

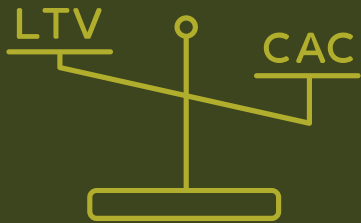
GROWTH FUNDING

For Berlin's fastest growing ayurvedic e-com supplement brand

Join us to scale from 7 figures to 8 figures



MAJOR SUCCESS DATA



LTV¹ : CAC²
Ratio Above 4:1
169:42 (€) last 12 Months
Good industry avg 3:1



297% 2023 - 2024 YoY
68% 2024 - 2025 YoY
56% Q1 2025 - Q1 2026



Increased AOV³ & NCAOV⁴
31% & 33%
last 12 Months



MRR - Subscription & growth
60% Ret. Rate
(900+ Active subscribers)



New customer growth:
45% YoY
Last 12 Months



Repeat Purchase Rate:
>30% MoM
Last 12 months

¹LTV: Life-Time Value. ²CAC: Cost of Acquisition. ³AOV: Average Order Value. ⁴NCAOV: New Customer Average Order Value



AGENDA

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Who We Are

02

Business Model & Metrics

Fast Growth & Key Successes

03

Market Opportunity

Successful exits, competitors,
age group

04

Vision, Mission & Value

Leading DACH Wellness Brand by 2027

05

Competitive Advantage

06

Investment & ROI

Growth Funding - €500k

07

Future Road Map

from 7 figures to 8 figures

08

Team

Strategic Partners



We are a premium DTC brand for modern Ayurveda

Bringing centuries of plant-based healing into
your daily life



4.8



4.8



4.3

125.000+ Happy Customers

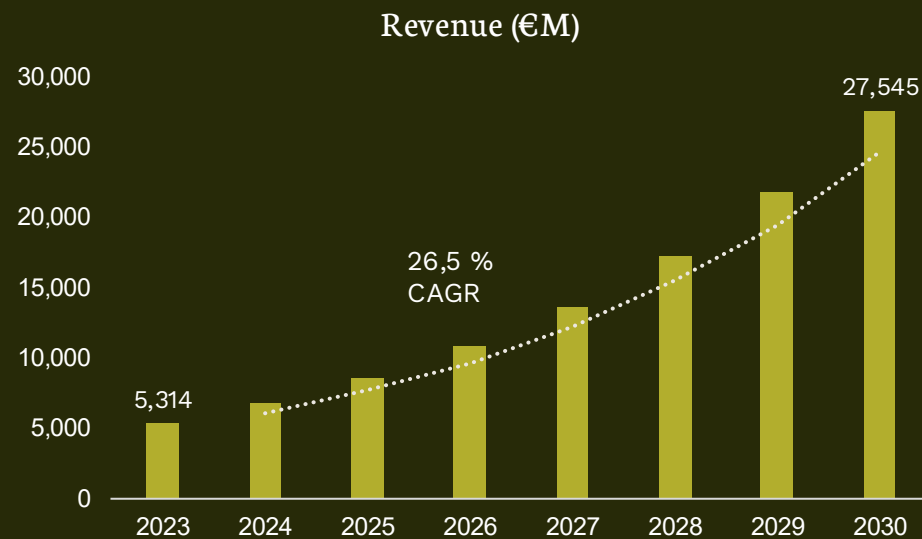


BUSINESS MODEL

Ayurvedic eCommerce is and will be prosperous



Market Development Herbal Medicine Market (DE)



*LTV: Life Time Value

**AOV: Average Order Value

***CM2: Contribution Margin Before Marketing

Source: <https://www.grandviewresearch.com/horizon/outlook/herbal-medicine-market/germany>

Market Dynamics



High-demand and high-growth market (Global Market)

- Globally, over 12% CAGR growth
- Preventive health instead of synthetic pharma
- Very high wellness-focussed spending (COVID)



Built-In repeat purchase behaviour (Veda Naturals)

- Habitual categories like gut health, sleep, and longevity supplements
- High customer LTV* (€150+ p.a.) (ia. loyalty programs)
- Routine-driven target customers



Strong unit economics (Veda Naturals)

- Premium products = high AOV** (~ €50+)
- Organic ingredients and certifications justify pricing
- Low COGS = strong gross margins (~ 70-80% CM2***)



OMNICHANNEL PERFORMANCE (Last 12 Months)

