

THE VANITIS HOLDING

Luxury Beauty. Social Commerce. Token-Driven Loyalty.

BORN IN AUSTRIA
GROWN IN DUBAI
MADE IN ITALY

Presented by Markus Sitz



THE ECOSYSTEM

A Community driven Beauty & Commerce Ecosystem

vanitis

High-performance
Women's Cosmetics

VAMOH vasouk

Premium Men's
Grooming & Skincare

Global social-commerce
Marketplace



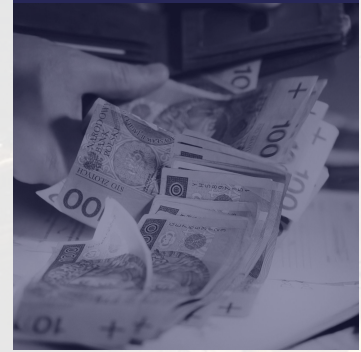
Utility Token powering
Loyalty & Rewards

ONE ECOSYSTEM WHERE EVERY VERTICAL POWERS THE OTHERS.

PROBLEM

60% CAC increase since 2018

EXTREME
COST FOR
VISIBILITY



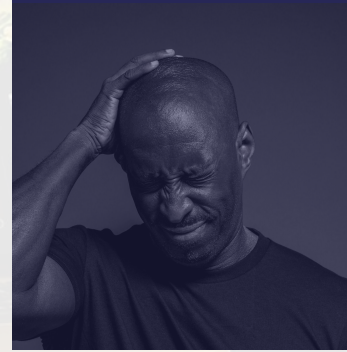
INFLUENCERS
NOT FAIRLY
REWARDED



LOYALTY
PROGRAMS
OUTDATED



MEN'S
GROOMING
UNDERSERVED



HIGH CLEAN
BEAUTY
DEMAND



The Beauty Industry is fragmented, expensive 80% of Brands rely on middlemen and Early-stage brands lack access to high-impact visibility without heavy upfront cost.

