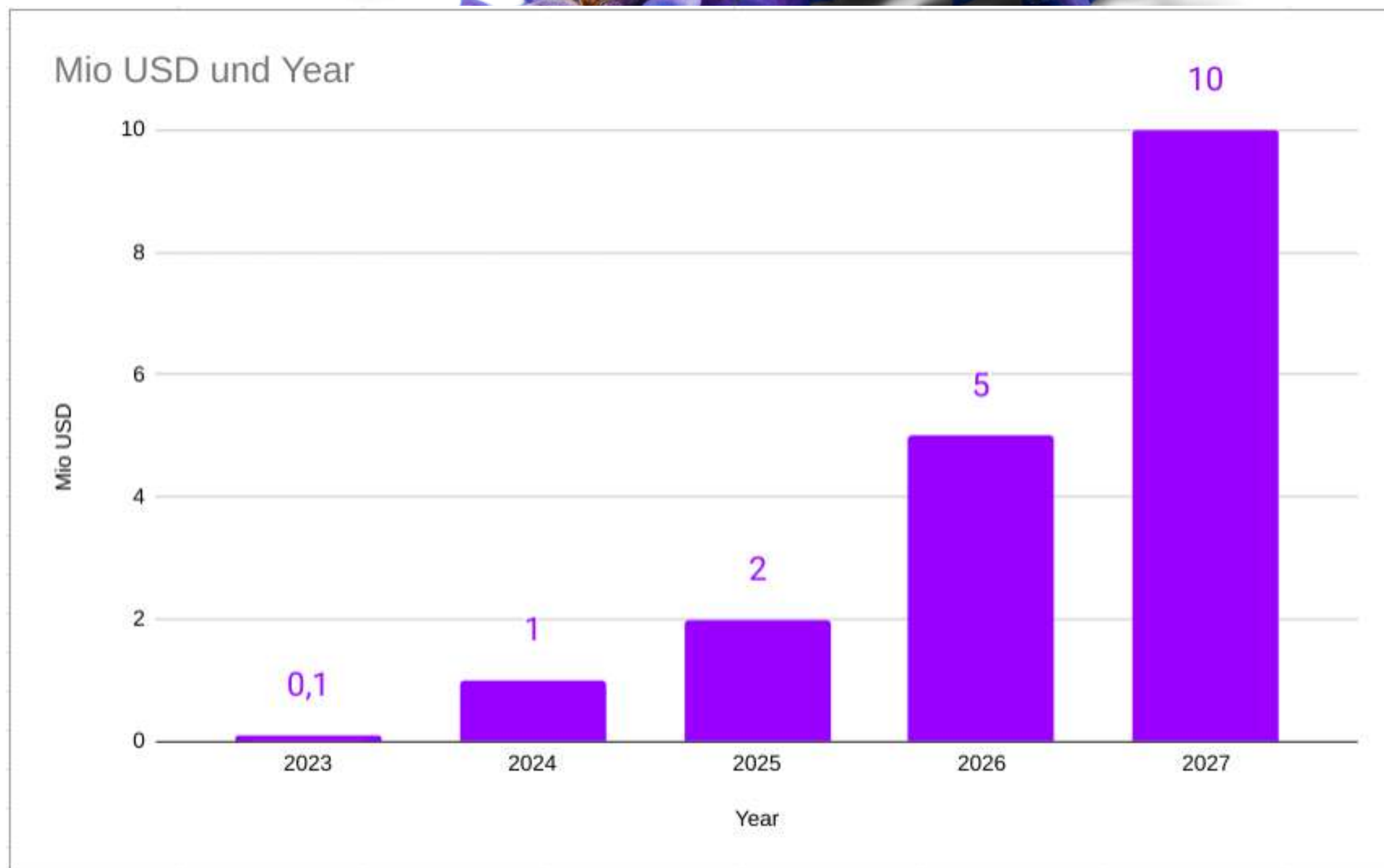
84,2% gave a positive reply, 65,1% a very positive reply.

The image features several sprigs of lavender flowers with small, light purple blossoms and green stems, set against a solid purple background. The flowers are arranged in a way that they appear to be hanging from the top and bottom edges of the frame. A semi-transparent purple rectangular box is centered horizontally across the middle of the image, containing white text.

"HappyGum Sees Strong Sales: Average of 250 Packs Sold Per Supermarket Since January 2023"



5 year Sales Forecast (in USD)



A decorative border of fresh lavender flowers in shades of purple and blue, running horizontally across the top of the image.

HAPPYGUM-PEAK

SALES 2033

**2,5 % OF FUNCTIONAL GUM MARKET =
130 MIO USD**



"Projected Financial Performance and Potential Shareholder Value for Happygum GmbH

Year	Sales	Personnel Cost	Marketing Cost	Distribution, COGS, Shipping & Other Related Expenses	Profit	Profit Margin	Dividend (10% Ownership)	Company Value	5% Ownership	10% Ownership	15% Ownership	Interest Rate
2023	\$100,000	\$30,000	\$30,000	\$60,000	-\$70,000	-70%	0	\$4,000,000	\$200,000	\$400,000	\$600,000	N/A
2024	\$1,000,000	\$150,000	\$150,000	\$600,000	\$100,000	10%	\$17,500	\$6,000,000	\$300,000	\$600,000	\$900,000	17.5%
2025	\$2,000,000	\$200,000	\$400,000	\$1,200,000	\$200,000	10%	\$35,000	\$11,000,000	\$550,000	\$1,100,000	\$1,650,000	21.8%
2026	\$5,000,000	\$600,000	\$800,000	\$2,000,000	\$600,000	12%	\$87,500	\$23,000,000	\$1,150,000	\$2,300,000	\$3,450,000	25.8%
2027	\$10,000,000	\$1,750,000	\$1,900,000	\$6,000,000	\$1,350,000	13.5%	\$175,000	\$46,000,000	\$2,300,000	\$4,600,000	\$6,900,000	29.5%
2033	\$130,000,000	\$16,000,000	\$14,000,000	\$48,000,000	\$22,000,000	16.9%	\$812,500	\$162,500,000	\$8,125,000	\$16,250,000	\$24,375,000	32.2%



THANK YOU FOR YOUR INTEREST!

Looking forward to be hearing from you!!
More information you will find on our website:
<https://happygum.com>

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