

# SIPP INTERNATIONAL INDUSTRIES INC. EXECUTIVE SUMMERY 2012

## **SIPP INTERNATIONAL INDUSTRIES, INC.**

3690 Howard Hughes Parkway Suite 500  
Las Vegas, Nevada 89169  
(702) 990- 3747  
(800) 524- 2565  
www.sippii.com

### **Executive Summary**

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### **Introduction**

SIPP International Industries, Inc. (the “company”) is a publicly traded Nevada corporation incorporated in 1996 and is a “current” reporting company (trading symbol “SIPN”) as listed on OTC Markets. There are 250,000,000 shares authorized with 31,464,893 issued and outstanding.

The company is the manufacturer and parent company to several divisions which encompass “au” Le Cadeau Natural Mountain Spring Water, La Bon Table Gourmet Dinner Entrees, the Z-CAC Controlled Atmosphere Container, La Bon Table Productions, the Cell Robotics Lasette, the Cell Robotics Work Station, and Newport Creek Hospitality (“assets”). These assets were recently acquired by the company and are included in the proceeding financial statements which are an integral part of this business plan. The assets are fully developed, trademarked, patented, and in some cases; FDA approved, and are readily available for market. Unlike a Development Stage company, SIPP is ready to market its products. Several years ago, the company formed a strategic alliance with the original developers of the assets mainly in the areas of research, development and planning. Upon final completion of the development of the assets, the company proffered to acquire these assets when the developers exhausted all of their capital resources. Hence, the company formulated a marketing strategy that relied on its ability to manufacture and market the products effectively, economically and reliably. The company acknowledges that if it were to spend monies on marketing each and every product individually, it would require millions of dollars to achieve effectiveness in market penetration and saturation. It is the devised plan of the company to utilize their recent acquisition of La Bon Table Productions, an audio, visual company that is in the final development stages of producing a weekly, one hour instructional cooking show for television. The show will be hosted by

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proclaimed master chef, H. Lee Thomas. The company is optimistic that this plan will be effective in generating sales revenue through the visibility of each individual product and brand. Further, the company believes that this strategy will have a trickle down effect to accredited investors, thereby enhancing the company's position in the financial markets. There are currently forty two scheduled episodes that will be aired worldwide and translated into several languages. The company will utilize half of the scheduled commercial time to advertise their products to the viewing audience whom will then have the opportunity to phone a toll free number for further information and or order the products. Once the company penetrates the targeted markets and feels that they have made gains in attracting consumer awareness through brand awareness, the company will then approach distributors. It is a well known industry fact that distributors will not "pick up" on your products unless they and the buying public are aware of the products themselves

Newport Creek Hospitality, is a SIPP asset which the company feels will be a tremendous revenue generator over time. Newport Creek was formed primarily to enhance and grow its reputation as one of the nation's most respected hospitality management companies. Newport Creek plans to build a reputation of enhancing a property's intrinsic value with superior management, marketing and operations. The company plans to achieve this by exceeding guest expectations, providing an engaging and supportive work environment, and delivering financial success and opportunities for its employees, the company, hotel owners & shareholders. Newport Creek is currently involved in several property negotiations as well as having developed contracts to manage (2) properties being built in Japan. The company is also aggressively pursuing the possible purchase of Hotel properties based in Portland, Oregon; Salt Lake City, Utah; and Pomona, California. It has also entered into discussions with developers of a Hard Rock Hotel Casino in Reno, Nevada.

La Bon Table Productions is the media arm of SIPP. The company is the owner of this self contained audio, video production house, which has full capabilities of live broadcast, and internet streaming. The company has completed pre production of the Chef Homer Lee Thomas Show which will begin broadcasting nationwide early 2012. The company has also acquired the rights to begin production of a weekly financial news program, "Emerging Bulls." The company plans to utilize the "power of broadcasting" in which to reach a large portion of potential consumers.

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## Products and Services

### “au” Le Cadeau Natural Mountain Spring Water

”au” Le Cadeau (“au” the symbol for gold... Le Cadeau meaning “the gift”) Natural Mountain Spring Water was created to compete with the higher end brands of the “glass” bottled water industry as such as Perrier, Pellegrino, and Aqua Panne. The water is sourced from a natural spring and has a clean, crisp, delicious taste and has been reviewed as the best bottled water on today's market .

“... the gift of elegance.”

*au Le Cadeau*™

Natural mountain spring water bottled at the source.

It is a wholly owned subsidiary of ARC Drapery Technologies, Inc. - Ficker symbol ARC1



### La BonTable Gourmet Dinner Entrees

The La Bonne Table Gourmet Dinner Entrees are quick and easy to prepare. The product line consists of twenty four entrees including the Beef Wellington as pictured below.