SOLUTION

COMMUNITY GROWTH

User: single Benefits increase with Community

Effect: lowers Marketing cost & increase LTV

REAL LOYALTY

User: gives real Value and freedom of Decision

Effect: increases Retention & automated Revenue

A FLYWHEEL THAT BECOMES STRONGER WITH EVERY TRANSACTION

enabled through founders, operators, and strategic execution partners

NFT BOOSTERS

User: boosts Commissions and Benefits
Effect: increase long term activity

COSMETIC PRODUCTS

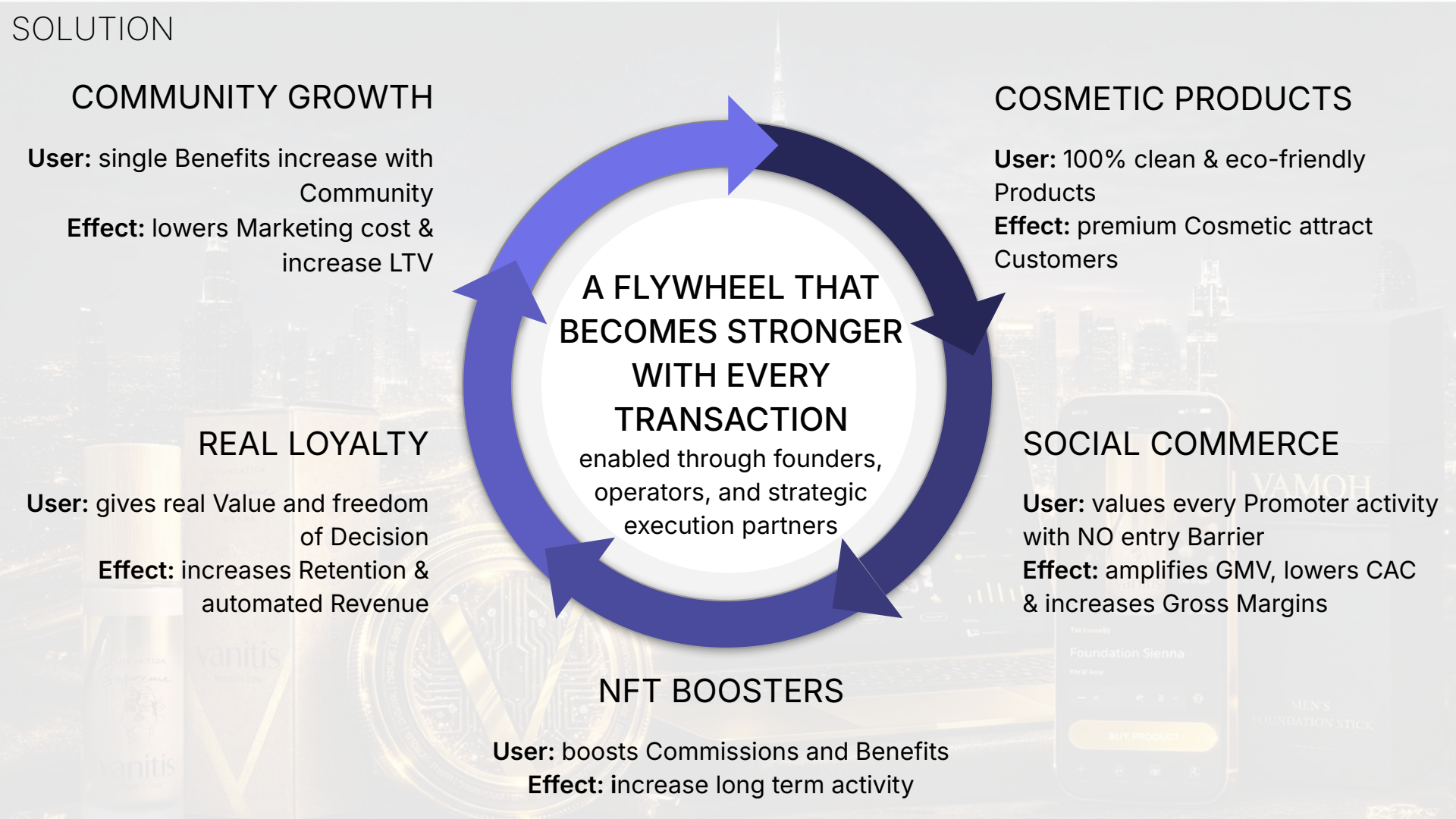
User: 100% clean & eco-friendly Products

