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Analysis & Strategic Planning

“It is not necessary to change.

Survival is not mandatory.”

W. Edwards Deming



NTR has developed nontraditional retail business with many major Retailers:

- Helped Walmart expand outside USA & placed many third parties in their stores in North America;
- Similarly engaged for non-traditional retail planning & implementation to Target, Target Brands, Target.com, Macy's, Hudson's Bay, Sam's Club, BJ's Wholesale Club, Fred Meyer / Kroger and more.

Most recently, working in the pandemic related business, responsible for putting many studio's back into business, from Sesame Street to Lionsgate.

An acknowledged leader in Pop Up Retail and Store-In-Store programs;

- Expertise sought by Vendors, Licensees and Hosts;
- Has operated as Licensee and Master Licensee with major retailers;
- Chairman Advisory Board for Client with thousands of QSR's inside Walmart.

From pioneering brands, to the largest retailer in the world, NTR counsel & implementation of action has been proffered:

Walmart, Sam's Club, Costco, Kroger, ROKiT Group, Neiman Marcus, Bloomingdales, Lord & Taylor, BJ's, Hudson's Bay, Belks, Bon-Ton, Macy's, Target, Tim Hortons, US Military Exchanges, Wilson's Leather, American Eagle Outfitters, Canadian Tire, Toys R Us, Jamba Juice, Tous, Uno de 50, and many others.

NTR Creates & Manages Positive Change

Implementation is the fundamental role that sets NTR apart. Most consulting entities only “recommend”.

Strategically expand existing, successful retail operations &/or launch new and unique concepts and build brand equity;

Help create new add on profits and differentiation, and new destination customer traffic;

Works with manufacturing, wholesale and retail levels, creating business and marketing plans and assisting with achievement of the highest ROI and profits per square foot;

Assists with license agreements, negotiations, location and marketing issues and has acted as an ongoing representative or Ombudsman for both parties;

Specialty Brands



WYLAND



COLD STONE CREAMERY

Harry & David

Marie's KITCHEN

"Healthy Living from the inside out." PRODUCTS AND COUNSEL FOR YOUR KITCHEN, YOUR LIFE AND SUSTAINABILITY

ALL NATURAL • CHOLESTEROL FREE
NO TRANS FAT • CAGE FREE EGGS
40% ORGANIC • GLUTEN FREE



Brand Building, Protecting & Licensing



"Cure Aging or Die Trying"



Life Code[®]

Unlock the Code to Regain Youth



Sayuki Can Match
Everyone's Skin Color!



Evolution of
Beauty Technology Breakthrough!

NTR expanded Sayuki from
Barney's to Bloomingdales,
Neiman Marcus, Holt Renfrew,
and facilitated acquisition by
L'Oréal for \$150 million



Receive 20% off any purchase of \$20 or more!!
Use code # 27

Kiosk / Cart / Vending Programs



Store in Store



Wal-Mart Optical



iMCustom
VERY FITTING

Sam's Club



Wal-Mart Travel



PROVENANCE™
Your path to health and well-being

Get on your own path.

Choose your path from different systems that fit your lifestyle.



Provenance Starters™
Essential daily vitamins and nutrients along with a program to initially cleanse the body allowing for maximum absorption.



Provenance Basics™
Provides specific fundamental vitamin, mineral and herb supplements.



Provenance Objectives™
This family of products is comprised of individual formulas targeting specific body organs or functions.



Provenance Action™
Products for the active lifestyle supplying the body the extra nutrients and protein it needs.



Provenance Refreshers™
Flavorful aloe drinks and mints as well as special blends of teas for a variety of needs.



Provenance Worldwise™ Teas
Tasteful teas delivering flavors from around the world. Also available are tablets that supply the benefits of botanicals native to specific regions of the world.



Provenance Esteem™
Dietary products to help reduce or maintain weight.

Caution: Pregnant and lactating women or children under 18 years of age should consult with their health care practitioner before starting any dietary or weight management program. These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.



