

31<sup>st</sup> January 2021

## Video Transcript

**Altavoz Entertainment Inc** (AVOZ) dba Nurish.me LLC,  
CEO Update Quarter 4, 2021

Hey Everyone

This message will not only serve as an update to ALL Nurish.Me shareholders and stakeholders, but also as a quick background and update to the hundreds of people who work with and are engaged with Playbook For Results, of which I am and will continue to be their CEO.

For those who I've had the opportunity to meet or work alongside, you probably already know, that while my profession has afforded me countless opportunities to be center stage, my preference has and always will be to remain behind the scenes.

Over the past 7 months, I've had an opportunity to do just that, with a company that started out a client looking to bend the trend on their value, volume and velocity in the marketplace.

Like most companies, the culprit behind their lagging v leading sales numbers was due to conditions or circumstances... the economy, the election, the pandemic, the supply chain, the labor shortages, etc. All good excuses, but not sufficient when compared to the other companies that Playbook for Results was working with and helping to deliver industry leading double digit growth rates under the same types of conditions.

I was first introduced to Nurish back in August of 2020, by a business acquaintance who had invested in the business, after one of their relatives had reported a significant change in their health, verified by improved biomarkers for their specific indications.

Having spent time in the nutraceutical space, specifically working on the side of the business that made sure that supplement companies were adhering to the strict FDA and FTC guidelines; I was not only overly cautious, but emotionally biased as an individual who doesn't trust big-pharma, let alone the claims of these modern-day snake oil salesmen peddling their potions and lotions.

So as you can imagine, I was pleasantly surprised when I found out that this business, actually had a product that was highly efficacious and having an incredible impact on the people who had either purchased the product or were given a sample to try.

Once I had reviewed all of the data that gave me the confidence to put our name behind the business, our team began the process of drafting a go-to market strategy, what we call our Value

Creation Plan. This plan was delivered to their CEO in October of 2020. Unfortunately, just having a formidable strategy to drive more sales in their marketplace wasn't enough.

The business, which had been operating in the red for a number of years, had leveraged or invested nearly \$20M through capital raises, educational research grants, and loans from friends and family to bring their product to market, was embroiled in multiple shareholder lawsuits, and was experiencing a great deal of internal turmoil. Par for the course, when expectations, specifically around revenue attainment and market growth are missed several years in a row.

Fortunately, the principals still held onto this belief that they had a real game-changing product on their hands. So after a bit of a shake-up, they were able to finally execute on one facet of the Value Creation Plan back in April of last year. This resulted in a massive uplift in short-term revenue, which then allowed the company to bring on a few more consultants and agencies to scale the strategy plan that our firm had provided.

All-in-all, the company brought in a team of advisors and consultants who had exceptional reputations in their area of expertise, ranging from SEC compliance, to accounting, to subscription and social media, legal advisors, to turn-around strategists, and what we do... help companies grow revenue through capable resources.

From June 2021 through September of last year, the teams worked together to drive key initiatives designed to stabilize, sanitize, sustain and scale our commercialization plan.

As you can imagine, the work to stabilize and sanitize the business was/and continues to be a tremendous undertaking. That being said, I'm happy to report that our efforts, despite the economic conditions and distractions from the lawsuits and internal issues, were rewarded with some amazing results.

As the interim CEO appointed in June of last year, I had responsibility to drive this value creation strategy. As a direct result of the team's tireless work, I was appointed CEO by the board this past November. Here are a few of the highlights:

- Since April of last year, when the first facet of the strategy plan was put in place, the business has achieved a run-rate through the end of 2021, that is nearly 1100% higher than the 2020 run rate.
  - Run rate vs. 2020 was 1100% higher in 2021
- YoY growth for 2021 v. 2020 was slightly north of 800%
- My guidance and expectations for this year are to achieve a growth rate north of 600% over last year's tremendous, industry leading achievement.

- Average discounts went down by 50% in 2021 v. the average discounts given since the inception of the business.
- Specifically in 2021, Q1 discounts were at 86% v Q2 through the end of Q4 we averaged 39%, We ended Q4 with an average discount of 28%.
- As a direct result of changing our discounting policies, the business was able to achieve 85% of its profitability (since its inception 4 years ago), in H2 of 2021.
- Our Returns, which were 27% through Q1 2021, dropped to 4% from Q2 through the end of Q4 2021.
- On the marketing front, we were able to attain a 17X return for every ad dollar spent.
  - We also achieved an industry leading 9.2% conversion on Nurish.Me v. the industry standard 3%
- Operationally we were able to invest in automated processes that will help us to scale our subscriptions and capture vital feedback that will help build a stronger brand.
- End of Q3 2021 We returned back to PINK limited status on OTC markets, with a clear path and roadmap to achieve OTC Pink Current – which will not only improve our ability to attract accredited investors, but also give more trade flexibility to our current shareholders.
- We also cleaned up a great deal of debt, reducing our A/P by nearly 75% YoY
- And lastly, we stabilized our management team and board all of whom are working cohesively and united behind our new vision

As part of my ongoing commitment to our shareholders and our entire Nurish.Me community, we will be more transparent in reporting above and beyond what is required by the SEC for publicly held companies.

Within 30 days of the end of each Quarter, expect a video message with highlights and a general state of the business from me. Also, at the end of each month, I will also be posting a general update on matters that are material to the business or highlights that need to be celebrated.

Over the next quarter, we'll be working on solidifying a few partnership agreements that we initiated in Q3 of last year. We'll be launching an affiliate platform that we began construction



on in the middle of Q4, and we'll continue to work to minimize the distractions that have kept this business from achieving all that it can in the health and wellness space.

While we still have work to do in managing the debt and legal issues, I'm confident that the foundation that was laid in H2 of 2021, we'll allow us to overcome these distractions, while setting the stage for moving from a company focused on launching a product to leading a necessary paradigm shift in the health and wellness industry.

Myself, along with our team are looking forward to a day, when we become the pre-eminent player in helping to radically reduce inflammation, by only marketing all-natural science backed ingredients that have been clinically tested and formulated with proprietary technology to achieve the highest levels of efficacy.

We appreciate the opportunity to build a brand and a company that incentivizes those seeking alternative and complimentary healthcare solutions to subscribe to a suite of services and supplemental health and nutrition products, that not only show verifiable biomarker improvements, but also give you your life back.

While we were able to achieve some incredible results last year, we know we still have tremendous work ahead of us if we are to achieve our objectives in 2022 and ultimately our vision. I have confidence in the team of people who have dedicated their time and talent to our cause, and look forward to reporting on our continued progress.

#### **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).