

puravida 



PURAVIDA PRESENTATION



RAFAEL ZANINI

PROFESSIONAL EXPERIENCE



A N G R A  PARTNERS

+ 2 YEARS IN BUSINESS DEVELOPMENT AND PE

~2 YEARS IN PRIVATE EQUITY



Safta

+3 YEARS IN EQUITY RESEARCH



EXCELIA

~1 YEAR IN VALUE CREATION CONSULTING FIRM

BUSINESS DEVELOPMENT

- Growth Levers Management
- New Business
- Long Term Value Creation Plan
- Budget Construction
- M&A and Synergies

EDUCATION



BUSINESS ADMINISTRATION

BYU

BRIGHAM YOUNG UNIVERSITY

UNDERGRAD IN BUSINESS

CERTIFICATIONS



LEADERSHIP CERTIFICATION SETA



PROJECT MANAGEMENT AQUA CERTIFICATION

**YOU
CAN'T
BUY TIME.**

WE
STRONGLY
DISAGREE
ON THAT.



AND WE ARE NOT ALONE.

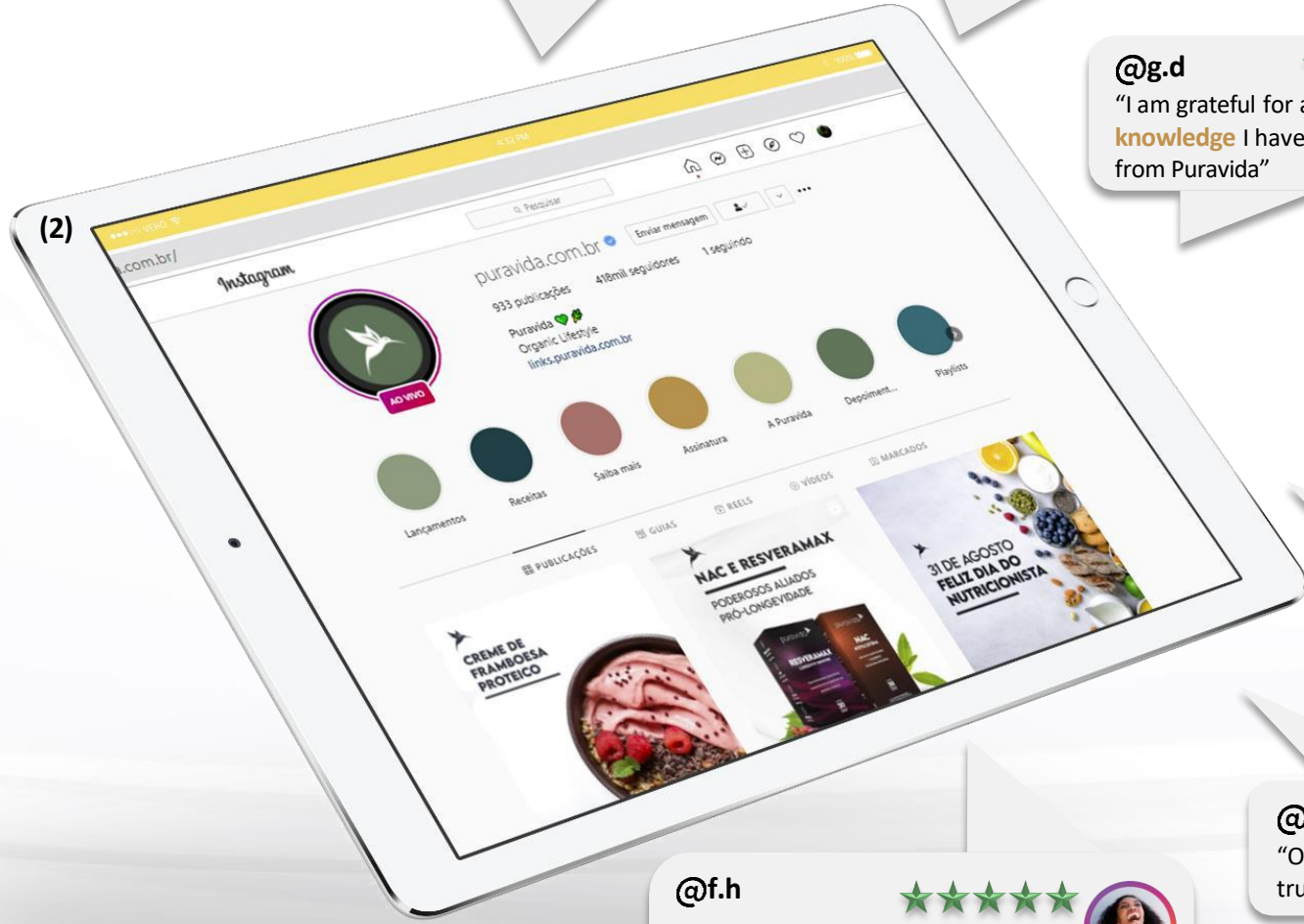
+1.3MM
Social Media
Followers



+100K
Direct
Clients⁽¹⁾



+1,500
Nutritionists
in Puravida's
Base



@p.f ★★★★★
“Energy is the name of this brand. I feel **more willing to live** since I started taking it.”



@f.a ★★★★★
“Thank you for sharing all the **knowledge that has brought me healthy** so that I can celebrate another year of life”



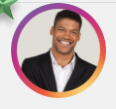
@g.d ★★★★★
“I am grateful for all the **health and knowledge** I have today that came from Puravida”



@m.a ★★★★★
“People ask me if I had plastic surgery and I answer that **I only use Puravida's** supplements”



@f.c ★★★★★
“Thank you for all the knowledge that is **keeping me healthy**”



@l.b ★★★★★
“One of the few that I still trust. **I love Puravida**”



@f.h ★★★★★
“Since I met Puravida's, **my life has only changed for the best**. I have lost weight and no longer have innumerable other health problems”



Notes: (1) LTM as of June 2021, (2) The presented comments does not include messages received by digital influencers or paid customers

THE WORLD IS SEVERELY **MALNOURISHED** AND FACING ITS CONSEQUENCES...



