

COMPANY PROFILE



ABOUT US

We are an Australian based, family-owned and operated company driven by our desire to create and supply great coffee and healthier coffee-based products available to everyone in a sustainable way.

Our aim is to introduce Australian and global coffee consumers to the best specialty coffee and nutritious coffee-based products. We focus on niche, healthy, and innovative products.



VISION

To inspire an Indulgent Healthy Living.

We believe that a long-term vision that focuses on people's health and wellbeing and is guided by quality, sustainability and innovation in our business will strengthen our communities and the world.

WE'RE OPEN TO GREAT IDEAS
WE'RE OPEN TO GLOBAL COLLABORATION AND PARTNERSHIPS
WE'RE FIT FOR FUTURE

OUR NAME AND ORIGINS

Our name "BOMCAFÉ" is a popular and powerful expression in Brazilian Portuguese. It was created by combining the Portuguese word "BOM" and "CAFÉ", signalling a brand inspired and proud of its rich Latin American heritage and centuries of unmatched experience producing exceptional quality coffee products that generations have enjoyed. In addition, BOMCAFÉ embodies the tradition of friendship, openness and a cheerful lifestyle – a true spirit of Latin culture.

Translating into English, BOMCAFÉ means:

"GREAT, REMARKABLE, EXCEPTIONAL QUALITY COFFEE".

BOMCAFÉ is who we are today, where we come from and what we aspire to be. We are a value-based company built on a culture of quality, integrity, and innovation and "Be Great, Be Remarkable and Exceptional" describes how we want to approach our business and inspire people, our partners, and the communities in which we work and live.

BOMCAFÉ tells the story of a company that thrives on quality, cheering for diversity and inclusion, attracting the best talents and committed global partners, with a clear vision of the health and wellbeing of customers at its heart.

Great coffee, a healthier diet and a cheerful lifestyle – that is what we stand for.





THE FOUNDER

Luis Silva De Sousa

BCom (Appl Finance), MCIPS* (Australia)

Mobile: +61 413 883 299 Email: luis@bomcafe.com.au

FOUNDER'S NOTES

Over 2.25 billion cups of coffee and millions of highly processed coffee-based products are consumed in the world every day.

Have you ever imagined how a little thing like choosing healthier coffee-based products could inspire a healthy living lifestyle and help enhance people's lives and wellbeing?

I started Bomcafé Australia to make it easier for ordinary people, offices or businesses to find great-tasting hand-made coffee and café style products that are delicious and healthy. We may have started out as a small sourcing company of specialty coffee brands that helped an elite customer segment of health-conscious and passionate coffee lovers. Still, Bomcafé is evolving into a leading brand offering a wide range of healthy coffee products accessible to everyone globally.

We're an Australian-based family-owned and operated company aiming to pioneer the healthy living lifestyle by launching delicious, healthier coffee-based products made even more nutritious with essential minerals and nutrients. For us, great coffee products mean so much more than just the rich aroma and unique flavour; they must be delicious but nutritional and healthy.

We focus on niche, healthy, and innovative products. This approach is reflected in how we aim to fulfil our role as a socially responsible business.

At Bomcafé Australia, we believe that a long-term vision that focuses on people's health and wellbeing and is guided by quality, sustainability and innovation in our business will strengthen our communities and the world.

Let's keep looking after ourselves and each other.

Cheers,

Join Us In This Exciting & Profitable Venture! Let's Build A Brighter Future Together.



OUR STORY

Bomcafé Australia offers a truly exceptional coffee, along with an exclusive range of premium café style products and a wide range of healthy coffee-based products. Founded in 2019 by Luis De Sousa, the brand is inspired by a Latin heritage and its rich coffee-making history and cheerful lifestyle.

THE FIRST STEPS

Ours is the story of an improbable journey of success by our founder, an independent entrepreneur, and coffee lover - Luis De Sousa.

Luis De Sousa is a native of the tiny tropical island of Sao Tome & Principe. The islands were colonized by Portugal and were at the height of its past colonial, one of the world's biggest cocoa producers, while Sao Tome was among the earliest origins where coffee was introduced from Salvador Bahia, Brazil, as a cash crop in 1802. However, due to farming traditions and lack of mechanization in the local industry, coffee is still traditionally produced on a small scale in family farms where fertilizers are not commonly used. As a result, high-quality organic coffee remains a significant export of Sao Tome.

