



PHARMA

EQUITY GROUP



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Product Distribution and Projected Sales

Distribution of the dietary supplement line of RUTA brand products (RUTASleep and RUTACleanse) is projected at a rate of 1-3 units per store per month with gross margins of 65-75%. Linnet's targeted annual revenue from its RUTA Brand products is \$1.2M within twelve months from the time the products are available in stores with a goal to increase to \$5M-\$15M in annual revenue within 5 years.

RUTA brand products (RUTASleep and RUTACleanse) are currently carried by major online distribution centers such as Amazon, Drugstore.com, Groupon, and Bulu Box and negotiations are ongoing with mass market food & drug and merchandising retailers.

Additionally, the products are carried by the top two mass drug distribution companies, CardinalHealth and AmerisourceBergen. CardinalHealth distributes to 60,000+ retail pharmacies and hospitals and provides online educational marketing to the 700,000+ pharmacists, physicians, and nurses placing orders.

Although Linnet has sufficient "Proof of Claims", clinical trials are underway to enable future marketing of the products to pharmacists and health care providers. Additionally, negotiations are ongoing with mass market food & drug and merchandising retailers and release outside of the USA.

Product Pipeline Development and Expansion

Linnet is actively working to expand its health and wellness product pipeline with new technology in the areas of migraine & seizure, diabetes, ear care, sleep, stress, and topical pain.

Linnet's business plan is to generate revenue through the wholesale distribution of RUTA brand dietary supplements and other innovative wellness

products to fund new product development. Future revenue streams include pharmaceutical licensing, incubation services from existing product projects, and wholesale of other new innovative products that fit the company's distribution channels. Additionally, Linnet will actively solicit the sale of its patented new drug portfolio should an attractive acquisition opportunity present itself.