Effect: premium Cosmetic attract Customers

SOCIAL COMMERCE

User: values every Promoter activity with NO entry Barrier

Effect: amplifies GMV, lowers CAC & increases Gross Margins



VANITIS & VAMOH

100%

Human
Animal
Eco

Friendly

+300 SKU's
developed

MADE IN ITALY

\$160K
Manufacturer invested

50K PRODUCTS
ready December 2025



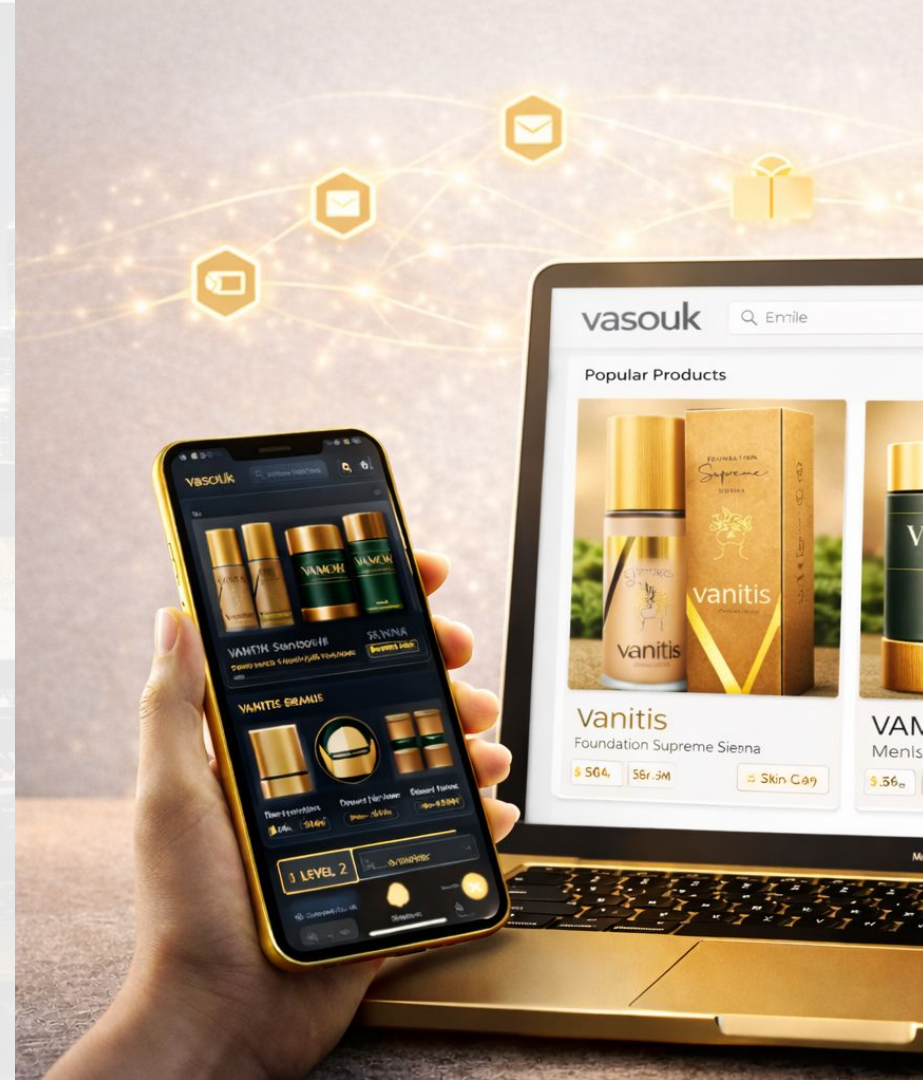
Interconnected Social Commerce

**PEOPLE
POWERED**
every effort gets
Valued without
Barriers

**PROMOTER
MODEL**
lowers CAC
increases
Engagement

**REAL
REWARDS**
Promoter Model
connected with
Loyalty System

**GLOBAL
SCALABLE**
global reach
without Borders
from Day one



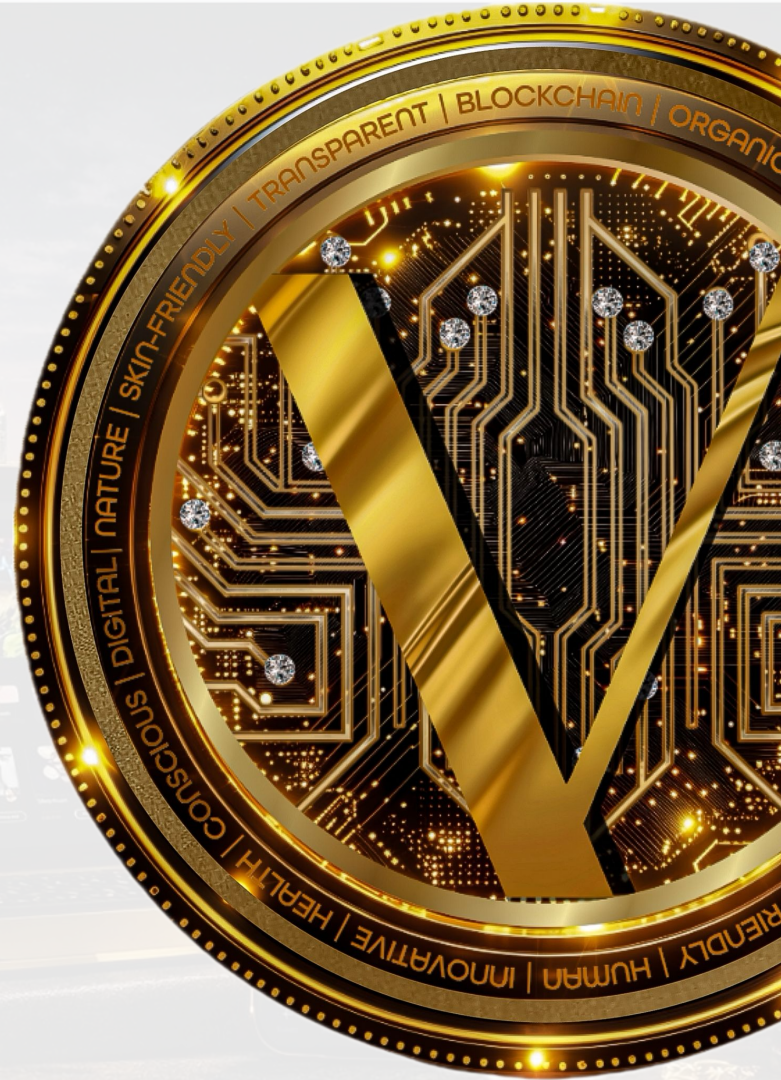
VATO TOKEN UTILITY

Our Loyalty Engine For Real Value

**1%
CASHBACK**
on all Orders
from all Vendors
at vasouk

**PROMOTER
POOL**
the Loyal holding
defines the share
of the PRP Pool

**100%
INTEGRATED**
As Loyalty
currency of
vasouk



A Built-In, Sharia-Aligned Charity System

AUTOMATIC CONTRIBUTIONS

With *every VATO trade*, a small portion flows into the Charity Pool.

Promoters can activate Sharia Mode, which redirects all non-Sharia-compliant commissions directly into the charity pool.

COMMUNITY-DRIVEN GIVING

Every promoter participates in quarterly charity voting.

The community chooses the most meaningful project to support.

TRANSPARENT DISTRIBUTION

The Charity Pool is distributed every quarter to the winning project.

