

Why Liquidity International? Dr. Charles King,

Comments From Liquidity's International Conference, January 2005

Liquidity has been able to establish themselves around the world.

- Liquidity's products are based on the science about Aloe
- Scott McKnight is a leader thru years of experience
- Aloe Commodities (manufacturing) committed to corporate partnering
- Vertical Integration, the shortest most cost effective route from Mother Nature (organic farms) to the consumer, which allows for better products at better prices.
- Relationship based on global expansion

Liquidity has been able to build internally

- "You cannot buy a better product at a better price", products proven to make a difference
- Commitment to research & development
- Depth of Intellectual properties, exclusive patents
- Target marketing (ability to choose who you work with)
- Build leadership (Liquidity University --- only company in the industry providing foundation for leadership and products)
- They have been able to expand rapidly
- Liberal payout – up to 70% payout of business volume
- Lock box for distributors commissions
- Associates have "profit sharing", quarterly & annual bonus program

Liquidity has a strong structured platform to build on for the next decade

- Establishment of Global Gold Holding Company which contributes a percentage of revenue into Associate Partner quarterly & annual bonus pools. No other network marketing company in history has ever done this.
- Mission of "bringing better health to the world"
- Bring financial support to each person involved
- Sometime soon "either your health or wealth will be a priority"
- Unlimited global expansion

According to Fortune Magazine, Aug. '04

- 49 million people are involved in network marketing around the world
- 175,000 people in the U.S. join the industry every week
- 475 people around the world join every week
- Wellness is an \$88.4 billion industry that will double within 10 years and growing twice as fast as the U.S. economy

In ten years \$1 trillion will be spent on anti-aging and vitality

- The sickness business is reactive
- The wellness business is proactive
- Everyone wants a higher quality of health
- Sooner or later your income or health will be a priority
- Liquidity's compensation plan shares the wealth with Associate Partners with daily, weekly, monthly profits, quarterly and annual bonuses.