

# Innovation

in the Health  
and Wellness Industry



## About Us

**Galexxy Holdings, Inc. (The Company or GXXY) (OTC: GXXY) stands at the forefront of innovation in the health and wellness industry.**

GXXY targets the acquisition or ownership positions that are vertically integrated into the global functional mushroom segment.

Our commitment lies in harnessing the power of nature to create products that promote holistic well-being and contribute to a healthier, happier society.

**Strategic Vision:** The company's mission is the vertically integrated leader in the Functional Mushroom products sector we call, *"The 3,000 Year-Old-Secret to Health"*.

The market is anticipated to be a **\$69 billion growth sector by 2030**. By targeting the most common health concerns, this market intersection represents a much larger **\$13 Trillion** projected global health market.

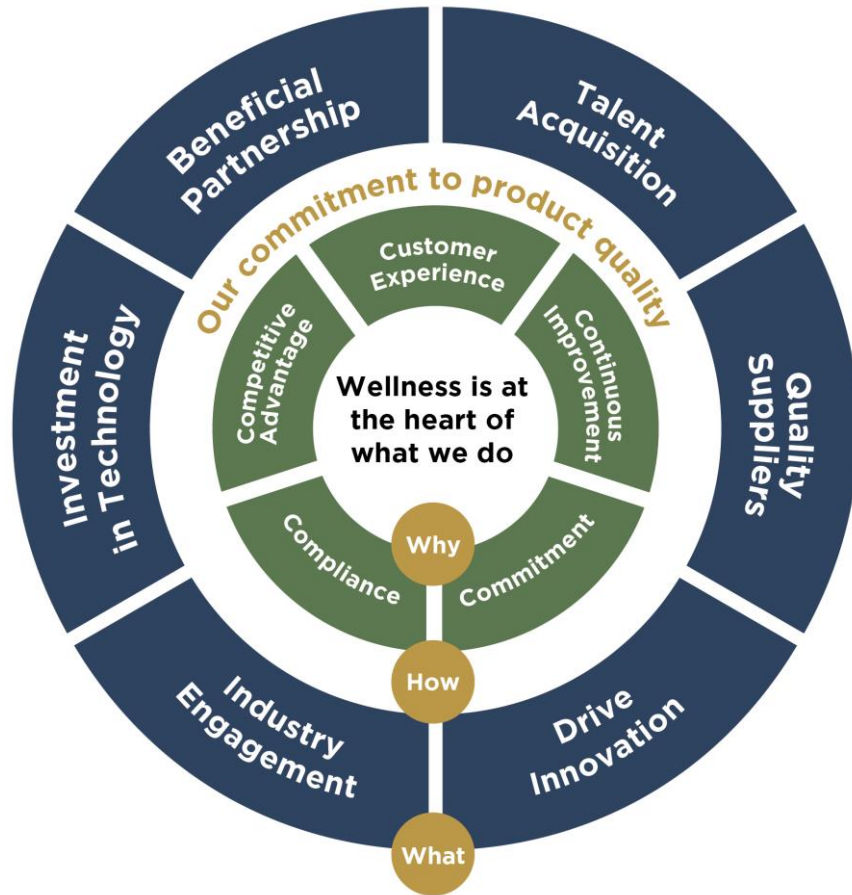
**Manufacturing:** The company has partnered with and is negotiating an ownership position with a top manufacturer in Carlsbad, CA. Integrated the latest Bosch production equipment. Superior quality, and unique product delivery. Minimize the standard 10% waste to .0015 to eliminate costs. Have more control over the manufacturing process.

**The Science:** The scientific process provides an incredible competitive advantage in the marketplace with 4x potency and efficacy results that are off the charts. Pure, potency, and all-natural. GH is negotiating to take an ownership position in the only company that provides these results through triple extraction.

**Farming Operations:** GH has farming relationships through the extraction company and is in talks to take an ownership position to lock-up key farming relationships.



