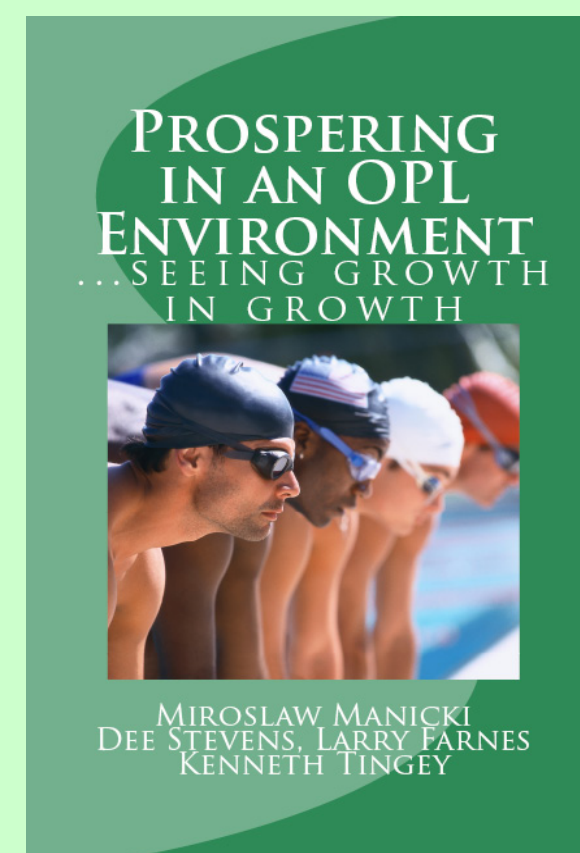


Prospering in an OPL Environment ...seeing growth in growth

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

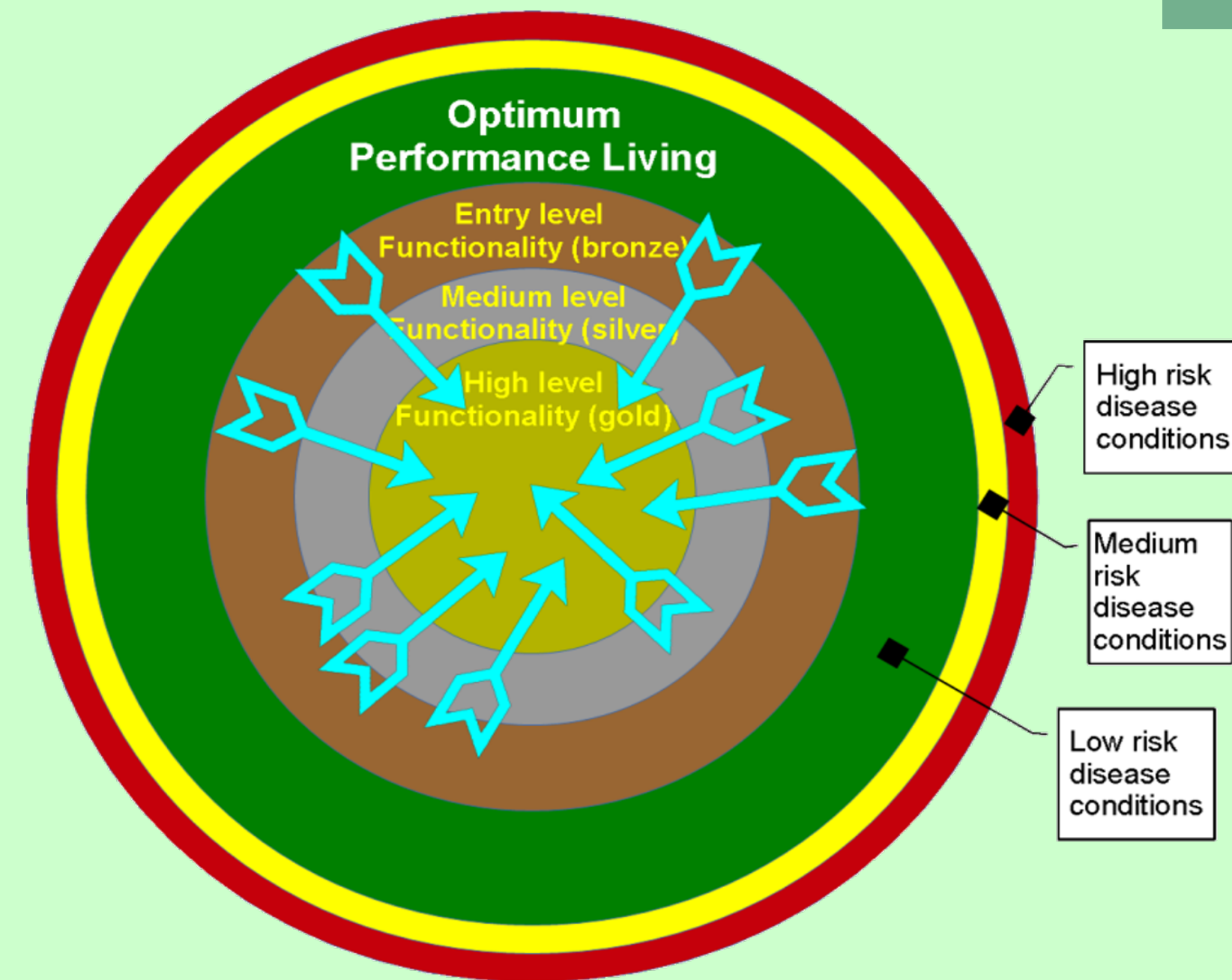
This will be an ongoing challenge

