



GHOST FLOWER

Share

**Wellness You Can Wear. The world's only activewear designed to activate your Qi.**

[ghostflower.com](https://ghostflower.com)

Houston TX



Technology

Main Street

Retail

Yoga

Lifestyle

## Highlights

- 1 2021 off to a roaring start with revenues more than doubling through the end of June.
- 2 Founders are personally investing with over \$2.3 million to-date and are again purchasing shares.
- 3 Many popular items continuously selling out requiring a special run in

- 3 Many popular items continuously selling out requiring a special run in March to replenish.
- 4 New accelerated omni channel growth strategy that includes pop-up and experiential retail stores.
- 5 High customer satisfaction: 95% of reviews are 5-star and returning customers over 32%
- 6 Featured in Vanity Fair, Vogue, Shape, Goop, Thrive Global, and Cut
- 7 Integrating online training classes with Ghost Flower activewear led by co-founders Bonnie and Kaita
- 8 Co-Founder Bonnie Crotzer's facia flossing online classes featured in Vanity Fair and Goop.

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## Our Team



**Susan Peebler** Founder, CEO

An accomplished geophysicist who switched careers to follow her passion for building a reimagined activewear company. It was her vision to create activewear that would integrate eastern and western medicine within the designs.

Different than activewear companies led by fashion experts, Ghost Flower originated from our Founders life-changing experience of healing her back injury using stretch and yoga. Our team created activewear to empower women to understand how they can also self-heal and re-energize their bodies, and look great doing it!



**Robert Peebler** Co-Founder, Executive Chairman

Strong Executive experience including CEO of two small cap publicly traded companies (nasdaq, NYSE), plus a serial entrepreneur with hands-on experience building and investing in both B2B and B2C consumer businesses.



**Bonnie Crotzer** Co-Founder, Business Development Manager, NY

An expert in dance, resistive stretching and yoga. She has been active in all aspects of the business. Bon has been a hands-on co-founder who has

all aspects of the business. Ben has been a hands-on co-founder who has helped shape the vision, co-created the Ghost Flower yoga practice, and runs our social media platform.

SEE MORE



Ghost Flower  
2.0



Forward-  
Looking  
Statements

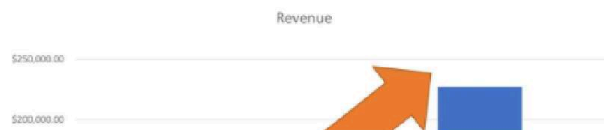
*Certain information set forth in this presentation contains "forward-looking information", including "future-oriented financial information" and "financial outlook", under applicable securities laws (collectively referred to herein as forward-looking statements). Except for statements of historical fact, the information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of the Company; (ii) completion of, and the use of proceeds from, the sale of the shares being offered hereunder; (iii) the expected development of the Company's business, projects, and partnerships; (iv) execution of the Company's vision and growth strategy, including with respect to future Pop-up and other retail stores, Affiliate partnerships, and other growth strategies; (v) sources and a availability of third-party financing for the Company's projects; (vi) completion of the Company's programs that are currently underway, in development or otherwise under consideration; (vii) renewal of the Company's current customer, supplier and other material agreements; and (viii) future liquidity, working capital, and capital requirements. Forward-looking statements are provided to allow potential investors the opportunity to understand management's beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment.*

