



Investor Presentation
Spring 2015



Company Overview

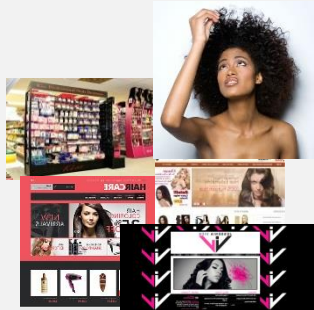
Merging beauty with technology





THE PROBLEM

The average hair salon does not have the resources nor ability to invest in, manage and maintain inventory to efficiently satisfy the diverse needs of its client base



- ✓ Limited incentive for stylist to invest in and store products
- ✓ Existing hair product retail options require cumbersome inventory systems
- ✓ Beauty supply stores and online shops are far removed from where consumers are receiving their professional hair service
- ✓ Salons not fully maximizing sales opportunities

THE SOLUTION

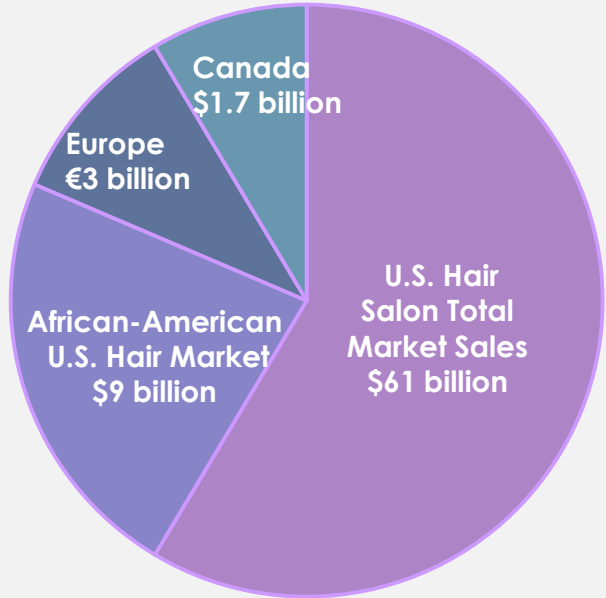
The Mane Vendor's ("TMV") smart technology kiosk allows salons to maintain inventory without the financial and managerial burden



- ✓ Turn-key retail system for hair salons, fashion boutiques, & cosmetology schools
- ✓ Interactive & convenient for consumers
- ✓ Cost effective for salons & consumers
- ✓ Advanced technology & design
- ✓ Premium products
- ✓ Advertisement opportunities for beauty brands



The Market



- The African American hair industry is a **\$9 billion market**

Source: Business Insider

Target Customers:

- ✓ Hair Salons
- ✓ Cosmetology Schools
- ✓ Fashion Boutiques
- ✓ Malls
- ✓ Spas



Value Proposition:

- ✓ Quality products at competitive price points
- ✓ “Freemium” model for host salon locations
- ✓ Ease of use & convenience
- ✓ State-of-the-art technology & design
- ✓ Scalable
- ✓ Diversified revenue streams



THE MANE VENDOR OFFERS A UNIQUE VALUE PROPOSITION

Advanced Technology

Our kiosks include an attractive modern design and superior technology that provides real time sales & inventory reports that sync with mobile devices, NFC payment technology, energy saving settings, and other cutting-edge features.

Optimal Engagement

Our kiosks provide high-end products with samples outside of the kiosk to ensure customers know what they are getting. Most importantly we make buying products convenient and effortless for customers.

Seamless Integration

We put our clients first. When our clients become licensed partners, we provide assistance for easy integration of our kiosks. We align ourselves our client's specific location and customer needs allowing them grow with us as entrepreneurs.