# The Galexxy Holdings Operating Model



## The GXXY Way

Why

Wellness is at the heart of what we do

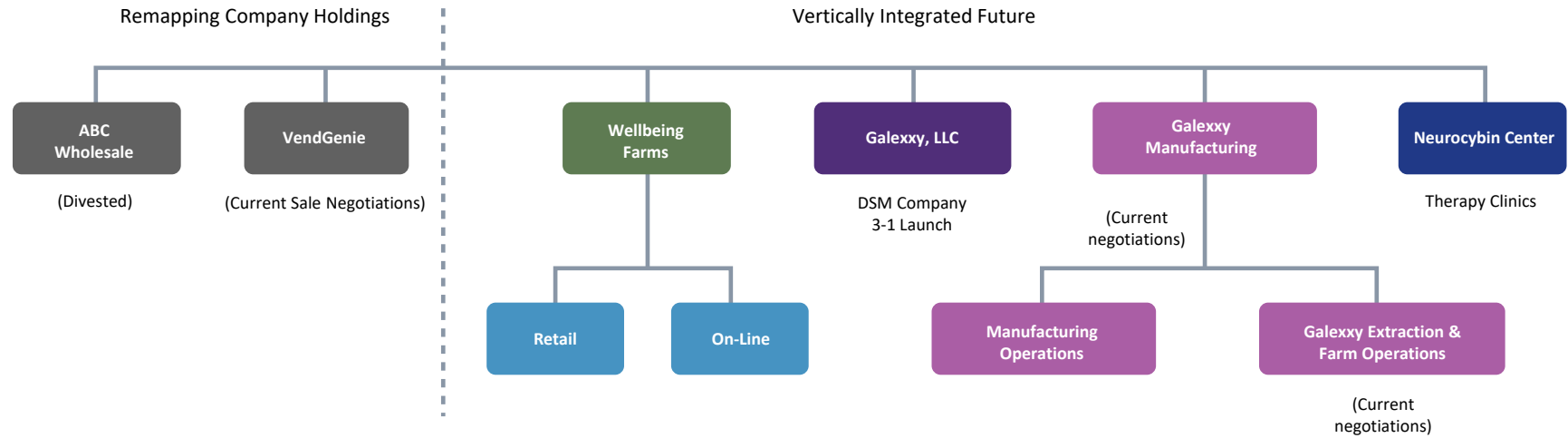
How  
5C's

Customer Experience  
Continuous Improvement  
Commitment  
Compliance  
Competitive Advantage

What

Beneficial Partnerships  
Talent Acquisition  
Quality Suppliers  
Drive Innovation  
Industry Engagement  
Investment in Technology

# Galexxy Holdings





## HOLDINGS AND JOINT VENTURES



### WELLBEING FARMS OWNERSHIP– 100%

Wellbeing Farms' guiding principle:

*'Your Wellbeing is at the CORE of what we do'.*

#### High Potency Plant-Based Products

WBF provides products that improve both physical and mental health, offering a variety of health concerns including Energy, Focus, Wellbeing, Calm, Sleep, Immunity, and Pain Relief.

#### Market Leadership

Wellbeing Farms is dedicated to becoming the market leader in FunctionalMushroom and Adaptogen health products, combining scientific methods with natural ingredients.

Distribution includes the company's online website, Walmart-approved marketplace, Amazon, big box approved, and wholesale.

#### R&D and Product Delivery

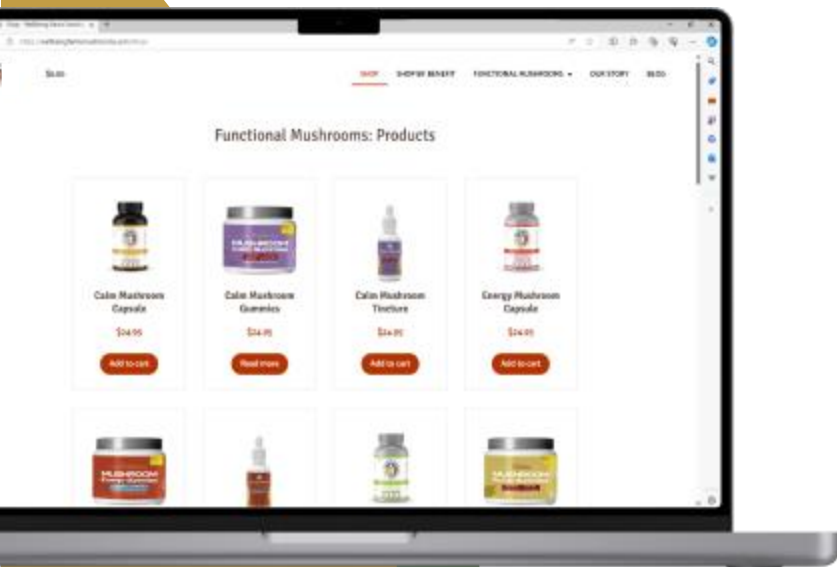
Wellbeing Farms is the R&D, new products, product sourcing, and unique product delivery mechanism arm for all other GH companies.