WILSONS CONCEPT STONERIDGE



Luna White

HOW WHITE IS WHITE?



Launched the first 3D mobile phone with TeleHealth

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Included for 3 months with
all ROKiT smartphones

ROKiT Medical

Includes free Family Telemedicine & Pharmacy Savings for the first 3 months. Connect with a doctor 24/7/365 with your ROKiT phone.

Included for 3 months
with all ROKiT smartphones

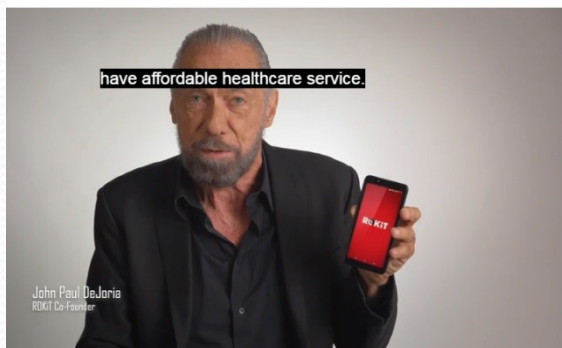
ROKiT Talk

3 months of unlimited international & domestic
outbound WiFi calling to 60 countries.

Special offer for
ROKiT F-One & One

ROKiT Roadside

Your family will enjoy 3 months of free roadside
assistance with the purchase of a ROKiT One.



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We've got a selection of amazing, great value phones with all the latest features, plus free access to a doctor for three months via our telemedicine app. That's not all, our hero phones come with a huge library of 3D content viewable on our smartphones without the need for glasses.



ROKiT IO 3D - 4G LTE Android 16GB - GSM Unlocked

★★★★★ 5

\$179.99 \$199.99



ROKiT IO Pro 3D - 4G LTE Android 64GB - GSM Unlocked

★★★★★ 18

\$184.62 \$299.99



ROKiT One - 3G 512 MB - GSM Unlocked - Dual-SIM

★★★★★ 3

\$34.99



ROKiT IO Light - 3G LTE Android 8GB - GSM Unlocked

★★★★★ 4

\$59.99

Entertainment

Access an extensive library of the world's best 3D content

ROKFLiX 3D is an app with a huge, exclusive catalog of glasses-free 3D content, available to all 3D ROKiT Phone users.

Life services

Now your phone can fix a flat, bail you out, and cure that rash

Forget waiting rooms. Talk to a doctor using your ROKiT phone about minor ailments like a cough, flu, or "just a scratch" injuries—all day, every day. This is ROKiT Life.