Efficient Pricing

We are the cost effective solution. Our competitive business model removes expensive steps from the hair buying experience driving ROI for our clients and affordable prices for customers



SALON BENEFITS

- ✓ Salons can optimally engage the consumer while building loyalty and driving ROI with beauty products tailored to the customer
- ✓ No direct competitors, the only indirect competitors are inefficient beauty supply stores that fragments location for point-of-service and products
- ✓ Cost effective & simple solution to sell hair products
- ✓ Diversified revenue stream via advertising alternatives
- ✓ Drive customer loyalty by providing premium products onsite
- ✓ Smart kiosks with energy saving settings, security surveillance, & mobile management capabilities
- ✓ Successful pilot demonstrates profitability of kiosks, existing backorders for kiosks and potential celebrity partnerships

CONSUMER BENEFITS

- ✓ Premium product that is affordable & easy to find
- ✓ Interactive video demonstration of product and samples to ensure customer satisfaction with product
- ✓ “One stop hair regime” - hair service and product in one place
- ✓ Hair products sold by a trusted source





SEASONED MANAGEMENT TEAM OF BEAUTY INDUSTRY VETERANS



Marcella Ellis
FOUNDER & CEO

Marcella is a highly decorated professional in the hair and beauty industry with more than 20+ years of multidisciplinary experience. As a stylist extraordinaire and industry educator she has launched numerous successful businesses in the beauty industry. Marcella has been featured in numerous media publications and is often referred to as the new Madame C.J. Walker



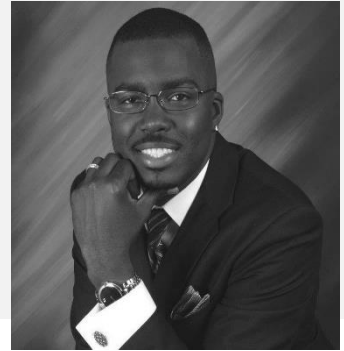
Robert Gatewood
MARKETING & BUSINESS DEVELOPMENT

Robert has over 25 years of experience in advertising, marketing and the web. Robert has worked with companies in a variety of industries, including: hair, vending, I.T., franchising, food, medical, diet, Internet, accounting, legal, communications, real estate, government, non-profit and others



Tressa Elby
NATIONAL DIRECTOR OF SALES

Tressa Elby has been in the cosmetology industry for over 16 years working at premiere Chicago and Houston salons and the Brown Skin E-magazine. In addition to many years in the hair and beauty industry, Tressa boasts 20 years of sales and customer service experience. She is skilled in communication and nurturing business relationships with customers in the beauty, banking, satellite television and telecommunications industries



Terrence Miller
CHIEF TECHNOLOGY OFFICER

Terrence brings over 17 years' consulting in Enterprise Network Architectural designs for complex VOIP/LAN/WAN/SAN and WI-FI network design concepts and configurations. As a seasoned and solutions-oriented Senior Network Architect with extensive Information Technology experience, Terrence has proven ability to build and lead IT teams with an aggressive drive for results



THE MANE VENDOR HAS ACHIEVED KEY MILESTONES IN A SHORT PERIOD

In **14 months** The Mane Vendor has achieved the following **milestones**:

- ✓ Designed and developed an innovative vending kiosk
- ✓ Launched initial market test of 6 profitable kiosks in NC, TX, VA, GA, WA
- ✓ Waiting list of 72 salons with pre-orders for kiosks
- ✓ Secured a celebrity endorsement with Reality Star and Hair Guru Kim Kimble
- ✓ Raised over \$100,000 from private investors including Profit Investments and Neeva Williamson
- ✓ Featured in numerous media outlets including:



January 2015 Milestone: Celebrity Endorsement
Special Edition Kim Kimble kiosks to be featured on reality show LA HAIR





How It Works

The next generation in beauty





A SIMPLE 5 STEP STRUCTURE FOR Kiosk PLACEMENT



1

Host Agreement

The Mane Vendor and host location negotiate an agreement with terms and fees

2

Delivery & Training

Kiosk is delivered and company representative is assigned to location to provide setup assistance, training and consistent customer service over the life of the agreement