Customer centricity as key success factor for Veda Naturals

Marketing & Distribution

 Meta

META
(FB & IG)

Rev = €1.075.025,
11K New Customers

 klaviyo

E-Mail
(Klaviyo)

Rev = €348K,
1.3K New Customers

 Google

Search Engine
(Google)

Rev = €197K,
2.4K New Customers

 Taboola

Native Advertising
(Taboola)

Rev = €12.5k
290 New Customers

GROWTH & INTERNAL BUSINESS METRICS



Strong Consistent Revenue Growth



Shopify Store Data Jan 2023(Start) - Apr 2026

*AOV/Basket Size

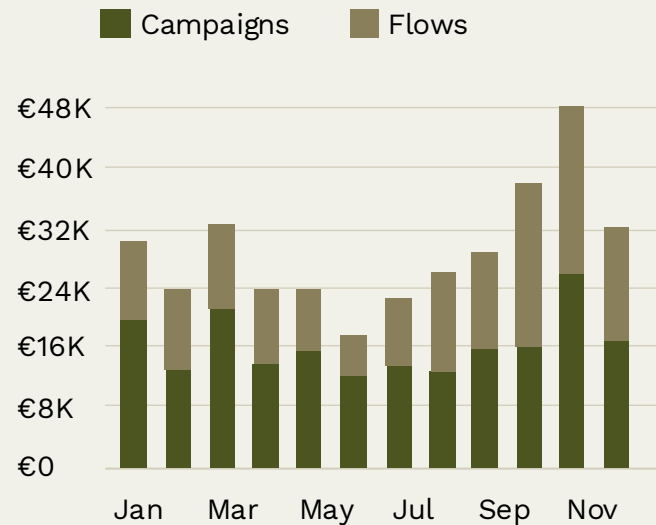
€54 – YTD 2026

(€65 on New Customers from META last 30 days)

CM1 & *CM2

81% & 80%

No Free Shipping under €50



Last 12 months Email Marketing

klaviyo

Campaign Performance Increase

33%

Flows Performance Increase

92%

*AOV: Average Order Value. **CM1 Contribution Margin after COGS. ***CM2: Contribution Margin after payment fees & Shipping.

Black Friday Highlights 2025

Sales Season & Q4 2025



Total sales Black Week 2025



*AOV/Basket Size

€58 – Total Shop

(€61 – New Customers META)

New Customer Rev.

€40.517 - 57%

Ret. Customer Rev.

€30.566 - 43%

Email Attributed Revenue

€23.7K



33.35%



160.5%

Vs. 2024

Irresistible Offer

+ Buy 2 get 1 Free
Free weekly Veda Naturals
Pill Box "Worth €25"