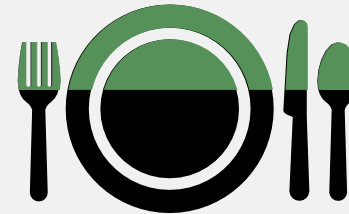
70% OF DEATHS GLOBALLY ARE CAUSED BY CHRONIC DISEASES



80% OF IT COULD BE AVOIDED WITH A RICH NUTRITION AND DIET



ONLY **42%** OF PEOPLE CONSIDERS WELLNESS AS A PRIORITY



LESS THAN **37%** OF THE POPULATION HAS AN ADEQUATE CONSUMPTION OF THE MAIN NUTRIENTS



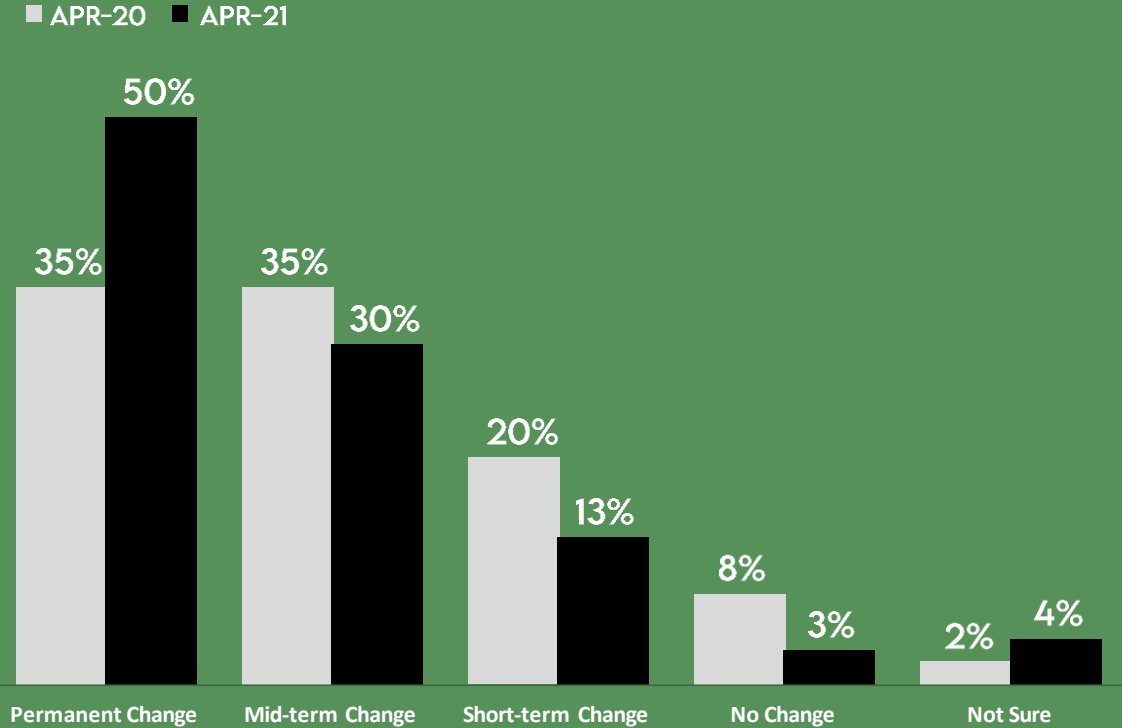
CONSEQUENTLY, LIFE EXPECTANCY IS BEING REDUCED BY **14** YEARS

...AND **TIME** IS PAYING THE BILL

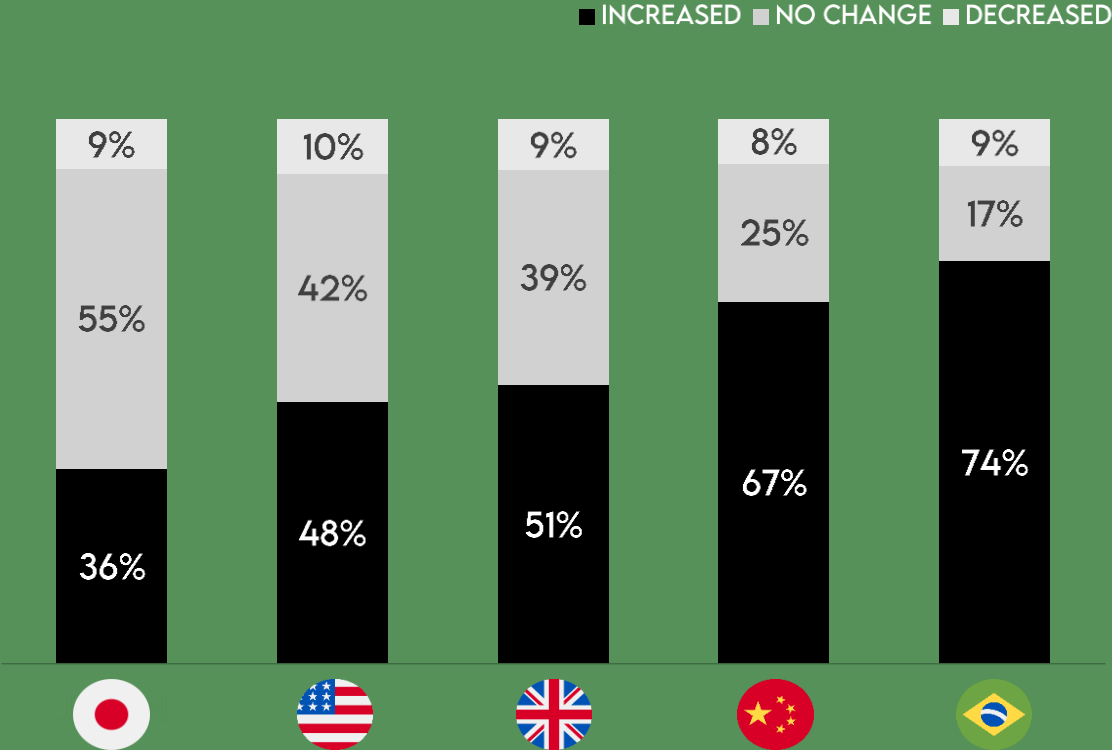
BUT THE WORLD IS AWAKENING

THE COVID-19 PANDEMIC BROUGHT **STRUCTURAL CHANGES** IN THE WAY CONSUMERS RELATE TO H&W...

