

# KANGEN WAGYU™

## Cultivating the Future of Premium Beef

**A Unified Vision for Distributors & Discerning Consumers**

*Redefining Culinary Excellence through Innovative Water Technology and Sustainable Practices*

# THE PREMIUM BEEF OPPORTUNITY: A SHARED VISION

Understanding the Landscape for Success



## Significant Market Growth

The global Wagyu market is projected to reach **\$42.7B by 2032**, with a robust **6.8% CAGR<sup>1</sup>**. This surge signals a clear and growing consumer demand for premiumization in the beef industry.

High Growth Sector



## Key Consumer Trends

The rise of the '**Conscious Carnivore**' prioritizes quality, ethical sourcing, and transparency. This, combined with the demand for the convenience of Direct-to-Consumer (DTC) models, shapes the modern market.

Ethical Sourcing & DTC



## Strategic Niche

Kangen Wagyu™ is uniquely positioned as a '**Tier 1.5 Luxury Product**'. It offers an accessible entry into the high-end market, occupying a space beyond standard premium but more approachable than ultra-premium A5 Japanese Wagyu.

Accessible Luxury



## Competitive Landscape Insight

Enagic strategy deliberately avoids competing on price. By focusing on a unique value proposition - the Kangen Water® story and the B4 Advantage - we establish a distinct **premium-to-ultra-premium space** that others do not occupy.

High Growth Sector



# OUR UNIQUE FOUNDATION

Defining Excellence from Farm to Table



## The Kangen Water® Advantage

Our cattle are raised with care, utilizing high-quality water processed through Enagic technology - a blend of traditional Japanese practices and modern innovation. This commitment supports the natural development of our livestock and upholds the purity and quality of our products.

Purity

Wellness

Innovation



## The 'B4 Advantage'

Positioned as the '**perfect balance for the American palate**' (BMS9), this grade offers a nuanced, rich flavor for full steak enjoyment. Kangen Wagyu™ bridges the gap between premium and ultra-exclusive A5, creating an accessible luxury.

Palate Balance

Flavor Depth

Accessible Luxury



## Uncompromising Quality

Achieves superior status through rigorous **USDA PRIME<sup>++</sup> / JMGA B-4** grading. Our commitment to purity means cattle are raised free from added hormones, growth promotants, antibiotics, and animal byproducts.

Premium Graded

Pure

Sustainable Practices



## Premium Taste

Offers a distinctive **velvety texture** and **rich flavor** from a healthier fat profile, abundant in beneficial oleic acid. The result is an elevated culinary experience that distinguishes Kangen Wagyu™ in the premium market.

Velvet Texture

Healthy Fats

Nutrient-Rich

Note: BMS is a grading system used to evaluate the amount and distribution of intramuscular fat (marbling) within a beef cut. Marbling refers to the white flecks and streaks of fat inside the muscle. PRIME<sup>++</sup> is not an official USDA grade but a proprietary brand designation created by Enagic to represent our commitment to quality that exceeds standard USDA Prime.



# THE KANGEN WATER® ADVANTAGE

When Prime is **NOT ENOUGH**, Kangen Wagyu™ sets the standard beyond. Taste the difference that redefines excellence.

## Origin & Distinction



### What is Kangen Wagyu™?

- Premium brand of American Wagyu<sup>2</sup>, raised on Kangen Water®.

### Geographical Origin & Production

- Crossbreed between 100% fullblood Japanese Kuroge Wagyu breed and high-quality Black Angus cattle.

### Key Differences from Traditional Wagyu

- Genetics: Kangen Wagyu™ is a crossbreed.
- Diet: Lifelong consumption of Kangen Water®.
- Terroir: Raised in an American environment.



## Raising Healthy Cattle

### Kangen Water® in Cattle Raising

- **Hydration:** Integrated into daily water and feed.
- **Care:** Part of our holistic approach to animal husbandry.
- **Hygiene:** Used to maintain a healthy environment.

### Benefits for Cattle Health

- **Absorption:** Enhanced due to micro-clustered molecules.
- **Digestion:** Balances gut flora.
- **Vitality:** Part of a comprehensive approach to animal care and well-being.