#### North American Organic Products

Our products are made using U.S. and Canadian-grown mushrooms, sourced from experienced farmers. Most products on the market are cheaply made from powders from China, or they are diluted 10:1 or 20:1. They only use the fruiting body and they don't benefit from the full efficacy of the mycelium.

#### Scientific Process

Wellbeing Farms offers a market uniqueness using a 100-day, triple extraction process from both the fruiting body and Mycelium. Producing a superior, more efficacious product range that has 4x the potency and provides nutrients that others can't provide.





## HOLDINGS AND JOINT VENTURES



### GALEXXY LLC OWNERSHIP – 52%

#### Galexxy is disrupting the Direct Sales Industry

##### Products First

Proprietary plant-based products based on functional mushrooms and blended adaptogens provide a first for the industry.

##### The Super Seven Solution

The highest quality extraction and the scientific process is USP for the industry.

##### A Brand That is Out of Sight

The Galexxy brand, high-quality packaging, visual imagery, and social media sets a new standard for the industry to ignite new leaders.

##### The First Real-Time Revenue Recognition

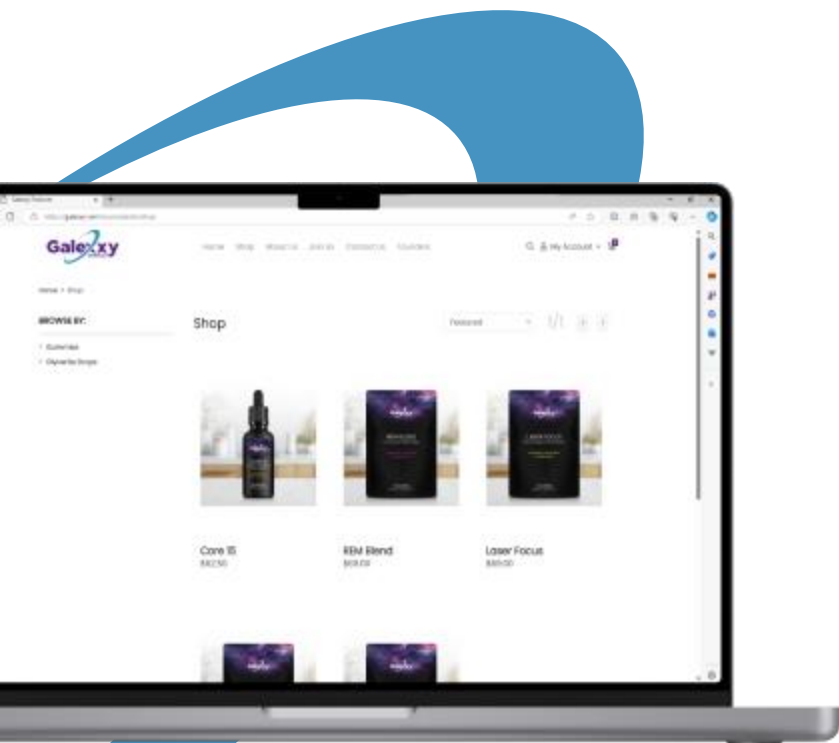
Galexxy has brought the first real-time compensation recognition software to the industry.

##### Galexxy Connect App

A first to provide a full business in the palm of your hand. Now onboard, train, manage accounts, source social media, offer drop-ship samples, and sell via a smartphone!

##### Digital Collectible & Founder

Galexxy developed a way to create front-end revenue growth for the company by providing an NFT digital collectible combined with products, higher compensation, and valuable assets.



