

==WEBVTT - This file was automatically generated by VIMEO==

Oh, wow. I was watching the video. I was so mesmerized. I didn't realize it was me. Hello. You welcome. Thank you so much for joining us today for powering up. It's our fall 2022 a special event from magfos today November the 17th and welcome to you. Whoever you are wherever you are on the face of planet Earth. Thank you so much for joining us. We've got a quite a quite a schedule for you over the over the coming minutes before we go any further. Let us bring in my friend. My co-host lovely Kate Kennard. Hey Kate any come yeah, what's going on? What's going on? But just adjust my thing here. Yeah, it's super exciting. We were just doing a rehearsing a little bit earlier on and everyone was like can we go can we just go live and actually get this thing happening, please? Yeah, yeah. Yeah, so so here. You hear an echo at the moment. I'm not hearing one. So I'm gonna I'm going to plow ahead while while we sort that while we thought that I was just gonna say, I don't know where the chicken I'm gonna be able to chat about this while we sort that out. We're meeting at a kind of an amazing time. I mean, okay, you've been doing these broadcasts with me what for a year and a half because I don't know what it is. Now it feel it's if you look at the calendar, it's a couple of years feels like a month because it's been so much fun doing it with you, but but the truth is that they've been huge huge huge changes over that time and we've now got, you know in the past we've been starting shipping, but it's been so it's been so frustrating for all of us how long it's it's been taking you know how long it's been taking to get moving and now we've got

Tens of thousands of units out in the field people are loving them. We've launched an incredibly successful new product with your help, by the way, if you're watching this now, oh my God, thank you so much for helping us to launch MAGFAST likes. We'll talk. We'll talk about that that today. So it really is really as an incredible incredible time. Super exciting. Did we get we get Kate. Did you get you still getting an echo there? Are you are you better now? I think it's better. I don't hear anything now. All right, let's let's plow let's plow right ahead. By the way thousands and thousands of folks are signed up to join us today as usual. We would need quite a sizable Arena to fit everybody in for today's we're going to need the beautiful old. It's called the municipal and Kansas Kansas City. It's a beautiful old art deco arena in the heart of America and the City of fountains. That's what we would need if we got everybody who's booked to join us now joining us live in one place. Let's get that picture off the train because I'm getting stage fright just from looking at it about to say we should actually do that. That would be so much fun. All right. Should we turn on the chat? Yes. I just wanted to say like, we'll turn the channel on for a bit everyone, you know say hi, but we want you to stay focused on today's presentation because it's gonna be really fun and exciting. So after you say hi and where you're from, Might shut that off for a bit and maybe not everyone will see the chat. So if you don't I'm really sorry I think can they I don't know if you can see it if you're on your phone, maybe if you're on your laptop you'd be able to see it. So. I think it varies from device to device. But if it does show up for you now, I just pop in say your name say where where you're in from say hello to your fellow MAGFAST dates. And and yeah, we're just a little bit

of housekeeping to do while folks are saying hello. We'll cover a little bit of housekeeping. Okay. So the first thing is we're gonna say a huge thank you to everyone here special a particular. I want to call out the folks who supported us.

On that capital and Indiegogo this year because you allowed us to launch and just look at it. But put it back up again the first second there Philip just just look at that fast Lux glistening folks now have this in the hands. They know the gold plating is for real and that this is you know that of course, this is a studio animation, but it's actually folks folks are saying that it's every every bit as good as they expected. So a huge thank you. And also just want to say that if you supported us in either of those two venues all and everybody all investors who are due to get some Lux because they invested everyone that has either got them or they've got an email sitting in sitting waiting for you, which you haven't responded to yet and almost everybody who's reported us on Indiegogo has got and Kate. What's the situation there? We've got we've got most of the October folks. I think or the bulk of October folks were invited to pick those up in October a few spilled over into November with so sorry about that, but December Yeah, December we will be able to pull ahead and we will get you guys your emails and then once you go through your email, you'll get your Lux cable should be in November that you get yes exciting. Yeah again, I think most of the December folks have got so so, you know a couple of October slipped a lot of December's moved early. We're feeling really good about it. Because the the elephant in the room for MAGFAST is that we've been talking about our products for a long time and the original charges have just been just taken way way longer than anybody expected then our shopping in volume as well and people are loving them which is fantastic. But Lux was great because we were able to learn lessons of the past and and get off and we only first spoke about Lux in April and it's