### Ensuring a Safe & Healthy Meat Source

# WHY KANGEN WAGYU™ FOR EVERY CUT

In the world of premium beef, many are taught to look for the highest number. At Enagic, we believe in looking for the right balance.



## Beyond the Standard



- **Uncompromising Purity & Care:** Regardless of the cut, every piece benefits from our stringent raising protocols: no antibiotics, no growth promotants, no added hormones, and no animal byproducts are ever used. This ensures a superior product from ranch to fork.
- **The Kangen Water® Difference:** Our cattle consistently drink Kangen Water®, a practice that uniquely contributes to their health and the beef's prized qualities, elevating the natural richness across our entire portfolio.
- **Balanced B4 Excellence:** Our focus on the 'B4 Advantage' (BMS 5-9) ensures that each cut delivers a perfectly balanced, nuanced flavor that enhances full steak enjoyment without overwhelming richness - a true testament to culinary artistry.



## The Perfect Harmony

**Authentic USDA Prime<sup>++</sup> / B4 Grade Wagyu (BMS9)**

This establishes the superior quality of the beef, aligning it with recognized global standards for premium meat. The internal grading and JMGA equivalency provide a strong, verifiable claim of excellence.

**Rich, Luxurious Marbling      Deep, Satisfying Beef Flavor**  
**Optimal Palate Experience**



## An Expression of Quality & Purity

**The Kangen Water® Story: Cattle Raised on Pure, Alkaline Water**

This unique differentiator highlights the innovative and health-conscious approach to raising the cattle, appealing to consumers seeking purity and added value in their food.

**Unique Enagic Standard      Enhanced Livestock Health**  
**Unparalleled Taste Profile**



# WHEN PRIME IS NOT ENOUGH

When Prime is just the starting line, Kangen Wagyu™ sets the standard. Taste the difference that redefines excellence.

## Beef Grades Explained<sup>3</sup> and Beyond USDA PRIME

Enagic  
PRIME<sup>++</sup>



- Exceptional Marbling
- 17%-30% Fat
- Unrivaled  
Tenderness & Luxury
- Kangen Wagyu™
- Enagic Distributor

USDA  
PRIME



- Abundant Marbling
- 9-13% Fat
- Extremely Tender & Juicy
- Prime Rib & Wagyu
- Fine Dining

USDA  
CHOICE



- Moderate Marbling
- 4-10% Fat
- Tender & Slightly Juicy
- Ribeye & Sirloin
- Restaurants

USDA  
SELECT



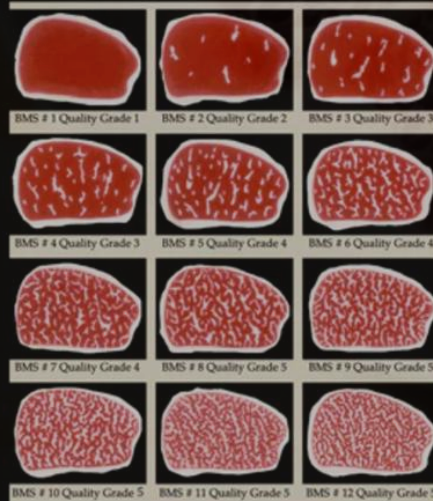
- Moderate to Small Marbling
- 2-4% Fat
- Lean & Affordable
- Brisket & Shank
- Retail

GRADE	FIRMNESS	TEXTURE
5	Very Good	Very Fine
4	Good	Fine
3	Average	Average
2	Below Average	Below Average
1	Inferior	Coarse

GRADE	YIELD
A	72%
B	69%-72%
C	Below 69%

GRADE BMS

5	8-12
4	5-7
3	3-4
2	2
1	1



Source: <sup>3</sup>Webstaruantstore.com – “Beef Grades Explained [2023], Wagyushop.com – “A5 Japanese Wagyu Beef Grading,” Bunzels.com – “Beef Grades of Meat.”

Note: PRIME++ is proprietary brand designation created by Enagic to represent our commitment to quality that exceeds standard USDA Prime and is not an official USDA grade.