A dedicated charity page shows

- Live Charity Pool volume
- Live voting results
- Past impact reports

SUCCESS MEANS MORE WHEN IT UPLIFTS OTHERS

Strong Foundation - Ready For Scale

vanitis

VAMOH

vasouk



50,000 PRODUCTS
ready for sale

\$1.3M VALUE
of finished Products

\$160K RAISED
Manufacturer invested

FIXED PRICING
for all future production

20+ SKUs
Formulations ready

INNOVATIVE
Products in finalisation

Q4-2026
Ready to Launch

70+ PROMOTERS
registered

5 VENDORS
registered

+700 MEMBERS
Community

FASHION FACTOR
Strategic launch & media
partner (LOI signed)

TOKEN APPROVED
reviewed from BNB Chain

HELION CAPITAL
Strong Web3 Support

STAKING & NFT
Live & ready for scale

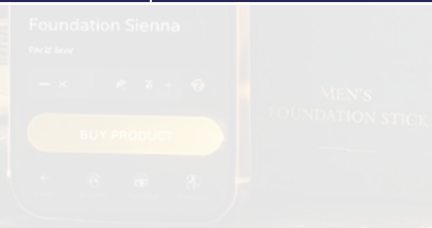
KYC & AUDITED
Smart contracts safe

Creating Our Own Category

	Products	Marketplace	Loyalty	Web3	Real Utility
Luxury Beauty Brands	✓	X	X	X	X
Commerce Platforms	X	✓	X	X	X
Web3-Only Projects	X	X	X	✓	Partial
vanitis Holding	✓	✓	✓	✓	Full

VANITIS HOLDING

ONE SINGLE, DEFENSIBLE ECOSYSTEM



From Launch to Global Scale

2026

LAUNCH

2027

EXPANSION

2028

UPGRADE

2029-2030

DOMINANCE

Q1 - LAUNCH VANITIS
& VASOUK

Launch activation
executed with strategic
partner support

Q4 - LAUNCH VAMOH
& 1,000 PROMOTERS

Q1 - EU & US
EXPANSION

Q3 - E-LEARNING
INTEGRATION

LAUNCH METAVERSE
BAAS INTEGRATION

10,000+ PROMOTERS

GLOBAL BEAUTY &
COMMERCE
FOOTPRINT

INITIAL BRAND ACTIVATION SUPPORTED BY STRATEGIC PARTNERS.