just being a fantastic. So we feel
fantastic about that something else. Okay read out
the number this is I still find this extraordinary every time we put it up.
Oh gosh. Yes, 591,133 trees
planted because of you guys. This is
amazing. I love it's astonishing and quite
a lot of those are from folks who joined us on was it the
31st of August when we did that big life that three hour
live presentation James Brown joined us from trees for
the future. Oh, God bless you everybody who did that and got
a couple of the the stats up here. So because
through this program
590 over 590,000 trees as Kate
just said was sequestering 2.4 million pounds
a year of carbon
out of the out of the
atmosphere. This is very significant. And this is the thing that that we
like we knew but we didn't really understand it
and feel it until James joined us last time.
There's over 1,200 folks who were living in
conditions of extreme of kind of
food poverty food insecurity is that is
the phrase and because of these amazing forest Gardens that
have been planted because of you because of your help. They're now almost 1300
folks who've been moved from extreme insecurity
not knowing where the next meal is coming from for, you
know, a huge proportion of the time to having a
high high food security because once these trees are planted
it claims back a lot of the a lot of the earth
and the the Earth then becomes viable viable again,
so we're really really proud of that. Thank you to everybody who's
been with us and made and made that made that
possible.
And today off of the back of that. We have
an important announcement as follows.
We've always planted one tree
a per charger. We've always

done one tree per charger budgets obviously are higher price than cables. And so we've been able to do that. But we've done the math and we've taken the leap and today we are committing to also do one tree per cable. So for every cable now that we're moving cables out of kind of launch and into retail, we'll also be doing one tree per cable. We're super excited about this because cables and we'll talk about this a little bit later on Lux is designed to be a higher volume business, right? We spoke a few months ago about the funnel.

So we'll talk about it later later this afternoon. But we think that this can we think the numbers we've just shown you we think we can take them to a much a much higher level by doing one per cable because we want the cables to be the volume business, but let's say we'll talk about that the more later on. All right, one more piece of I know this housekeeping is the right where we wanted to just ask her a favor. If you if you could yes, please. Please follow us on Instagram. We would be so appreciative at MAGFAST. We would really want to hit 10,000 followers.

I think we can we can do some new and different stuff on Instagram. Once you hit a certain amount of followers and I believe the Instagram button is down below. So if you want to just go ahead and click that. Yeah, and then or you could go to [instagram.com/mycast](https://www.instagram.com/mycast) and you can find this as well. So, please please go follow us. Yeah. Okay. It's been some things. I think we do at a kind of world class level. I think our product design as well class, I think.

The right hand half of your screen is an example of us doing world-class broadcasting. Maybe not so much the left but Instagram, I think our game hasn't been as strong as it as it should be and could be and so what one we want to get up to 10,000 followers there because at that point that Instagram kind of allows us to do some extra stuff. All right Kate what is on the agenda today, please?

Oh gosh. Okay. So this is gonna be a very fast paced show.
We have a lot to cover. We are
going to announce two critical dates today.
And yes, two of them
at least by way.
Critical these are Big this this presentation this
date today is big.
These two dates coming up as even bigger.
Even bigger and the first one's coming up in just a couple of minutes from now.
Okay, two critical dates stand by have your calendar radius put
them in.
Yes, and then we will answer. Yes to
a very very frequently frequently Asked
question.
We will we're also
gonna be a little bit about some of the successes certainly
but also some of the challenges of 2022 because
It has been a time of highs and lows I think for everyone
on the planet but we're going to we're gonna give you the kind of the MAGFAST context
on that really proud of some stuff. We've fallen
short of our own marks in some other areas of the business and I
want to be straightforward with you about that and explain it and introduce you
to until what we're
doing about it including introducing you to someone who if you've
been with Amy and I my wife Amy and
I for a while you might recognize this individual. The only
thing is he's on a plane right now and we're not sure if he's
gonna make it in time for the live streams.
There's a bit touch and go about whether we're going to get him in because he's
flying into Austin at the moment when we're meeting with
you Kate in a few days in Austin because I'm going there as well
right after the good news for your home is I have to catch a
plane so I won't be running quite as long as you
but yeah, if we can get them off the plane, he'll be
joining us joining us live in a few minutes. What else
we got? Oh, we got we got some very big prizes to
give away as well. Yes.