# THE ART OF CULINARY BALANCE

## Beyond Marbling: A Nuanced Gastronomic Journey



### The Quest for Culinary Perfection

#### Beyond Extreme Marbling:

Redefining luxury by focusing on a holistic, superior dining experience over just fat content.

#### A Balance, Nuanced Palate:

Providing a flavor profile with depth and complexity, satisfying without overwhelming richness.

#### The Optimal Gastronomic Journey:

True perfection lies in the harmony of texture, aroma, and flavor for an unforgettable moment.



### Unrivaed Taste & Texture



- ✓ **Melt-in-Your-Mouth Sensation:** Experience the signature tender texture that defines premium Wagyu.
- ✓ **Deep, Satisfying Umami Flavor:** A profound, savory depth that lingers and elevates the dining experience.
- ✓ **Redefining Luxury Dining:** A new benchmark for high-end beef, appealing to the most discerning palates.



### Refined Narrative : Authenticity & Superiority



- ✓ **Grounded in Authenticity:** Our story is built on genuine care, tradition, and innovative Kangen Water® technology.
- ✓ **Commitment to Superior Experience:** We prioritize the entire journey from farm to fork, ensuring exceptional quality.
- ✓ **Beyond Chasing Extreme Fat:** Our narrative highlights a balance of flavor, health, and ethics for responsible luxury.



# CRAFTED FOR CONNOISSEURS

## OUR FUTURE PRODUCT PORTFOLIO

A Spectrum of Unrivaled Kangen Wagyu™ Excellence<sup>4</sup>



### ◆ Crown Jewel Cuts

- **Ribeye & Striploin:** The pinnacle of B4 Kangen Wagyu™, offering unparalleled marbling and a rich, buttery flavor.
- **For the Connoisseur:** Curated for those seeking the ultimate gastronomic experience and the most discerning palates.
- **Defining B4 Quality:** Embodies rigorous USDA PRIME<sup>++</sup> / JMGA B-4 grading for consistent, superior quality.

**Unrivaled Marbling**  
**Buttery Flavor**  
**Ultimate Indulgence**



### ★ Premium Gateway

- **Top Sirloin:** An accessible entry point to Kangen Wagyu™, demonstrating transformative quality and flavor.
- **Approachable Luxury:** Provides exceptional value, allowing a broader audience to experience our luxurious beef.
- **Brand Introduction:** A compelling introduction to our brand's commitment to purity and quality across the entire range.

**Superior Tenderness**  
**Exceptional Value**  
**Broad Appeal**



### 🎁 Exclusive Offerings

- **Specialty Cuts:** Limited quantities of Tenderloin, Tomahawk, and Chateaubriand reflecting their rarity and demand.
- **For Special Occasions:** Reserved for high-value opportunities and events, elevating any dining experience.
- **Anticipate & Secure:** Their limited nature requires advance planning, ensuring exclusivity for connoisseurs.

**Scarcity/Rarity**  
**Culinary Statement**  
**Sophisticated Choice**

Note: <sup>4</sup>Our product lineup is taking shape, kickstarted by the exclusive Chairman's Pilot Package, a limited-edition launch designed to ignite excitement and sharpen our edge, with real insights from our distributors.



# THE KANGEN WAGYU™ EXPERIENCE

Cultivating Purity, Delivering Luxury, Creating Desire

Masami Ranch  
Mt. Shasta, California



## American-Raised Purity: The Kangen Water® Difference

- **Blending Heritage & Innovation:** We meticulously combine legendary Japanese genetics with pristine American ranching practices. Our journey from a small farm in Okinawa to the vast pastures of Masami Ranch in California is a testament to blending tradition with advanced technology.
- **Kangen Water® in Wagyu Care:** For several months, our Wagyu cattle are provided with Kangen Water® as part of their routine. This unique approach reflects our commitment to quality and aligns with Enagic standards for electrolytically-reduced, antioxidant and hydrogen-rich water, ideal for drinking and healthy cooking.
- **Uncompromising Care & Purity:** These prized cattle are raised with the utmost care. Crucially, **no antibiotics, no growth promotants, no added hormones, and no animal byproducts** are used at any time.