[www.galexxy.com](http://www.galexxy.com)

## Product Range



# Product Overview



## Unique

- 28 Functional Mushroom/Adaptogen Products
- 4x's the potency
- Triple-extracted
- 100-day Extraction process
- Use fruiting body and mycelium
- Grown and Sourced exclusively in USA
- All natural and vegan certified
- Non-Diluted Extract



## Market

- Anti-inflammatory
- Sleep
- Focus
- Energy
- Wellbeing
- Anxiety & Depression
- Gut Health
- Immunity
- No restrictions in upstream supply chains



## Testing

- Independently lab tested for compliance and quality
- Certificate of Analysis for each product



## Testimonials

- Repeat sales from proven benefits
- Uniqueness provides solutions that get results
- Word-of-mouth and testimonials





## Product Benefits

### Why Functional Mushrooms?

- Asian Cultures have used them for centuries
- New Clinical Studies are proving their health benefits
- New extraction techniques are unlocking their true powers

Functional mushrooms have gained significant attention for their remarkable health benefits. Mushrooms, such as Reishi, Chaga, and Lion's Mane, contain a rich array of bioactive compounds that contribute to positive benefits on human well-being.

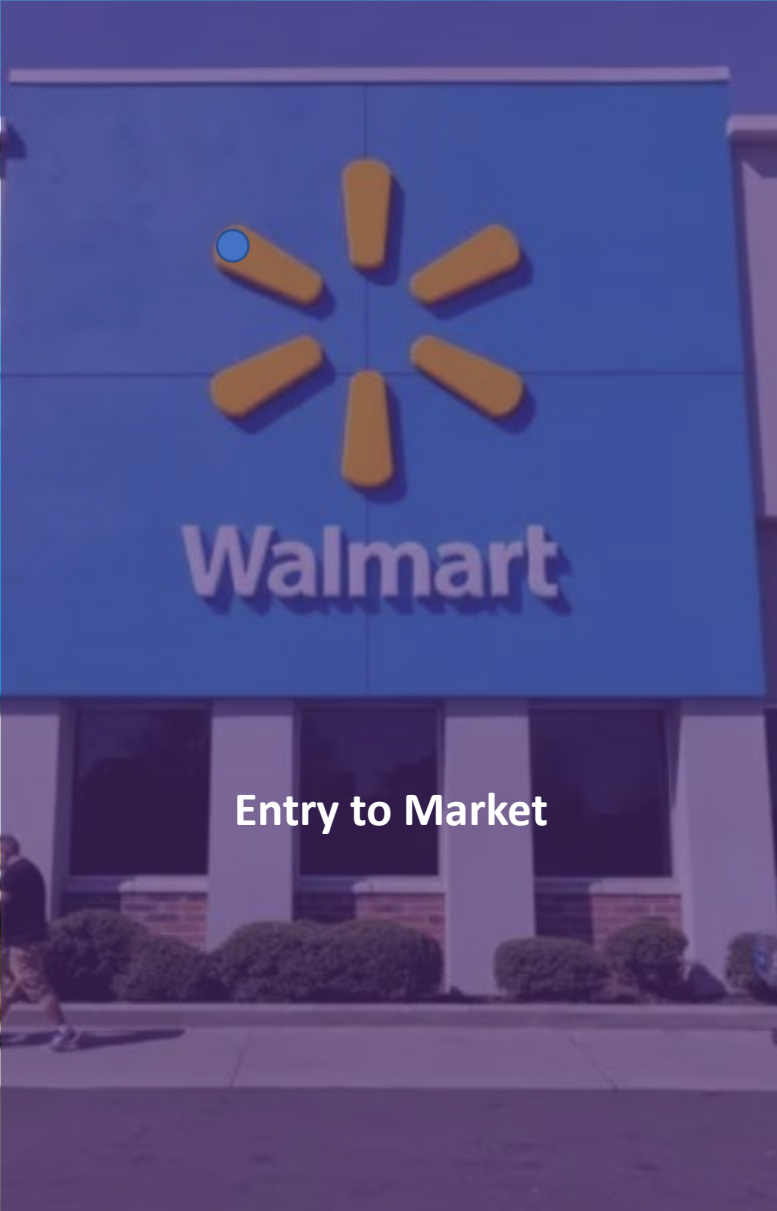
**Immune Support.** Compounds like Beta-glucans found in these mushrooms play a crucial role in enhancing the immune system's response, helping the body defend against infections and illnesses.

**Cognitive health and mental well-being.** Lion's Mane is renowned for its potential to support brain function. Research suggests that compounds in this mushroom may stimulate the growth of nerve cells and promote cognitive function, memory, and focus.