***AOV = €79,99**

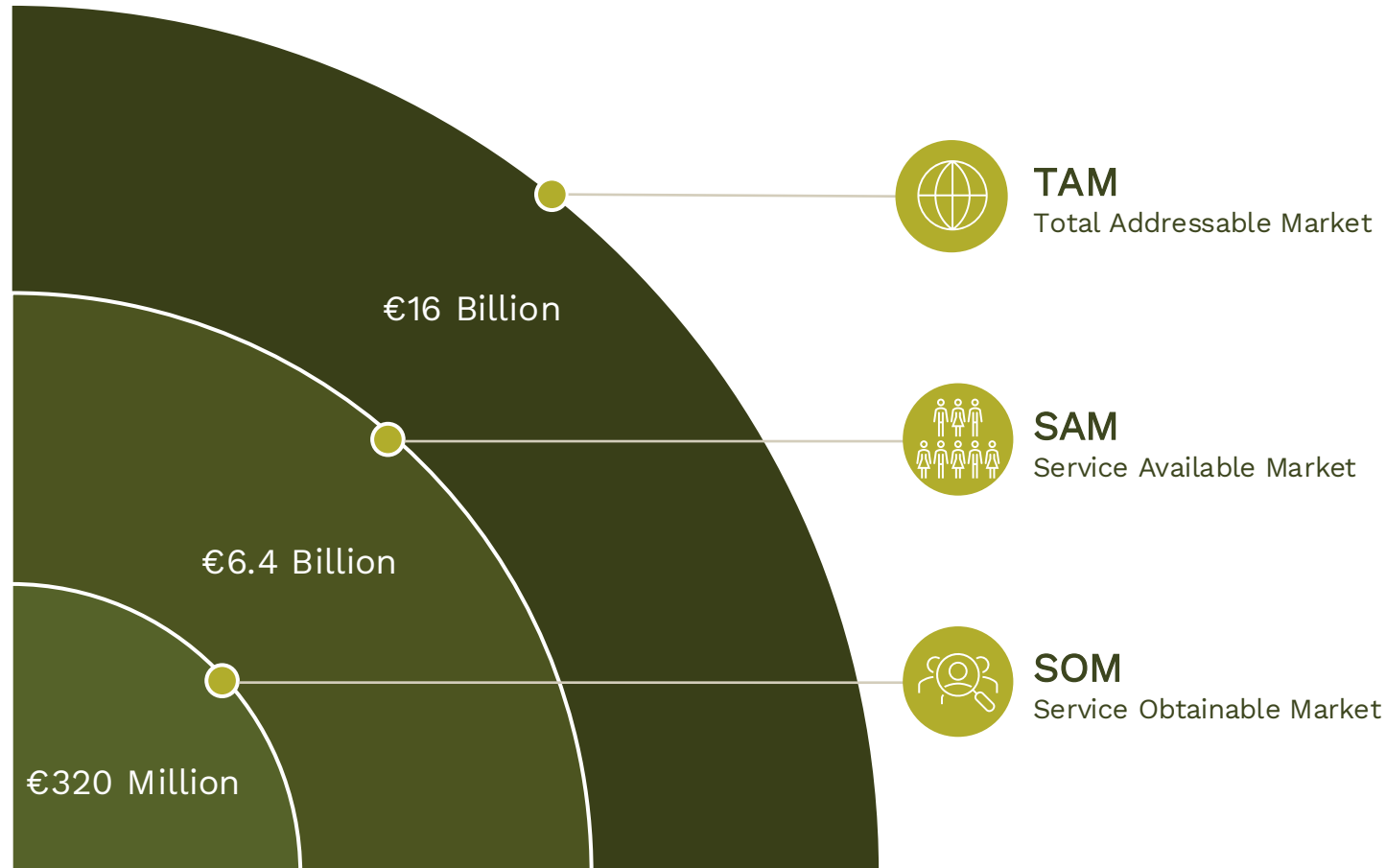
Perceived value = €144,97

<https://gesundheit-deals.de/black-friday/black-friday>

*AOV: Average Order Value.

MARKET OPPORTUNITY (DACH)

Market not yet saturated – High growth potential



Target Group

45+ years old (Men & Women)

High purchasing power

Loyal, routine-driven

High demand in transparency (PETA)

Health conscious & seeking alternatives to pharma medicine

High demand in quality (ia. Bio-certification, good reviews)



Ayurvedic wisdom with modern science

COMPETITIVE ADVANTAGE

Premium, certified supplements tailored to booming wellness trends — all in sustainable, design-forward packaging.

SUCCESSFUL NEW PRODUCT LAUNCH & Future Products -Strategically Tested Pain Point Angles



Step 1 Marketing Angles:

Find Strong working angles on single ingredient products in our portfolio

Example:

- Hair Health
 - Nail Health
 - Heartburn/overacidity
- (Winner)



Step 2 Unique Formulations:

Develop a unique formulation with multiple ingredients to create a more unique offer with a higher AOV & higher retention (Make the name cross functional)

- Heartburn/overacidity (Stomach)



Step 3 Upsell Products:

Develop a unique low COGS upsell/discount additional product to scale the new product in performance marketing. As well as an additional add on for returning customers.

- Veda Naturals weekly Pill Box



MISSION

To awaken self-healing through modern Ayurvedic wisdom —one mindful capsule at a time.

If you're ready to love and honour who you are, your journey has already begun.

VISION

To become Europe's #1 Ayurvedic wellness brand by 2027, reaching 1 million customers through premium, science-backed supplements—where ancient wisdom meets modern demand.