...AND BRAZILIANS ARE **MORE AWARE OF THE H&W ROLE IN THEIR LIVES**



Changes in habits caused by the COVID-19 pandemics are, when related to wellness, mostly permanent



Change in wellness prioritization vs. 2-3 years ago
% of respondents

Sources: Euromonitor Passport, Euromonitor Voice of the Consumer: Lifestyles survey

AND WE ARE HERE TO LEAD THE WAY...



SLEEP BETTER

2 SKUs



EAT BETTER

110 SKUs



KNOW BETTER

+50H
OF PROPRIETARY H&W
CONTENT



BETTER HEALTH

30 SKUs



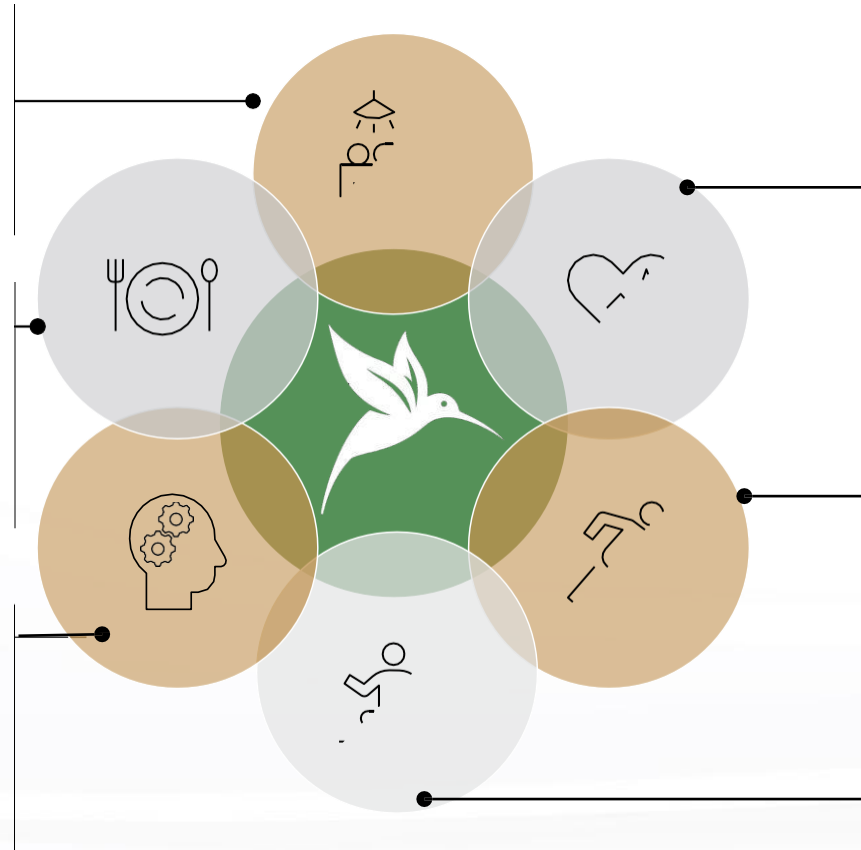
EXERCISE BETTER

38 SKUs



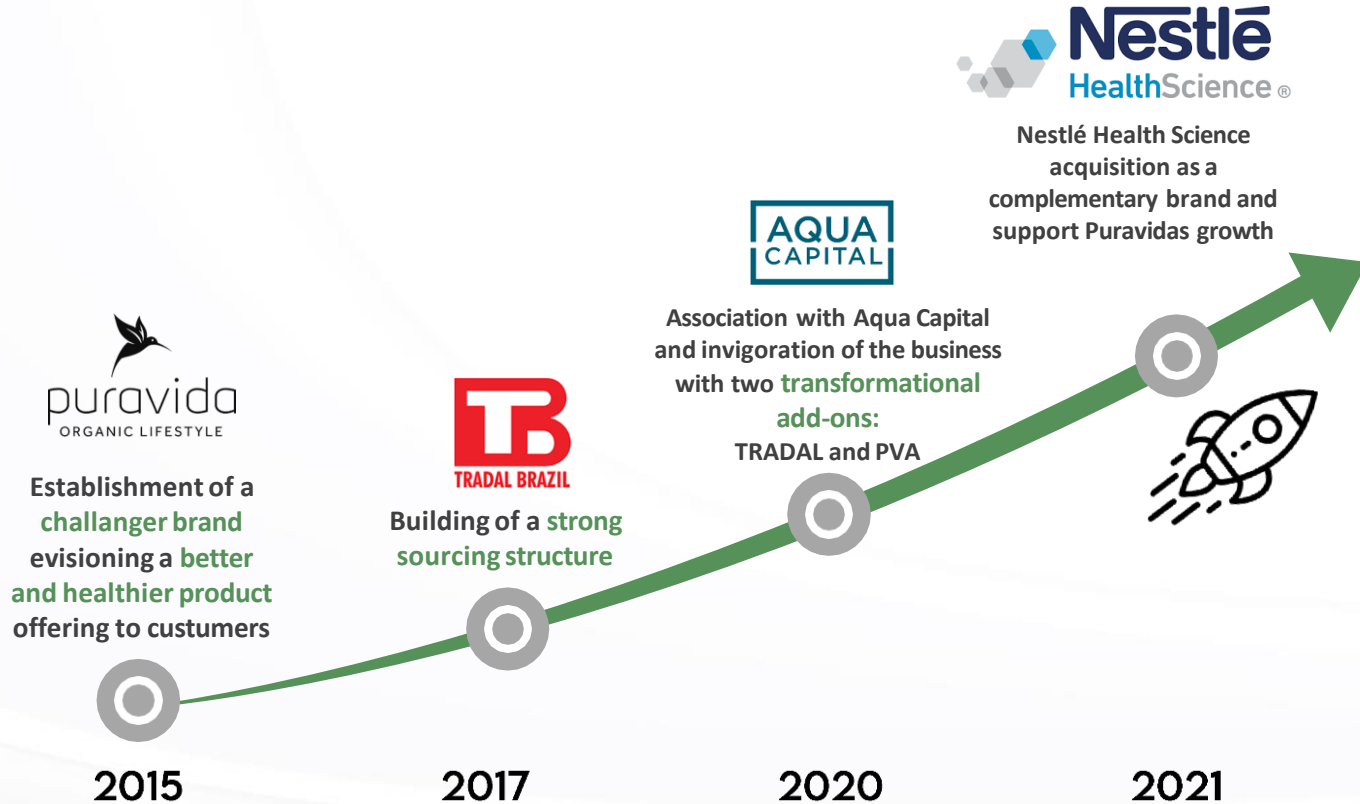
BETTER MINDFULNESS

5 SKUs



...BY BRINGING **LONGEVITY ALONGSIDE WELLBEING** TO THE WORLD THROUGH A HEALTH AND WELLNESS ECOSYSTEM

PURAVIDA SUCCESS STORY



BRINGING HEALTH THROUGH NUTRITION



Source: Company Information

TOP OF MIND REFERENCE FOR NUTRITIONIST AND HEALTH PROFESSIONALS WITH A PORTFOLIO OF +150 SKUS

High-quality sustainable products within **5 Macro Categories**, strong brand awareness and customer connection with **+1MM Followers** in aggregated social media

HIGH GROWTH, HIGHLY PROFITABLE, SOLID OPERATIONAL KPIS AND STRONG DIGITAL EXECUTION

LARGEST H&W E-LEARNING PLATFORM IN BRAZIL

+20k Students and **+50h of Proprietary Content** connected in a platform propelling a change to a healthier and more equilibrated lifestyle



GROWTH MISSION

INTEGRATE ALL BUSINESS UNITS & BRAND, DRIVING OPERATIONAL EXCELLENCE WHILE BUILDING AN ENGINE OF EXPONENTIAL GROWTH.