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"



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

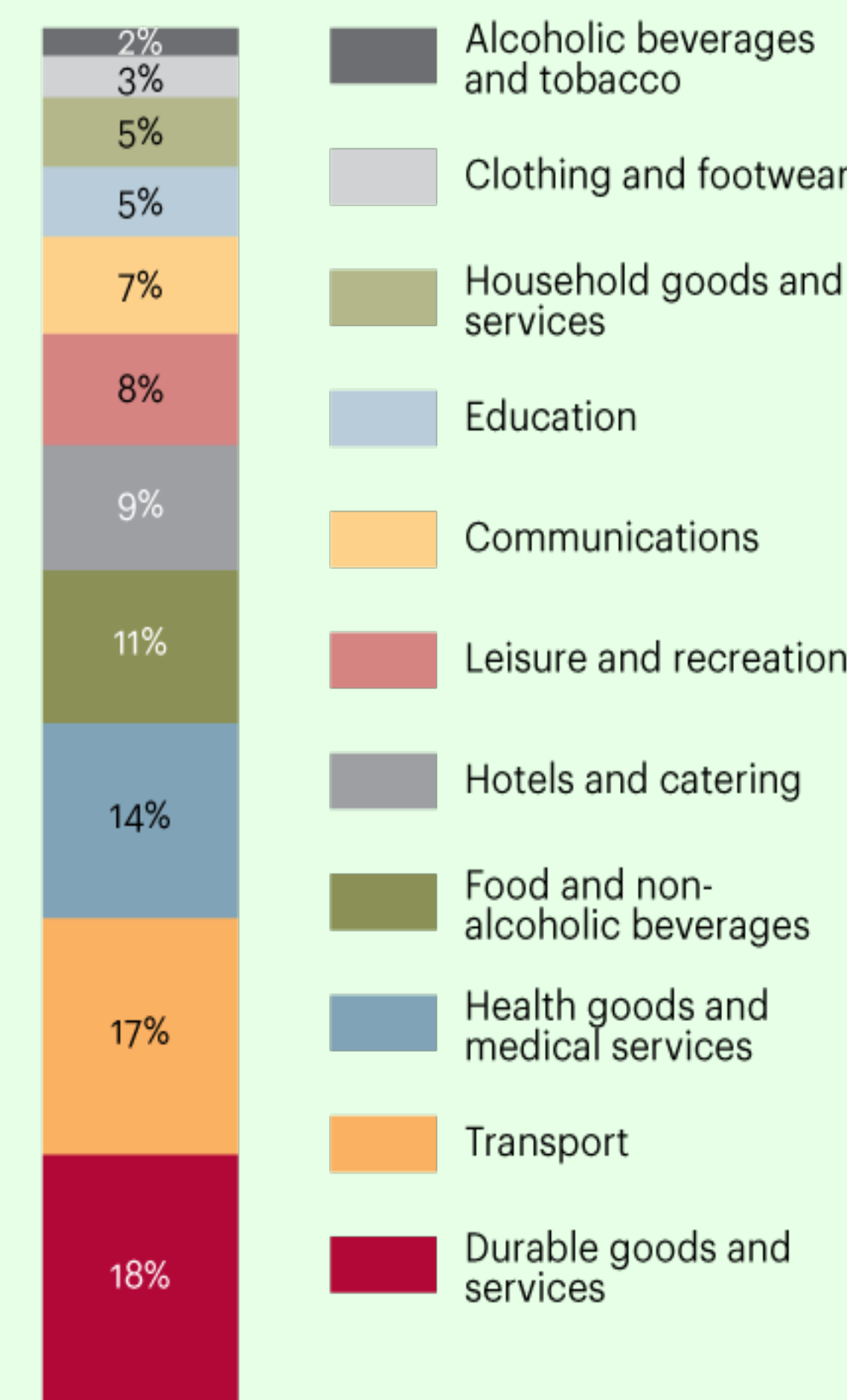


Figure 3 The United States will account for one-quarter of the world's spending growth through 2020