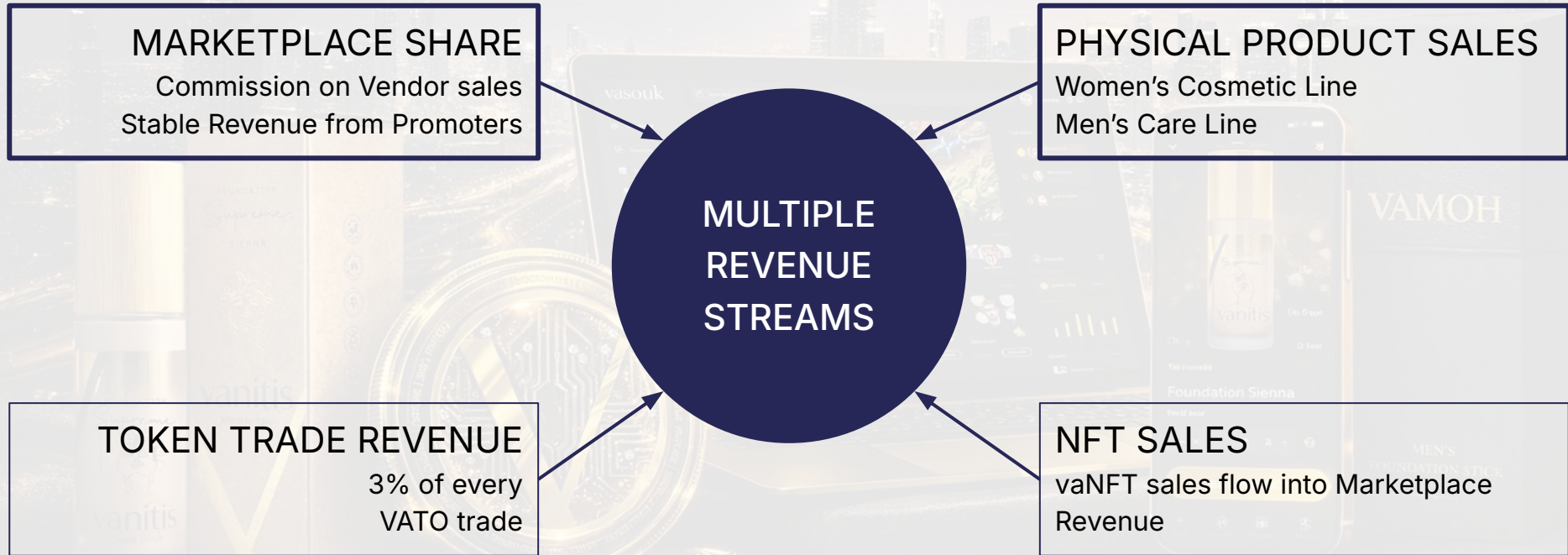
\$1.4 Trillion

"WE OPERATE EXACTLY AT THE INTERSECTION
WHERE ALL GROWTH CURVES MEET"

	2025		2030
Women's Beauty	\$40-45B	→	\$70-100B
Men's Grooming	\$55-90B	→	\$120-150B
Social Commerce	\$1.2T opportunity		
Web3 Loyalty	Rapid global adoption		

