



5<sup>th</sup> May 2022

## Video Transcript

Altavoz Entertainment Inc (AVOZ) dba Nurish.me LLC,  
CEO Update Quarter 1, 2022

Thank you to all Nurish.Me shareholders and stakeholders for taking the time to review our Q1 2022 update.

As promised, I will continue to report on our progress as we work to realize our vision of moving from a supplement provider to a market disrupter in the health and wellness space.

Last quarter, I highlighted the numerous board and executive level changes that the current board executed as a means to get a better look at our debt, cashflow and shareholder equity positions. We also reported that while we were able to execute an a facet of the value creation plan that was delivered to the former CEO in the fall of 2020, which resulted in a massive uplift in short-term revenue for H2 2021, that our focus for H1 2022, would be primarily centered around debt and understanding the equity positions of all shareholders.

First, I'm happy to report that in February of this year, we drafted a new debt settlement agreement with our senior note holder and one of our other key debt holders. This new agreement has given us some breathing room to invest our time and limited cash resources to cleaning up the cap table, reviewing all former agreements pre and post-merger with the specific goal of ensuring absolute clarity on all shareholder's true equity position in Nurish Me.

This is a critical first step to removing any/all restrictions from our stock so they can trade freely, fulfill the unexecuted components of the agreement between Altavoz Entertainment and Nurish. Me, with respect to the name change, ticker symbol change and other facets of the agreement that prior management fell short on delivering.

Second, we will be working with outside counsel to draft a plan to move from OTC-limited to OTC-Current and ultimately OTC-QB. Details of that plan will be presented to the board in the next 60 days and then disclosed to the shareholders shortly thereafter.

Part of that process has also involved convening a special counsel that is currently in the process of reviewing the inquiries lobbied by outside auditors, against the former management team concerning accounting transactions for fiscal years 2018-2021. The special counsel will draft a summary of their findings, and their proposed solution will be accepted by the board. We expect to make that summary and proposed plan of action public within the next 60 days.

In a nutshell, you can expect that we will continue the forensic work necessary to uncover everything and anything that could derail or distract the company from fulfilling its long-term vision.

Let me be very clear, that the current team is here to build a brand and company that works to launch game-changing, high-growth novel compounds that not only challenge traditional healthcare, but more importantly give people their lives back. Our key customer segments, in terms of specific indication will be centered around pain management, inflammation and longevity.

This team is not here, to engage in an ongoing, drawn out battle centered on written and verbal contradictions and broken promises effectuated as distractions by former stewards of Nurish.Me.

As I stated earlier, we are in the process of looking for and reviewing ALL fully and duly executed written agreements with the commitment, as part of our fiduciary responsibilities as officers and directors, to act in a manner that holds accountable any wrong-doings to the extent that the law provides and so long as we're able to appropriately and responsibly manage and appropriate our resources towards long-term growth and shareholder value.

I made mention of this in my last address: That the work to stabilize and sanitize the business was/and continues to be a tremendous undertaking.

For those of you who have ever purchased a fixer upper, or have gone through a remodel of any sort... it's one thing to change up a couple of rooms. It's a whole other beast in and of itself to take things down to the studs.

Here's the issue: This is a take things down to a single wall, and then find out that the foundation is sitting on radioactive waste.

That being said, we are committed to making sure we eradicate any and all issues, so that the business can scale without any fear of crumbling in the future.

Let me now share a few of the sales highlights for Q1 2022.

We'll start with our key metrics

AOV, Discounts, Net Sales, Churn Rate

Our Average Order Values YoY comparing Q1 2021 v Q1 2022 was up 205% with average units per order going from 1.1 to 3.11

We will drive that number higher as we move out of the sanitize phase of our strategy plan and into the scaling phase by executing on a robust plan to broaden the portfolio of products that we can offer our customers.