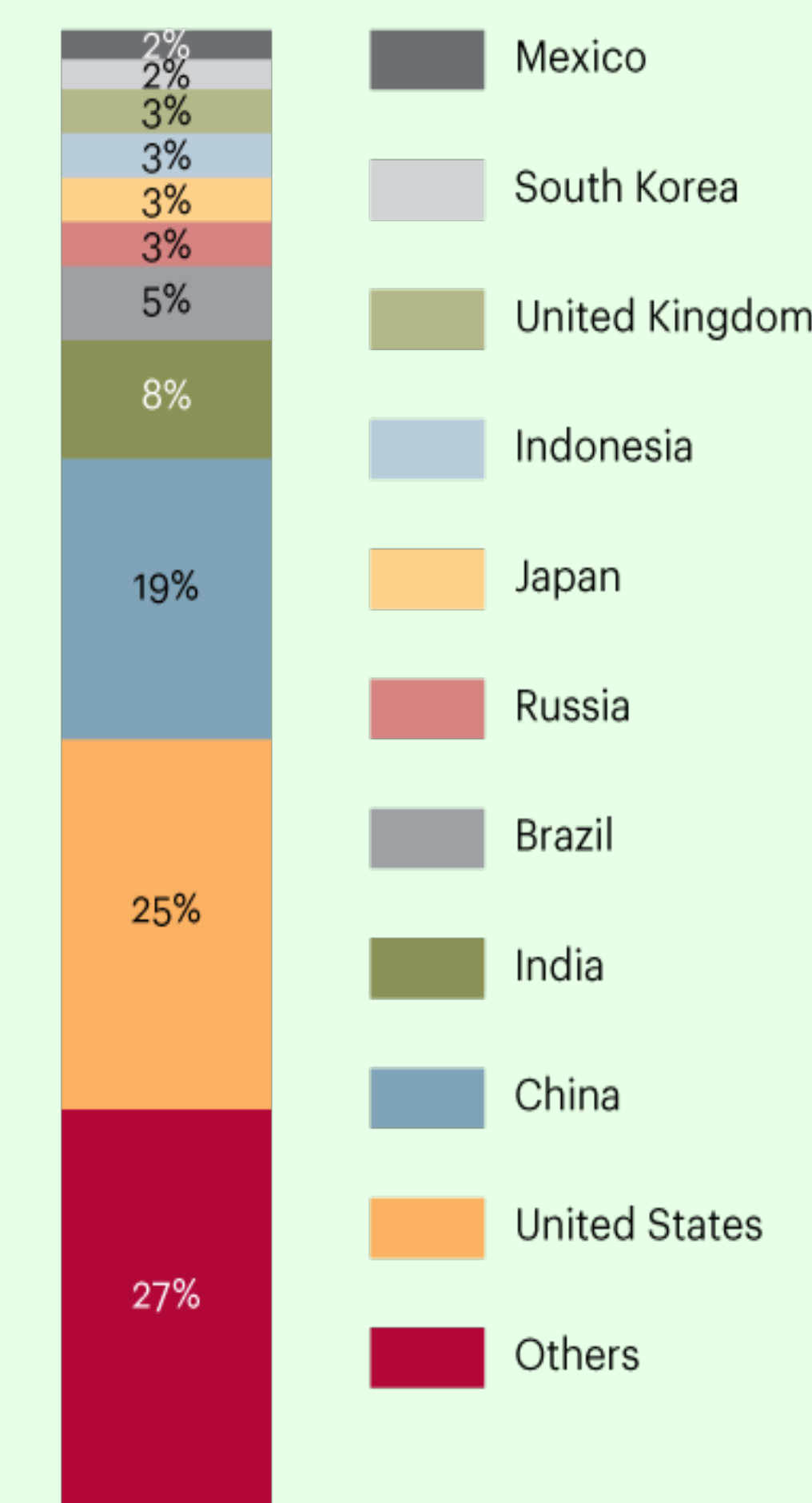


Figure 5 Consumer spending breakdown, by spending pattern

Group	Category	Income group												
		Basic	Emerging			Escalating		Established						
		1	2	3	4	5	6	7	8	9	10	11	12	
Basic food	Water and juices													
	Vegetables													
	Bread													
	Fruits													
	Oil													
	Milk and eggs													
Discretionary food	Sugar													
	Fish													
	Meat													
	Tea and coffee													
	Spirits													
Personal property	Wine													
	Beer													
	Tobacco													
	Clothing													
Transportation and communication	Footwear													
	Personal care													
	Jewelry													
	Bus													
	Rail													
	Cars													
	Air													
	Postal services													
	Telco equipment													
	Telco services													
Services	Financial services													
	Education													
	Hospital services													
	Outpatient services													
	Social protection													
	Insurance													
Leisure and entertainment	Hotels													
	Catering													
	Audio equipment													
	Cultural services													
	Newspapers and magazines													
Package holidays														