## The Premium Unboxing Experience

- **Preserving Perfection:** Each cut undergoes professional vacuum-sealing, guaranteeing maximum freshness and extending shelf life from our ranch to your table.
- **Exquisite Design:** Our custom-designed, elegant inner boxes are crafted to reflect the premium quality of Kangen Wagyu™, creating a luxurious unboxing experience.

## Captivating the Senses<sup>5</sup>

- **Crucial Investment:** An unwavering investment in world-class photography and visuals is paramount to conveying the inherent premium quality and inspiring consumer desire.
- **Creating Desire:** Stunning imagery highlights our beef's exquisite marbling and texture, translating culinary excellence into visual appeal that reinforces our brand promise.

Note: <sup>5</sup>Strategic Visual Storytelling is currently in the design phase and will be developed in collaboration with distributor feedback.

# THE DISTRIBUTOR ADVANTAGE: YOUR PATH TO ENTREPRENEURSHIP

Unlocking New Opportunities with Kangen Wagyu™



## 👥 Empowering Our Network

- Enagic's established MLM<sup>6</sup> network is leveraged as a potent DTC channel for Kangen Wagyu™.
- Our dedicated distributors form the backbone, transforming sales into personalized, high-engagement interactions.

**Network Power  
DTC Channel**



## 🍴 Experiential Selling

- Equip distributors to host exclusive, in-home 'Kangen Wagyu™ Tasting Experiences' to create high-touch sales opportunities.
- These events build trust and justify the premium price through direct, memorable sensory encounters.

**In-Home Tastings  
High-Touch Sales**



## 🔗 Strategic Hybrid Model

- A seamless integration between the MLM and DTC channels ensures a fluid and effective sales pathway.
- This empowers distributors with the flexibility to build robust businesses, combining personal networks with online retail.

**MLM-DTC Synergy  
Digital Showroom**



# EMPOWERING YOUR SUCCESS

Building a Rewarding Future with Kangen Wagyu™

## A Concrete Compensation Plan

- **Set Commissions on Direct Sales:** Designed to immediately reward your proactive sales efforts, ensuring competitive payouts for every Kangen Wagyu™ product sold. This structure incentivizes active distribution and direct customer acquisition.
- **Residual Income from Recurring Orders:** With dedication and consistent effort, some distributors may earn supplemental income through repeat customer purchases. This approach can help foster ongoing business growth and additional earning potential for committed distributors.
- **Structured for Success:** Moving beyond concepts, this plan provides a transparent, actionable framework with clear pathways for personal and business growth, integrating seamlessly with Enagic's proven direct sales model.



## Mastering Kangen Wagyu™

- **Product Quality Mastery:** Gain profound knowledge of Kangen Wagyu™'s superior characteristics and raising process (no antibiotics, growth promotants, added hormones, no animal byproducts).
- **The Kangen Water® Story:** Immerse yourself in the unique narrative, from Okinawa to California, blending innovation with tradition.
- **Culinary Expertise:** Acquire or partner with those who have practical skills in cooking techniques and pairings to confidently guide customers to an elevated dining experience.



## The Ambassador Kit<sup>7</sup>

- **Customer-Facing Materials:** Access professionally designed brochures and digital content to effectively communicate value.
- **Tasting Scripts & Guidance:** Utilize structured scripts for impactful tasting experiences and consistent messaging.
- **Social Media Templates:** Leverage ready-to-use, customizable templates to facilitate an impactful online presence and broaden your outreach.

Note: <sup>7</sup>The Ambassador Kit is on drawing board and is to be designed soon with feedback from distributors.

# JOIN OUR JOURNEY

Experience the Kangen Wagyu™ Difference : A Unique Opportunity for Partners, An Unrivalled Experience for Palates

## Distributors: Define Accessible Luxury



- Be part of a pioneering brand redefining premium beef, making high-quality Wagyu attainable for a broader, discerning market.
- Leverage a truly unique product that stands out in the competitive luxury food segment, bridging the gap between niche and widespread appeal.
- Share the captivating narrative of Kangen Wagyu™- from its Kangen Water®-fed cattle to its unwavering commitment to purity and a compelling business model.