**Sleep.** Reishi has been shown to promote sleep and deeper restful sleep.

**Energy.** Cordyceps has been shown to fight inflammatory factors and to provide new energy and stamina.

**Adaptogenic Properties.** Support the body to adapt to stressors and maintain balance. This adaptability can contribute to better stress management, improved energy levels, and overall resilience. Functional mushrooms offer a holistic approach to health, addressing multiple facets of well-being and providing a natural and sustainable option for those seeking to enhance their vitality.



## Entry to Market

### RETAIL AND WHOLESALE DISTRIBUTION

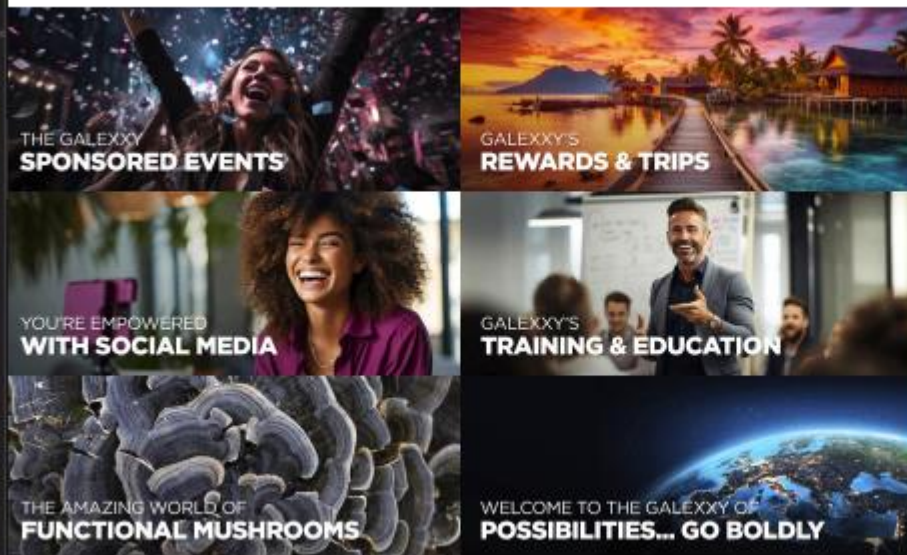
#### WELLBEING FARMS LLC

- **Walmart.com** – Selected and approved in December 2023 for selling products on Walmart.com with website traffic of 382M monthly shoppers. Shortlisted in Oct 2023 for Walmart's 10th Open Call Campaign. Wellbeing Farms was one of 300 companies selected from 14,000 for a face-to-face pitch and later approved for 18 product listings.
  - **Walmart In Store** – Approved for Over-the-Counter sales for Q2/3, 2024. In review of setting up processes for initial district(s).
  - **Amazon** – All products meet the eCommerce requirements to sell online. Store development has begun. Additional marketing material and budget required for effective penetration.
  - **RangeMe** – Listed on the largest online wholesale sourcing platform. >12,000 buyers.
- All programs above require sizable inventories to be built (See Use of Proceeds).

## DIRECT SALES MARKETING

### Galexxy

- **Changing the DSM Model** to include affiliates, social influencers, and direct-to-consumer.
- **\$32 Million** - The last DSM with a similar launch netted 32M in its first year.
- **Removing the Handcuffs** from other DSM companies.
- **Real-time Revenue Recognition** through Pillars breakthrough technology.
- **Galexxy Connect** – Onboard and Manage a Business from a Smartphone
- **First Functional Mushroom Products** addressing a growing \$69B marketplace.
- **Front-Loaded NFT Token** to ignite sales commissions for new leaders, and revenue recognition for Founders and Stakeholders.



## The Unveiling of The *Galexxy* Connect App

Our Custom-Built Direct Selling App to Rocket Your Success!

# Company Differential



## Innovation

**Products** - GXXY takes pride in its innovative product line, carefully crafted to incorporate the therapeutic benefits of functional mushrooms and adaptogens supporting various aspects of physical and mental health, providing consumers with natural and effective solutions.

**Technology** - GXXY is at the forefront of direct selling software and Ambassador interface.



## Customer-Centric Approach

GXXY places the customer at the center of its operations. We prioritize understanding and meeting the diverse needs of our customers, fostering a relationship built on trust and satisfaction. Our customer-centric approach guides us in continually refining and expanding our product portfolio.



## Organic And Inorganic Growth

As we embark on the fiscal year 2024-2025, GXXY is positioned for significant organic and inorganic growth. Our strategic initiatives and expansion plans are geared towards reaching new markets, forming strategic partnerships, and continuously innovating our product offerings.



