

Prospering in an OPL Environment ...seeing growth in growth

From



To



...it isn't about what they are consuming that they shouldn't so much as what they could be enjoying that they don't know about

Risk #1: People will not know about the broad range of food opportunities available to them from around the world

This is almost certain to be the case

Risk #2: They will not know that there are many food options that they will actually prefer over what they typically eat

They will only know this from experience, which will need to be given to them

Risk #3: They will not know how to prepare more healthful meals

There will be big challenges here

Risk #4: They will not know where to get ingredients for more healthful meals

There may be none locally

Risk #5: They will not know where to go to get restaurant meals or fast food to meet their specific needs

In many locations there will be none

Risk #6: They will not have motivated relatives and friends who will help them change their eating regimen

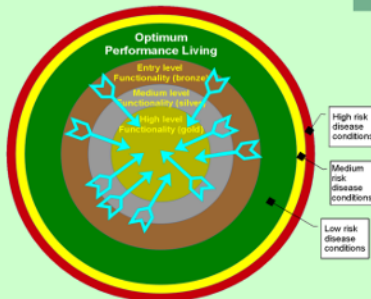
This will be an ongoing challenge

Risk #7: They will not know how to work their new eating habits into their social lives

This is almost certain to be the case

Risk #8: They will have difficulty maintaining variety in their new way of eating

This may be the biggest challenge of all



Assisting people to make use of the vigor and well-being that OPL helps make possible

Hands-on therapy will always be needed

There will always be demand for performance-based OPL solutions

Opportunities will be found from the "bronze" to the "silver" and "gold"

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Figure 5
Consumer spending breakdown, by spending pattern

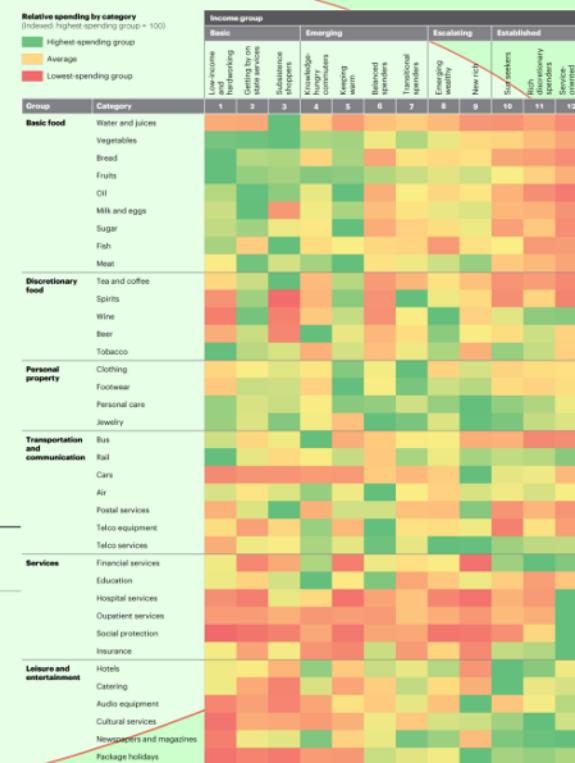


Figure 2
Category breakdown of the additional \$12 trillion in spending¹

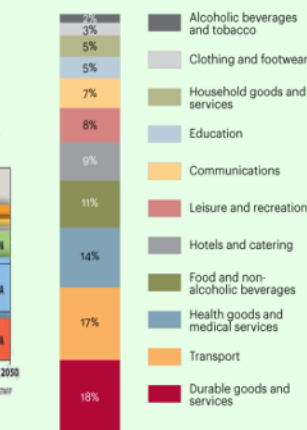
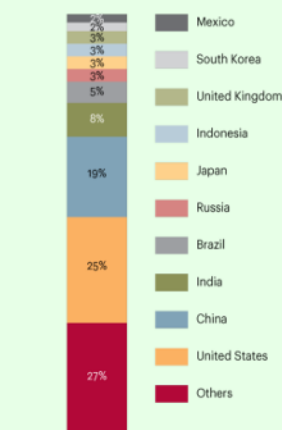
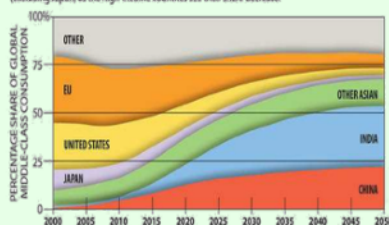


Figure 3
The United States will account for one-quarter of the world's spending growth through 2020



The global middle-class wave

Global middle-class consumption will shift heavily toward China, India, and other Asian countries (excluding Japan) as the high-income countries see their share decrease.



SOURCE: McKinsey & Co. (2010): 'The Emerging Middle-Class in Developing Countries' (OECD Development Center Working Paper No. 185)

¹ Percent totals 99 because of rounding.
Sources: Euromonitor; A.T. Kearney analysis

Figure 1
Spending on goods and services is expected to increase by \$12 trillion (43%) globally between 2010 and 2020



Note: CAGR is compound annual growth rate.
Sources: Euromonitor; A.T. Kearney analysis

Electromagnetic forces are responsible of all of chemistry and biology
— Stephen Hawking

People associate electromagnetic fields (emf) with environmental hazards
The focus currently is on high power lines and cell phone fields

This is accurate and appropriate, but hugely incomplete
Scientists know emf as "light"

emf is the basis for all of communications
emf is the basis for all of health
emf is the basis for the quantum revolution

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From the atoms to the stars, the solutions are intertwined

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