

CONFIDENTIAL

SIPP INTERNATIONAL INDUSTRIES, INC.

FOR YOU AND YOUR FAMILY TODAY....

Business Plan

Prepared October 2012

Contact Information

Gregg Pearson/ Chef H. Lee Thomas

info@sippii.com

(702)742-4949

<http://www.sippii.com>

Table of Contents

Executive Summary.....1

Who We Are.....1

What We Sell1

Who We Sell To3

Financial Summary5

Company8

Company Overview8

Company History.....8

Management Team9

Products and Services.....12

Products and Services.....12

Competitors.....13

Target Market17

Market Overview17

Market Needs.....17

Strategy and Implementation20

Marketing Plan.....20

Milestones.....22

Financial Plan23

Sales Forecast.....23

Personnel Plan.....26

Budget.....26

Starting Balances27

Cash Flow Assumptions.....27

Loans and Investments.....28

Financial Statements29

Profit and Loss Statement29

Balance Sheet.....32

Cash Flow Statement33

Appendix35

Sales Forecast.....35

Personnel Plan.....39

Budget.....40

Loans and Investments41

Profit and Loss Statement42

Balance Sheet.....44

Cash Flow Statement47

Executive Summary

Who We Are

SIPP INTERNATIONAL INDUSTRIES, INC. is a fully developed, publicly traded company as listed on the OTC Markets under the trading symbol "SIPN".

The company is a Nevada corporation originally formed on January 11, 1991 as a telecom company. On March 11, 2011, controlling interest was transferred over to current management. Since the transfer took place, SIPP has either acquired full rights and title to fully developed products or has contractual agreements to distribute the products:

- "au" Le Cadeau Natural Mountain Spring Water
- La Bonne Table Gourmet Dinner Entrees
- The Z-CAC Controlled Atmosphere Container
- PYRO-CHILL

The company has experienced growth absent of revenue. It has managed to stay afloat through personal loans by its major shareholders, original founders and current management.

All products are fully developed and ready for market. It has always been managements plan to initially market these products through television network direct marketing outlets and by utilizing the company's own television broadcast production of "So You Wanna Be A Chef??!!!" and through the production and broadcasts of infomercials. By utilizing these outlets, the company feels that it is the most cost effective vehicle to generate immediate revenue and gain investor awareness. Further, it is the company's opinion that if distributors are aware of your products before being approached by our sales and marketing team... it will make their job that much easier.

Management recently acquired controlling interest in Newport Creek Hospitality; a hotel management company with projects currently pending.

What We Sell

"au" Le Cadeau Natural Mountain Spring Water

"au" Le Cadeau Natural Mountain Spring Water was the brain child of SIPP's founder, Chef Homer Lee Thomas and was developed to fulfill the desire of higher-end restaurants and gourmet grocer's needs for a "gourmet" bottled water at an affordable price.

La Bonne Table Gourmet Dinner Entrees

La Bonne Table Gourmet Dinner Entrees by Chef Homer Lee Thomas were developed to fill the consumer need for *easy to prepare* Gourmet dinner entrees at casually affordable prices. La Bonne Table Entrees include:

- Beef Wellington
- Blackened Thai Prawns
- Bison Lasagna
- Fire seered Mongolian Beef Kabobs
- Chicken Kiev
- Trout Almondine
- Lobster Paella
- Orange Blossom Roasted Duck
- Roasted Quail Batonettes
- Veal Marsalla
- and more.....

Z-CAC Controlled Atmosphere Container

The Z-CAC is a 20 or 40 feet long storage or transport container designed to store and prolong the shel life of freshly picked fruits and vegetables for up to one hundred eighty (180) days.

PYRO-CHILL

Pyro-Chill is a toxic free, all natural fire inhibitor. This liquid concentrate is bottled in 16 oz. bottles and when sprayed on wood, clothing, carpeting, drapery, etc., etc., renders the sprayed material absolutely fire and flame proof. This is an inhibitor, which means whatever material is treated, the treated material will never catch on fire. SIPP has developed a complete Pyro-Chill package that includes:

- (2) 16 oz. bottles of concentrate which makes up to (2) gals. of spray
- (2) 12 oz. spray bottles to mix the concentrate in (for small jobs)
- (1) 3.0 litre pump sprayer with wand attachment (for big jobs)
- (1) portable smoke alarm (for travel)
- (1) aerosol spray can for Xmas trees
- (1) Family safety and fire prevention booklet

Who We Sell To

"au" Le Cadeau Natural Mountain Spring Water

"au" Le Cadeau Natural Mountain Spring Water was the brain child of SIPP's founder, Chef Homer Lee Thomas and was developed to fulfill the desire of higher-end restaurants and gourmet grocer's needs for a "gourmet" bottled water at an affordable price.

The product will be sold to Food and Beverage Distributors, Higher End Hotels, and Gourmet Grocery Stores.

La Bonne Table Gourmet Dinner Entrees

La Bonne Table Gourmet Dinner Entrees by Chef Homer Lee Thomas were developed to fill the consumer need for easy to prepare Gourmet dinner entrees at casually affordable prices. La Bonne Table Entrees include:

- Beef Wellington
- Blackened Thai Prawns
- Bison Lasagna
- Fire seared Mongolian Beef Kabobs

- Chicken Kiev
- Trout Almondine
- Lobster Paella
- Orange Blossom Roasted Duck
- Roasted Quail Batonettes
- Veal Marsalla
- and more.....

The entrees will be sold through Food and Beverage distributors, Higher end Hotels, Catering and Banquet Halls, Gourmet Grocery Stores, SIPP web site and through broadcasts of home shopping television networks.

Z-CAC Controlled Atmosphere Container

The Z-CAC is a 20 or 40 feet long storage or transport container designed to store and prolong the shelf life of freshly picked fruits and vegetables for up to one hundred eighty (180) days.

The company is in the final stages of establishing the for the sell of territory and distributorships to farm supply and equipment dealers.

PYRO-CHILL

Pyro-Chill is a toxic free, all natural fire inhibitor. This liquid concentrate is packaged in 16 oz. bottles and when added to water and sprayed on wood, clothing, carpeting, drapery, etc., etc., renders the sprayed material absolutely fire and flame proof. This is an inhibitor, which means whatever material is treated, the treated material will never catch on fire; unlike a fire retardant which only retards the time of combustion. SIPP has developed a complete Pyro-Chill package that includes:

- (2) 16 oz. bottles of concentrate which makes up to (2) gals. of spray
- (2) 12 oz. spray bottles to mix the concentrate in (for small jobs)
- (1) 3.0 litre pump sprayer with wand attachment (for big jobs)

- (1) portable smoke alarm (for travel)
- (1) aerosol spray can for Xmas trees
- (1) Family fire prevention and safety booklet

SIPP is in pre production of producing a one and a half hour television infomercial that will be hosted by actor J.R. Martinez; the winner of the 2011 television show "Dancing With the Stars" and star of "All My Children". (J.R. was burnt over 45% of his body when on patrol in Iraq while serving in the United States Army.)

Financial Summary

Financial Highlights

SIPP International Industries, Inc. plans to launch the marketing of their fully developed products upon the completion of a capital raise of \$250,000.00. The company anticipates immediate revenue derived by direct marketing sales.

The funds needed will be acquired through equity investments which include the sell of convertible debentures.

The funds needed include:

STAGE I

(\$150,000.00) no later than November 2, 2012

- \$ 25,000.00 in television broadcast equipment upgrades
- \$ 25,000.00 retainer to J. R. Martinez; proposed host of the PYRO-CHILL Infomercial
- \$ 20,000.00 (budget not to exceed) pre and post production of the PYRO-CHILL Infomercial
- \$ 15,000.00 initial product inventory PYRO-CHILL
- \$ 35,000.00 to purchase SIPP shares on the open market to bolster share price
- \$ 5,000.00 website upgrades
- \$ 25,000.00 in office and administrative expenses

Stage I financing will take the company up to December 15, 2012. However, the company's first nationwide broadcast of the PYRO-CHILL infomercial is scheduled to be broadcast on November 12, 2012. The revenue stream will be immediate through viewer direct response point of sales. Further, the company anticipates sufficient revenue from mid November up to the Stage II date of December 15, 2012 to sustain company operations, but such estimates are based on several factors which do not include guaranteed sales.