INVESTMENT ASK - €500K

Strategic Impact (3 Phase)

Short-Term:

Drive new customer acquisition with performance marketing & optimize supply chain

Mid-Term:

Increase repurchase & LTV with strong CRM systems and team

long-Term:

Scale operations, diversify product portfolio, and grow brand equity in DACH and beyond



BREAKDOWN OF CAPITAL INJECTION

18 Month Plan

Business Division	%	Allocation (€)	Purpose
Growth Marketing	55%	€275,000	Paid media, UGC/VSLs, influencer whitelisting, funnel scaling, advertorials
Product Expansion	10%	€50,000	New SKUs, seasonal launches, R&D
Retention & CRM	10%	€50,000	Email marketing, loyalty programs, Whatsapp and mail in marketing (DHL)
Team & Tech Stack	10%	€50,000	Key services (growth/CX), tools for performance & reporting
Cash Buffer	10%	€50,000	Emergency reserve for ad account risk or supply chain disruption
Legal & Compliance	5%	€25,000	Health claims and website proofing against competitors

INVESTMENT & ROI

Comparable industry exits are reliable indicators



Comparable Industry Exits last 5 Years

 SUNDAY NATURAL	▶  CVC CAPITAL PARTNERS	▶ 9 figures
 BRAINEFFECT®	▶  SCHWABE	▶ 8 figures
 vom Achterhof®	▶  vitafy BRANDS	▶ 8 figures
 primalharvest	▶  WM PARTNERS LP	▶ 8 figures
 gloryfeel	▶  BAYER	▶ 8 figures
Company	Acquirer	Deal Size

