

CELEBRATING

LIFEWAVE®

20 YEARS



LIFEWAVE TIMELINE

GLOBAL MARKET UPDATES

WHO WE ARE

Not for distribution in Canada





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# A MESSAGE FROM DAVID

**THANK YOU FOR 20 YEARS OF SUCCESS WITH LIFEWAVE!**



LifeWave Technology was founded with the simple idea of taking a new life technology, originally developed for the Navy, to the public. With the creation of our network marketing company in November 2004, working

together we have achieved some absolutely remarkable accomplishments over these 20 years, and I could not have asked for a better group of people than our Brand Partners to share our success with.

Over this period of time LifeWave has transformed into a life technology company, and a place where the entrepreneurial spirit of innovation can live for the betterment of the lives we touch, as well as our planet. What you will see in the years ahead is that we are still very much at the beginning of our journey.

I personally want to thank each and every member of the LifeWave community for giving me the opportunity to be an inventor, and share the gift God has blessed me with. My sincere hope for you is that in our company you will achieve the success you deserve, and in turn pursue the dreams you hold in your heart.

Many Brand Partners in our community were with us right at the beginning when we launched LifeWave with Energy Enhancer® as our main product. To this incredible group of early adopters, you have my deepest thanks and appreciation for seeing the dream of what LifeWave could become, and being here now to enjoy the fruits of your hard work and effort.

In the late 2000s I made the decision to start investing our resources into research. After 10 years of investigation, \$4.3 million USD in investment capital, and over 80 patents globally, our company was forever transformed for the better. We have touched and enriched the lives of many, and they have taken LifeWave on a path to becoming one of the largest network marketing companies in the world.

In these past two decades, LifeWave has expanded across North America, Japan, Europe, and in countries across Asia and the Pacific. This phenomenal growth in such a short period of time would not be possible without the power of network marketing. To all of our Brand Partners that

have started locally and branched out globally, you have our appreciation and gratitude for an incredible job well done!

With our financial success has also come the opportunity to help those less fortunate. We have a history of giving since our very first conference in 2005, and since that time our relationship with organizations such as the Red Cross has continued to expand. In fact, two years ago we began a project in our research center to design a revolutionary drone for humanitarian relief, and I am proud to say that this project has been successful, resulting in the unveiling of this drone at our 2022 convention.

Whether this is your first experience with LifeWave

or you have been with us since the beginning, I offer my heartfelt appreciation for your willingness to learn more about the technology, allowing it to make a difference in your wellness journey, and share it with the people you love most.

What is in store for the future? God willing, we will continue to innovate and develop new technologies well beyond wellness products for your personal empowerment, security, and financial well-being. I am expecting the next 20 years to be even bigger than the first, and I would not miss it for the world.

Thank you for everything you have done for LifeWave, and my prayer for each of you is to have a life in union with our divine Creator, boldly going forth to touch lives one at a time, living long, living well, and living younger.

**SINCERELY**

**DAVID SCHMIDT  
FOUNDER & CEO**

“

**MY SINCERE HOPE FOR YOU IS THAT IN OUR COMPANY YOU WILL ACHIEVE THE SUCCESS YOU DESERVE, AND IN TURN PURSUE THE DREAMS YOU HOLD IN YOUR HEART.**

”



# EXECUTIVE BIOS



**DAVID SCHMIDT**  
FOUNDER & CEO

David Schmidt is the Founder & CEO of LifeWave. He founded the company in 2004 to help people tap into their body's natural potential for greater overall health. He received his formal education in management information systems and biology at Pace University in Pleasantville, NY, before moving on to a career in anti-aging and regenerative science. Before founding LifeWave, he worked on numerous innovative designs, such as a new process for creating oxygen and hydrogen, and designing and prototyping multi-fueled, bladeless-turbine power generation systems.

The LifeWave technology was born from three years of intense research by David into methods of naturally increasing energy and stamina via phototherapy. David is the holder of over 130 issued patents with many more pending. More than 70 of those issued patents are in the field of regenerative science and technology.



**MEREDITH BERKICH**  
PRESIDENT

With 30 years in direct selling, both as field leader and corporate executive, Meredith brings a wealth of experience to LifeWave. As President, she provides collaborative leadership, strategic thinking, and an unwavering commitment to excellence to benefit all of our valued stakeholders.

Before joining LifeWave, she served in executive positions in a variety of sectors including wellness, durable goods, and commodities. Her vision and tireless dedication to the success of entrepreneurs has resulted in driving explosive growth to \$1B+ in annual revenue. Publicly recognized as one of the *Most Influential Women in Direct Selling*, her dedication to empowering people worldwide is unwavering.

"I'm continuously inspired by the quality of both corporate and field leadership here at LifeWave. I am privileged to work alongside some of the most talented and committed individuals I've encountered," says Meredith. "With ongoing innovation and dedication to technological advancements, we will continue to build an ecosystem where influencer's of all types can thrive in an ever-evolving marketplace."

In Meredith's role, she is responsible for developing and implementing business strategies and systems in support of LifeWave's accelerated growth. In the spirit of continuous improvement her motto is: "We don't have to be perfect. We just have to be great".



**JULES RUDICK**  
EXECUTIVE VICE PRESIDENT

Jules Rudick is the Executive Vice President of LifeWave. Since joining LifeWave in 2009, his extensive business relationships across the globe, accumulated over the course of his 30-year international business career, have been instrumental in LifeWave's worldwide growth. Jules holds a master's degree in international management from the American Graduate School of International Management in Glendale, Arizona.

He says: "It's been my great honor and privilege to have worked with David Schmidt and the great people at LifeWave for the past 15 years where David has created a company and products that have been improving the quality of peoples' lives every day since 2004 and looking forward to the day in the not-too-distant future when we reach our goal of having LifeWave in a billion homes around the world!"

He speaks fluent Mandarin Chinese and Cantonese and is an Associate of the Institute for Independent Business.



**COLMAN DILLON**  
**CHIEF OPERATIONS OFFICER**

Colman Dillon is the Chief Operations Officer at LifeWave. With 28+ years of experience in the pharmaceutical and medical device industries, Colman has held management positions at leading companies such as Johnson and Johnson, Henkel, and Johnson Matthey Pharmaceuticals.