Infomercials do not guarantee sales. Infomercial sales are based on the product, the marketability of the product, consumer demand, and the production of the infomercial. So, the Stage II funding may be necessary to sustain operations for an additional four months if the projected revenue stream is not as anticipated.

STAGE II

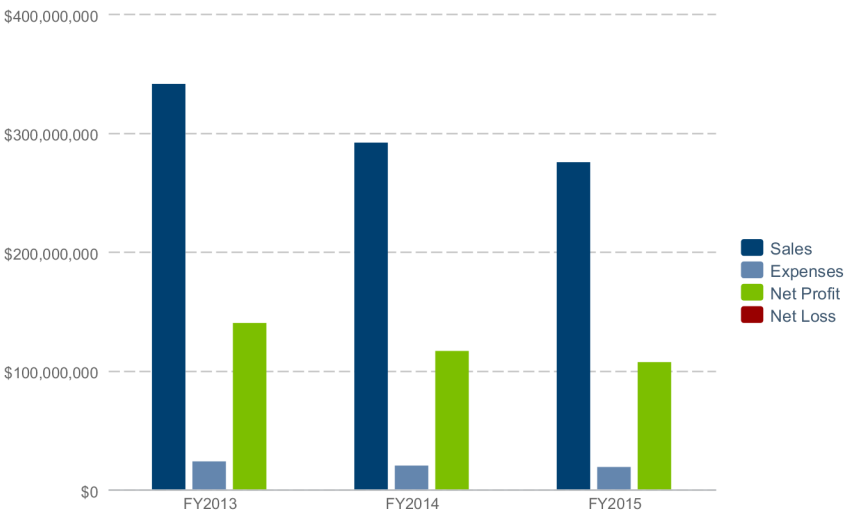
(\$100,000.00) no later than December 15, 2012

Sources for the funds include:

- \$250,000.00 in convertible debt from investors for a non dilutable equity stake of 15% and the principle amount paid in one year at an interest rate of 15%. Likely investors include family, friends, astute investors and angel investors interested in a lower risk investment as compared to a start-up project.

In September of 2011, the company engaged an then fell victim to a Investor Relations firm fraud. At the time of engagement, the company's share price was \$1.90. The Investor Relations firm was paid three million shares to provide to the company Public Relations services as well as raising the company \$450,000.00. The Investor Relations firm was tendered the shares as agreed and immediately proceeded to sell the shares on the open market. Their actions had a profound effect on the company price per share which is now \$.008. It is the strong belief of the company and the investment community in general, that with the launch and marketing of the company's products combined with the company's committed buy back of shares that were placed in the public float by the Investment Relations firm... the share price should be effected in a positive manner.

Financial Highlights by Year



Company

Company Overview

SIPP INTERNATIONAL INDUSTRIES, INC. is a fully developed, publicly traded company as listed on the OTC Markets under the trading symbol "SIPN".

The company is a Nevada corporation originally formed on January 11, 1991 as a telecom company. On March 11, 2011, controlling interest was transferred over to current management. Since the transfer took place, SIPP has either acquired full rights and title to fully developed products or has contractual agreements to distribute the products:

- "au" Le Cadeau Natural Mountain Spring Water
- La Bonne Table Gourmet Dinner Entrees
- The Z-CAC Controlled Atmosphere Container
- SIPP Pyro-Chill Fire Inhibitor

Management also acquired controlling interest in Newport Creek Hospitality; a hotel management company with projects currently pending.

All products are fully developed and ready for market. It has always been managements plan to initially market these products through television network direct marketing outlets and by utilizing the company's own television broadcast production of "So You Wanna Be A Chef??!!!". By utilizing these outlets, the company feels that it is the most cost effective vehicle to generate sales and gain consumer awareness. Further, it is the company's opinion that if the distributors are aware of your products before being approached by our sales and marketing team... it will make their job that much easier.

The company currently has 418 shareholders. There are 200,000,000 common shares authorized of which 28,000,000 are issued and outstanding.

Company History

Over the last four years, the company has contributed greatly in the research and development of their current product lines. In September of 2011, through stock for assets purchase agreements, the company completed its acquisition of full rights and title to the products.

During that same period, the company entered into an agreement with a Investor Relations firm based out of Toronto Canada. The firm was to have promoted SIPP throughout certain financial sectors in the U. S. It was managements opinion at the time that such a promotion was necessary to gain investor awareness. The firm was also to have raised \$450,000.00 for SIPP which would have been sufficient capital to begin the marketing campaign of the SIPP product lines. Consequently, the Investor Relations firm was paid 3,000,000 shares of SIPP common stock for future services and for the capital that was to have been raised.

Beginning on October 7, 2011 the Investor Relations firm began to sell off the shares tendered to them on the open market. Within days, the Investor Relations firm sold off all or most of their SIPP stock holdings. This caused the SIPP share price to fall from \$1.90 to \$.01 per share. To this day, the company has not receive any of the contracted funds, nor did the Ineveloper Relations firm complete any sort of promotional or public relations campaign.

Management Team

Chairman/ CEO

Gregg Pearson has a unique and proven background that includes leadership with a proven quo and improve processes and efficiency to improve bottom line profits. Gregg started his career in Hospitality over 25 years ago with the Pacific Islands Club in Guam and subsequently worked for Hyatt Hotels, Holiday Inn, The Mondrian and Le Parc Boutique Hotels in West Hollywood prior to taking on the job as General Manager for the Fairways and Bluewater Resort on the island of Boracay in the Philippines, where he lead the team to open the resort and hosted the Jonnie Walker Super tour which played host to such famous golfers as Nick Faldo, Ernie Ells, Jesper Parnevik and others.

Gregg later Joined Starwood hotels and Resorts where he was recognized and then promoted because of exceptional operating results. He then became the Six Sigma Master Blackbelt for the Northern California region. He was instrumental in developing practices that were applied to hotels all over the globe and lead process improvement initiatives that redesigned many of the processes that had been in place.

In 2006 Gregg founded Newport Creek Hospitality which focused its efforts towards operating hotels and resorts in the Philippines and Japan. Under Gregg, Newport Creek grew to operating 6 entity properties in the Philippines and signed contracts and Letters of Agreements for

6 additional properties in Japan. In 2011 Newport Creek was sold to SIPP. The shareholders were so impressed with Gregg, he was immediately thereafter asked to lead SIPP.

Gregg earned his CHA (Certified Hotel Administrator) Certificate through the American Hotel and Lodging Association and studied Hotel and Restaurant management at Brigham Young University, Hawaii. He and his wife Joy have been married for 22 years and live in Antioch in the East Bay of San Francisco with their 3 Children.

Sec. Treasurer/ Director

Edward Barrera formerly Vice President of Hospitality for Exceptional Innovation, Inc. and as such was responsible for the day to day sales activity as it relates to the Hospitality space. His duties included strategic marketing, networking and maintaining public relations to secure and grow business. Ed is originally from Flint Michigan. In 1988 he moved to Las Vegas Nevada where he worked for Coca Cola, Nabisco, and Sprint. During the next 3 years Ed has worked in the software and automation industry. He was instrumental in hospitality sales and development of new room automation, changing the way hotel guest interact with technology and enhancing the guest experience.

Director

Eric Greenwald is currently the Chief Operating Officer for Coal Brick Oven Pizzeria, Inc. (dba Grimaldi's), which currently has 24 stores located in Arizona, Nevada, Texas and Florida and growing. Prior to joining Grimaldi's in 2003, Mr. Greenwald worked with multiple restaurant groups, including Mastro Group where he was a General Manager and then appointed the Director of Operations running multiple locations in both Arizona and Southern California. Being in the restaurant industry for 19 plus years, he has significant experience with multi-unit companies including design, build-out, turn-key, training and implementations, and day-to-day operations. Mr. Greenwald has a Bachelor's degree in Business Science from Arizona State University and an Associate's degree in Architecture from Dean College in Boston. Mr.

Greenwald currently resides in Scottsdale, Arizona with his wife Karen his sons Jake and Alec and his dog Callie.

Director (nominee)

Mark Suchy is a highly successful Real Estate entrepreneur. His attributed success came from the development of several community subdivisions and commercial parks throughout Northern Illinois. In addition, his contracting company has been involved in remodeling and the rehabilitation of many historical buildings in that area. His true passion for real estate development and the ability to envision the end result while guiding the projects through the state and local governmental process, has resulted in sites some with 500+ living units, 50+ acres of commercial and Industrial development and 200+ acres of park district land applications. All the while ensuring a strong involvement with every school district in each community, and participating with the local park districts to construct and build large lakes, recreational areas, bike and walking paths in conjunction with a personal demand for wildlife restoration in all natural areas of each and every project completed. In addition, Mark's strong understanding of business finance, along with a five year involvement with Security Bank of Milwaukee and M&I Bank, has allowed him greater awareness of the financial aspect of business at all levels.