Investment & ROI



10.000.000*

We are building a 5-year plan to reach
€ 75 Mio. + in revenue & Exit

Investment ask

€ 500.000

ROI

€ 3.750.000

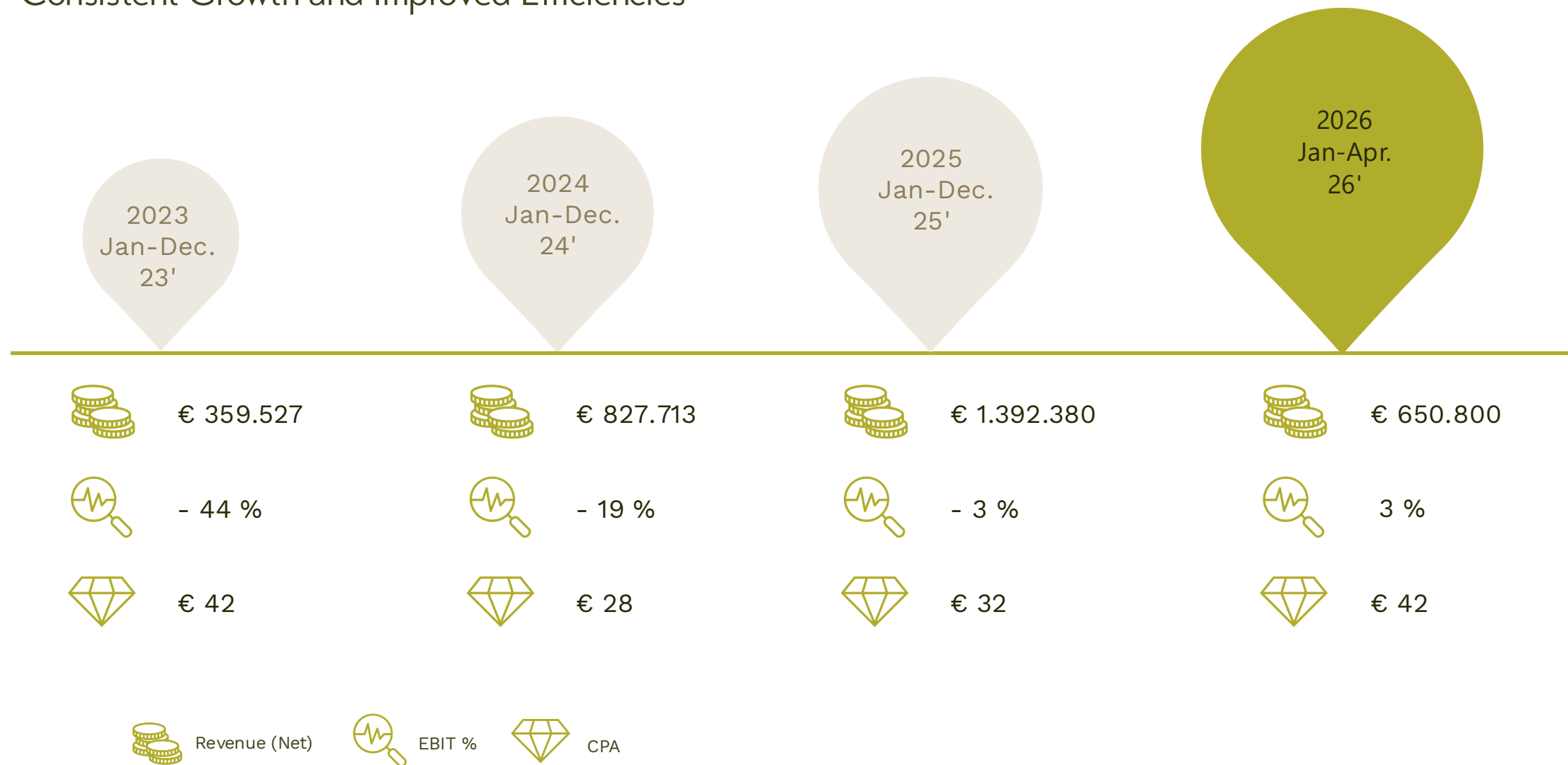
7.5x

* Current valuation (= 4x Proj. Revenue for 2026)

FORECAST PAST AND CURRENT



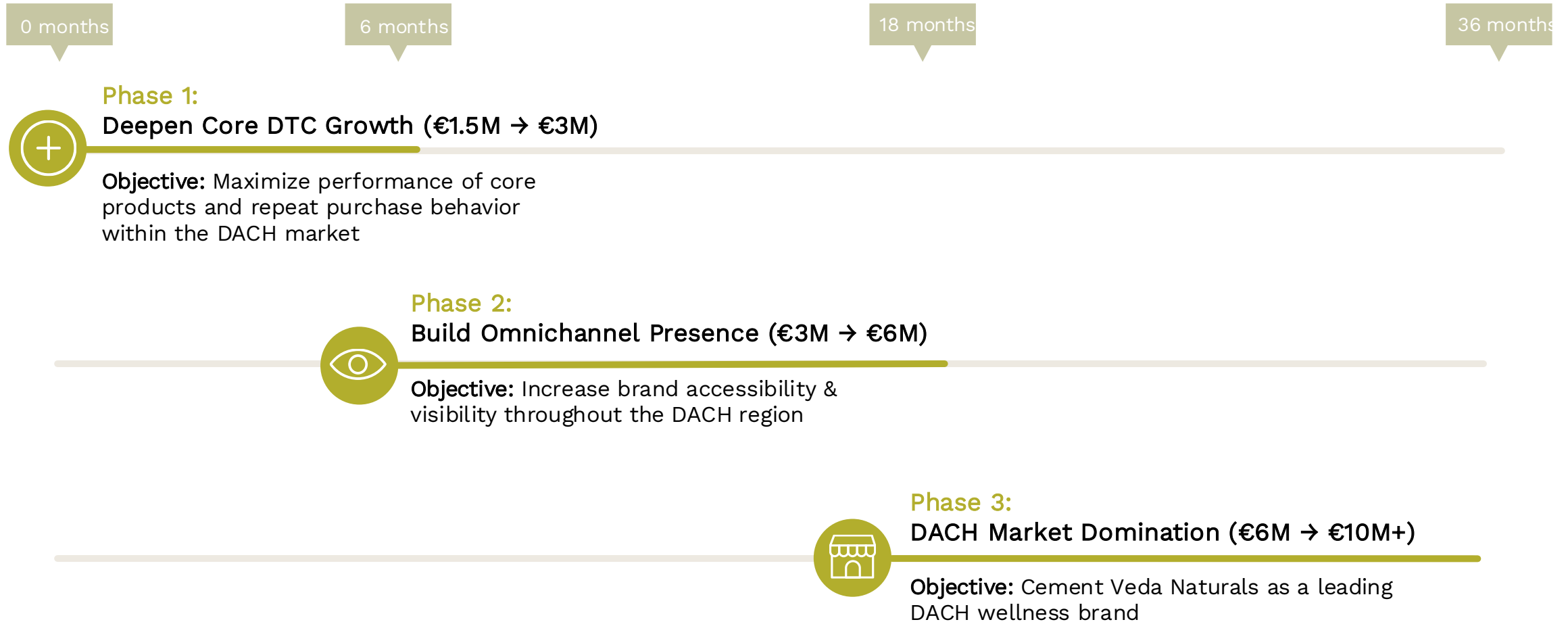
Consistent Growth and Improved Efficiencies





FUTURE ROAD MAP

7 Figures to 8 Figures



TEAM

– Strategic Partners

ecomtorials.



mailody

- Strategic Partners & Trusted Experts
- Extend team capabilities while staying lean — balancing operational support with growth acceleration via external experts.



Founder & CEO (Stephan Schmolling)

Product, vision, brand, market positioning.