Since joining LifeWave in April 2010, Colman has spearheaded operations, including global product registration, management, and distribution, while integrating company-wide processes and goals that drive overall business success.

About his experience at LifeWave, he says: “Working together with David and my LifeWave colleagues since 2010 has been an inspirational journey. It has been a journey of trust, respect, caring, and a great deal of fun! Our values as an organization have inspired us to work hard every day to continue to help people improve lives everywhere.”

Prior to LifeWave, Colman served as general manager of a number of pharmaceutical manufacturing sites where he was responsible for product registration and sales on a global scale.



**JOSEPH DEPANFILIS**  
**CHIEF FINANCIAL OFFICER**

Joseph DePanfilis is the Chief Financial Officer at LifeWave. Over his 35-year career, Joseph has gained expertise in diverse areas of finance in the high-tech auto manufacturing, aerospace, medical devices, telecommunications, and consumer products industries. He has also served in accounting and operation capacities and played a key role in business start-ups and turnarounds.

In his career, he has garnered a strong reputation for improving operations and impacting business growth through such measures as strong and resourceful finance management and productivity/efficiency improvements.

He says: “LifeWave innovations have positively impacted my health in ways I cannot quantify. I am committed to ensuring that as many people around the world as possible can share the experience and benefits of our products and improve their lives in doing so.”

Joseph holds a bachelor’s degree in accounting from Johnson and Wales University.



# Y-AGE AEON®





# LIFEWAVE THROUGH THE YEARS!

**LifeWave Founder & CEO David Schmidt was eight years old when his parents took him to visit the workshop of American Inventor Thomas Edison, an experience that would forever define his career and personal life. From that day forward, he knew he wanted to be an inventor.**

## 2002

LifeWave Technology was formed in 2002 with the development of the first patch prototypes in David's home office. This included the prototype for Energy Enhancer®.

A patent was filed on this pioneering, non-transdermal technology.



## 2003

The first clinical studies were conducted at Troy University and Morehouse College, solidifying LifeWave's commitment to perform quality research to validate product efficacy.

## 2004

David met Richard Quick, the six-time United States Olympic Swim Coach. Prior to their meeting, biomedical engineer Dr. Karl Maret introduced LifeWave Energy Enhancer patches to Coach Quick.

Just three weeks after providing the patches to his Stanford University team, six of its eight members broke their personal lifetime records.

Shortly thereafter, Stanford team members were spotted wearing LifeWave patches during the Olympic Swimming Trials, propelling LifeWave into the national media spotlight.

As a result, over 1,000 people came forward to become LifeWave Brand Partners.

**NOVEMBER**  
LifeWave's first day in business as a Direct Sales Company was November 10, 2004.

Sales in the first month of business exceeded even the greatest of expectations by generating over \$500,000 USD.



Richard Quick

## 2005

LifeWave's first conference was held at the Riviera Hotel in Las Vegas. The event featured 40 speakers, including professional and Olympic athletes who discussed utilizing LifeWave patches to reach the pinnacle of competition.



## SEPTEMBER

LifeWave makes first donation to the Red Cross, demonstrating the humanitarian and service-centered heart of LifeWave Leadership & Brand Partners.

## NOVEMBER

LifeWave celebrates its first year in business as a Direct Sales Company, generating \$17 million in sales.

## 2006

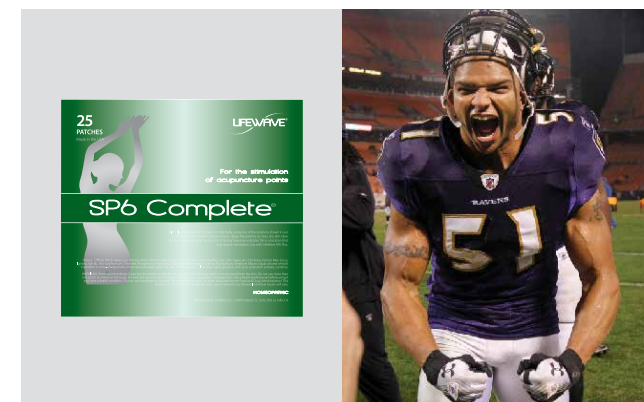
LifeWave starts to spread worldwide with the release of IceWave®, Y-Age® Carnosine, and Y-Age® Glutathione.



## 2007

SP6 Complete® Patch launches in July 2007.

NFL Super Bowl champion Brendon Ayanbadejo and his brother join other sports legends in endorsing LifeWave products.



## 2008

LifeWave is established in the EU with the launch of business in France, Spain, Switzerland, and Italy.

LifeWave is recognized as an international company and ranked #4825 in the Inc. 5000 List of Fastest Growing Private Companies.

LifeWave is established in Southeast Asia with the launch of business in Taiwan.

## 2009

LifeWave celebrates five years in the business with a Five-Year Anniversary Caribbean Cruise.

LifeWave creates the Richard Quick Pursuit of Excellence Award in memory of Coach Quick.

## 2010

LifeWave expands headquarters in San Diego and sets up a production base in Ireland with construction beginning on a 25,000 sq ft manufacturing facility and fulfillment house, which also included a new center for customer service.

LifeWave expands in the EU, opening operations in Poland.

LifeWave is recognized by the Inc. 5000 List of Fastest Growing Private Companies ranking #1435.





## 2011

LifeWave launches what will become known as one of its most popular products, Y-Age Aeon®.



## 2012

LifeWave continued its international expansion by opening new markets, including Hong Kong.

LifeWave technology continued to reach athletes all over the world with several Olympians, including medal winners, wearing the LifeWave patches during the 2012 Summer Games.

## 2013

After an 11-year evaluation of our technology, scientific research, and clinical studies, the United States Patent Office issued two patents for LifeWave's ground-breaking non-transdermal patch technology. This decision was based on their determination that our technology is novel, legitimate, and supported by proper scientific information. This signified an extraordinary accomplishment for all of those who are an integral part of the LifeWave community.