Products and Services

Products and Services

"au" Le Cadeau Natural Mountain Spring Water

"au" Le Cadeau Natural Mountain Spring Water was the brain child of SIPP's founder, Chef Homer Lee Thomas and was developed to fulfill the desire of higher-end restaurants and gourmet grocer's needs for a "gourmet" bottled water at an affordable price.

12 oz. glass bottles/ 12 bottles per case

La Bonne Table Gourmet Dinner Entrees

La Bonne Table Gourmet Dinner Entrees by Chef Homer Lee Thomas were developed to fill the consumer need for *easy to prepare* Gourmet dinner entrees at casually affordable prices. La Bonne Table Entrees include:

- Beef Wellington
- Blackened Thai Prawns
- Bison Lasagna
- Fire seered Mongolian Beef Kabobs
- Chicken Kiev
- Trout Almondine
- Lobster Paella
- Orange Blossom Roasted Duck
- Roasted Quail Batonettes
- Veal Marsalla
- and more.....

6/ 10 oz servings per case

Z-CAC Controlled Atmosphere Container

The Z-CAC is a 20 or 40 feet long storage or transport container designed to store and prolong the shelf life of freshly picked fruits and vegetables for up to one hundred eighty (180) days.

Manufactured to order

PYRO-CHILL

Pyro-Chill is a toxic free, all natural fire inhibitor. This liquid concentrate is bottled in 16 oz. bottles and when sprayed on wood, clothing, carpeting, drapery, etc., etc., renders the sprayed material absolutely fire and flame proof. This is an inhibitor, which means whatever material is treated, the treated material will never catch on fire. SIPP has developed a complete Pyro-Chill package that includes:

- (2) 16 oz. bottles of concentrate which makes up to (2) gals. of spray
- (2) 12 oz. spray bottles to mix the concentrate in (for small jobs)
- (1) 3.0 litre pump sprayer with wand attachment (for big jobs)
- (1) portable smoke alarm (for travel)
- (1) aerosol spray can for Xmas trees
- (1) Family safety and fire prevention booklet

Competitors

"au" Le Cadeau Natural Mountain Spring Water

"au" Le Cadeau Natural Mountain Spring Water was the brain child of SIPP's founder, Chef Homer Lee Thomas and was developed to fulfill the desire of higher-end restaurants and gourmet grocer's need for a "gourmet" bottled water at an affordable price.

In the allure of health and image fueled by a bottled water comeback in 1977, when Perrier launched a \$5 million marketing campaign in the United States for its imported water. Perrier's marketing and timing were perfect, as it took advantage of concerns about pollution and

poor-quality tap water, and it caught the yuppies just as they were beginning to flex their consumer muscles. In short, Perrier “was all the things yuppies wanted in a lifestyle-defining product.” After Perrier’s success, a new market was created that led directly to the current boom of the bottled water industry leaders of today.

- Dasani (Coca Cola)
- Aquafina (Pepsi)
- Perrier (Nestles)
- San Pellegrino (Nestles)
- Acqua Panna (Nestles)

La Bonne Table Gourmet Dinner Entrees

La Bonne Table Gourmet Dinner Entrees by Chef Homer Lee Thomas were developed to fill the consumer need for *easy to prepare* Gourmet dinner entrees at casually elegant prices. La Bonne Table Entrees include:

- Beef Wellington
- Blackened Thai Prawns
- Bison Lasagna
- Fire seered Mongolian Beef Kabobs
- Chicken Kiev
- Trout Almondine
- Lobster Paella
- Orange Blossom Roasted Duck
- Roasted Quail Batonettes
- Veal Marsalla
- and more.....

There is a quantitatively impressive world of frozen foods out there, and it's getting bigger every day. According to the American Frozen Food Institute, it's a \$32 billion industry of which the average American consumes 72 frozen gourmet meals a year by these top producers:

- Stouffers
- Michelinas
- Marie Calendar
- Amy's
- Claim Jumper

Z-CAC Controlled Atmosphere Container

The Z-CAC is a 20 or 40 feet long storage or transport container designed to store and prolong the shelf life of freshly picked fruits and vegetables for up to one hundred eighty (180) days.

Non competitive is the word for this technological development. With combined design technology of Carrier (a United Technologies subsidiary) integrated with SIPP's unique humidifying system, the complete package eliminates the need to manually pump nitrogen into the container. The Z-CAC converts the oxygen into nitrogen and controls the humidity inside of the container with special sensors which keep the inner atmosphere at a perfectly controlled environment for storage.

PYRO-CHILL

Pyro-Chill is a toxic free, all natural fire inhibitor. This liquid concentrate is packaged in 16 oz. bottles and when sprayed on wood, clothing, carpeting, drapery, or any porous material, etc., etc., renders the sprayed material absolutely fire and flame proof. This is an inhibitor, which means whatever material is treated, the treated material will never catch on fire. SIPP has developed a complete Pyro-Chill package that includes:

- (2) 16 oz. bottles of concentrate which makes up to (2) gals. of spray

- (2) 12 oz. spray bottles to mix the concentrate in (for small jobs)
- (1) 3.0 litre pump sprayer with wand attachment (for big jobs)
- (1) portable smoke alarm (for travel)
- (1) aerosol spray can for Xmas trees
- (1) Family safety and fire prevention booklet

There is no other product on the market that is a non toxic Inhibitor. Yes, inhibitors do exist but they are poisonous. When heated, the fumes emitted could kill a 2 ton elephant within seconds.

Target Market

Market Overview

It has been the belief and goal of SIPP to finalize its product acquisitions and implement what the company calls the "Martha" strategy. Instead of spending millions of dollars to launch their products into the marketplace, SIPP is utilizing the direct marketing approach, similar to Martha Stewart. The company plans to launch the marketing campaign through their own television productions and infomercial broadcasts targeting the Home Shopping "couch potatoes", the "stay at home moms", retirees, and "channel surfers".

In the planned infomercial of the SIPP Pyro-Chill Fire Inhibitor, the company will be targeting the Housewife and or stay at home Dad. The infomercial will be informative, educational and most important... it will demonstrate the need for the product in the home; during travel abroad, and will have a special emphasis on family safety.

Market Needs

"au" Le Cadeau Natural Mountain Spring Water

"au" Le Cadeau Natural Mountain Spring Water was the brain child of SIPP's founder/ restaurateur; Chef Homer Lee Thomas, host of the SIPP instructional cooking show "SO YOU WANNA BE A CHEF???!!!" "au" was developed to fulfill the desire of higher-end restaurants and gourmet grocer's need for a "gourmet" bottled water at an affordable price.

12 oz. glass bottles/ 12 bottles per case

It has been demonstrated by the food and beverage industry that there has been an upward trend in consumers spending more money for a better bottled water product. It has also been demonstrated that water sold in plastic bottles has seen a steady decline in sales since the discovery of harmful PCB's in water bottled in plastic. "au" Le Cadeau is containerized in a beautiful glass bottle that is patterned after the Eiffel Tower. The water comes directly from a mountain spring and has a pure, clean, crisp, and delicious taste.

La Bonne Table Gourmet Dinner Entrees

La Bonne Table Gourmet Dinner Entrees by Chef Homer Lee Thomas were developed to fill the consumer need for easy to *prepare* Gourmet dinner entrees at casually elegant prices. La Bonne Table Entrees include:

- Beef Wellington
- Blackened Thai Prawns
- Bison Lasagna
- Fire seered Mongolian Beef Kabobs
- Chicken Kiev
- Trout Almondine
- Lobster Paella
- Orange Blossom Roasted Duck
- Roasted Quail Batonettes
- Veal Marsalla
- and more.....

6/ 10 oz servings per case

Beef Welington, for example, usually sells in a fine dining restaurant for \$39.95 and up to \$49.95. The average Joe on the street has most likely never tasted Beef Wellington beause of the affordability. But, now they can. With a suggested retail price of \$49.95, the average Joe can purchase a case of (6) easy to prepare Beef Wellington Entrees.