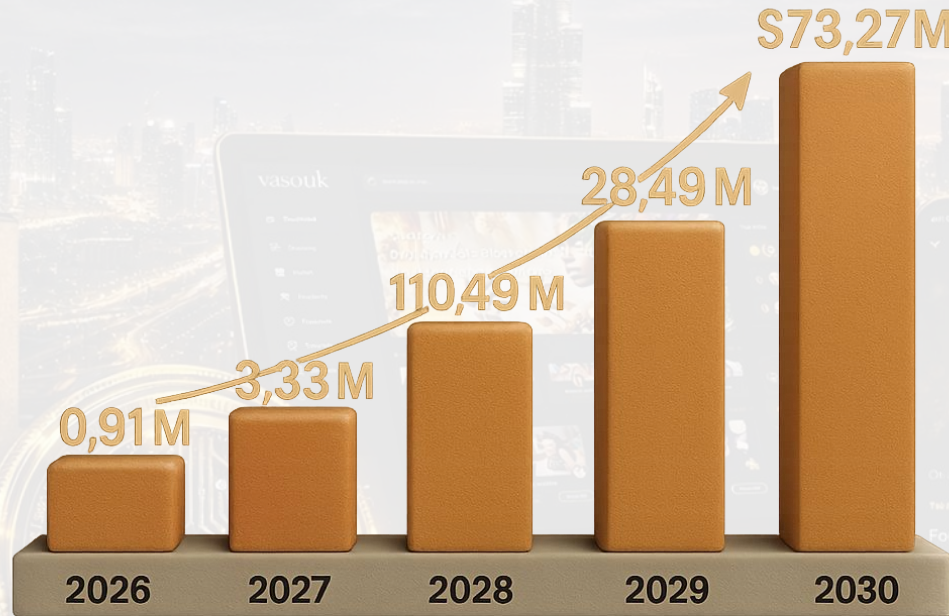
ALL REVENUE STREAMS

REINFORCING EACH OTHER



Growth Forecast

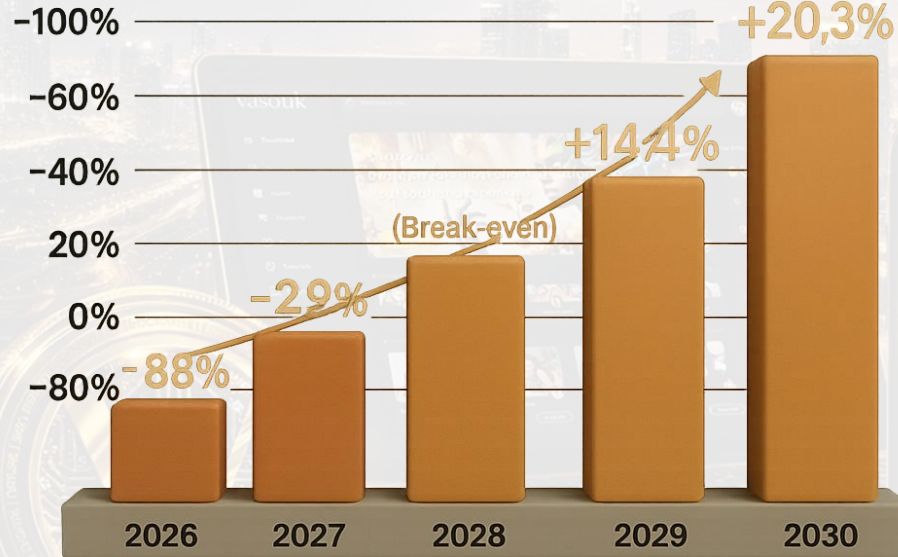
CAGR +164%



SCALABILITY THROUGH MARKETPLACE, LOW-RISK BY REAL INVENTORY & SECURED PRODUCTION

EBITDA Progression

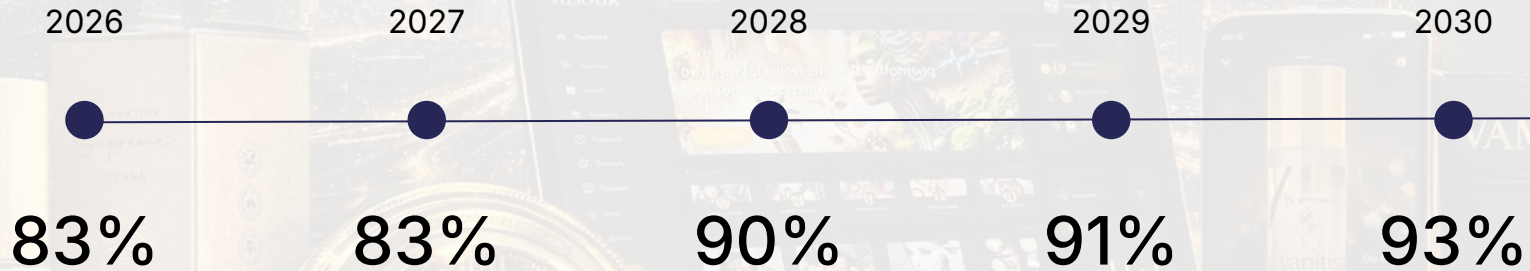
Break-even
2028



DRIVEN BY HIGH-MARGIN PRODUCTS + MARKETPLACE FEES + COMMUNITY ACQUISITION

GROSS MARGINS

Exceptional Gross Margins From Revenue Streams



FORECASTS ARE BASED ON PHASED ROLLOUT OF PRODUCTS, MARKETPLACE & PROMOTERS

Community Engagement Drops Expenses



World-Class, Execution Team



Markus

Sabrina

Mohamad

Sharif

Oliver

Stefano

Sitz

Sitz

Arabi

Thomas

von Wolff

Tunesi

Founder &
CEO

Founder &
COO

CSO &
CMO

Marketing
Partner

Strategic
Advisor

Manufacturing
Partner

Vision,
Execution and
Technology
Leadership

Brand
operations
and product
storytelling

Commercial
lead with UAE &
DACH market
network

Strategic brand
builder driving
global visibility &
demand

Advisor on
governance, capital
strategy and market
access

Manufacturing
executive with 25+
years cosmetics
expertise

EXECUTION DRIVEN BY FOUNDERS, OPERATORS, AND INDUSTRY PARTNERS

OPPORTUNITY

Investment & Funding Strategy

\$500,000

CONVERTIBLE
INVESTMENT
NOTE

SHARIA
FRIENDLY

LONG-TERM
ALIGNED
CAPITAL

DIFC
JURISDICTION