NTR Launches Leading Technologies

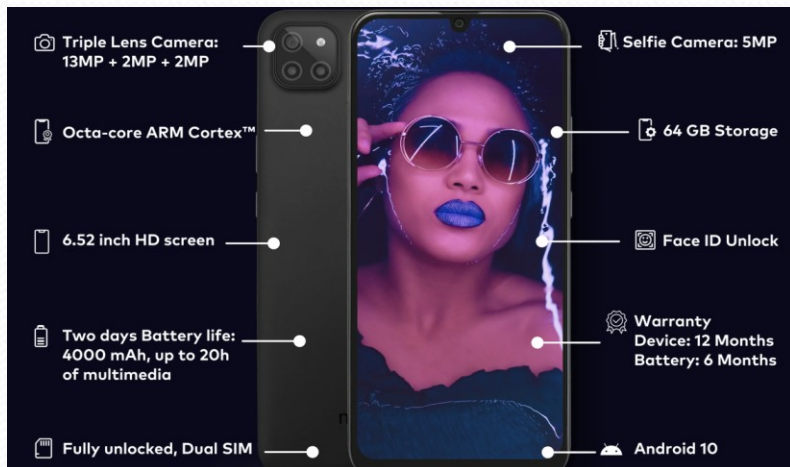
MODE PHONE with EARN OS Super App


www.modephone.com www.currentmobile.us

The Mobile Phone that pays YOU – 16 Ways to Earn

In less than one year, NTR helped grow users from 18 M to 40 million

#1 Ranking App Overall in our Category in Google Play & 2 million 5 Star reviews

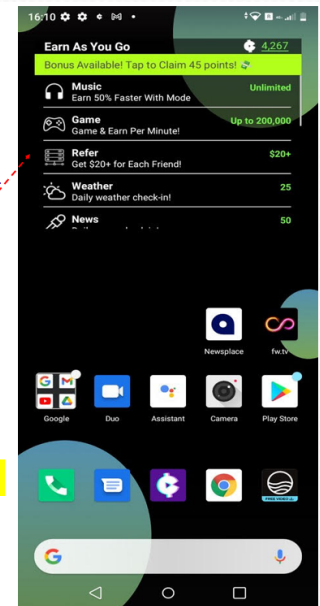


Powered by the world's first Earn OS™
A REWARD BASED Super App 
for daily habits you do NOT get paid for,
UNLESS you have a Mode Phone / Earn OS!

EARN OS HABITS WIDGET

MILLIONS OF OUR CUSTOMERS TELL US,
IT'S FUN and ALMOST ADDICTIVE,
WHEN THEY WATCH THEIR HOME SCREEN,
SHOWING "MONEY IN THEIR POCKET"
FOR DOING NOTHING SPECIAL –
JUST FOR USING THEIR PHONE LIKE USUAL!

USAGE PAYS FOR YOUR DATA & VOICE PLAN!



NTR Launches Leading Technologies

MeMD is now Walmart Health Virtual Care

NTR was instrumental in MeMD acquisition by Walmart
Via launch of the 3D Phone with MeMD

"To Serve the Underserved"

TELEHEALTH Pennies a day For your whole Family

We offer a complete and holistic telehealth solution, meaning we can treat everything from common illnesses and injuries that inundate urgent care clinics and the costly ER, to personal health issues – plus we offer behavioral health services to address emotional and mental health concerns.

A fully adaptable telehealth solution that has unmatched technological integration and a seamless experience for both the group and the member.

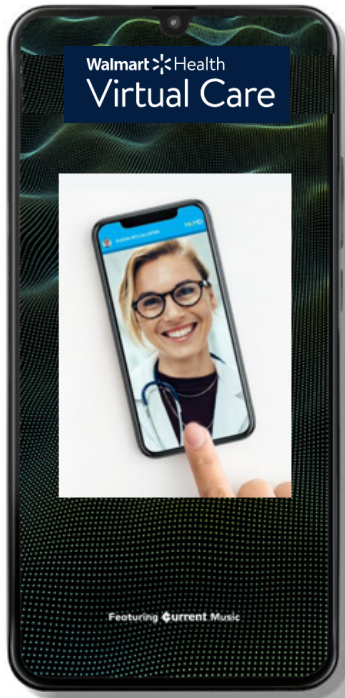
Unlike competitive platforms, our solutions are completely customizable. We balance the latest and more innovative technologies with first-rate customer service to achieve a seamless and positive experience.

FOR MEMBERS

- Ability to get care from anywhere in the U.S. with a phone, data or Internet connection.
- User-friendly, intuitive interface that makes it easy to schedule an appointment and see a provider.

FOR GROUPS

- Ability to build and adapt the telehealth platform to fit your needs and technology systems, including private-label options.
- Best-in-class, real-time API interface that handles a variety of detailed data transfers, safely and securely.
- Customized APIs to completely streamline program operation. Popular options include:
 - "Single sign on" feature that provides instant access to the MeMD dashboard.
 - Real-time Eligibility and Claims Submission APIs, which automate complex and laborious processes to improve efficiency and reduce error.



Leading Edge Products / Services



1ST

1ST PLACE SCIENCE DISINFECTANT

Passengers & Crew are safer on planes treated with 1st Place Science Disinfectant!

Some of the most recognized Airlines in the world protect their people from COVID-19 and other pathogens with our Disinfectants! Essential businesses & Government entities trust 1st Place Science to keep their employees and customers safe while operations continue.