Luis was born into a humble family in the city of Sao Tome. He harvested organic coffee beans in the local coffee farms in Santa Catarina and Monte Café. He grew up in a farming environment where coffee was processed, roasted and packed for further commercial use.

His quest for knowledge, passion for coffee, and pursuit of excellence have always been present at the decisive moments of his life. In 1996 he graduated from Havana University-Cuba and implemented a marketing mix strategy for Café Cubita, the leading Cuban coffee brand.

In 2002 he moved to Australia to pursue a postgraduate degree. After graduating from MBA at Sydney Business School in 2007 and working in the procurement and purchasing field across Australia for over 14 years, Luis cemented his coffee industry and commodity expertise. He became well-versed in the Australian and Asian-Pacific coffee markets.

Concerned with the lack of availability of specialty coffee and poor nutritional value of coffee-based products in the Australian market, Luis created this iconic coffee brand in 2019. His goal was to fill a gap in the market by helping everyone find great-tasting, hand-made coffee and café style products that were affordable, delicious, but most importantly, healthy.



Luis's pioneered creating coffee-based products that follow the Australian Dietary Guidelines and nutritional recommendations of the Australia Heart Foundation and Diabetes Australia. All products developed under these strict guidelines contain carefully selected natural and organic ingredients only, are fortified with nutrients and essential minerals. They also contain very low saturated fat, zero or low sugar, low calories, gluten-free, and no extra kilojoules that affect blood glucose levels.

"The first questions I am frequently being asked is, how did all this come about? So many things led me to the point of starting Bomcafé Australia: my affection for the countryside and organic farming; the need for greater and healthier coffee beverages and products made with consumers' health and wellbeing at heart; the desire for superior quality, fresh and certified organic coffee products; my affinity with Africa and Brazil; a love of beautiful and simple things; a total commitment to a brand that genuinely values friendship between people, cherish striving communities, care for the environment and the planet, and do anything to look after them every day.

We may have started as a small coffee company of specialty coffee brands that helped an elite segment of health-conscious and passionate coffee lovers. Still, Bomcafé is evolving into a leading brand offering a wide range of certified healthy coffee products accessible to everyone globally". – Luis said.

Bomcafé is a symbol of dynamic entrepreneurship and innovation and the essence of a cup of deliciously healthy coffee.



OUR VALUES

Our values and guiding principles evoke the journey of our founder. They define how we treat one another, our customers, partners, employees and our communities. They drive our thinking, actions, process, and benchmarks. They keep us committed to progress, but not at all costs.

We aspire to live by these values every day.

Do the right thing: We're open and ethical in all dealings.

Go above and beyond: We are committed to exceeding expectations.

Drive change: We pursue a creative approach in everything we do.

Do it better: We set the bar higher every time.

Believe in each other: When we work together, anything is possible.

Corporate Citizenship: We are committed to improving people's lives in the communities where we operate, focusing on environmental stewardship and activities to benefit society in general. We volunteer and financially support health, education and other worthy causes.







Bomcafé Expected Behaviours

- Make customers and partners our priorities.
- Deliver results with excellence.
- Collaborate with openness and honesty.
- Lead with courage and passion.
- Invest in our team and empower each other.
- Win with speed, agility and scale.
- Reach higher, embrace change and learn from setbacks.
- Respect people, our community, and the planet.
- Live the Enduring Values.

THE MATESHIP THAT UNITES US

At Bomcafé Australia, we strongly believe in friendship, diversity and inclusion and the power of coffee to keep people united, happy, and healthy.

The mateship and proximity that unites us translate into an inseparable bond that allows us to continuously anticipate our customers' and partners rapidly changing needs and develop new products and services to meet those needs now and in the future.

We cherish the goodwill in people and our communities and aim to do our best for them every day – so whoever you are, wherever you are, and whatever you're in the mood for, we've got great coffee and café style products for you. So let us know what makes you tick, and we'll find it or create it for you.



DISCOVER YOUR BOMCAFÉ TODAY



OUR PRODUCTS

Discover the vast product portfolio of Bomcafé Australia.