## 2014

In November, LifeWave Members joined our leadership team on a Caribbean cruise to celebrate a decade of changing lives around the world.



## 2015

The Alavida® skin care line launches as a welcome addition to the ever-growing LifeWave product line.

“Make it Happen, Make it Matter” event in Copenhagen draws the largest crowd to date at a European LifeWave Event.

LifeWave was honored by the Direct Sales Association with the Ethos Award for Product Innovation.

In 2015, LifeWave Europe expanded their footprint by adding an additional building to support growth.



## 2016

LifeWave's life-changing product line receives a new, bold look with all-new product packaging.



## 2018

“Best Invention to Date” – The LifeWave X39® patch is brought to market.

In the summer of 2018, after years of research and development, the first of its kind product was introduced to the world – the LifeWave X39 patch. LifeWave Founder & CEO, David Schmidt, created his ‘best invention to date’.

The LifeWave InTouch App is released.



## 2019

LifeWave officially opened in Japan on February 19, 2019.

LifeWave holds a 15-Year Anniversary cruise in the Caribbean with over 350 Brand Partners on board.



## 2020

Despite the global pandemic, business continued to grow at LifeWave with the opening of our new office in Utah, USA, and a move to a new office in Tokyo, Japan.

## 2021

Born out of necessity during the Global Pandemic, our annual virtual kickoff event, NOVA, launched in 2021 and has been a success year on year since.



## 2022

After a successful pre-launch in late 2021, the LifeWave X49™ Patch officially launched in the US and Europe in January 2022, followed by a global launch in April 2022.

### AUGUST

In August 2022, LifeWave hosted the SHINE Global Convention in Orlando, Florida, USA.

### NOVEMBER

In November 2022, LifeWave releases a new technology, forever changing how people experience the scent of essential oils, with LifeWave Shine® and LifeWave Dream in the United States and Europe. Global releases followed in 2023.



## 2023

### MAY

May 2023 saw the successful launch of our Aromatherapy Mist collection in Asia.

### OCTOBER

In October 2023, LifeWave hosted it's biggest event to date with our Heart to Heart Global Convention in Orlando, Florida, USA.



# WHO WE ARE

## THE LIFEWAVE EVOLUTION

### WHO WE ARE

Driven by innovation and proven by science, LifeWave is a breakthrough life technology company dedicated to honoring the light of life.

As we began thinking differently about light and the possibilities of phototherapy, we were inspired to explore the potential of earth's oldest natural resource. With a non-invasive wearable patch, we discovered a way to harness visible and infrared light and tap into the body's natural energy reserves.

### OUR PURPOSE

Beyond helping people find a healthier way to live, LifeWave's purpose is to empower people to live in the light with life technology that enhances and extends lives.

It begins with natural energy and the ability to get out and move your body. Faster recovery, improved performance, and prolonged activity contribute to a healthier lifestyle. This creates a wellness connection of mind, body, and spirit, which improves so much more than just physical health.

### OUR MISSION

We are committed to helping people live long and live well with health and wellness solutions designed to redefine the future of human potential.

### PROVEN BY SCIENCE

LifeWave has re-imagined wellness. Our health solutions are backed by science, including clinical studies, patents, and real-life results.

- Over 80 independent studies conducted at world-class universities and research institutions.
- David has over 130 issued patents, with the majority in the field of regenerative science and technology.
- David has dedicated nearly 25 years of research and product development to discovering and scientifically validating LifeWave's life technology.

### WHERE WE'RE GOING

LifeWave is pushing the limits of possibility. From wellness to philanthropic efforts and everywhere in between, we're always thinking forward.

As we hold true to our core values of high product standards, leading with service, being socially responsible, and striving to make a difference through unprecedented humanitarian advancement, our goal is to be the best life technology company.

Thank you for joining us on this journey!



# Y-AGE<sup>®</sup> GLUTATHIONE





# 20 YEARS OF PRODUCT INNOVATION

## 20 YEARS OF PRODUCT INNOVATION

When LifeWave began back in 2004, even the most optimistic of projections fell short of our reality nearly 20 years later.

In addition to the millions of people who have benefited from our patented life technology, countless more have felt the embrace of the worldwide LifeWave community, experienced the lasting impact of greater financial opportunity, or received a helping hand as part of LifeWave's commitment to humanitarian advancement.

And it all began when, as a young boy, David's parents took him to visit the workshop of Thomas Edison. From that day forward, David knew he wanted to be an inventor — even more than that, he knew he wanted to change the world.

## SCIENCE + INNOVATION

David fueled his entrepreneurial endeavors by combining the reality of science with the imagination of innovation.



Harnessing light, we discovered a life-transforming patch technology that reflects visible and infrared light back into the tissue. That initial patch is now known as Energy Enhancer®. In 2002, a patent was filed on this pioneering, non-transdermal technology.

Two decades later, LifeWave's incredible line of wearable wellness life technology and accompanying products are sold in over 100 countries across the globe.

## CONTINUED PRODUCT INNOVATION

Since the genesis of LifeWave's first Energy Enhancer® patch, we have gone on to develop additional patches that provide life-changing benefits.

## LIVE LONG, LIVE WELL, LIVE YOUNGER WITH LIFEWAVE

As LifeWave celebrates its 20-year anniversary, it's continuously surpassing product innovation and business success milestones. LifeWave continues to experience record-breaking sales year on year and as we move through 2024, it looks set to be another year of accelerated growth for the company.

With its global headquarters in the United States, LifeWave now has offices in Ireland, Taiwan, Malaysia, Philippines, and Japan, with

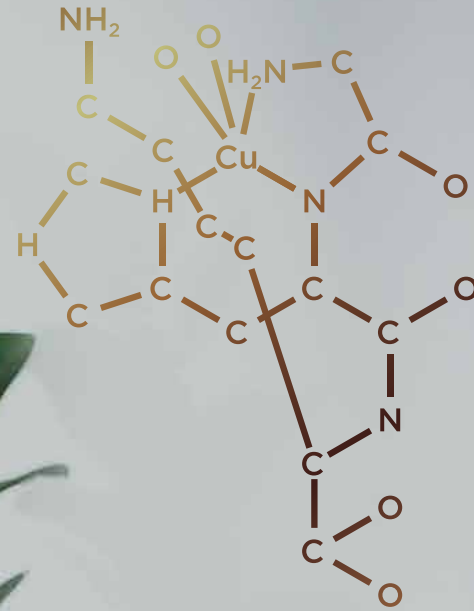
continued infrastructure growth and market expansion expected. After two-decades, LifeWave is as on a growth trajectory as ambitious as that momentous day back in 2004 when David's boyhood dream became a reality.