3

Customer Engagement

Kiosk is live and customers can purchase products and view advertisements

4

Commission Paid To Host Location

Host receives a negotiated monthly commission based on the amount of products sold in kiosk

5

Inventory & Delivery

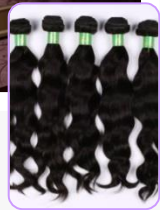
Sales and inventory data is captured and reported in real-time to host and corporate office allowing for easy and efficient monitoring

Kiosk Specifications

- ✓ Sends low inventory notifications to a mobile device
- ✓ Generates sales reports online in real time
- ✓ NFC payment technology
- ✓ Vendor sensor technology that virtually eliminates misreads
- ✓ Touchscreen
- ✓ LED lighting and energy efficient settings
- ✓ Security surveillance and alarm system
- ✓ LCD HD TV monitor can be used for digital signage or ad space
- ✓ Video demonstrations and samples of products attached to kiosk
- ✓ Social media integration, consumer behavior data capture & interactive mobile app with geolocation tools to connect user with kiosks (launch pending)



High Quality Hair



- **100% Virgin Remy Hair**
- **Benefits**
 - ✓ Color safe
 - ✓ Soft & bouncy
 - ✓ No shedding, matting or tangling
 - ✓ Life span of 24 months
- **Textures**
 - ✓ Virgin Indian Straight, Curly Wavy
 - ✓ Virgin Brazilian Straight, Curly Wavy
 - ✓ Virgin Peruvian Straight, Curly Wavy
 - ✓ Virgin Russian Straight, Curly Wavy
 - ✓ Virgin Malaysian Straight, Curly Wavy
 - ✓ Lace Closures in the above hair textures



Healthy Hair Products

- **Soy Protein Shampoo and Conditioner:**
 - ✓ Provides high concentrations of protein to hair leaving it hair strong, silky & shiny
- **Botanical Hair Milk and Yogurt**
 - ✓ Sulfate, chlorine, & paraben free conditioning
- **S-Reflector**
 - ✓ Silicone infused heat protecting serum that provides lustrous shine & radiance

The Mane Vendor continually adds to its product list to provide variety to our vendors



THE MANE VENDOR MAINTAINS A COMPETITIVE ADVANTAGE AMONGST PEERS

Features		VIXXENN	Beauty Supply Stores	Online Shops
Efficient quality and inventory control	✓	✓	✓	✓
Exceptional customer service and relatability to consumer demographic	✓	✓		
Immediate delivery to customer	✓		✓	
Client branding and business opportunities	✓			
Samples and demonstrations to ensure customer satisfaction	✓	✓		



MONETIZATION

Making Salons More Profitable





THE MANE VENDOR HAS 2 PRIMARY REVENUE STREAMS

Products

✓ Revenues generated by the sale of products



Ad Space

✓ Revenues generated from brands seeking to advertise on TMV's kiosks



USE OF PROCEEDS

Equipment



\$250,000

Payroll



\$500,000

Inventory &
COGS



\$750,000

Marketing &
Advertising

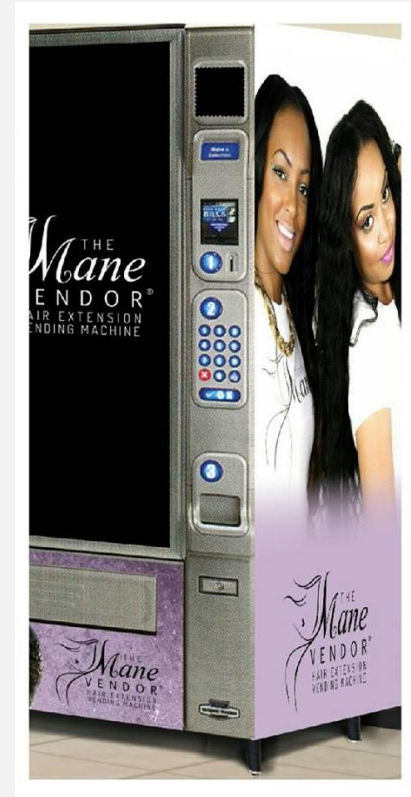


\$500,000



MONTHLY UNIT ECONOMICS

Revenue		
Product Sales	\$1,875	@ 15 units
Ad Sales	<u>1,000</u>	@ 10 ads
Total	\$2,875	
Expenses		
Inventory	\$1,013	
Lease	300	
Insurance, Maintenance & Other	595	
Total	1,908	
CASH FLOW	\$1,118	

