

# CRAFTING A NEW BUSINESS PLAYBOOK WITH NALA

NALA aims to become a leading nutraceutical brand for wellness focused consumers who value purchasing from a socially responsible brand.

NALA champions Lesotho's prosperity by boosting its exports and cultivation of domestic medicinal plants, while donating a portion of sales to the Lesotho people through our foundation.

NALA offers wellness products for common ailments at affordable prices, organically and sustainably grown in Lesotho, hence creating an unbeatable combination of features that conscious consumers look for.

## UNUSUAL MARKETING OPPORTUNITY

The individual, team, or company looking for a promising branding opportunity has the chance with NALA to bring a unique brand with a deep and special story to life in the market.

### AS A NALA PARTNER, WE INVITE YOU TO TAKE OWNERSHIP OF THE MARKETING AND GO-TO-MARKET STRATEGY

- ❖ We have traveled to Lesotho thrice and created a vast network of connections, in anything from manufacturing capabilities to community project partners for our foundation.
- ❖ The NALA brand, its story, its social mission, and its wellness products from a variety of time-tested plants based on Lesotho tradition offers a compelling opportunity for marketing.
- ❖ We seek partners with complementary skills, in go-to-market approaches and marketing. We value creativity and set no guardrails on how either of these are conducted.

### NALA FOUNDING MEMBERS

We are finance professionals with a passion for wellness and medicinal plants. NALA is one of a couple of companies we are currently pursuing, which limits the time we can spend on the company. This and our focus on finance and supply chains as opposed to CPG and marketing, compels us to open NALA up for additional partners or companies looking for brand licensing opportunities.



Brian Singer, CFA, is an entrepreneur in the areas of a health, wellness, renewable energy, private equity, and private credit investment. Prior to NALA, he was head of William Blair's Dynamic Allocation Strategies group, the multi-asset and currency Portfolio Manager. Before joining William Blair, he was the head of Global Investment Solutions managing over \$200 billion of global multi-asset and currency portfolios for a global client base.



Lotta Moberg, PhD, CFA, is an author in economics, entrepreneur with a focus on health and wellness, and investor with a passion for economics and finance. On a voluntary basis, she serves on the Board of Trustees of the CFA Institute Research Foundation. Lotta has seven years of experience as an analyst at William Blair's Dynamic Allocation Strategies team, responsible for global macro research.

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The Kingdom of Lesotho's motto is "Khotso, Pula, **Nala**," respectively translated as "Peace, Rain, **Prosperity**."

## AN OPPORTUNITY TO EMPOWER THE ECONOMY OF LESOTHO

Lesotho is called 'the Kingdom in the Sky' for its high altitude, rich beauty, and natural resources.

Tradition and history around medicinal plants runs deep in Lesotho, people are skilled in growing them. Several of the plants with indications appealing to Western consumers are already considered safe by U.S. regulators, and they can be grown and extracted cheaply in Lesotho with modern equipment.

Here lies the opportunity for NALA in working together with the Lesotho people to cultivate the power of Lesotho resources. By launching our brand and creating demand for their plants, we will bring numerous jobs, help lift the country out of poverty, and lead it onto the path of prosperity.

## LESOTHO BY THE NUMBERS:

- ❖ Population: 2.2 million
- ❖ Median Age: 25 years
- ❖ Life Expectancy: 55 years
- ❖ Suicide Rate Rank: #10
- ❖ Female Suicide Rate Rank: #1
- ❖ Live below Poverty Line: 50% (< \$3.20/day)
- ❖ Live in Extreme Poverty: 28% (< \$1.90/day)
- ❖ Violence Against Females: 86%
- ❖ HIV Positive: 24%
- ❖ Prevalence of Undernourishment: 25%
- ❖ Electricity Access: 67%
- ❖ Safely Managed Sanitation: 48%
- ❖ Literacy Rate: 78%
- ❖ Compulsory Education to Age 13



Sources: Help Lesotho, World Bank, UN Development Programme, CIA World Facebook, UNAIDS, UN Statistics Division, International Monetary Fund, Global Nutrition Report