LifeWave isn't just changing the health and wellness industry, but the reality of regenerative technology and the future of human potential. And after 20 years, LifeWave is only getting started.





# LIFEWAVE X39<sup>®</sup>



# LIFEWAVE X49<sup>™</sup>



With the pre-Launch of X49 in the United States in November of 2021, LifeWave added another innovative patch to its science-backed, patented life technology product line and took another step in the evolution of the health and wellness movement.

And when X49 officially launched across 14 additional countries by January of 2022, it became a favorite among LifeWave Brand Partners and customers and the perfect companion patch to X39<sup>®</sup>.



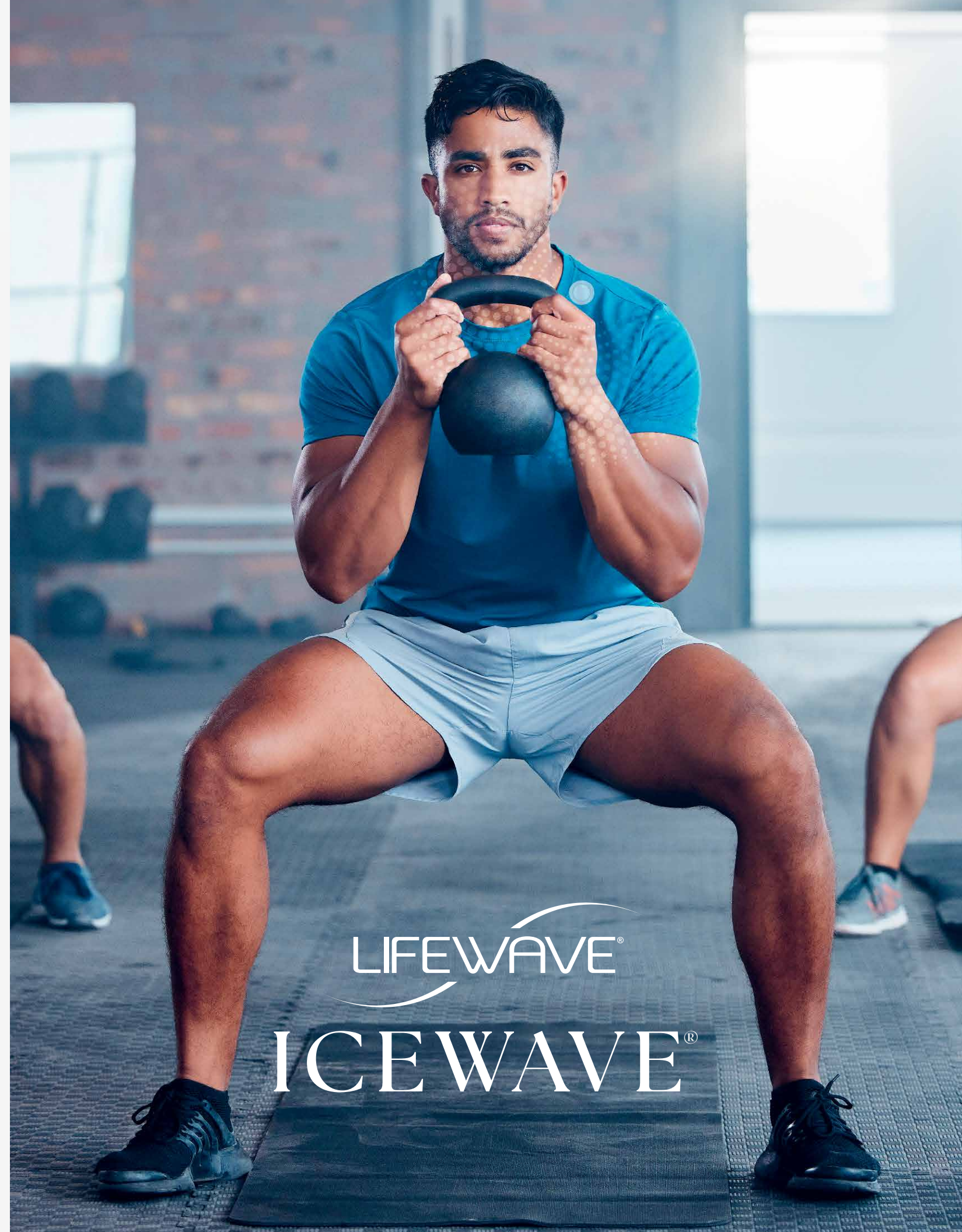




BETTER TOGETHER



X39<sup>®</sup> & X49<sup>™</sup>  
PERFORMANCE  
BUNDLE



LIFEWAVE<sup>®</sup>  
ICEWAVE<sup>®</sup>



# LIFEWAVE'S ESSENTIAL MISTS COLLECTION



In August 2022, at the SHINE Global Convention in Orlando, Florida, David Schmidt introduced his latest innovation, LifeWave Shine® and LifeWave Dream™, and with it, a new, revolutionary way to experience the scent of essential oils.

There are many ways to feel the benefits of essential oils.

This new life technology heightens the benefits of the all-natural ingredient panel so you feel the energy when

## ESSENTIALS MIST COLLECTION GLOBAL RELEASES:

**November 2022**  
United States and Europe

**May 2023**  
Japan, Malaysia, Taiwan, Thailand, Malaysia

**September 2023**  
Philippines

you need it most and can unwind when it's time to relax before bedtime.

### Say Hello to your New Morning and Evening Essentials

From sunrise to sunset, Shine and Dream Aromatherapy Mists help you get the most out of your day. The invigorating aroma of LifeWave Shine awakens your senses in the morning, while LifeWave Dream creates a calming ambiance for your bedtime routine.