Bomcafé offers a truly exceptional coffee, along with a wide range of premium café style products and an exclusive selection of healthy coffee-based products. Our unique coffee-based products include premium organic, dairy-free, sugar-free, low sugar, gluten-free, low-fat products and more.

Here are just a few samples of our 60+ products.

































Our products are developed and certified following stringent Australian food and beverages dietary guidelines to meet the Australian and Western quality and safety standards.

*Artwork designs and photographs on this brochure depict fixtures, finishes and features of the future packaging of the brand. Accordingly, additional information about each featured product will be included in the final version of the brand's e-commerce website and marketing materials. To learn more about the brand and get in touch with the founder, please feel free to contact Luis De Sousa, Mobile: +61 413 883 299, Email: luis@luisdesousa.com.au. Alternatively, you can contact him through the following postal address: 261 Queen Street, GPO Box 2732, Brisbane, QLD 4000, Australia.

QUALITY AND GLOBAL CERTIFICATIONS

We make an unusual effort to identify and work with the very best professionals and companies.

Although our activities are measured in millions of dollars, we select our people, partners and suppliers one by one. We aim to partner with the best coffee companies and fully certified suppliers in local and global markets.

Certifications in quality management systems, dietary requirements, storage chains, control, analysis, and sustainability are our guarantees that ensure our products meet the stringent safety and quality standards of the most demanding and competitive markets.













STRATEGIC PRIORITIES AND BUSINESS MODEL

We aim to offer a portfolio of healthy products that include the finest coffee and café style products and tailored food services that evolve with innovation and consumer demands.

We strive to create healthier coffee-based products suitable for all consumers and enhance people's health and wellbeing. It's a people-oriented business.

Our vision and strategy guides our choices today and shape our portfolio for tomorrow - whether through product innovation, partnerships or acquisitions.

OUR STRATEGY: THE CHOICES WE'RE MAKING

We aim to focus our energy and resources on specialty coffee and healthier coffee-based products to make the most remarkable difference to people's lives, protect and enhance the environment, support local communities, and generate significant value for our customers, strategic partners and other stakeholders alike. This is why we:

- Aim to apply our global network and Australian expertise in nutrition, health and wellness
 to help people, families, and communities to thrive for an "indulgent, healthy living", which means live happier, healthier lives.
- Meet the modern consumer's needs with healthy, delicious, convenient coffee-based products for conscious, time-constrained lifestyles.
- Bring affordable, certified, high-quality coffee and nutritional café products to customers and communities, regardless of their income level.
- Collaborate with renowned global coffee companies and institutions to bring distinctive, premium coffee innovations to market the finest coffee-based products fueled by creative exploration, consumer insights, pioneering nutrition and culinary excellence.
- Advance our sustainability initiatives to support the global farming communities to care for our planet, support a sustainable food ecosystem, particularly in terms of:
- Production, packaging and delivering our products in ways that are safe and protect the environment and communities.
- Offering more plant-based food and beverage options enables us to be the consumers' preferred choice to diversify their food and drink diets.

TARGET MARKETS AND EXPANSION OVERVIEW

Bomcafé aims to expand, with a focus on omnichannel sales. We want to make it possible for our customers to shop and be inspired when and how they choose – in retail stores, on our brands' own websites, digital marketplaces, and social media.

EXPECTED GROWTH AND EXPANSION THROUGH INTEGRATED CHANNELS

Leveraging Asia and Global Growth

While technology has played a key role in the consumer goods industry's growth, it will be truly disruptive in the coming decade.

The pandemic has accelerated the already ongoing transformation of the food and beverage industries, with increased digitalization that has rapidly changed consumer demand and customers' behaviour. The current situation has changed the preconditions for, among other things, rental terms for retail café stores, warehouses etc. As part of the company's planning for retail and distribution optimization, Bomcafé Australia seeks to diversify the supply chain solutions to ensure the best retail portfolio for each market.

We seek to operate and grow our operations in Australia and expand to other dynamic and growth markets such as Japan, Singapore, South Korea, China, and other well-established Asian-Pacific countries

We seek strategic partnerships and collaboration to create and distribute our premium products in the EU and US market countries.

In autumn 2022, Bomcafé will launch on the e-commerce platform Zalora in the Philippines. After that, we plan to launch on Amazon and other local and global e-commerce platforms suitable to serve customers globally and acquire a significant market share in the highly competitive US and EU markets, respectively.