Head of Growth (Niklas Birg)

Paid marketing, CAC/ROAS optimization, funnel scaling.

Customer Experience Lead (Needed)

Retention, subscriptions, feedback loops, loyalty.

Community Manager (Sara Oloman)

Social, forums, partnerships/affiliate, influencers.

Ops & Supply Chain Manager (Akhil Garlapati)

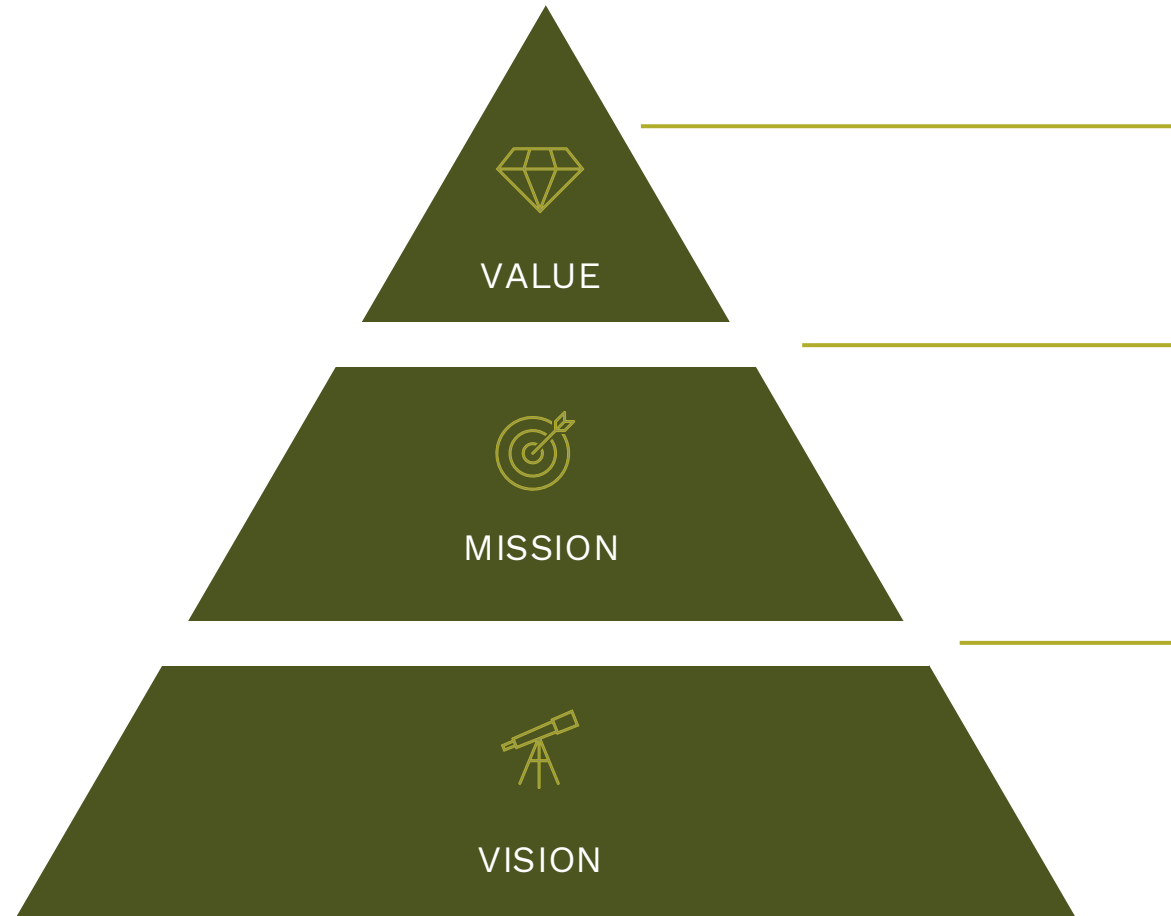
Inventory, suppliers, fulfillment, quality control.

Appendix



VISION, MISSION & VALUE

Clear vision and mission facilitates value creation



Veda Naturals combines authentic **Ayurvedic supplements** with sustainability and modern medicine – ready to scale!

For health-conscious individuals, we offer high-quality, science-backed Ayurvedic supplements that **support gut health, stress balance, and natural beauty.**

To become Europe's **#1 Ayurvedic wellness brand by 2028**, reaching 1 million customers through premium, science-backed supplements—where ancient wisdom meets modern demand.