# SHINE BRIGHT, DREAM BIG

LIFEWAVE SHINE® AND DREAM AROMATHERAPY MISTS PROVIDE THE SCENT OF ESSENTIAL OILS.





# THE HUMANITARIAN SPIRIT OF THE LIFEWAVE COMMUNITY

Since 2004, LifeWave and its member community have partnered in delivering humanitarian aid where needed. In times of crisis, LifeWave has responded by donating patches to those in need or through monetary donations to the Red Cross, UNICEF, and other helpful organizations.

In the two decades since the company began, LifeWave has provided aid to those in war-torn countries, assisted in clean-up efforts after hurricanes and other weather disasters, supported initiatives to provide clean drinking water in underprivileged countries, and so much more.

## RECENT LIFEWAVE PRODUCT AND MONETARY DONATIONS

- December 2021: Tornado Relief
- March 2022: Ukraine Support
- August 2022: Kentucky Flood Relief
- September 2022: Salute to Veterans
- September 2022: Puerto Rico Relief
- October 2022: Hurricane Ian Relief
- January 2023: Turkey & Syria Earthquake Relief
- April 2023: Southern USA Storm Relief
- August 2023: Maui Fire Relief

The humanitarian spirit of the LifeWave community is the driving force behind continued innovation.

### The Future of Humanitarian Action

At Global Convention 2022, LifeWave introduced a new, cutting-edge technology designed to revolutionize the speed with which we provide life-saving supplies and LifeWave patches to refugees and relief workers in the future.

Members in attendance, both in-person and virtual, were privileged to see the official unveiling of this transformative technology.

Introducing, the next phase in LifeWave's humanitarian actions!



Artistic render

### Unmatched Drone Technology

Using our skill in product development and innovation, we have invented a new technology that will allow LifeWave to respond to natural disasters and political unrest with record speed.

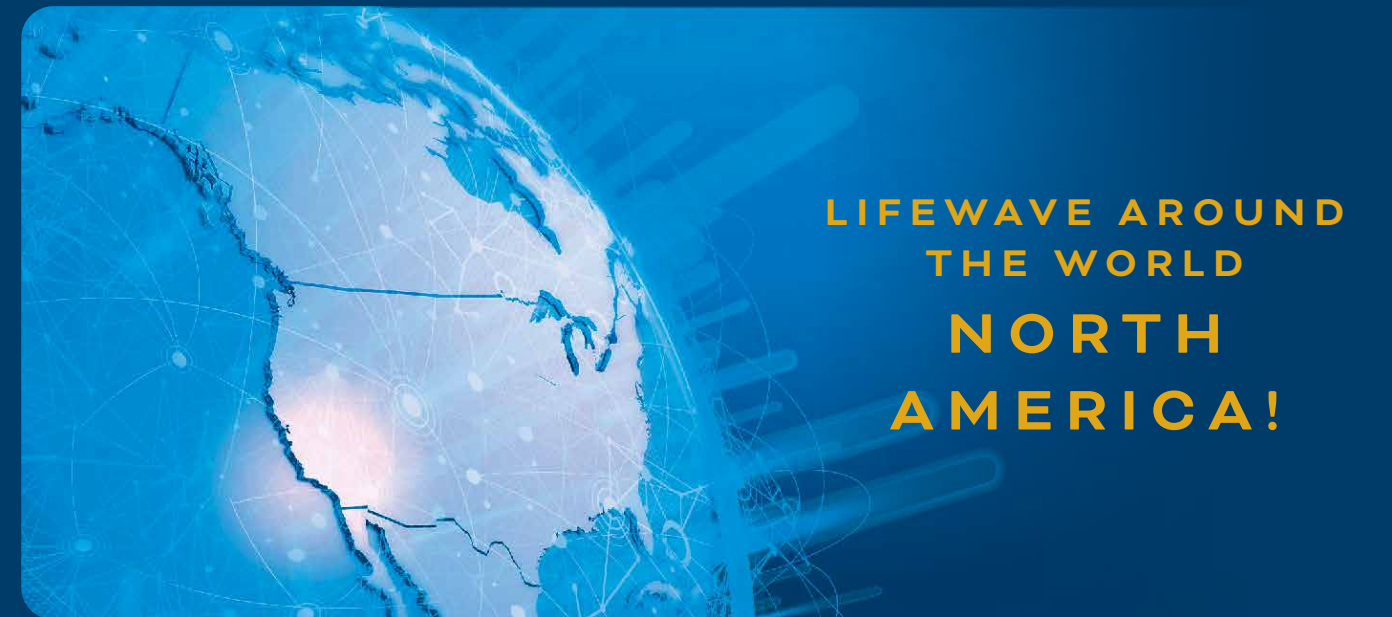
Once complete, this drone will be able to transport over 200 pounds of supplies to areas of need worldwide. It will be used for search and rescue as well as disaster relief operations.

While LifeWave will continue to support relief efforts through monetary donations, this new technology will make it possible to deliver food, water, clothing, medical equipment, and the health benefits of our incredible life technology to those in need within hours rather than days, weeks, or even months.

As always, the impact of LifeWave's future humanitarian action is made possible by our incredibly generous member community.



# LIFEWAVE AROUND THE WORLD



## LIFEWAVE AROUND THE WORLD NORTH AMERICA!

### OFFICIAL LAUNCH DATE

- LifeWave's first day of business is November 10, 2004

### COUNTRIES INCLUDED

- United States of America
- Canada
- Mexico

### RECENT MARKET HIGHLIGHTS

### EVENTS

- LifeWave Global Convention 2021  
– Orlando, Florida, USA
- Shine Global Convention 2022  
– Orlando, Florida, USA
- Heart to Heart Global Convention 2023  
– Orlando, Florida, USA

### RECENT INCENTIVE TRIPS

- Incentive Trip in Tulum, Mexico  
– April 2022
- SPD Retreat in Costa Rica  
– November 2022
- North America Travel Incentive in Aruba  
– April 2023
- SPD Retreat in Orlando, Florida  
– October 2023

### RECENT PRODUCT LAUNCHES

- LifeWave X49™ in 2022
- Essentials Mist Collection: LifeWave Shine® and LifeWave Dream™ in 2022

### BUSINESS SUCCESS MILESTONES

- US \$10million in sales - The first country to reach over \$10million in sales in a month (November 2022)

### NEW OFFICES

- Draper, Utah 2023
- Provo, Utah 2020

### INTERESTING FACT

North America became the largest LifeWave market in August of 2022 and has maintained its position since.