American Food Trend reports that consumers will spend that " little bit extra" mainly due to the popularity of food and the various cooking shows on television.

Z-CAC Controlled Atmoshere Container

The Z-CAC is a 20 or 40 feet long storage or transport container designed to store and prolong the shel life of freshly picked fruits and vegetables for up to one hundred eighty (180) days.

Manufactured to order

The market needs for such a product is unfathomable.

PYRO-CHILL

Pyro-Chill is a toxic free, all natural fire inhibitor. This liquid concentrate is bottled in 16 oz. bottles and when sprayed on wood, clothing, carpeting, drapery, etc., etc., renders the sprayed material absolutely fire and flame proof. This is an inhibitor, which means whatever material is treated, the treated material will never catch on fire. SIPP has developed a complete Pyro-Chill package that includes:

- (2) 16 oz. bottles of concentrate which makes up to (2) gals. of spray
- (2) 12 oz. spray bottles to mix the concentrate in (for small jobs)
- (1) 3.0 litre pump sprayer with wand attachment (for big jobs)
- (1) portable smoke alarm (for travel)
- (1) aerosol spray can for Xmas trees
- (1) Family safety and fire prevention booklet

When SIPP confronted the most powerful direct marketing company in the world; the marketing company for the product OXY CLEAN... SIPP was met with disbelief that such a product existed. It is the belief of industry, that if the infomercial is genuinely produced, SIPP Pyro-Chill will be bigger than Oxy Clean. (Oxy Clean sold \$2.8 billion dollars worth of product in a two year span and the rights to the product was recently purchased by Arm and Hammer.)

Strategy and Implementation

Marketing Plan

Overview

Fortunately, marketing is more common sense than rocket science. Marketing is about answering questions a consumer may have in regard to your product(s). Who has a need for your product(s)? How does your product(s) stack up against the competition? The answer to all of these questions is very simple. The SIPP product lines are unique and one of a kind. The company plans to keep their initial marketing strategy simple as well.

An excerpt from a recently published article in INC. Magazine:

One cliché that gets tossed around in the infomercial industry is the need to have a "5:1 ratio," says Michael McGahee, president of the Florida-based Excellent Marketing Results, a company that has specialized in the production of infomercials for over 25 years. The 5:1 ratio implies that you must sell it for five times what it cost to make. But it's not nearly that simple.

He explains that a \$5 product, even if it only costs \$1 to make, would never succeed on an infomercial alone because it would never sell in enough volume needed to turn a profit.

"There is no sweet spot for sale price," says McGahee. "If I run down the top products, it's everything from business opportunity, to DVDs for exercise. If anybody says to you there's a sweet spot, it's because they have a limited amount of experience."

Other infomercial experts seem to agree. Steven Marcus, who has been producing and directing infomercials for over 35 years, says it's all about careful consideration of your costs versus retail price. "The first thing I ask is what your product retails for. If they say \$20, and it wholesales for \$8, I tell them they're going to lose their shirt on television infomercials. Don't be afraid to boost the price based on the 5:1 ratio. You'd be amazed what cap people buy on television. How do you know if your product is infomercial worthy? It's actually fairly simple," says McGahee. "Ask the potential customer. If you want to find out how a consumer feels about a product, go

ask them", he says. "The more people that test your product and like it, the more sales you'll be certain to garner and you will make millions.... literally millions"

The company has completed its tests and the conclusion has been unanimous. SIPP products are undeniably new, innovative and have passed numerous consumer tests.

Initially SIPP's one and a half hour infomercial production of the SIPP Pyro-Chill Fire Inhibitor will have ten one minute commercial slots dedicated to brand "au Le Cadeau Natural Mountain Spring Water and the La Bonne Table Gourmet Dinner Entrees. The infomercial will also have three(3) one minute commercial slots to promote the Z-CAC Controlled Atmosphere Container. The remaining fourteen (14) one minute commercial slots will be utilized for the "hard sale" of the SIPP Pyro-Chill package.

The company has provided a Stand By Letter of Credit in the amount of two million dollars to a national media buyer to reserve and schedule the airing of the infomercial on (8) separate television Networks. It is anticipated that the infomercial will be broadcast up to three times a day per Network; everyday for the first thirty (30) days. It is planned that after the first month of airing the infomercial, our marketing team will begin to make their sales calls to select distributors, retail outlets, etc., etc.

Further, "au" Le Cadeau Natural Mountain Spring Water, La Bonne Table Gourmet Dinner Entrees, the Z-CAC Controlled Atmosphere Container, and the SIPP Pyro-Chill package and associated products will be available for purchase on the company web site <http://www.sipiii.com>. (anticipated web site sales are not in the accompanying projections.

Fact: In 2011, it is estimated that food and beverage products accounted for over 12% of annual internet sales in the U.S. alone. Heavy equipment sales accounted for 4%.

FOOD AND BEVERAGE TAG LINES...

"au" Le Cadeau Natural Mountain Spring Water

- *a crisp, clean, romantically delicious Natural Mountain Spring Water*

"Oh... "au" Le Cadeau"

La Bonne Table Gourmet Dinner Entrees

- *affordable gourmet meals at casually elegant prices...*

SIPP Pyro-Chill Fire Inhibitor

- *for you and your family today*

Positioning

Pricing

Promotion

Distribution

Milestones

Milestone	Due Date
\$8,000,000.00 in total sales revenue by 2013	December 31, 2012

Financial Plan

Sales Forecast

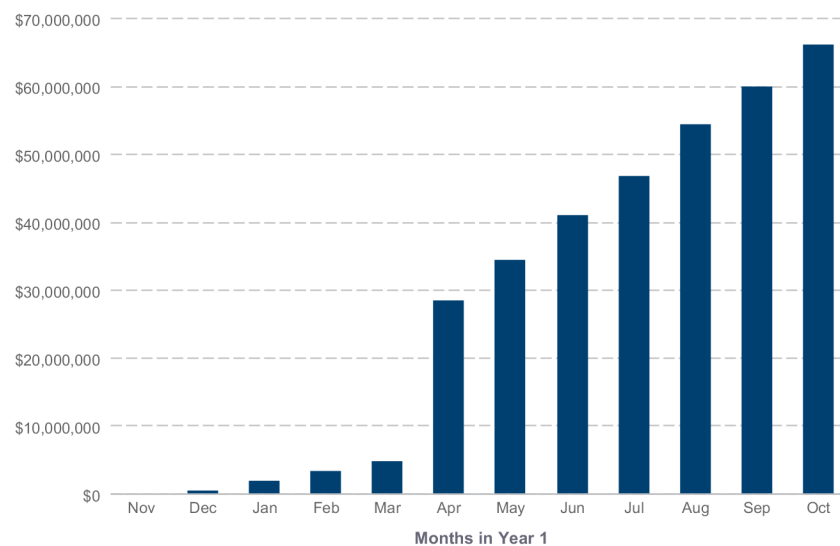
Sales Forecast

	FY2013	FY2014	FY2015
Unit Sales			
"au" Le Cadeau Natural Mountain Spring Water	680,000	800,000	1,000,000
La Bonne Table Gourmet Dinner Entrees	640,000	768,000	921,800
Z-CAC Controlled Atmosphere Container	141	282	564
SIPP Pyro-Chill Fire Inhibitor	5,700,000	4,275,000	3,206,250
Price Per Unit			
"au" Le Cadeau Natural Mountain Spring Water	\$26.00	\$26.00	\$26.00
La Bonne Table Gourmet Dinner Entrees	\$42.50	\$42.50	\$42.50
Z-CAC Controlled Atmosphere Container	\$90,000.00	\$90,000.00	\$90,000.00
SIPP Pyro-Chill Fire Inhibitor	\$49.95	\$49.95	\$49.95
Sales			
"au" Le Cadeau Natural Mountain Spring Water	\$17,680,000	\$20,800,000	\$26,000,000
La Bonne Table Gourmet Dinner Entrees	\$27,200,000	\$32,640,000	\$39,176,500
Z-CAC Controlled Atmosphere Container	\$12,690,000	\$25,380,000	\$50,760,000
SIPP Pyro-Chill Fire Inhibitor	\$284,715,000	\$213,536,250	\$160,152,187
Total Sales	\$342,285,000	\$292,356,250	\$276,088,687
Direct Cost Per Unit			
"au" Le Cadeau Natural Mountain Spring Water	\$13.28	\$13.28	\$13.28
La Bonne Table Gourmet Dinner Entrees	\$21.00	\$21.00	\$21.00
Z-CAC Controlled Atmosphere Container	\$45,000.00	\$45,000.00	\$45,000.00

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

SIPP Pyro-Chill Fire Inhibitor	\$20.00	\$20.00	\$20.00
Direct Cost			
"au" Le Cadeau Natural Mountain Spring Water	\$9,030,400	\$10,624,000	\$13,280,000
La Bonne Table Gourmet Dinner Entrees	\$13,440,000	\$16,128,000	\$19,357,800
Z-CAC Controlled Atmosphere Container	\$6,345,000	\$12,690,000	\$25,380,000
SIPP Pyro-Chill Fire Inhibitor	\$114,000,000	\$85,500,000	\$64,125,000
Total Direct Cost	\$142,815,400	\$124,942,000	\$122,142,800
Gross Margin	\$199,469,600	\$167,414,250	\$153,945,887
Gross Margin %	58%	57%	56%

Sales by Month



About the Sales Forecast

"au" Le Cadeau Natural Mountain Spring Water

The company's minimum order requirement as it pertains to their bottling company is 40,000 units minimum per month. Each unit consists of 12 bottles per case.