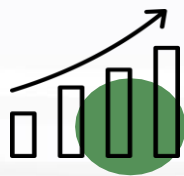


OPERATIONAL EXCELLENCE

- Mastering the day-to-day management of our business with Excellence, via strong Routines , detailed KPI's and visibility using solid management Tools.
- Deliverables: Maintaining solid growth & Profitability
- Control tower, Excellence Programs
- Daily, Weekly , monthly Follow-ups

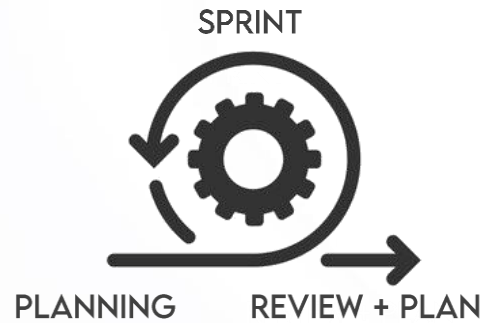
NEW GROWTH LEVERS

- Implementing New initiatives/Programs that will bring exponential growth in the coming months & years
- Using Agile & Design Thinking methodology empowering teams to build and deliver the solutions
- Deliverables: Steep change Projects driving EXPONENTIAL growth
- Sprints every 15 days



METODOLOGIA ÁGIL - IMPLEMENTAÇÃO

O QUE É A METODOLOGIA ÁGIL?