## LIFEWAVE AROUND THE WORLD JAPAN!

### OFFICIAL LAUNCH DATE

- LifeWave officially opened in Japan on February 19, 2019

### COUNTRIES INCLUDED

- Japan

### RECENT MARKET HIGHLIGHTS

### EVENTS

- Japan celebrated its grand opening at new Tokyo Distribution Center and new office on December 3, 2021.
- Japan hosts successful year-end event every year since 2020.

### RECENT INCENTIVE TRIPS

- Japan's first incentive trip was in 2022  
– Japan Ishigaki Island
- Japan Travel Incentive Trip 2023  
– Miyako Island, Japan

### RECENT PRODUCT LAUNCHES

- LifeWave X49™ in April 2022
- Essential Mist Collection: LifeWave Shine® and LifeWave Dream™ in May 2023

### BUSINESS SUCCESS MILESTONES

- Japan was the number one sales market in the first half of 2022.

### INTERESTING FACT

LifeWave X39® accounts for nearly one third of sales, followed by X49 and Y-Age® Glutathione.

LIFEWAVE®

# Y-AGE® CARNOSINE







## LIFEWAVE AROUND THE WORLD EUROPE!

### OFFICIAL LAUNCH DATE

- LifeWave Europe officially launched in 2010, with a manufacturing site and corporate office located in Athenry, Co. Galway, Ireland.
- Order fulfillment ships to 78 countries for LifeWave Europe.
- LifeWave Europe Customer Service Team supports seven languages.

### COUNTRIES INCLUDED

- 43 Countries across Europe, including South Africa, Israel, and UAE.

### RECENT MARKET HIGHLIGHTS

#### EVENTS

- In October 2022, LifeWave hosted its first post-pandemic European Conference in Nice, France.

#### INCENTIVE TRIPS

- The European Incentive Trips in 2022 to Marbella, Spain, and in 2023 to Crete, Greece, were a huge success that brought many smiles to qualifiers.

### BUSINESS MILESTONE

- Creation of the European Sales Team in 2021/2022 with a dedicated Vice President of European Sales and a corporate team supporting the business of our European Brand Partners. The Europe Sales team has implemented monthly training webinars and in-person events across all of Europe.
- In 2020, the LifeWave Europe manufacturing facility became certified to ISO 9001 Quality Management, followed by certification to ISO 13485 in 2021.
- 2022 was a big year for the manufacturing department, as significant investment was made towards automation technology.
- In 2022, LifeWave manufactured 2,907,342 patch product sleeves, which equates to 87,220,260 actual patches.

### RECENT PRODUCT LAUNCHES

- In 2019, LifeWave Europe launched X39 during a sold-out event in Mondsee, Austria.
- In 2022, LifeWave Europe released X49.
- In November 2022, LifeWave Europe released the Essentials Mist Collection: LifeWave Shine® and LifeWave Dream™.

### NEW OFFICES

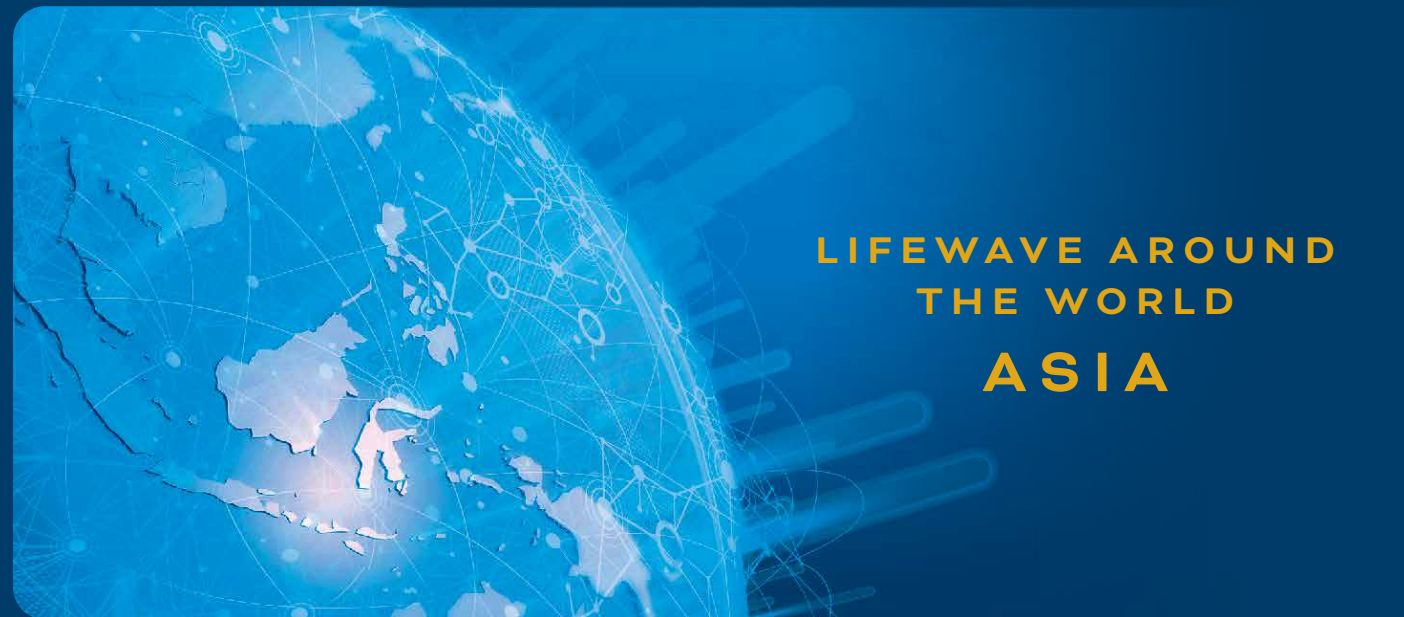
- In 2015, LifeWave Europe expanded their footprint by adding an additional building to support growth.