**Accessible Luxury**  
**Unique Narrative**  
**Compelling Business**

## Consumers: Indulge in Culinary Excellence



- Discover a Wagyu experience unlike any other, offering a harmonious blend of rich flavor, tender texture, and a naturally healthy fat profile (BMS 5-9).
- Experience the 'B4 Advantage,' optimized for the American palate, delivering a profound culinary journey without overwhelming richness.
- Taste the discernible difference that comes from cattle raised with utmost care, nourished exclusively with Kangen Water® and free of antibiotics or added hormones.

**Balanced Flavor**  
**Kangen Water Purity**  
**Culinary Indulgence**



# CONNECT WITH KANGEN WAGYU™

Your Gateway to Premium Beef Excellence and Entrepreneurial Growth



## The Premium Unboxing Experience

### For Business Inquiries & Partnerships

- Discover how to join our growing network of distributors.
- Learn about our robust direct sales model, grounded in integrity.

### For Culinary Experience & Product Info

- Uncover the story behind Kangen Wagyu's™ unparalleled quality.
- Find out where to purchase our premium set for your table.

## Direct Contact

For questions regarding products and business, contact your upline, Enagic representative, or [info-kangenfarm@enagic.com](mailto:info-kangenfarm@enagic.com).

## Explore Further

[www.enagic.com](http://www.enagic.com)  
[www.enagic.com/shop](http://www.enagic.com/shop)  
[www.kangenwagyu.com](http://www.kangenwagyu.com)<sup>9</sup>

### WHAT'S IN YOUR PREMIUM SET?

5x 8 oz Premium Wagyu Steaks  
12x 4 oz Wagyu Burger Patties  
12x 3 oz Artisan Wagyu Sausages

**KANGEN WAGYU™ PREMIUM JERKY BOX**  
12x 8 oz Gourmet Wagyu Jerky

Note: <sup>9</sup>Under design and construction. The images shown is for illustrative purpose only, and actual products may vary in presentation, appearance, and size.



# DISCLAIMERS

- **Trademark & Usage Disclaimer:** Enagic, Kangen, Kangen Water, Kangen Wagyu, Kangen Beef, Kangen Wagyu Beef, and related logos are trademarks of Enagic and Kangen Farm. These terms and logos may not be used for commercial purposes without the express written consent or authorization of Enagic. Distributors are permitted to use these names and marks for business expansion and promotional activities as outlined in Enagic's official Policies and Procedures (P&P). However, these names and marks may not be used in legal or official capacities, such as in the naming of LLCs, corporations, or as part of website domain names (e.g., [www.kangenwagyu.com](http://www.kangenwagyu.com)), without prior written approval from Enagic. For further guidance, please refer to the official Enagic P&P or contact your Enagic representative.
- **Earnings Disclaimer:** Participation in the Enagic distributor program and Kangen Wagyu™ sales is based on a multi-level marketing (MLM) model. Earnings and income statements made by Enagic, its distributors, or in this presentation are not guarantees of actual earnings. Individual results will vary and depend on personal effort, market conditions, and other factors. No guarantee of income or success is made or implied.
- **Brand & Grading Disclaimer:** "USDA Prime<sup>++</sup>" is a proprietary brand designation created by Enagic to represent our commitment to quality that exceeds standard USDA Prime. This is not an official USDA grade. All product ratings and quality assessments are conducted independently by Masami Ranch and Japanese Wagyu experts, and may not reflect official USDA or JMGA grading standards.
- **Product Disclaimer:** All images and product representations in this presentation are for illustrative purposes only. Actual products may vary in appearance, presentation, and size.
- **Health & Purity Claims:** While Kangen Wagyu™ cattle are raised on Kangen Water® and without antibiotics, added hormones, growth promotants, or animal byproducts, these statements have not been evaluated by the USDA or FDA. No health claims are made or implied.
- **Forward-Looking Statements:** Any projections regarding market growth, earnings potential, or business opportunities are for informational purposes only and do not constitute a guarantee of future results.
- **Kit & Materials Disclaimer:** The Ambassador Kit and certain marketing materials referenced are currently in development and subject to change based on distributor feedback.
- For more information, please refer to official Enagic documentation or contact your Enagic representative.



# QUESTIONS & ANSWERS



[info-kangenfarm@enagic.com](mailto:info-kangenfarm@enagic.com)