### La Bon Table Z-CAC Controlled Atmosphere Container

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The Z- CAC Controlled Atmosphere Container was designed to allow fruits and vegetable growers to be able to harvest their products at their very ripest state. This means a higher quality product, a weightier product and ... a more profitable product. Placing their fully ripened products in the Z-CAC will virtually suspend the ripening process for up to three months (in most cases) and up to six months in other cases. You've heard of the old saying, "One bad apple spoils the whole bunch". As fruits and vegetables ripen, they emit ethylene gas. The more ethylene gas ...the faster the product matures and spoils. The Z-CAC converts the oxygen inside of the container into nitrogen. Ethylene gas cannot survive in a nitrogen environment. The container also has a built in cooling system and humidifying system which keeps the environment "fruit and vegetable" friendly.



### **The Cell Robotics Lasette**

The Cell Robotics Lasette is the only home-use alternative to the stainless steel lancet that is cleared by the FDA for collecting painless blood samples to monitor glucose levels in diabetics and is the first medical laser device ever cleared by the FDA for use in the home.



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### **Target Markets**

#### "au" Le Cadeau

Higher end Restaurants, Night Clubs, Gourmet Food Stores, Supermarket Chain Stores, and Hotels.

#### La Bon Table Gourmet Dinner Entrees

Hotel Banquet facilities, Catering Companies, Hotel and Restaurant Purveyors, Gourmet Food Stores, Super Market Chain Stores, Web Site Sales, Home Shopping Networks, to select branches of the U.S. government and Web Site Sales.

#### Z-CAC Controlled Atmosphere Container

Independent Farmers, Fruit and Vegetable conglomerates, Trucking Companies, Ocean Freight companies, to select branches of the U. S. government, and Produce Distributors..

#### The Cell Robotics Lasette

Direct response television infomercials, Medical Supply Companies, National and International Diabetes Associations, Drug Chain Stores, Pharmaceutical Distribution Companies, Hospital Pharmacy's, and select branches of the U. S. Government.

### **Competitive Position**

The company feels that the competitive positions for all of the SIPP Product lines are based on the originality and quality of the products. They have been developed to be unique and "one of a kind" brands. The Z-CAC "one of a kind". The Lasette "one of a kind". "au" Le Cadeau... "one of a kind." And, La Bon Table Gourmet Dinner Entrees "one of a kind."

There was a time, going back at least 70 years, when all it took to be successful in business was to make a product of good quality. If you offered good coffee, whiskey or beer, people would come to your shop and buy it. And as long as you made sure that your product quality was superior to the competition, you were pretty much set. Well into the 1970s, a savvy consumer could distinguish between high-quality and shabby products quite easily.

And yet, as much as one would like to complain about what we buy, it remains a fact that we live in a wanting golden age for unique, quality, and "one of a kind" products. Today, it is much more rare to find cars that consistently break down or kiddie pools that leak or something that doesn't look, feel or taste the way it was advertised. The company challenges you to walk into any supermarket and find a product that is not of almost equal quality to the category leader in terms of taste or functional performance. Nevertheless, the companies that were category leaders in the early days often still are today. Some represent the "foundational brands," the companies in the 1950s and 1960s that epitomized the kind of smart marketing that is now ubiquitous. However, after lengthy research, the company has come to the conclusion that being ubiquitous is again "in fashion". It also feels that with their unique advertising concept, they will be in a position to target their desired markets at a very low cost with maximum results.

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<b>Goals and Objectives</b>	<b>PROJECTED</b>	
	<b><u>Sales 2012</u></b>	<b><u>Cost of Sales</u></b>
<b>“au” LE CADEAU</b> Based on selling 4,102,564 units at \$1.95; \$.97 cost per	\$ 8,000,000	\$ 3,979,487
<b>La BON TABLE ENTREES</b> Based on a 50% rate cost of Manufacturing	\$ 12,000,000	\$ 6,000,000
<b>Z-CAC CONTAINER</b> Based on selling 400 units at \$78,000.00 ea. %0% cost of Manufacturing	\$ 31,200,000	\$ 15,600,000
<b>CELL ROBOTICS LASETTE</b> Based on selling 100,000 units at \$395.00 ea. \$162.00 ea cost to manufacture	\$ 39,500,000	\$ 16,200,000
<b>LA BON TABLE PRODUCTION</b> Based on costs for the Chef H. Lee Thomas Show And Emerging Bulls	\$ 5,184,000	\$ 1,296,000
<b>TOTAL</b>	\$ 95,884,000	\$ 43,075,487
<b>ESTIMATED GROSS PROFIT</b>	<b><u>\$48,920,513</u></b>	

**Management**

**Chairman/ President**

**Gregg Pearson** has a unique background that includes leadership with a proven track record an understanding and utilization of Six Sigma to challenge the status 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 best 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. Gregg had successfully grown the company to operating 6 entities or

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properties in the Philippines and signed contracts and Letters of agreements for 6 additional properties in Japan. Newport Creek was Sold to SIPP in 2011. 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** is the Vice President, Hospitality for Exceptional Innovation, and as such he is responsible for the day to day sales activity as it relates to the Hospitality space. His duties include 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 large corporations like 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 (nominee)**

**Eric Greenwald** is 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 as a General Manager and then 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 an 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.

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