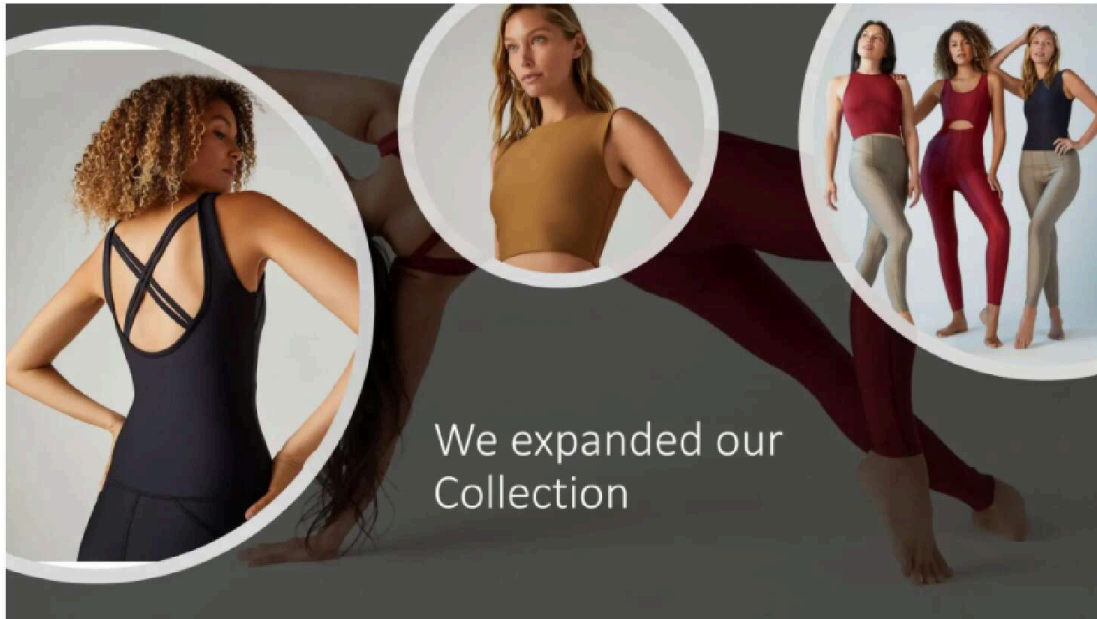
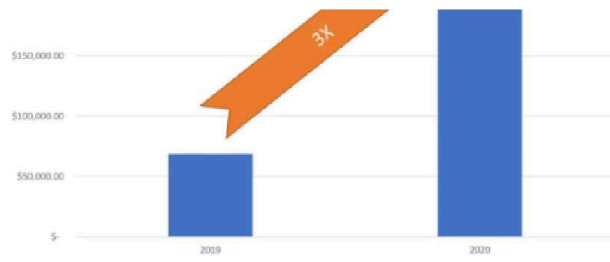
*These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements.*

*Although forward-looking statements contained in this presentation are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. The Company undertakes no obligation to update forward-looking statements if circumstances or management's estimates or opinions should change except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.*

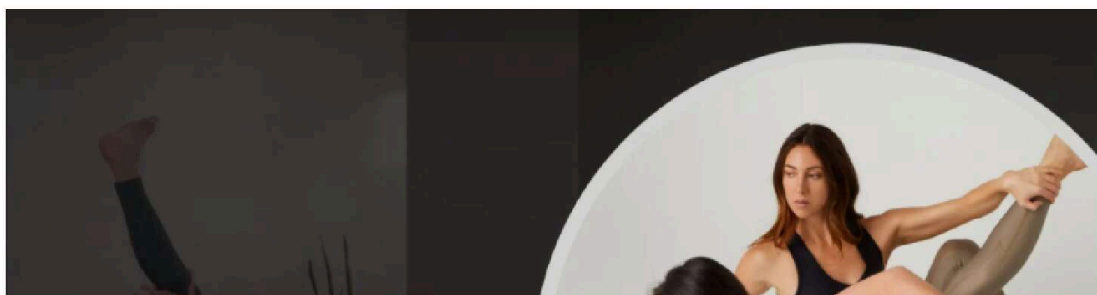
## 2020 was a Blockbuster Year

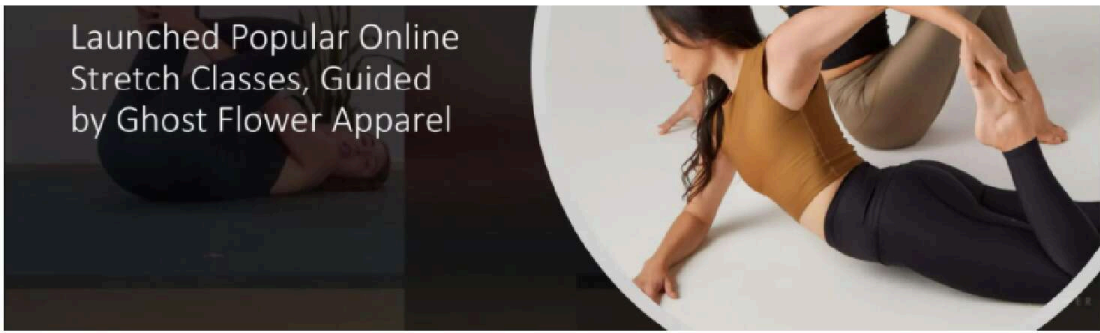
3X in sales with YOY growth of 235%





Invested in digital marketing





# VANITY FAIR

Fascia Flossing with Ghost Flower's Bonnie Crotzer



GOOP'S 6 FAVORITE WAYS TO SWEAT THIS WEEK: THE FASCIA RELEASE



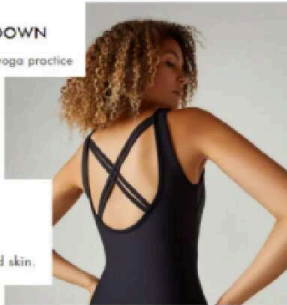
★★★★★  
**BEST ONSIE HANDS-DOWN**  
 best thing to work out in and yoga practice

WOW  
 Great fabric, color & fit.