OUR VALUE CREATION MODEL

Our long-term value creation model is based on the balanced pursuit of resource-efficient topand bottom-line growth and improved capital efficiency. We create value by:

- Offering high-quality and safe products that enhance peoples lives.
- Fueling growth through global strategic partnerships and innovation.
- Implementing an efficient supply chain system.
- Fueling growth through diversification of investments in selected high growth sectors to manage risk and advance our financial position.
- Allocating our resources and capital with discipline and clear priorities, including through partnerships, acquisitions and/or divestitures.

ENSURE SUSTAINED MID-SINGLE-DIGIT ORGANIC SALES GROWTH

We aim to build and maintain a diversified portfolio, both in terms of geography and category. We are based in Australia. Our ability to adapt to changing environments and nourish our high-quality products will contribute to long-term financial performance. Our objective is to achieve sustained mid-single-digit organic sales growth through a combination of strategic partnerships, portfolio management and market share gains.





CREATING SHARED VALUE: THE WAY WE OPERATE

We are built for the long term, act strategically with focus and combine local resources with global know-how to create value for both society and our shareholders at a meaningful scale. We do so because we believe that business should be a force for good. We aim to make bold commitments to reduce greenhouse gas emissions to fight climate change or unforeseen natural disasters that may harm our communities. We will continue to advance our sustainability agenda and create new business opportunities by ensuring Bomcafé products speak to our purpose.

To do so, we will continue to seek long-term global strategic partnerships and work with our partners to:

- Enable people and families to live healthier, happier lives by continuously improving the nutritional profile of our products.
- Build supply chain resilience by improving livelihoods and being a responsible partner to the local communities directly connected to our business activities.
- Steward resources for future generations by enhancing the environmental performance of our operations and scaling up nature-based solutions to regenerate our biosphere and care for people and the planet.
- Support the development of more circular economy solutions.

To ensure these efforts are autonomous, we aim to maximize long-term value creation by achieving sustained mid-single-digit organic growth, delivering continued moderate margin improvement and allocating capital prudently.

BUSINESS IMPERATIVE

Deliver sustainable, fair and equitable returns to our communities, partners and shareholders.



AN OVERVIEW OF OUR INVESTMENT RATIONALE

With the ever-increasing consumer demand for healthier coffee-based products, health-conscious consumers and many within the industry ask where the supply of safe, certified and healthy coffee beverages will come from.

Over 2.25 billion cups of coffee are consumed in the world every day.

Global Coffee Market was valued at USD 465.9 billion* in the year 2020 backed by increase in the number of buyers demanding certified coffee products by the consumers.

The Australian coffee market alone recorded a revenue of USD 2.36 billion* in 2020, and it is projected to reach a CAGR of 2.19% during the forecast period 2021-2026. This demand level provides an opportunity for coffee drinkers to affect change by simply swapping to healthier coffee-based brands such as Bomcafé.

AUSTRALIA AND GLOBAL MARKETS



Bomcafé has faith in Australia and the global coffee industry, specifically in the "Plant-based and Organic " niche segment.

With the rapid increase in population growth and increasing demand for plant-based and organic products, we believe the demand for high-quality coffee-based products will be robust in the decades to come. In essence, specialty coffee and healthy coffee-based products have proven more immune to downturns and more accessible effects with broader market appeal.

Another trend that gives us confidence in the coffee industry is digital technology's impact on global vertical supply chains. Competition is sharper, goods cheaper, and profits easier to attain. Consumers have access to unprecedented choices and ever-mid range price points in the US, EU, Australia and ASEAN countries.

^{*}Source: Australia Coffee Market | 2021 - 26 | Industry Share, Size, Growth - Mordor Intelligence.

^{*} Source: Global \$465.9 Billion Coffee Market (Value, Volume) (globenewswire.com)

Bomcafé Australia seeks out dynamic, visionary investors and nimble consumer-facing companies with business models that take advantage of this food, supply chain and technology-driven trends and capitalise on the current opportunities in Australian and global markets.

OUR APPROACH

Bomcafé Australia aim to bring a renowned Australian food and beverages research and expertise, innovative ideas, a proactive approach, access to new markets, expansion opportunities and a vast business and investment network to help our customers, partners, and communities we serve.