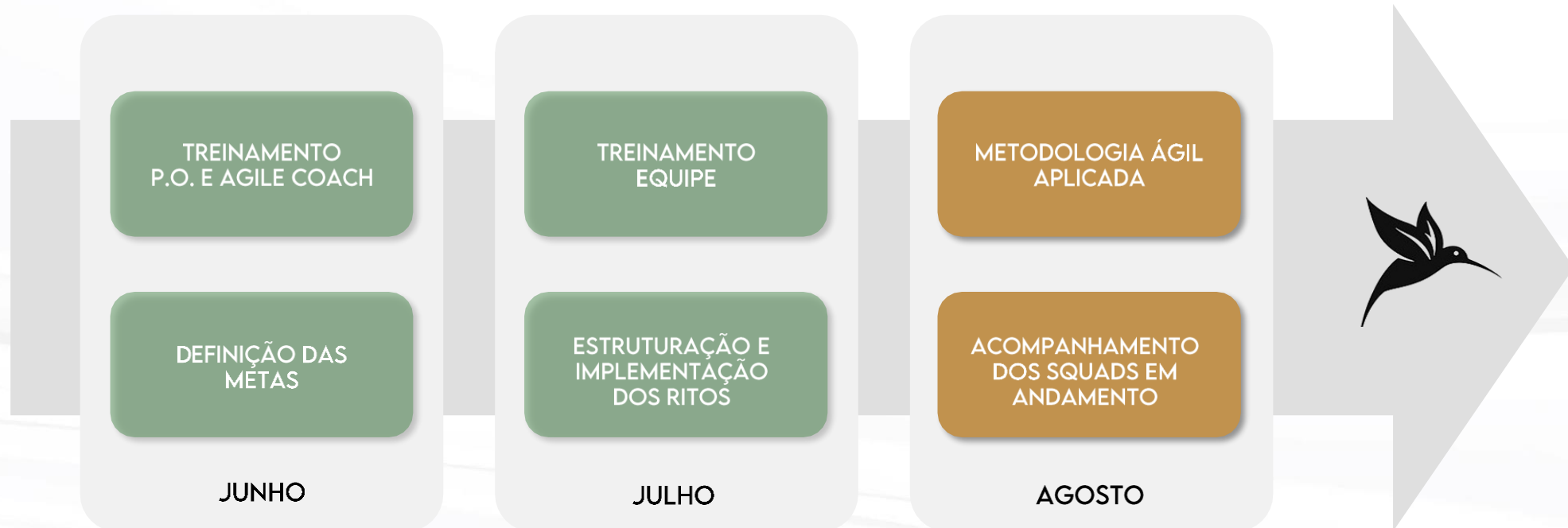


CONJUNTO DE PRÁTICAS NA CONDUÇÃO DE UM PROJETO COM OS SEGUINTE FUNDAMENTOS:

- ESTABELECEER EQUIPES **AUTÔNOMAS E AUTO-ORGANIZÁVEIS**
- MANTER A **COLABORAÇÃO** CONSTANTE
- REALIZAR **ENTREGAS FREQUENTES**
- RESPONDER ÀS **TRANSFORMAÇÕES**



IMPLEMENTAÇÃO



METODOLOGIA ÁGIL - CALENDÁRIO

JULHO

SEG	TER	QUA	QUI	SEX
				1
4	5 TREINAMENTO	6 ATRAÇÃO	7 TREINAMENTO	8
11	12 TREINAMENTO	13 RETENÇÃO	14 TREINAMENTO	15
18	19 COMMUNITY PEOPLE VENDAS WHATSAPP	20	21	22
25	26 SOCIAL SELLING MÁQUINA DE VENDAS TRADE 1.0	27	28	29

AGOSTO

1	2 EXPANSÃO			
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SQUADS GROWTH STRUCTURE

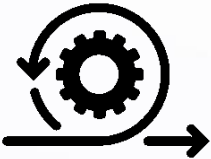
GROWTH PILLARS

SQUADS



TEAM

- SPONSOR (GROWTH VP) OVERSEES ALL SQUADS PERFORMANCE
- P.O. (DIRECTORS) CONDUCT THE SQUAD MAIN GUIDELINES
- AGILE COACH (LEADERS) LEADS EXECUTION TEAM ON A DAILY BASIS
- PMO (BUS. DEV.) CONSOLIDATE ROUTINES AND GOALS FOR ALL SQUADS



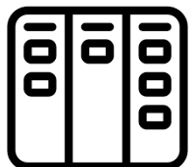
ROUTINE

- SPRINTS OF 2 WEEKS
- REVIEW AND PLANNING OCCURS IN THE END OF EACH SPRINT WITH THE ENTIRE TEAM (SPONSOR, P.O., AGILE COACH, PMO AND EXECUTION TEAM)
- 2 ALIGNMENTS PER WEEK DURING THE SPRINT (AGILE COACH, PMO AND EXECUTION TEAM)



GOALS

- SMART GOALS
- SQUADS WITH CLEAR KPIS TO ACHIEVE AND ALIGNED TO COMPANY'S GOALS
- SQUADS WITH CLEAR TIME BASED DELIVERABLES



TOOLS

- AGILE KANBAN BOARD WITH A CLEAR BACKLOG OF ACTIVITIES
- COMPANY USES THE ASANA MANAGEMENT PLATFORM
- DASHBOARDS CREATED IN POWER BI TO TRACK MAIN KPIS

RITOS ADAPTADOS



**Objetivo /
Resultado esperado**

**Priorização /
planejamento
(entregáveis da
próxima sprint)**

**Alinhamento
Pedir e Dar ajuda**

**Repriorizar, reanalisar e
refinar o backlog**

**Avaliar os ganhos
obtidos /
extrair as lições
aprendidas**



Quando

**Antes de iniciar cada
sprint**

Diária / 2x semana / semanal

Final de cada sprint



Participantes

**Time
PO (+Diretor**)
Especialistas**

Time

**Time
PO (+Diretor**)
Especialistas**



Responsável

Agile Coach

Agile Coach

Agile Coach

* Realizar Planning da próxima Sprint

** Comitê Executivo é visitado a cada 2 ou 3 sprints