Sources: Euromonitor; A.T. Kearney analysis

The OPL Data Set is the appropriate engine for the Internet of Things

Custom and customizable furniture is needed for comfort and for relief from pain

Sleep systems that conform to individual needs are required

Based on OPL and Physical Performance Quotient evaluation, we know the specific pain-free, comfort profile for each person

Homes and public facilities need to adapt to the OPL needs of the people

Data-driven solutions can follow people around so that appliances and equipment conform to their needs

OPL will revolutionize the resort, spa, and travel industries

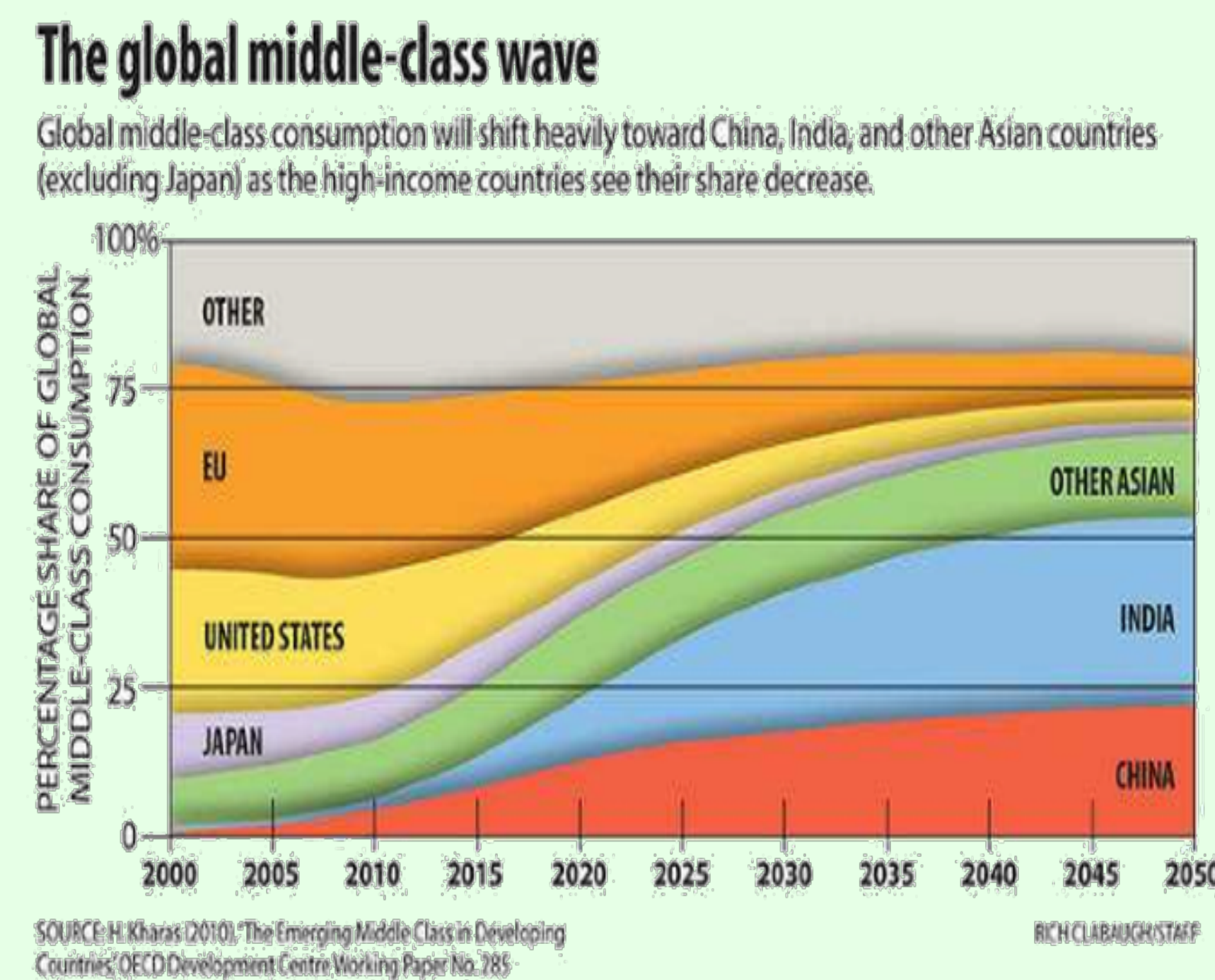
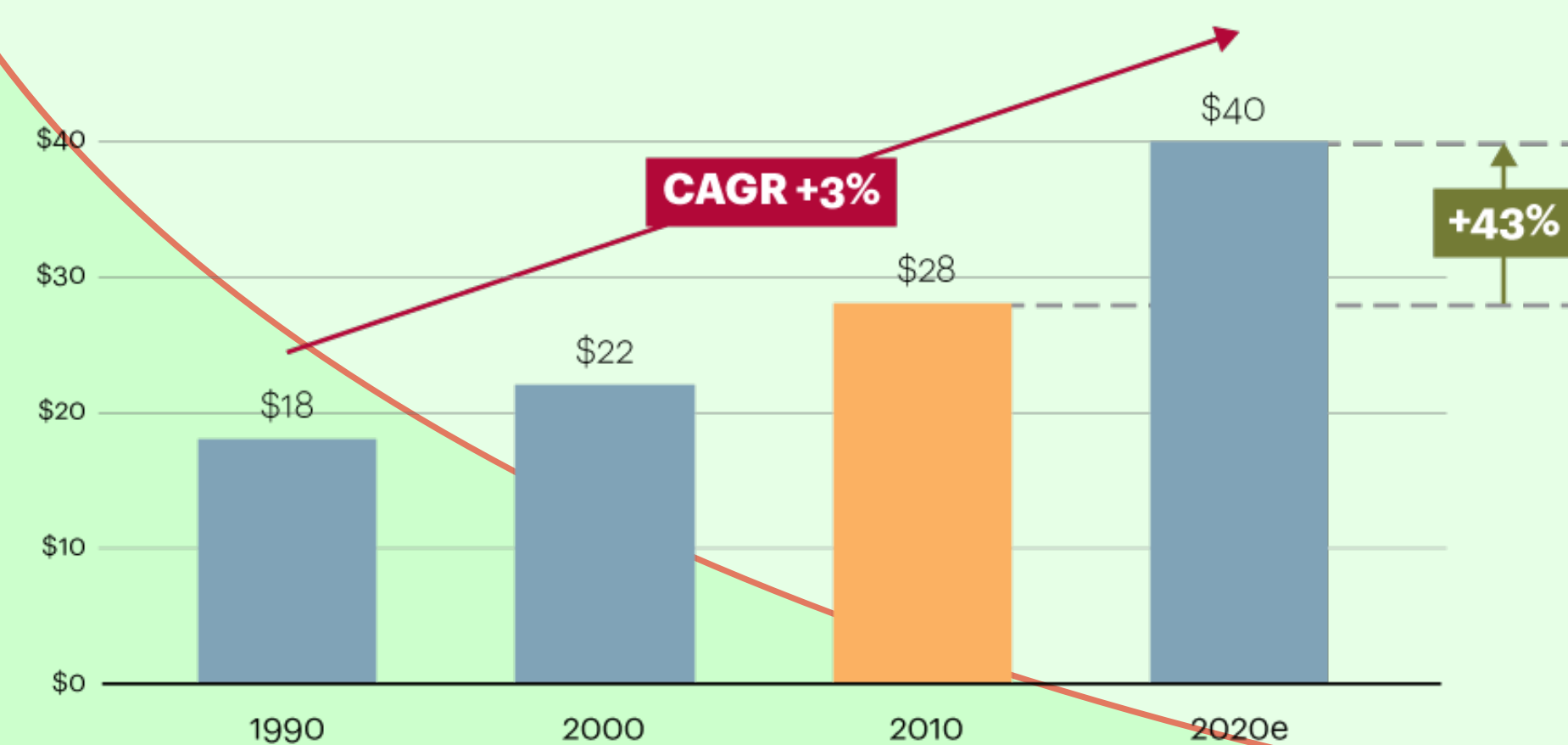


Figure 1 Spending on goods and services is expected to increase by \$12 trillion (43%) globally between 2010 and 2020



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

¹ Percent totals 99 because of rounding. 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

EXPOZoneTM

From the atoms to the stars, the solutions are intertwined

Contact Kenneth Tingey at kenneth.tingey@cimhglobal.com and Miroslaw Manicki at miroslaw.manicki@gmail.com.

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