With quality and innovation, we aim to create healthier products and build a new wave of health-conscious coffee consumers who will be giving a voice to organic farmers and agricultural communities across the globe. For us, good coffee means so much more than just the rich aroma and flavour; it must be delicious but nutritional and healthy. This approach is reflected in how we fulfil our role as a socially responsible business.

BOMCAFE PRODUCTS MAKE A WORLD OF DIFFERENCE.

Why choose Bomcafe products? The difference is in the details.



LOW FAT & NUTRITIOUS

Our products are 99% fat-free and expertly blended with essential minerals, lean protein, and antioxidants. As a result, they're nutrient-dense and one of the healthiest in the market.



VEGAN FRIENDLY

Animal welfare and plant-based nutrition matter to us. That's why we don't produce products containing whey or collagen.



100% NATURAL

You don't need a chemistry degree to work out what's in our products. We use all-natural ingredients grown from the earth.



LOW CARB

No added sugar and low in carbohydrates. Our sachet products and powders are naturally sweetened with Stevia, which means they taste great, too.



GMO + ALLERGY FREE

You can relax knowing our products are free of genetically modified ingredients and known allergens, including gluten.



AUSTRALIAN MADE

A mix of imported and made in Australia with local ingredients you can trust. Lower production costs and lower food miles makes sense economically and ecologically.



COLLABORATIONS, PARTNERSHIPS & JOINT VENTURES

Are you open to exploring new opportunities and expanding?

In today's globalized market, the most forward-thinking companies and investors are teaming up with agile companies to establish local partnerships and create bespoke, executable strategies that account for the full spectrum of variables, including product development, marketing, supply chain, sales, etc.

Bomcafé Australia Pty Ltd is committed to nurturing strong and strategic partnerships and alliances that foster long-term mutual growth. We believe that having a reliable network of resources, strong partnerships, and strategic partnerships and collaborations is the most effective way to create a shared value and, consequently, new opportunities for expansion and growth.

WHY AUSTRALIA?

Australia is an attractive location for astute entrepreneurs and visionary investors to discover and capitalize on investment opportunities in high growth sectors. The flexible, market-driven economy encourages new and expanding enterprises, and Australia's political, economic, legal and social systems are robust and transparent, ensuring stability and surety for anyone conducting business.

Australia is the gateway for fast-growing Asia-Pacific markets, with 4 billion inhabitants accounting for 60% of the world population. Moreover, its location and strong ties with the region and Europe and the Americas lend this landscape some unique opportunities for global and regional businesses. Specifically, well-established companies view Australia as presenting the best business case for regional headquarters to target the dynamic Asia-Pacific region.



Brisbane City, Australia



In Australia and Asian-Pacific, success is driven primarily by local expertise, long-lasting local partnerships. Together, we can leverage our capabilities to offer great and innovative products to local customers, giving us a competitive advantage in cementing our position in the Australian market and beyond.

Also, with brands and people synergies between our businesses, we can capitalize on the opportunities to create sustainable, long-term risk-adjusted returns for you and all shareholders.

We aim to keep building enduring relationships with corporations, private individuals, businesses, institutions, customers, partners, suppliers, and communities in Australia and abroad.

Are you looking for an investment partner in Australia?

We'd like to hear from you if you are an established group, conglomerate, leading company or investor.

CONTACT BOMCAFÉ AUSTRALIA

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WHY PARTNER WITH US

We offer a unique and compelling experience to our customers and partners. We have an absolute focus on our business, and for us to succeed, our customers and partners must also grow and succeed. Therefore, we strive to fully understand our customers and partners' needs and align our interests with theirs.

Here are a few benefits and advantages of partnering with us.

Capitalize on The Expanding Australian and Global Coffee Market

*The Australian coffee market recorded a revenue of USD 2.36 billion in 2020, and it is projected to reach a CAGR of 2.19% during the forecast period 2021-2026. There is a massive opportunity for expansion and growth, and together we can explore opportunities to capitalize on it.

Leverage Our Capabilities To Gain and Increase Market Share

Together we can leverage our capabilities to offer great and innovative products to local customers, giving us a competitive advantage in cementing our position in the Australian market and beyond.