★★★★★  
**NICE FIT**  
 Fit is perfect. Super comfortable and light. Feels like second skin.

★★★★★  
**LIKE A HEAVENLY GLOVE**  
 I was anxious about a onesie being a petite woman but this fit wonderfully. I can tell that it would be flattering on almost any size but was tickled on a 4'11" 100lb and the XS was a good fit but has a lot of stretch too! The fabric is soft and comfy but breathable. Great for climbing in!

★★★★★  
**BEST LEGGINGS**  
 High quality, extremely flattering and comfortable! I love these leggings and have worn them a million times and yet they don't wear out!



★★★★★  
**FREAKIN LOVE THESE BIKER SHORTS!**  
 Ghostflower does it again, super comfortable, flattering and high quality shorts.



★★★★★  
**EXCELLENT STYLE/PERFECTLY FITTING FOR CURVY BODY TYPE**  
 Simply in love with this product. I have the Burgundy also. This is my second onesie.

## Received 5-star Customer Ratings

Sold out of many popular items within 2 months

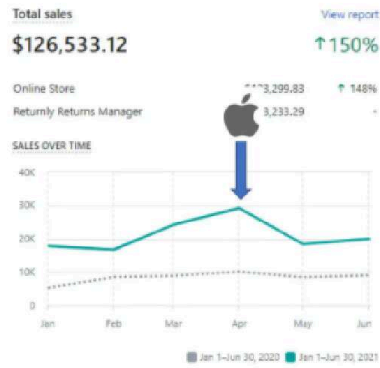
- Emergency restock in March



- Initial premise behind raise: replenish inventory to keep up with increased demand



## April: Major Market Disruption



### Apple's Moves to Tighten Flow of User Data Leave Advertisers Anxious

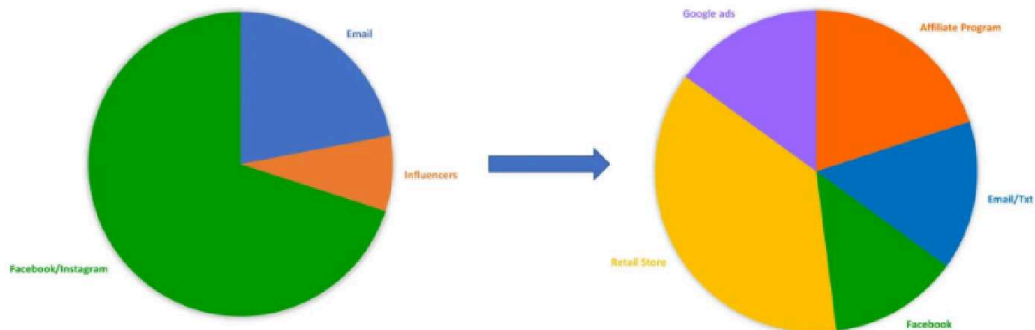
Brands and ad tech firms say tech giant's push to limit how users are tracked will hurt business, with some questioning privacy rationale



When Apple updates versions of the Security app within its iOS operating system, the latest changes have broader implications for web tracking.

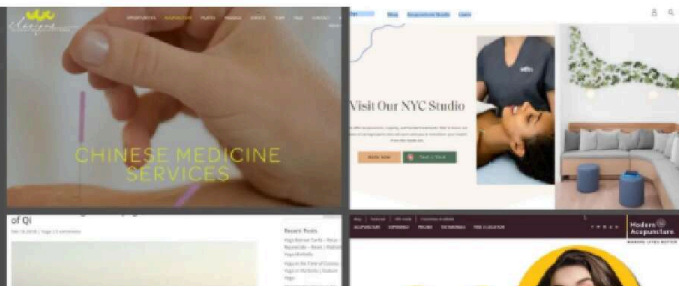
The Big Pivot

100% Online to Omnichannel Approach



Affiliate Platform:

Manage multiple influencers, ambassadors,

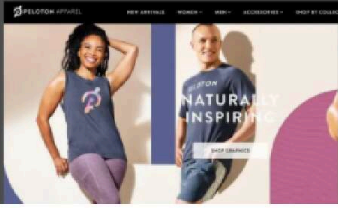


partners

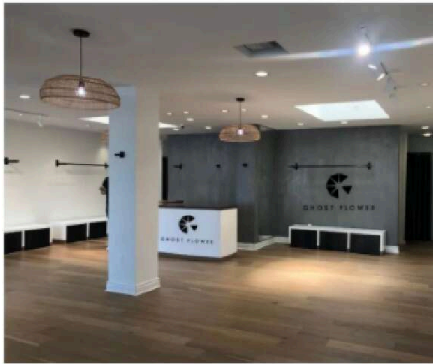
They become our virtual sales force



Partnerships & Social Media Programs

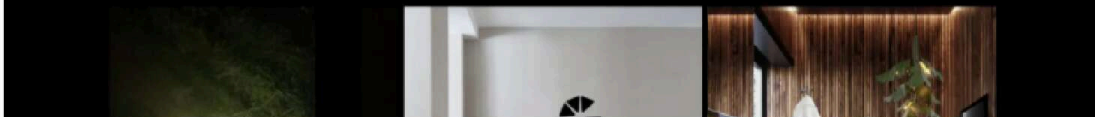


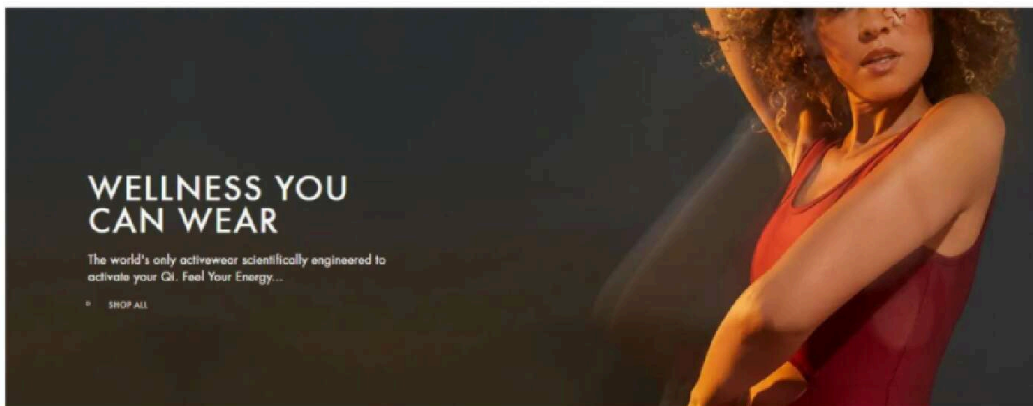
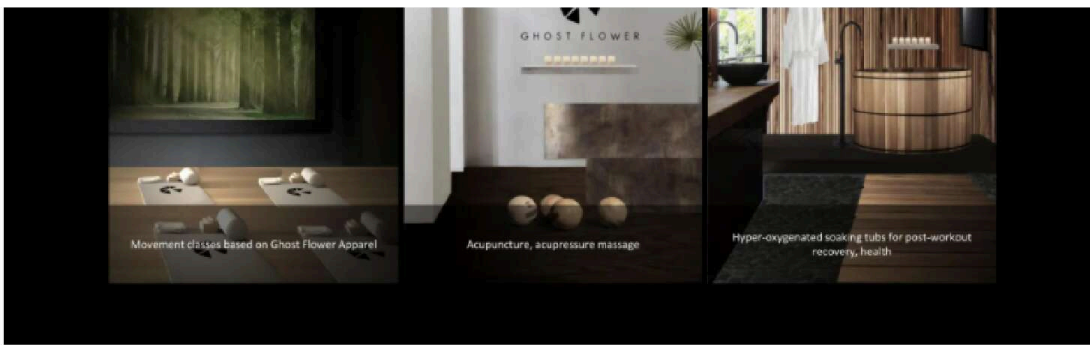
## Retail "Pop-up" Store