### INTERESTING FACT

The European market with its many countries is characterized by its cultural and linguistic diversity. Alone the European Union has 23 different official languages. Every email sent, every webinar or event is translated in six different languages to support the business of the main markets within the European region. At LifeWave, the many European countries with their different mentalities, cultures, and languages have become one single market and a big heartfelt family.







## LIFEWAVE AROUND THE WORLD ASIA

### OFFICIAL LAUNCH DATE

- LifeWave opened its first office in Asia in 2008 (Taipei, Taiwan)

### COUNTRIES INCLUDED

- Taiwan (2008)
- Japan (2019)
- Philippines (2020)
- Malaysia (2021)
- Thailand (2022)

### RECENT MARKET HIGHLIGHTS

#### EVENTS

- Grand Openings of LifeWave Thailand – March 20, 2022
- Official Opening of LifeWave Malaysia – April 22, 2022
- First Anniversary of LifeWave Thailand – March 20, 2023

### RECENT INCENTIVE TRIPS

- Phuket, Thailand - May 19-22, 2022
- Hanoi and Halong Bay, Vietnam – March 1-5, 2023
- Miyako Island, Japan – April 10-14, 2023

### RECENT PRODUCT LAUNCHES

- LifeWave X49™ – April 2022
- Malaysia – April 23, 2022
- Taiwan – April 30, 2022
- Philippines – April 30, 2022
- Essentials Mist Collection: LifeWave Shine® and LifeWave Dream™ – May 2023
- Taiwan – May 6, 2023
- Malaysia – May 13, 2022
- Thailand – May 15, 2023

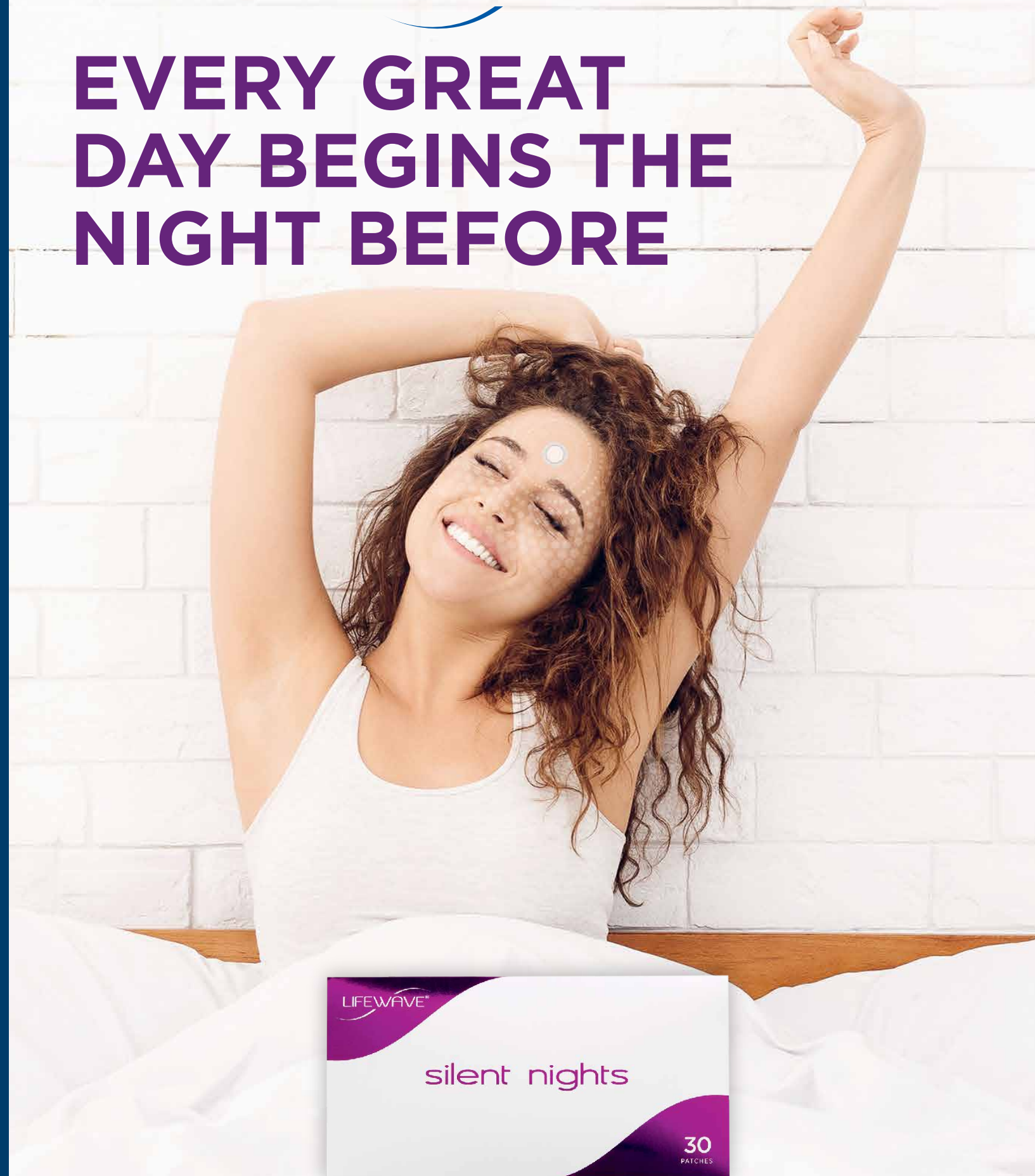
### NEW OFFICES

- New Office Grand Opening of LifeWave Philippines – September 18, 2022

### INTERESTING FACT

In 2021, Asia shared 42% of the world's direct sales revenue and Asia has the largest direct selling sales force with 69.6 million users. To further promote our success, LifeWave Asia often organizes a variety of activities to engage with our customers and build loyalty. These activities can range from product demonstrations to networking events, providing an opportunity for customers to learn more about the company and its products.