Explore New Opportunities

We pro-actively explore new opportunities, living our values with transparency and consistency and integrity. We honour the trust placed in us by the clients we serve, investors, partners, and staff, endeavouring to manage all our resources transparently, reflecting our mission. We aim to do what is right and do what we say we will do.

Brand Development Partnership & Network

Innovative products don't have to remain niche. We aim to connect everything seamlessly to promote all our products and those from our partners as well – Brand promotion, audience development, B2B advertising, and social media will be just the start.

Supermarket, Convenience & Ecommerce Sales (Market Knowledge and Proximity)

Our corporate headquarters is strategically located in Australia, the gateway for fast-growing Asia-Pacific markets, with 4 billion inhabitants accounting for 60% of the world population. The Asia Pacific is the fastest developing coffee market. Factors such as the rising disposable income,

rising coffee culture, increase in the number of cafés, and augmented demand for premium cafés are significant drivers for market development. We aim to make the products we carry available across multiple channels to meet the local market demands.

We're Proactive and Pursue a Creative Approach

We continuously strive to anticipate our customers' rapidly changing needs and develop new products and services to meet those needs. However, we know that the world of investing will not stand still and that complacency can lead to catastrophic results and extinction.

We Drive Change

We stress creativity and imagination in everything we do. While recognizing that the old way may still produce results, we continuously strive to find a better solution to challenging problems.

Business Imperative

Together we can grow and expand faster and deliver superior and sustainable returns to our partners and shareholders.

We Strive For Value Creation and Profitability

Value creation and profitability are critical to achieving superior, long-term returns to our partners and shareholders. It's our priority.

Excellence

We take great pride in the quality of our products, services and the outcome of our performance. We have an uncompromising determination to achieve excellence in everything we undertake. Though we may be involved in a wide variety and heavy commercial activities, we would rather be best than biggest if it came to a choice.

Trust & Respect

We act with integrity, consistency, and honesty in all that we do. We value a culture of openness and inclusion in which everyone is treated fairly and where everyone has an opportunity to contribute.



Passion For Coffee and Success

We strive for success, remain proactive and entrepreneurial and pursue our investment endeavours with a sense of urgency and total dedication to sustainable results.

Highest Quality Standards (Quality, Safety & Wellbeing)

We aim to create and distribute certified, premium coffee and café-based products from the source and Australian-made products to guarantee our customers enjoy a quality coffee experience in a sustainable manner. We value human life and wellbeing above all else and take action accordingly. We are personally accountable for the quality of products we offer and collectively responsible for the safety and wellbeing of our customers who depend on them.

We're Lean, Agile and Flexible

We consider our size an asset that we try hard to preserve. We want to be big enough to undertake the most extensive investment venture that any of our competitors could contemplate, yet small enough to maintain the loyalty, the intimacy, and the esprit de corps that we all treasure and contribute significantly to our success.

We're Multicultural and Multilingual

We speak English, Portuguese and Spanish.

At Bomcafé Australia, we believe who you are and where you come from make you better at what you do.

We work as one team, bringing together people from various backgrounds whose different languages and perspectives enrich our business. That's why we value diversity, inclusion and empathy.

Our open, flat structure is built on great leadership and a vision-underpinned by great people with like-minded values. We have a genuinely connected culture focused on delivering an excellent experience for our investors and stakeholders.

Resources and Tailored Support

We assist our partners with regulatory requirements to gain entry into the Australian market - Product Branding, Labelling, Barcoding, Product Imports, Customer Care and Product Wholesaling, including eCommerce and more.



Fairness and Competitiveness

Our business is highly competitive, and we aggressively seek to expand our client relationships and results. We're fair competitors and never denigrate other companies or institutions.

Preserve Our Assets

Our assets are our people, partners, capital, and reputation. If any of these are ever diminished, the last is the most difficult to restore. We are dedicated to complying fully with the letter and spirit of the laws, rules, and ethical principles that govern us. Our success depends upon unswerving adherence to this standard.

Confidentiality and Discretion

We protect the confidentiality of information to which we have access in conducting our business in accordance with applicable laws and contractual agreements. This information includes but is not limited to products, transactions, business and investment matters, confidential personnel information, and other information concerning our clients, partners, investors, and shareholders.

Come Build A Bright Future With Us!

Let's Grow Together



CONTACT BOMCAFÉ AUSTRALIA

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INDULGENT • HEALTHY • LIVING