## Sustainable Practices

GXXY is mindful of its environmental impact. We are committed to sustainable practices in our operations, from sourcing raw materials to packaging. Our eco-conscious approach aligns with our mission to contribute positively to both individual well-being and the health of the planet.



# Galexxy Holdings Market Opportunities

\$69B  
BY 2030



## Wholesale and Retail Statistics

### Current State:

- 2023 – \$35B
- Largest region - Asia
- Supplements and nutraceutical - 50%
- Food and Beverage segment – 42% (product opportunity)

### Future State:

- \$69B by 2030 (2X)
- CAGR 8.4%
- USA CAGR 11.6%
- Regional outlook strongest for North America and Canada
- No change in segment %

\$329B  
BY 2030



## Network Marketing Statistics

### Current State:

- 2023 – \$212B
- Health and Wellness segment - 36%
- North America region - 23%

### Future State:

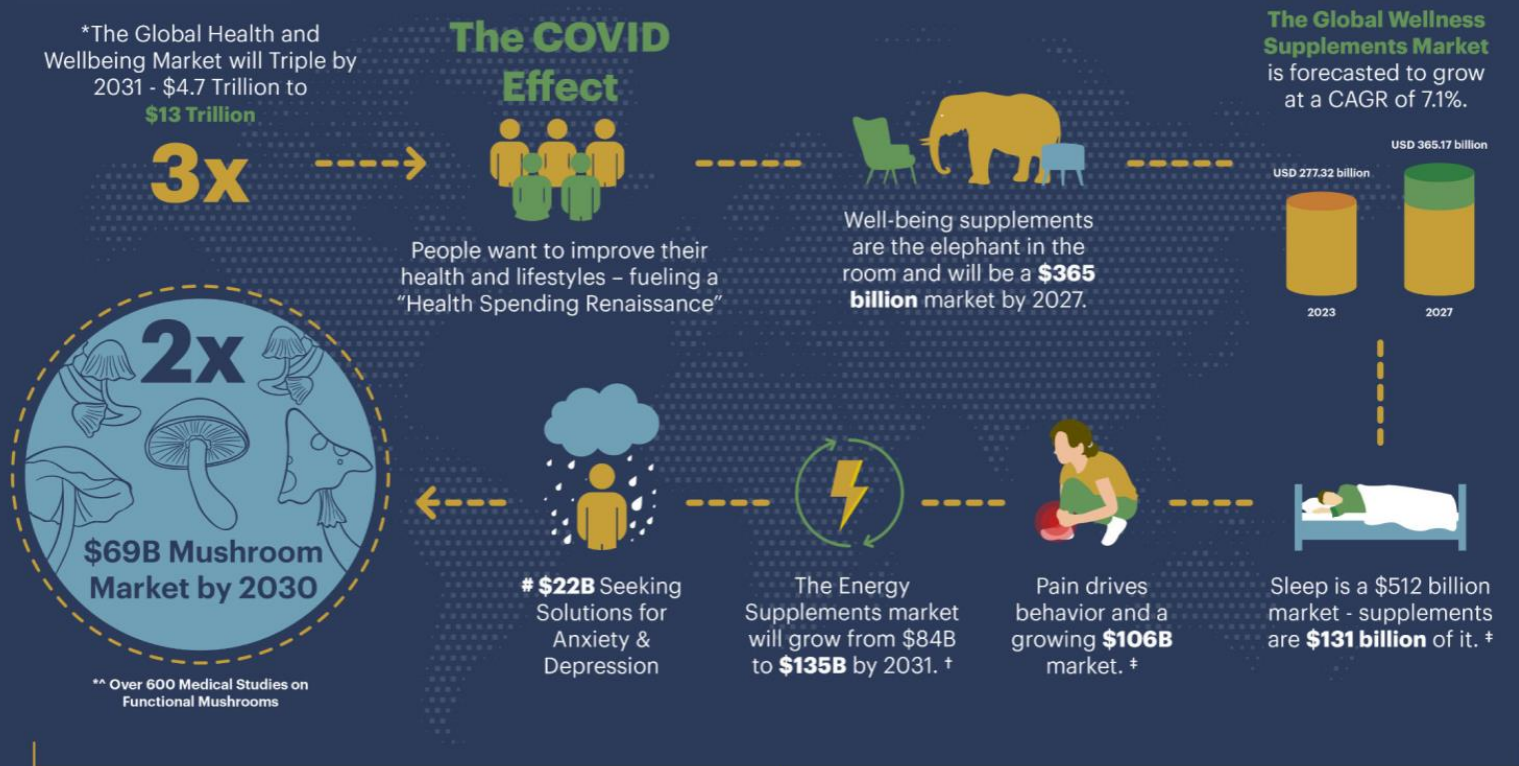
- 329B by 2030
- CAGR 6.4%
- Regional outlook strongest for North America
- Segment outlook strongest for Health and Wellness