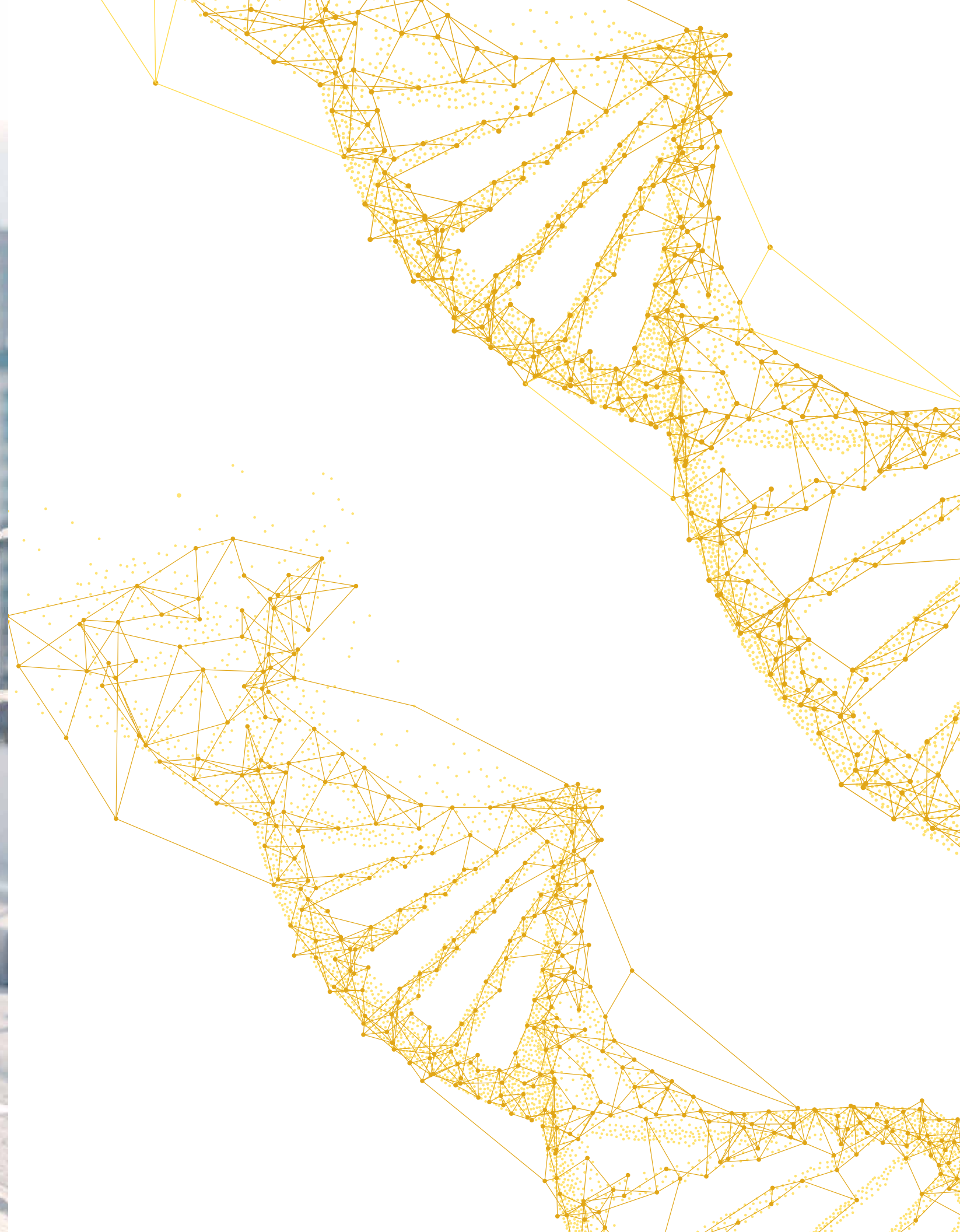
# EVERY GREAT DAY BEGINS THE NIGHT BEFORE





# FUEL YOUR PASSION FOR LIFE

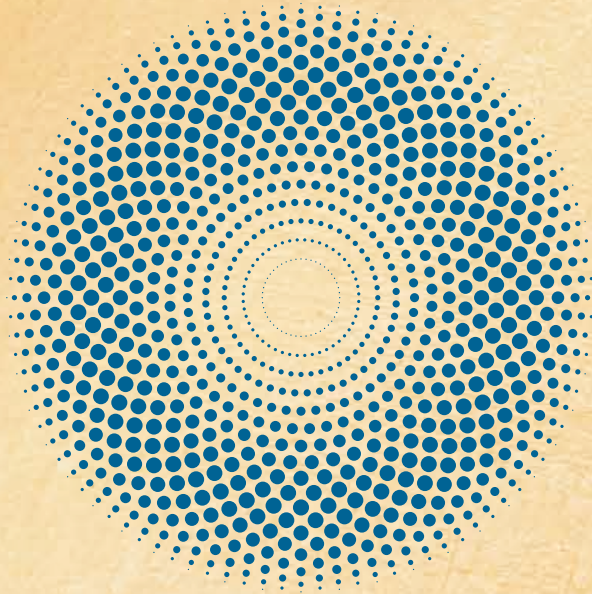
LIFEWAVE®







## LIFEWAVE X39... THE QI TO WELLNESS



# LIFEWAVE X39<sup>®</sup>

OPTIMUM HEALTH AND WELLNESS CAN NOW BE YOURS WITH X39, A NEW APPROACH TO IMPROVING THE WAY YOUR BODY FOSTERS THE FLOW OF ENERGY IN YOUR BODY FOR IMPROVEMENTS IN STRENGTH, STAMINA, AND BEYOND. BY GENTLY STIMULATING THE SKIN WITH LIGHT, OUR GENERAL WELLNESS, NON-TRANSDERMAL PATCHES HELP YOU CONQUER YOUR ACTIVE LIFESTYLE AND PAVE A NEW WAY TO VIBRANT HEALTH.