It is the intent of the company to launch the product into the market place in January of 2013 with the minimum of product for the first three months. Every two months thereafter, the company's marketing staff feels comfortable with a product increase of 50% continuously. There are no seasonal adjustments allocated in pricing and sales for different times of the year which was based on industry standards and calculations.

La Bonne Table Gourmet Dinner Entrees

The average price per unit was calculated utilizing the lowest priced product in comparison to the highest priced unit, thus giving the company a average price point of \$42.50 per unit. Each unit consists of six (6) individual servings.

The products will be launched into the market place through direct marketing campaigns on such Broadcast Networks as QVC and the Home Shopping Network. The company anticipates sales of this product line through the company website beginning in November due to the commercial spots that will air on the Pyro-Chill infomercial. However, the company feels that it is not feasible at this time to forecast sales on products based only on the airing of television commercials. The commercials will be developed and produced to gain consumer and brand awareness in the marketplace. It is further possible that viewers of the commercials may look into the product at the company website and then possibly order on line. For this reason, the company decided to project sale beginning in based on the products being showcased on the shopping networks as previously mentioned.

Z-CAC Controlled Atmosphere Container

It has always been the goal of SIPP to establish and sell 141 targeted distributorships of the Z-CAC in the United States by the end of 2013 and to double by 2014. (The sales projections are based on the sale of distributorships which include territorial rights and one completed unit.) The projection of sales for 2015 are based on each distributor selling two units that given year. However, the company feels that this projection is low at best due to the fact that certain distributors in 2013 and 2014 will have made sales which are not calculated herein.

SIPP Pyro-Chill Fire Inhibitor

Personnel Plan

Personnel Table

	FY2013	FY2014	FY2015
Total	\$0	\$0	\$0

About the Personnel Plan

The company has not yet established a personnel plan. Due to the absence of revenue and particular set backs experienced in the beginning of year, all (10) company employees have agreed to and are being compensated for their time with common shares of the company.

However, in anticipation of the revenue as projected here-in, it has been agreed by the company CEO that a personnel plan be completed on or before 2013.

Budget

Budget Table

	FY2013	FY2014	FY2015
Expenses			
Salary	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0
Marketing & Promotion	\$23,959,950	\$20,464,938	\$19,326,208
Rent	\$12,000	\$14,400	\$14,400
Utilities	\$6,000	\$7,200	\$7,200
Office Expenses/ Travel/ Ent.	\$110,000	\$120,000	\$120,000
Insurance	\$31,900	\$34,800	\$34,800
Total Expenses	\$24,119,850	\$20,641,338	\$19,502,608

A bar chart titled 'Monthly Sales' showing sales data for Year 1. The vertical axis (Y-axis) is labeled 'Sales' and ranges from \$0 to \$5,000,000 in increments of \$1,000,000. The horizontal axis (X-axis) is labeled 'Months in Year 1' and lists the months from Nov to Oct. Sales begin in December and show a consistent upward trend through October.

Month	Sales (\$)
Nov	0
Dec	100,000
Jan	200,000
Feb	300,000
Mar	400,000
Apr	2,000,000
May	2,400,000
Jun	2,900,000
Jul	3,300,000
Aug	3,800,000
Sep	4,200,000
Oct	4,600,000

Starting Balances

Cash Flow Assumptions

Cash Inflow		
% of Sales on Credit		0%
Cash Outflow		
% of Purchases on Credit		0%

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

About the Cash Flow Assumptions

Loans and Investments

Loans and Investments Table

	FY2013	FY2014	FY2015
--	--------	--------	--------

Sources of Funds

Use of Funds

Financial Statements

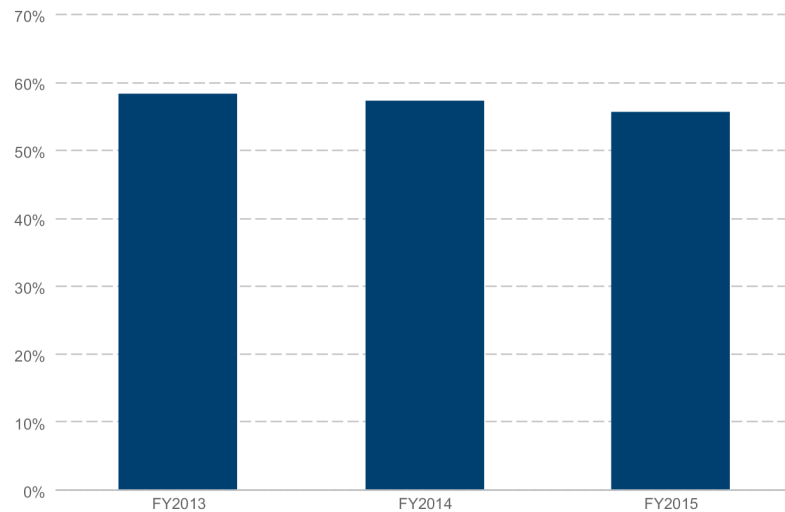
Profit and Loss Statement

Profit and Loss Statement

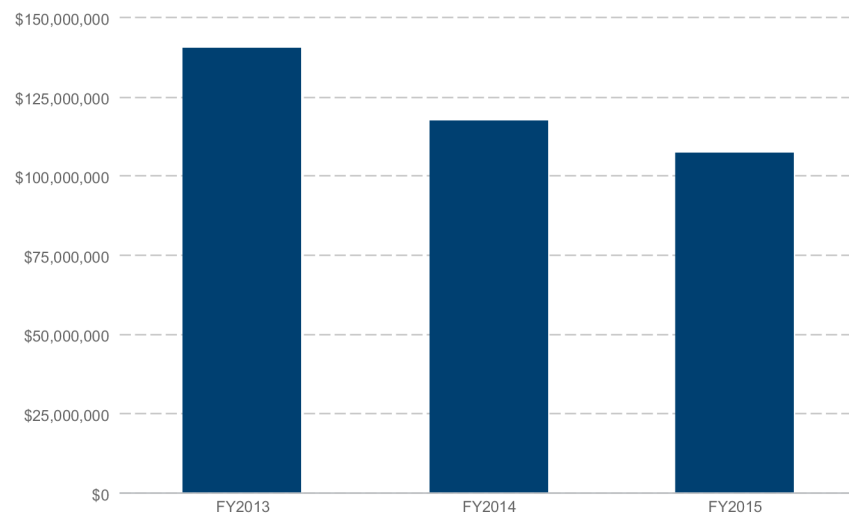
	FY2013	FY2014	FY2015
Revenue	\$342,285,000	\$292,356,250	\$276,088,687
Direct Cost	\$142,815,400	\$124,942,000	\$122,142,800
Gross Margin	\$199,469,600	\$167,414,250	\$153,945,887
Gross Margin %	58%	57%	56%
Expenses			
Salary	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0
Marketing & Promotion	\$23,959,950	\$20,464,938	\$19,326,208
Rent	\$12,000	\$14,400	\$14,400
Utilities	\$6,000	\$7,200	\$7,200
Office Expenses/ Travel/ Ent.	\$110,000	\$120,000	\$120,000
Insurance	\$31,900	\$34,800	\$34,800
Total Expenses	\$24,119,850	\$20,641,338	\$19,502,608
Operating Income	\$175,349,750	\$146,772,912	\$134,443,279
Interest Incurred	\$0	\$0	\$0
Depreciation and Amortization	\$0	\$0	\$0
Income Taxes	\$35,069,950	\$29,354,582	\$26,888,656
Net Profit	\$140,279,800	\$117,418,330	\$107,554,623
Net Profit / Sales	41%	40%	39%

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

Gross Margin by Year



Net Profit (or Loss) by Year



About the Profit and Loss Statement

Since the current management takeover of SIPP International Industries, Inc. the company has not derived any revenue. The company has since been capitalized by its current shareholders to acquire full rights and title to the products as disclosed herein.