## Galexxy Is Targeting Companies, Products, And Solutions In The \$13 Trillion Global Health Market

- Products that meet the needs of the top health searches on the internet.
- The early-stage growth in a \$69B Mushroom Market.
- A Global Health Trend following Covid to live healthier.

## Global Health Will Be a \$13 Trillion Market\*



## Functional Mushrooms and Adaptogens

\*\* <https://pubmed.ncbi.nlm.nih.gov/28605319/>

† <https://www.biospace.com/article/depression-treatment-market-size-to-reach-usd-16-06-billion-by-2027-industry-trend-advancements-in-depression-treatment-approaches/>

\*\*\* <https://www.emergentresearch.com/industry-report/sleep-economy-or-sleep-aids-market>

†† <https://www.precedenceresearch.com/pain-management-therapeutics-market>

(\*) <https://www.alliedmarketresearch.com/energy-supplement-market-A36879>

††† <https://www.alliedmarketresearch.com/health-and-wellness-market-A29258>

†††† <https://www.researchandmarkets.com/reports/5767339/wellness-supplements-global-market-report>

# Why Our Products are Different

## Standard Competitor Products

- Use powders vs liquid extracts
- Use only the fruiting body
- Double extract process (hot water/alcohol)
- Mushrooms sourced from Asia, without quality controls



“The fruiting body of a mushroom – what you might use to make a standard stroganoff”

## Galaxy Products



### 100-day Triple Extraction Process

(hot water/glycerine/100-day fermentation)



### Contains the Fruiting Body and Mycelium

- More bioavailable
- Rich in probiotics
- Contains compounds not found in fruiting body



**USDA-certified Farms** with farmers with decades of experience



**USA Manufacturing** and distribution in San Diego with unlimited growth



**4x Efficacy** over powders water/alcohol

Galexxy Holdings, Inc

Shareholders' Equity

Summary of Capital Structure

As of February 22, 2024

Common stock par value \$0.001

Number of shares authorized: 500,000,000

Name	Number of shares	Percentage	Number of shares	Percentage	Market Cap	Stock Options	Exercise Date	Exercise Price
Authorized Shares								
Common Stock	500,000,000	100.00%						
Total shares authorized	500,000,000	100.00%						
Total Number of Shares Unrestricted			69,982,914	27.72%				
Total Number of Shares Unrestricted			182,508,873	72.28%				
Total Number of Shares Outstanding			252,491,787	100.00%	\$ 14,927,484			
Average Price per Share					\$ 0.06			
Stock Options						13,083,333	6/1/2025	\$ 0.05
Total Number of Stock Options						13,083,333		



## Meet The Galexy Holdings Team



**MICHAEL BIAGI**

Chief Executive Officer



**GEZA MOLNAR**

Chief Financial Officer



**TRENT D'AMBROSIO**

Chief Operations Officer



**DAN GAY**

Chief Marketing Officer

## MEET THE TEAM & PARTNERS IN GALEXXY LLC



**JOHN WINTERHOLLER**  
Galexxy Founder and COO



**DAN GAY**  
Chief Marketing Officer



**LEONARD COOKE**  
Galexxy Founder



**ROGER SMITH**  
Consultant – BlockDirect



**MATT MARCHBANKS**  
Founder and CEO Ziplingo



**JAMES PORTER**  
Hussle Vice President Sales



**BRENT RITCHIE**  
Partner, Destinations Inc.



**Galexxy Holdings** is committed to improving the health and wellbeing of individuals by delivering the highest quality all-natural products to improve health and address the most common health conditions.

The company will provide enormous value for its shareholders by producing exceptional products that get results, which will expand product sales, revenues, and shareholder value.