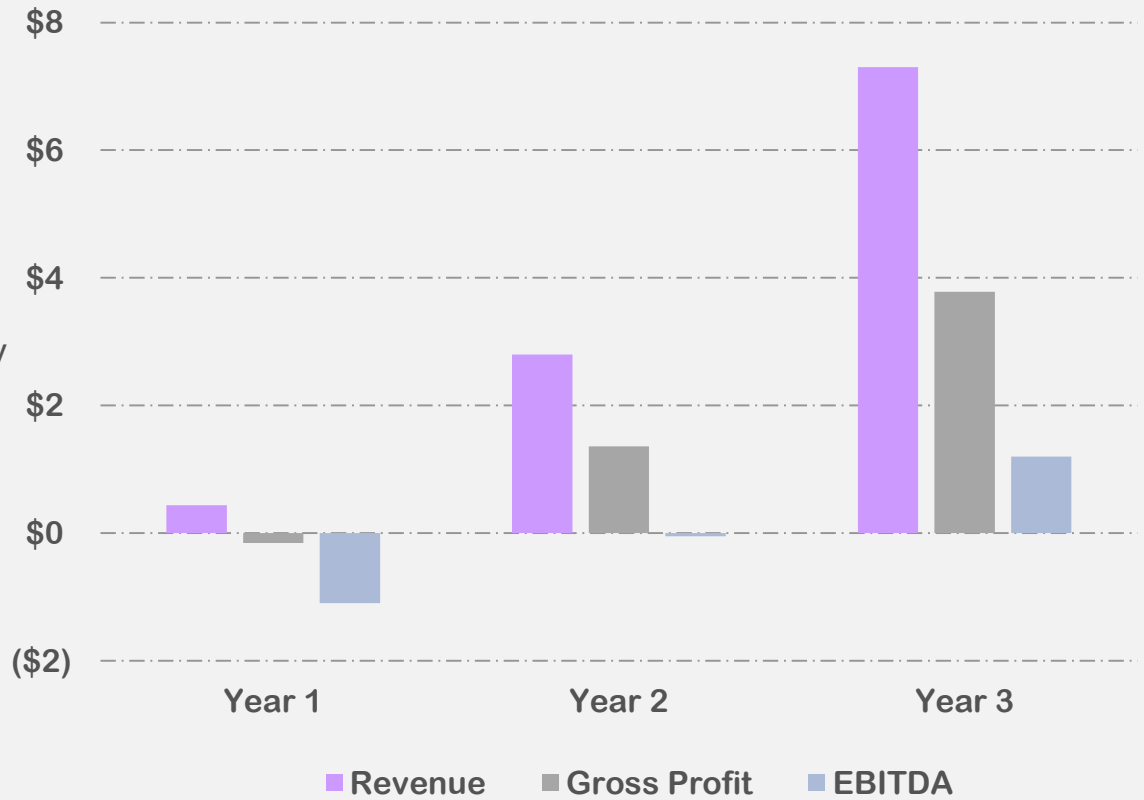




THE MANE VENDOR IS PROJECTED TO REACH PROFITABILITY IN 18 MONTHS

Financial projections represent the subjective views of management, and management's current estimates of future performance are based on assumptions which management believes are reasonable but which may or may not prove to be correct.

There can be no assurance that management's estimates will be realized, and nothing contained herein is or should be relied on as a promise as to the future performance of the Company.





The Mane Vendor, Inc.
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