REGISTER INVESTMENT INTEREST

THE STRUCTURE PROVIDES CLEAR DOWNSIDE DEFINITION
WITH LONG-TERM UPSIDE THROUGH EQUITY PARTICIPATION

Growth Milestones

NOW

\$500,000

- Manufacturing & inventory
- VAMOH launch
- vasouk launch & promoter onboarding
- Marketing engine
- Team & operations

Early 2027

FUTURE
CAPITAL

- Commercial traction
- Expansion USA & EU
- Revenue validation
- Scaling logistics & production

Early 2028

GROWTH
CAPITAL

- Global expansion
- Marketplace scale
- Product diversification
- Technology growth

FUNDING ROUNDS ARE MILESTONE-DRIVEN, NOT TIME-DRIVEN

WE USE CONVERTIBLE NOTES

Three Investor Pathways

Investor Group	Investment Range	Goal
Community Funders	\$2.5k - \$25k	standard reporting
Angel Investors	\$25k - \$250k	quarterly updates + optional calls
VCs & Family Offices	\$250k+	enhanced reporting

ECONOMIC TERMS ARE IDENTICAL ACROSS ALL INVESTORS

DIFFERENCES APPLY ONLY TO REPORTING, ENGAGEMENT AND GOVERNANCE VISIBILITY

CONCLUSION

We Are Prepared To Scale Globally

- ✓ INVENTORY SECURED
- ✓ MANUFACTURING INVESTED
- ✓ TOKEN APPROVED
- ✓ TEAM ASSEMBLED
- ✓ NETWORK STRONG
- ✓ ECOSYSTEM READY



THE FUTURE IS NOW

Join Us in the Future of Beauty, Commerce & Web3

vanitis

VAMOH

vasouk



WOMEN'S COSMETICS

MEN'S COSMETICS

MARKETPLACE

LOYALTY

REGISTER INVESTMENT INTEREST

OFFICE@VANITIS.COM