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

Certain financial institutions have serve an integral part of the future growth of the company by establishing Stand By Letters of Credit to the company's product manufacturers and media buyers. Fundamentally, the company is now ready to market their products and is in a comfortable position to generate the revenue as projected in this plan.

The company also intends to use a portion of the derived revenue to buy back SIPP shares on the open market. In doing so, the company believes it will boost the share price and demonstrate to their shareholders a willingness to keep their investment secure and hopefully prosperous.

Balance Sheet

Balance Sheet

As of Period's End	FY2013	FY2014	FY2015
Cash	\$140,279,800	\$257,698,130	\$365,252,753
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Total Current Assets	\$140,279,800	\$257,698,130	\$365,252,753
Long-Term Assets	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0
Total Long-Term Assets	\$0	\$0	\$0
Total Assets	\$140,279,800	\$257,698,130	\$365,252,753
Accounts Payable	\$0	\$0	\$0
Sales Taxes Payable	\$0	\$0	\$0
Short-Term Debt	\$0	\$0	\$0
Total Current Liabilities	\$0	\$0	\$0
Long-Term Debt	\$0	\$0	\$0
Total Liabilities	\$0	\$0	\$0
Paid-In Capital	\$0	\$0	\$0
Retained Earnings	\$0	\$140,279,800	\$257,698,130
Earnings	\$140,279,800	\$117,418,330	\$107,554,623
Total Owner's Equity	\$140,279,800	\$257,698,130	\$365,252,753
Total Liabilities & Equity	\$140,279,800	\$257,698,130	\$365,252,753

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

About the Balance Sheet

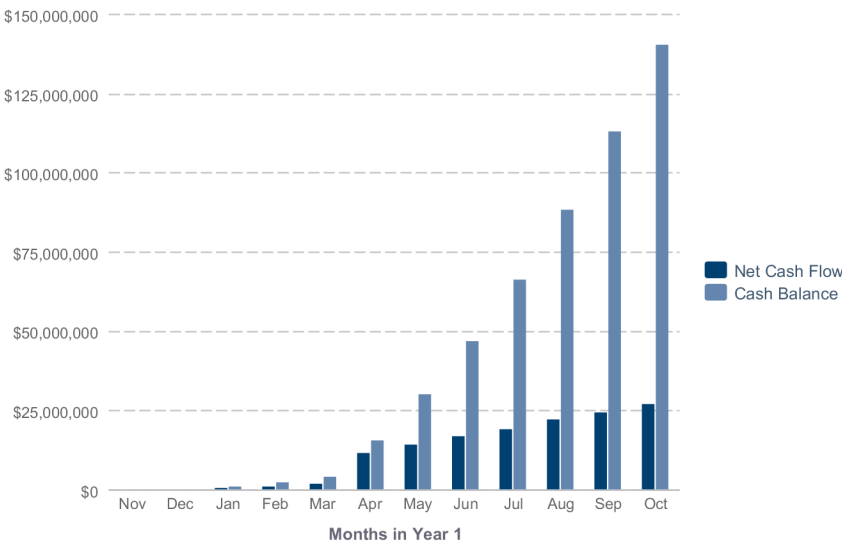
Cash Flow Statement

Cash Flow Statement

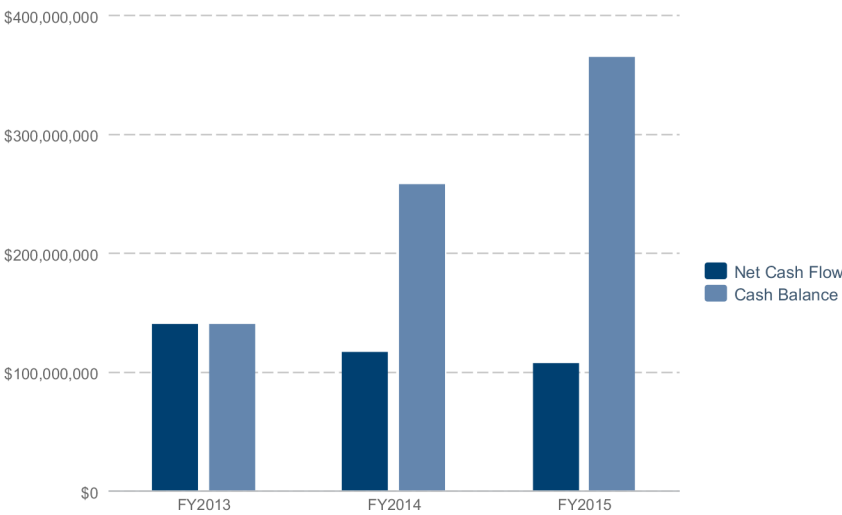
	FY2013	FY2014	FY2015
Operations			
Net Profit	\$140,279,800	\$117,418,330	\$107,554,623
Depreciation and Amortization	\$0	\$0	\$0
Decrease in Accounts Receivable	\$0	\$0	\$0
Decrease in Inventory	\$0	\$0	\$0
Increase in Accounts Payable	\$0	\$0	\$0
Increase in Sales Taxes Payable	\$0	\$0	\$0
Net Cash Flow from Operations	\$140,279,800	\$117,418,330	\$107,554,623
Investing & Financing			
Assets Purchased or Sold	\$0	\$0	\$0
Investments Received	\$0	\$0	\$0
Increase in Short-Term Debt	\$0	\$0	\$0
Increase in Long-Term Debt	\$0	\$0	\$0
Net Cash Flow from Investing & Financing	\$0	\$0	\$0
Cash at Beginning of Period	\$0	\$140,279,800	\$257,698,130
Net Increase in Cash	\$140,279,800	\$117,418,330	\$107,554,623
Cash at End of Period	\$140,279,800	\$257,698,130	\$365,252,753

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

Cash Flow by Month



Cash Flow by Year



About the Cash Flow Statement

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

Appendix

Sales Forecast

Sales Forecast Table (With Monthly Detail)

FY2013	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13	Sep '13	Oct '13
Unit Sales												
"au" Le Cadeau Natural Mountain Spring Water	0	0	40,000	40,000	40,000	60,000	60,000	80,000	80,000	90,000	90,000	100,000
La Bonne Table Gourmet Dinner Entrees	0	0	0	20,000	40,000	40,000	60,000	80,000	80,000	100,000	100,000	120,000
Z-CAC Controlled Atmosphere Container	0	0	0	0	1	2	4	8	16	32	38	40
SIPP Pyro-Chill Fire Inhibitor	0	10,000	20,000	30,000	40,000	500,000	600,000	700,000	800,000	900,000	1,000,000	1,100,000
Price Per Unit												
"au" Le Cadeau Natural Mountain Spring Water	\$26.00	\$26.00	\$26.00	\$26.00	\$26.00	\$26.00	\$26.00	\$26.00	\$26.00	\$26.00	\$26.00	\$26.00
La Bonne Table Gourmet Dinner Entrees	\$42.50	\$42.50	\$42.50	\$42.50	\$42.50	\$42.50	\$42.50	\$42.50	\$42.50	\$42.50	\$42.50	\$42.50
Z-CAC Controlled Atmosphere Container	\$90,000.00	\$90,000.00	\$90,000.00	\$90,000.00	\$90,000.00	\$90,000.00	\$90,000.00	\$90,000.00	\$90,000.00	\$90,000.00	\$90,000.00	\$90,000.00