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1st place SCIENCE

NON CORROSIVE • VIRUCIDE

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No Rinse Required
Ready to Use

KILLS
MRSA, Flu
Parvo, HIV
Salmonella

All Purpose Cleaner & Odor Eliminator
Kills 99.9% of Bacteria and Germs
APPROVED FOR HVAC

Trusted by

American Airlines  

Covid Solutions

from masks, to disinfectant, to gloves, tests, testing and vaccines



HUMAN HEALTH ORGANIZATION

**MISSION
STATEMENT**

**IMPROVE THE HUMAN CONDITION THROUGH THE
DEVELOPMENT OF CONSUMER TECHNOLOGIES
THAT ADVANCE HUMAN HEALTH AND QUALITY OF
LIFE.**





JOHN CAMERON

An inventor, painter, writer, and decorated combat veteran U.S. Marine, John has been founder and CEO of several organizations. His goal is to save six million lives per year from tobacco related disease.



VAPORCADE® ELECTRONIC CIGARETTES AND CIGARS



ROBERT HEGGIE

As Chief Merchant, Robert has held leadership roles in several iconic sales and retail organizations, most recently serving as Managing Director of HK Retail Concepts, an internationally recognized leader in non-traditional retail. Robert has offered counsel to many Fortune 500 companies including Target, Walmart, Toys R Us, Hudson's Bay Company, GNC, Sears, Macy's, US Military Exchanges and more.

MILITARY EXCHANGES – AAFES, NEXCOM, MCX, CGS, VCX, DeCa



US Military Exchanges



Over the years times have changed. While the local craftsman still sets up in the mall area for a couple of days to a week or two, name brand specialty stores are operating on long-term leases. Nutrition stores like General Nutrition Center (GNC) and optical shops run by National Vision Assoc. (the same vendor that operates most of the Wal-Mart optical centers) are starting to take note of the military market.

Those in charge of exchange systems have realized that brand name specialty stores attract more customers even though exchanges may offer similar products. These specialty stores contribute significant amounts of additional profits their customers might spend off-base because they want to shop in well-known stores.

The additional revenue also helps alleviate the ever-increasing demand on military resale systems to provide financial support to Morale, Welfare, and Recreation (MWR) programs, which have lost much of their appropriated funds over the last ten years.

NEXCOM

Recently, the Navy Exchange Service Command (NEXCOM) held a mini conference at its Virginia Beach headquarters on concessions and what types of concessions are "hot" in today's retail environment. Making the presentation was HK Retail Concepts, Inc., headquartered in Palm Desert, California. HK Retail Concepts represents companies that want to run specialty businesses under their own name in department stores, club stores, and discount malls. The company brings civilian entrepreneurs and exchange officials together either at store level or system-wide. The advantage of permitting brand name stores to operate on bases is that they provide a level of in-depth product knowledge in specialized categories exchanges sometimes fail to offer.

At the conference, services and concepts from vision wear to watch repair to cigar shops to specialty furniture stores were discussed. HK Retail Concepts also raised the possibility of computer auctions, estate jewelry buys, and home services such as duct cleaning, roofing, kitchen cabinet replacement, and many more services similar to those offered by large department store chains.

Hosted by Tony Digatano, director of operations for NEXCOM, and Cathy Boyce, services branch director, the meeting was attended by buyers, contracting officers, exchange managers, and vendors. It provided a forum for NEXCOM personnel to learn about different concepts and ways of doing business, and it gave vendors a chance to >

Concessions

let NEXCOM know what HK Retail Concepts could do for its sales. However, no contracts or offers were made—it was strictly an informational meeting for both venues.

AAFES

Soon after the NEXCOM meeting, AAFES held a Western Regional meeting of all its service business managers (SBMs) at Travis AFB, California. With over twenty SBMs from the region attending, HK Retail Concepts and other vendors provided a two-day workshop on concessions, their operation, and the benefits they can bring to an exchange.