## Future: Ghost Flower's Flagship Experiential Retail Store

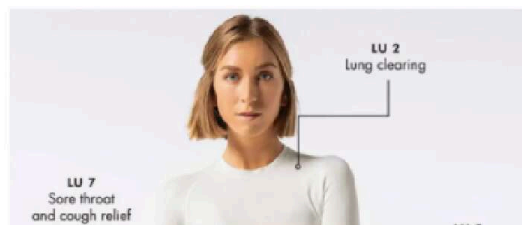
## Immersive Wellness Experience





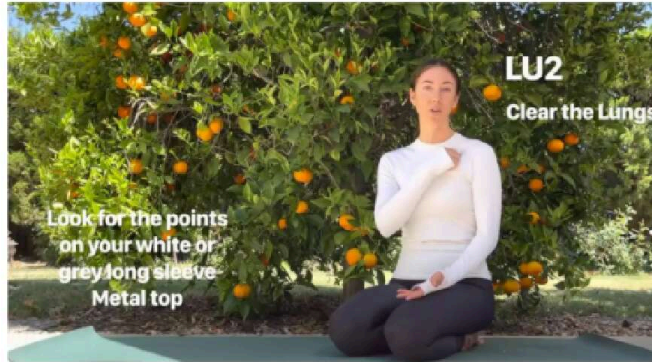
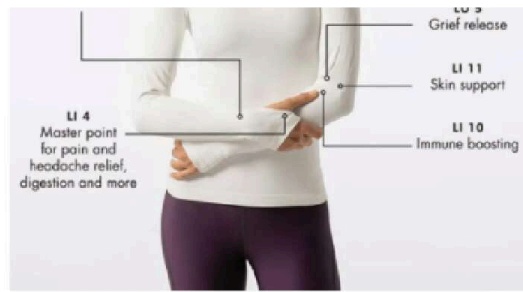
Reposition as a Health & Wellness Brand | Take advantage of our difference

Post-Purchase Educational Emails:  
Customers learn there's more to their purchase





than elegant clothes



Videos show how to use the clothing as a guide to wellness

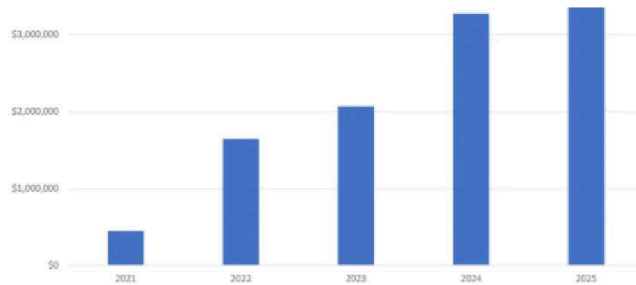
Different illustration for each element



Revenue



# Projections



This slide contains forward-looking projections that cannot be guaranteed.

Online Business	2021		2022		2023		2024		2025	
Year		%		%		%		%		%
Online Direct	\$240,323	54%	\$382,500	23%	\$562,500	27%	\$812,813	25%	\$1,300,500	23%
Online Affiliate	\$40,500	9%	\$324,000	20%	\$540,000	26%	\$675,000	21%	\$810,000	14%
<b>*Online Revenues</b>	<b>\$280,823</b>	<b>63%</b>	<b>\$1,174,500</b>	<b>72%</b>	<b>\$1,585,500</b>	<b>77%</b>	<b>\$1,487,813</b>	<b>45%</b>	<b>\$2,110,500</b>	<b>37%</b>
Pop-Up/Store	\$164,500	37%	\$468,000	28%	\$483,000	23%	\$0	0%	\$0	0%
Wellness Place	\$0	0%	\$0	0%	\$0	0%	\$1,786,947	55%	\$3,573,893	63%
<b>Total Revenues</b>	<b>\$445,323</b>	<b>100%</b>	<b>\$1,642,500</b>	<b>100%</b>	<b>\$2,068,500</b>	<b>100%</b>	<b>\$3,274,759</b>		<b>\$5,684,393</b>	<b>100%</b>

# Revenue Distribution

This slide contains forward-looking projections that cannot be guaranteed.

## Use of Proceeds

- Replenish inventory: Pop-up, holiday season surge
- Rent; expenses for Pop-up
- Marketing, operating expenses
- Design fees for flagship experiential store
- Wefunder fees



Raising up to \$400K with a minimum of \$50K and a target of \$300K

## Deal Terms

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Post Valuation of \$3 million compared to \$2.5 million with last year's raise

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Early Bird offering for the first \$150K at a discounted price of 30%. (\$.78/share vs full price of \$1.11)

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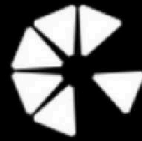
Current shareholders will have an exclusive two week period from launch date.

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We anticipate closing raise end of September.

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Details can be found on the WEFunder Site once the raise is launched.



G H O S T F L O W E R

Thank you