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

SIPP Pyro-Chill Fire Inhibitor	\$49.95	\$49.95	\$49.95	\$49.95	\$49.95	\$49.95	\$49.95	\$49.95	\$49.95	\$49.95	\$49.95	\$49.95
Sales												
"au" Le Cadeau Natural Mountain Spring Water	\$0	\$0	\$1,040,000	\$1,040,000	\$1,040,000	\$1,560,000	\$1,560,000	\$2,080,000	\$2,080,000	\$2,340,000	\$2,340,000	\$2,600,000
La Bonne Table Gourmet Dinner Entrees	\$0	\$0	\$0	\$850,000	\$1,700,000	\$1,700,000	\$2,550,000	\$3,400,000	\$3,400,000	\$4,250,000	\$4,250,000	\$5,100,000
Z-CAC Controlled Atmosphere Container	\$0	\$0	\$0	\$0	\$90,000	\$180,000	\$360,000	\$720,000	\$1,440,000	\$2,880,000	\$3,420,000	\$3,600,000
SIPP Pyro-Chill Fire Inhibitor	\$0	\$499,500	\$999,000	\$1,498,500	\$1,998,000	\$24,975,000	\$29,970,000	\$34,965,000	\$39,960,000	\$44,955,000	\$49,950,000	\$54,945,000
Total Sales	\$0	\$499,500	\$2,039,000	\$3,388,500	\$4,828,000	\$28,415,000	\$34,440,000	\$41,165,000	\$46,880,000	\$54,425,000	\$59,960,000	\$66,245,000
Direct Cost Per Unit												
"au" Le Cadeau Natural Mountain Spring Water	\$13.28	\$13.28	\$13.28	\$13.28	\$13.28	\$13.28	\$13.28	\$13.28	\$13.28	\$13.28	\$13.28	\$13.28
La Bonne Table Gourmet Dinner Entrees	\$21.00	\$21.00	\$21.00	\$21.00	\$21.00	\$21.00	\$21.00	\$21.00	\$21.00	\$21.00	\$21.00	\$21.00
Z-CAC Controlled Atmosphere Container	\$45,000.00	\$45,000.00	\$45,000.00	\$45,000.00	\$45,000.00	\$45,000.00	\$45,000.00	\$45,000.00	\$45,000.00	\$45,000.00	\$45,000.00	\$45,000.00
SIPP Pyro-Chill Fire Inhibitor	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00
Direct Cost												

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

"au" Le Cadeau Natural Mountain Spring Water	\$0	\$0	\$531,200	\$531,200	\$531,200	\$796,800	\$796,800	\$1,062,400	\$1,062,400	\$1,195,200	\$1,195,200	\$1,328,000
La Bonne Table Gourmet Dinner Entrees	\$0	\$0	\$0	\$420,000	\$840,000	\$840,000	\$1,260,000	\$1,680,000	\$1,680,000	\$2,100,000	\$2,100,000	\$2,520,000
Z-CAC Controlled Atmosphere Container	\$0	\$0	\$0	\$0	\$45,000	\$90,000	\$180,000	\$360,000	\$720,000	\$1,440,000	\$1,710,000	\$1,800,000
SIPP Pyro- Chill Fire Inhibitor	\$0	\$200,000	\$400,000	\$600,000	\$800,000	\$10,000,000	\$12,000,000	\$14,000,000	\$16,000,000	\$18,000,000	\$20,000,000	\$22,000,000
Total Direct Cost	\$0	\$200,000	\$931,200	\$1,551,200	\$2,216,200	\$11,726,800	\$14,236,800	\$17,102,400	\$19,462,400	\$22,735,200	\$25,005,200	\$27,648,000
Gross Margin	\$0	\$299,500	\$1,107,800	\$1,837,300	\$2,611,800	\$16,688,200	\$20,203,200	\$24,062,600	\$27,417,600	\$31,689,800	\$34,954,800	\$38,597,000
Gross Margin %	0%	60%	54%	54%	54%	59%	59%	58%	58%	58%	58%	58%

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

	FY2013	FY2014	FY2015
Unit Sales			
"au" Le Cadeau Natural Mountain Spring Water	680,000	800,000	1,000,000
La Bonne Table Gourmet Dinner Entrees	640,000	768,000	921,800
Z-CAC Controlled Atmosphere Container	141	282	564
SIPP Pyro-Chill Fire Inhibitor	5,700,000	4,275,000	3,206,250
Price Per Unit			
"au" Le Cadeau Natural Mountain Spring Water	\$26.00	\$26.00	\$26.00
La Bonne Table Gourmet Dinner Entrees	\$42.50	\$42.50	\$42.50
Z-CAC Controlled Atmosphere Container	\$90,000.00	\$90,000.00	\$90,000.00
SIPP Pyro-Chill Fire Inhibitor	\$49.95	\$49.95	\$49.95
Sales			
"au" Le Cadeau Natural Mountain Spring Water	\$17,680,000	\$20,800,000	\$26,000,000
La Bonne Table Gourmet Dinner Entrees	\$27,200,000	\$32,640,000	\$39,176,500
Z-CAC Controlled Atmosphere Container	\$12,690,000	\$25,380,000	\$50,760,000
SIPP Pyro-Chill Fire Inhibitor	\$284,715,000	\$213,536,250	\$160,152,187
Total Sales	\$342,285,000	\$292,356,250	\$276,088,687
Direct Cost Per Unit			
"au" Le Cadeau Natural Mountain Spring Water	\$13.28	\$13.28	\$13.28
La Bonne Table Gourmet Dinner Entrees	\$21.00	\$21.00	\$21.00
Z-CAC Controlled Atmosphere Container	\$45,000.00	\$45,000.00	\$45,000.00
SIPP Pyro-Chill Fire Inhibitor	\$20.00	\$20.00	\$20.00
Direct Cost			
"au" Le Cadeau Natural Mountain Spring Water	\$9,030,400	\$10,624,000	\$13,280,000
La Bonne Table Gourmet Dinner Entrees	\$13,440,000	\$16,128,000	\$19,357,800
Z-CAC Controlled Atmosphere Container	\$6,345,000	\$12,690,000	\$25,380,000
SIPP Pyro-Chill Fire Inhibitor	\$114,000,000	\$85,500,000	\$64,125,000
Total Direct Cost	\$142,815,400	\$124,942,000	\$122,142,800
Gross Margin	\$199,469,600	\$167,414,250	\$153,945,887
Gross Margin %	58%	57%	56%

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

Personnel Plan

Personnel Table (With Monthly Detail)

FY2013	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13	Sep '13	Oct '13
Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

	FY2013	FY2014	FY2015
Total	\$0	\$0	\$0

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

Budget

Budget Table (With Monthly Detail)

FY2013	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13	Sep '13	Oct '13
Expenses												
Salary	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Marketing & Promotion	\$0	\$34,965	\$142,730	\$237,195	\$337,960	\$1,989,050	\$2,410,800	\$2,881,550	\$3,281,600	\$3,809,750	\$4,197,200	\$4,637,150
Rent	\$0	\$0	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Utilities	\$0	\$0	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600
Office Expenses/ Travel/ Ent.	\$0	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Insurance	\$0	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900
Total Expenses	\$0	\$47,865	\$157,430	\$251,895	\$352,660	\$2,003,750	\$2,425,500	\$2,896,250	\$3,296,300	\$3,824,450	\$4,211,900	\$4,651,850

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

	FY2013	FY2014	FY2015
Expenses			
Salary	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0
Marketing & Promotion	\$23,959,950	\$20,464,938	\$19,326,208
Rent	\$12,000	\$14,400	\$14,400
Utilities	\$6,000	\$7,200	\$7,200
Office Expenses/ Travel/ Ent.	\$110,000	\$120,000	\$120,000
Insurance	\$31,900	\$34,800	\$34,800
Total Expenses	\$24,119,850	\$20,641,338	\$19,502,608

Loans and Investments

Loans and Investments Table (With Monthly Detail)

FY2013	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13	Sep '13	Oct '13
--------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------

FY2013	FY2014	FY2015
--------	--------	--------

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

Profit and Loss Statement

Profit and Loss Statement (With Monthly Detail)