- Discounts Comparing February 2021 v. Feb 2022 were – Feb 2022 was 24% of the discounts extended in Feb 2021. As I reported last time, 2021 Q1 discounts were at 86% v Q2 through the end of Q4 we averaged 39%. We ended Q4 2021 with an average discount of 28%.
- Dropping to 24% for Q1 of 2022 proves that our product can move without having to give away much need margins, while still providing a significant value to our customers with the most efficacious product on the market.

Net sales were up – comparing Q1 of 2021 to Q2 of 2022 we were up by 475% YoY



While this sounds promising, let me highlight a couple of things, before we start patting anyone on the back,

1. Sales for Q1 2021, with the distractions of Board members leaving and other issues related to ongoing lawsuits and vendors abandoning due to non-payment, were dismal.

1. While we expect to grow sales this year by 400% over last's years nearly 800% YoY growth, we know that H1 of 2022 is going to be a slow period of revenue growth as our focus is primarily on finishing up all of the clean-up.

I can report, that we have finalized a deal with a major distributor and our currently in production to have this distributor white-label our products and ultimately work to having a "Powered by Nurish.Me" bottle of CoreCumin on shelves across major specialty retail stores.

We will be issuing a joint press release here in the next 45-60 days with our partner.

We are also working to fine-tune our D2C strategy. As you know, without dollars to drive ad spend, in a highly competitive field, supplement companies are somewhat dead in the water.

It's for that reason, that we will continue to identify influencers who are willing to engage their followers to experience the benefits of our health and wellness solutions. These types of campaigns take capital that the business doesn't have, nor will we go and raise any more capital until we have a clear picture of the equity position of every shareholder. Therefore, we must choose who we work with carefully, and also remain patient as we focus our attention on the regulatory mess v the revenue growth.

Lastly, churn rate. Our churn rate – comparing May 2021 v. March 2022 is down to 5.4% v 206.7%

This is a significant metric in that it clearly shows the fruits of our labor to engage, enable and educate our hard-earned customers on the benefits of sticking with our health and wellness solutions.

If you're asking why we are comparing May 2021 v. March 2022? Last May measures the 1<sup>st</sup> major influencer campaign launched by Nurish>me - and a key reason why the current team was brought in, after the momentary jump in sales resulted in a large % of customers not returning.

Let me remind you, that the strategy plan that was delivered in the fall of 2020, was somewhat executed in April of 2021. But without any infrastructure to capture those sales and to develop the relationship, our churn was nearly 7X higher the industry worst rates. I'm happy to report that at 5.4% we are on the lower end of acceptable churn for our industry.

Over the next quarter, we'll be working on cleaning up the cap table, testing the retail market with our new white-label partner, and creating the roadmap for up listing. Additionally, we'll be focusing our attention on creating a scalable D2C strategy.



While the work of managing the debt and legal issues has taken our focus away from building revenue, I am confident that our focus on the regulatory, compliance and clean-up of the toxic waste under our foundation, will set the stage for moving from a company focused on launching a product to leading a necessary paradigm shift in the health and wellness industry.

While we are at a critical stage in our companies history, I'm confident that the team of people and partners who have dedicated their time and talent to our cause, will allow us to continue to report on great efforts we are taking to build a brand that gives people their lives back.

### **Forward-Looking Statements**

Forward-looking statements involve risks and uncertainties. These statements relate to future events or our future financial performance. In some cases, you can identify forward-looking statements by terminology including "could," "may," "will," "should," "expect," "plan," "anticipate," "believe," "estimate," "predict," "potential," and the negative of these terms or other comparable terminology. While these forward-looking statements, and any assumptions upon which they are based, are made in good faith and reflect our current judgment regarding the direction of our business, actual results will almost always vary, sometimes materially, from any estimates, predictions, projections, assumptions, or other future performance suggested in this report. Except as required by applicable law, we do not intend to update any of the forward-looking statements so as to conform these statements to actual results. Investors should refer to the risks disclosed in the Company's reports filed from time to time with the Securities and Exchange Commission and available at [www.sec.gov](http://www.sec.gov).