Those attending got a and a shopping list not offered? exp

Unlike AAFES, NEXCOM, and MCX, the Pentagon concessions are open to everyone who works in "the building," including civilians who do not have military exchange privileges.

MCX

The future of expanded and different concessions and licensees is being tested at several locations throughout the retail systems. The Marine Corps has a request for proposal (RFP) currently "on the street" to turn the jewelry and precious operation at HCOMC in Virginia, over the

the sales GNC produces, the revenue generated falls to the bottom line of the main store. The other advantage of this system is that the customer is not charged any sales tax since the product becomes NEXCOM merchandise at the point of sale.

Savings

By contr in "



Vitality for Sale
formula to be taken in the morning, and another at bedtime.

Consumer Education

Interest has been so intense that the Nutrition Store has begun sponsoring guest speakers like Herbs of Light President Dean Martens, who recently lectured 500 Marines on health and nutrition. Following the lecture, Martens, a certified herbalist and herbologist, offered free consultations.

Pentagon

In the Pentagon, A, director of concession, operations such as the large drug store in a national chain, photo developing, staffed civilian dental clinic, a cleaning service, a book store, a jewelry and repair store, and a variety of others strictly as concessions. Jones reserves exclusive locations in the highly trafficked concourse for "proving concessions" just to offer something different to attract Pentagon workers every couple of weeks.

Florida. When his favorite vitamin supplier went out of business, he chose another resource—Sundown, a local manufacturer in Boca Raton, Florida. On February 1, Huggins did a reset with them, lengthening shelf space from four to eight feet. Vitamin sales quadrupled in one month. "Conservatively, I'm looking at an increase from \$36,000 in sales for four feet to \$70,000 for eight feet by the end of this year. It's been an interesting two years," mused Huggins.

Looking to the Experts

Drawing on the experience and expertise of specialists in the health and nutrition industry, a growing number of AAFES and NEXCOM exchanges are coming at health product sales from a different angle. Working with HK Retail Concepts of Palm Desert, California, a company skilled in helping other companies do business with the military, exchanges with American Nutrition Stores (ANSS), of Oakton, Virginia, an industry leader in nutritional exchange systems have contracted with American Nutrition Stores (ANSS), of Oakton, Virginia, as of mid-March, ANSS has operating three AAFES-based and nutrition stores at Bolling Airfield, D.C., Fort Belvoir, North Carolina, and a new store scheduled to open at Andrews Airfield by prepping running operations. NOB exchange, ANSS se with



Licensed and Franchise Expertise

ABWM, Accolade Group, Aubio, Beneveda, Blik, Coldstone Creamery, Collectors Art, CSI, Daily Body Restore, 800 Mattress, Effimat, Energy Innovations, Ensai, Estate Department, GNC, Great Steak, Harry & David, IBM (first “store in store”), Human Health Org., iM Custom, Intensive Spa Perfection, Jamba Juice, Kahala, Kewl, LevelWear, Life Factory, The Look Company, MicaBeauty Cosmetics, Mariel’s Kitchen / Blisscuits, Olan Mills, Olsen Europe, Portraits International, Mrs. Fields, PretzelMaker, Proactiv, Rosmari, Safecig, Sayuki Custom Cosmetics, Sierra Sciences, SkyMall, Target, Tim Hortons, Tous, Uno de 50, USJesco International, Wal-Mart Optical, Wal-Mart Travel, Twin Towers Trading, Vaporcade, Wilsons Leather, Zhen Cosmetics, Zoom Systems / Swyft and more.

It can start from a “simple” idea.

Can a traditional Optical shop be downsized to only 100 sq ft and successfully operate as a “store in store” inside a major Retail Partner?



From Idea to refined concept, to management “dream team”, fixturing, inventory assortment, Retail Partner agreement and funding, and a 62 optical shop launch in one year – via Non Traditional Retail



Plan

"A GOAL WITHOUT A PLAN

IS JUST A WISH"

Antoine de Saint-Exupery