FY2013	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13	Sep '13	Oct '13
Revenue	\$0	\$499,500	\$2,039,000	\$3,388,500	\$4,828,000	\$28,415,000	\$34,440,000	\$41,165,000	\$46,880,000	\$54,425,000	\$59,960,000	\$66,245,000
Direct Cost	\$0	\$200,000	\$931,200	\$1,551,200	\$2,216,200	\$11,726,800	\$14,236,800	\$17,102,400	\$19,462,400	\$22,735,200	\$25,005,200	\$27,648,000
Gross Margin	\$0	\$299,500	\$1,107,800	\$1,837,300	\$2,611,800	\$16,688,200	\$20,203,200	\$24,062,600	\$27,417,600	\$31,689,800	\$34,954,800	\$38,597,000
Gross Margin %	0%	60%	54%	54%	54%	59%	59%	58%	58%	58%	58%	58%
Expenses												
Salary	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Marketing & Promotion	\$0	\$34,965	\$142,730	\$237,195	\$337,960	\$1,989,050	\$2,410,800	\$2,881,550	\$3,281,600	\$3,809,750	\$4,197,200	\$4,637,150
Rent	\$0	\$0	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Utilities	\$0	\$0	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600
Office Expenses/ Travel/ Ent.	\$0	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Insurance	\$0	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900	\$2,900
Total Expenses	\$0	\$47,865	\$157,430	\$251,895	\$352,660	\$2,003,750	\$2,425,500	\$2,896,250	\$3,296,300	\$3,824,450	\$4,211,900	\$4,651,850
Operating Income	\$0	\$251,635	\$950,370	\$1,585,405	\$2,259,140	\$14,684,450	\$17,777,700	\$21,166,350	\$24,121,300	\$27,865,350	\$30,742,900	\$33,945,150
Interest Incurred	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Depreciation and Amortization	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes	\$0	\$50,327	\$190,074	\$317,081	\$451,828	\$2,936,890	\$3,555,540	\$4,233,270	\$4,824,260	\$5,573,070	\$6,148,580	\$6,789,030
Net Profit	\$0	\$201,308	\$760,296	\$1,268,324	\$1,807,312	\$11,747,560	\$14,222,160	\$16,933,080	\$19,297,040	\$22,292,280	\$24,594,320	\$27,156,120

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

Net Profit / Sales	0%	40%	37%	37%	37%	41%	41%	41%	41%	41%	41%	41%
---------------------------	-----------	------------	------------	------------	------------	------------	------------	------------	------------	------------	------------	------------

	FY2013	FY2014	FY2015
Revenue	\$342,285,000	\$292,356,250	\$276,088,687
Direct Cost	\$142,815,400	\$124,942,000	\$122,142,800
Gross Margin	\$199,469,600	\$167,414,250	\$153,945,887
Gross Margin %	58%	57%	56%
Expenses			
Salary	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0
Marketing & Promotion	\$23,959,950	\$20,464,938	\$19,326,208
Rent	\$12,000	\$14,400	\$14,400
Utilities	\$6,000	\$7,200	\$7,200
Office Expenses/ Travel/ Ent.	\$110,000	\$120,000	\$120,000
Insurance	\$31,900	\$34,800	\$34,800
Total Expenses	\$24,119,850	\$20,641,338	\$19,502,608
Operating Income	\$175,349,750	\$146,772,912	\$134,443,279
Interest Incurred	\$0	\$0	\$0
Depreciation and Amortization	\$0	\$0	\$0
Income Taxes	\$35,069,950	\$29,354,582	\$26,888,656
Net Profit	\$140,279,800	\$117,418,330	\$107,554,623
Net Profit / Sales	41%	40%	39%

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

Balance Sheet

Balance Sheet (With Monthly Detail)

As of Period's End	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13	Sep '13	Oct '13
Cash	\$0	\$201,308	\$961,604	\$2,229,928	\$4,037,240	\$15,784,800	\$30,006,960	\$46,940,040	\$66,237,080	\$88,529,360	\$113,123,680	\$140,279,800
Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Inventory	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$0	\$201,308	\$961,604	\$2,229,928	\$4,037,240	\$15,784,800	\$30,006,960	\$46,940,040	\$66,237,080	\$88,529,360	\$113,123,680	\$140,279,800
Long-Term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Long-Term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Assets	\$0	\$201,308	\$961,604	\$2,229,928	\$4,037,240	\$15,784,800	\$30,006,960	\$46,940,040	\$66,237,080	\$88,529,360	\$113,123,680	\$140,279,800
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales Taxes Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Short-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Long-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Paid-In Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

Retained Earnings	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Earnings	\$0	\$201,308	\$961,604	\$2,229,928	\$4,037,240	\$15,784,800	\$30,006,960	\$46,940,040	\$66,237,080	\$88,529,360	\$113,123,680	\$140,279,800
Total Owner's Equity	\$0	\$201,308	\$961,604	\$2,229,928	\$4,037,240	\$15,784,800	\$30,006,960	\$46,940,040	\$66,237,080	\$88,529,360	\$113,123,680	\$140,279,800
Total Liabilities & Equity	\$0	\$201,308	\$961,604	\$2,229,928	\$4,037,240	\$15,784,800	\$30,006,960	\$46,940,040	\$66,237,080	\$88,529,360	\$113,123,680	\$140,279,800

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

As of Period's End	FY2013	FY2014	FY2015
Cash	\$140,279,800	\$257,698,130	\$365,252,753
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Total Current Assets	\$140,279,800	\$257,698,130	\$365,252,753
Long-Term Assets	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0
Total Long-Term Assets	\$0	\$0	\$0
Total Assets	\$140,279,800	\$257,698,130	\$365,252,753
Accounts Payable	\$0	\$0	\$0
Sales Taxes Payable	\$0	\$0	\$0
Short-Term Debt	\$0	\$0	\$0
Total Current Liabilities	\$0	\$0	\$0
Long-Term Debt	\$0	\$0	\$0
Total Liabilities	\$0	\$0	\$0
Paid-In Capital	\$0	\$0	\$0
Retained Earnings	\$0	\$140,279,800	\$257,698,130
Earnings	\$140,279,800	\$117,418,330	\$107,554,623
Total Owner's Equity	\$140,279,800	\$257,698,130	\$365,252,753
Total Liabilities & Equity	\$140,279,800	\$257,698,130	\$365,252,753

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

Cash Flow Statement

Cash Flow Statement (With Monthly Detail)

FY2013	Nov '12	Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13	Sep '13	Oct '13
Operations												
Net Profit	\$0	\$201,308	\$760,296	\$1,268,324	\$1,807,312	\$11,747,560	\$14,222,160	\$16,933,080	\$19,297,040	\$22,292,280	\$24,594,320	\$27,156,120
Depreciation and Amortization	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Decrease in Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Decrease in Inventory	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Increase in Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Increase in Sales Taxes Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Cash Flow from Operations	\$0	\$201,308	\$760,296	\$1,268,324	\$1,807,312	\$11,747,560	\$14,222,160	\$16,933,080	\$19,297,040	\$22,292,280	\$24,594,320	\$27,156,120
Investing & Financing												
Assets Purchased or Sold	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Investments Received	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Increase in Short-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Increase in Long-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

Net Cash Flow from Investing & Financing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cash at Beginning of Period	\$0	\$0	\$201,308	\$961,604	\$2,229,928	\$4,037,240	\$15,784,800	\$30,006,960	\$46,940,040	\$66,237,080	\$88,529,360	\$113,123,680
Net Increase in Cash	\$0	\$201,308	\$760,296	\$1,268,324	\$1,807,312	\$11,747,560	\$14,222,160	\$16,933,080	\$19,297,040	\$22,292,280	\$24,594,320	\$27,156,120
Cash at End of Period	\$0	\$201,308	\$961,604	\$2,229,928	\$4,037,240	\$15,784,800	\$30,006,960	\$46,940,040	\$66,237,080	\$88,529,360	\$113,123,680	\$140,279,800

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

	FY2013	FY2014	FY2015
Operations			
Net Profit	\$140,279,800	\$117,418,330	\$107,554,623
Depreciation and Amortization	\$0	\$0	\$0
Decrease in Accounts Receivable	\$0	\$0	\$0
Decrease in Inventory	\$0	\$0	\$0
Increase in Accounts Payable	\$0	\$0	\$0
Increase in Sales Taxes Payable	\$0	\$0	\$0
Net Cash Flow from Operations	\$140,279,800	\$117,418,330	\$107,554,623
Investing & Financing			
Assets Purchased or Sold	\$0	\$0	\$0
Investments Received	\$0	\$0	\$0
Increase in Short-Term Debt	\$0	\$0	\$0
Increase in Long-Term Debt	\$0	\$0	\$0
Net Cash Flow from Investing & Financing	\$0	\$0	\$0
Cash at Beginning of Period	\$0	\$140,279,800	\$257,698,130
Net Increase in Cash	\$140,279,800	\$117,418,330	\$107,554,623
Cash at End of Period	\$140,279,800	\$257,698,130	\$365,252,753

CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.