Yes, we do. Um, so our third prize is going to be beats noise canceling headphones, they beautiful and amazing and I have them so you will love them. I promise and with that you will get a MAGFAST air and a limited edition Mac fast Lux as well.

For our second place prize. You can choose between an iPhone brand new iPhone 14 or the pixel 7 Pro and then with that you will get two limited edition Luxe cables and a magpass life charger.

And it doesn't if you're watching if you're watching now you registered and you registered to be here. I guess if you slipped in without registration, you're out a lot, but if you registered to be here, you're in the draw for this so stick with us it really it really could be you really could be yeah, okay, and then our first place

between

Studio 14 inch which is a touchscreen laptop or the brand new Macbook Air with the M2 Chip and then you will get an extreme and three limited edition macfast looks

Alright, so stand by we'll be pulling the names out of the hats. There's a little bit a little bit later on then one more thing is if you're part of our Inner Circle, if you're part of our you can see yourself a MAGFAST Insider and I suspect if you're here with us today. You're a MAGFAST inside a we're going to have after this Kate and I'll be here for a little while. Then I'm gonna take a little break and then after the break we're gonna do a special Insider preview screening. I'll tell you what it's about in a minute a special inside a preview screening of something Kate and I shot a couple of weeks ago. We're super excited about it for for the business. So if you're

kind of if you're getting into what we're doing around here, maybe you're investor. Maybe you're potential investor. I think you'll be I think you'll be excited about that. All right. Now we promised two dates. I want to give the first of these big dates away right now. So drum roll, please.

All right. The first of these dates is March the 30th 2023 keep

that up on the screen, please Philip March the 20th 2023.

Please mark your calendar for this.

Sorry Kate.

He said March 20th, March 30th, 2020 19th.

Yes. Yes. It's not all

of not all of the brain cells are lined up at March the 30th 22

because it's followed by a 20. That's

why I said so March the 30th 2023 is

going to be huge huge

huge huge. Okay. It's we've been

talking about this for a while. You might have seen a version of this slide in the past. We're gonna do are we love travel special event

on March the

30th 2023 and this

is going to be a major.

A major new product launch. We showed

you what we could do with a new launch earlier this year with Lux. This

is going to be this is

going to be a big deal major new product launch one or

two things about it. I think this could be

almost Innovative product yet. It's certainly

I mean, it's not the most complicated.

Um, but it's certainly going to be it's certainly

going to be it's gonna be challenging our other products. This is this is

something very unexpected very Innovative. It's a breakthrough

design and people not

everyone's gonna love it. It's gonna be a love it or hate it design

Kate keeping in mind that payroll is

due in a few days. You've seen it. Do you love it or hate it?

Oh, I love it. It's wonderful.

Thank you.

She does because I was with her when she saw it for the for the first time a few months ago and it's definitely definitely whatever this mystery thing is on the 30th of March of next year. It's definitely our most instagramable and investors are gonna love it as well until you why because it's got the highest percentage margins of any product we've developed so far. It has the highest dollar margins and we have a jaw-dropping trademark already registered in many many jurisdictions Mary territories for this. So we're super excited about this and the product is fully developed now. Manufacturing as we speak. It's going to be it's going to be really great. And what can we do to describe it Kate? It's kind of It's sort of it's beautiful. It's beautiful. I would say it's beautiful. No for sure beautiful. Gorgeous all the all.

the actives

I'm assuming you're not giving them away for free because they're so, you know amazing and high-end but I yeah, they're a little tall for for freebies. I think but there's a kind of We might there might be a staff just of course a lot of thoughtful thoughtful details about this and it's really interesting because it's a it's a it's a masculine design. That's very feminine. It's a feminine design that's in touch with its masculine. It's very special indeed. So March the 30th 2023 just a few weeks away your blink and will be there mark. Did I say it again? 20 March the 30th 2023

We need to move on from the segment where I keep on embarrassing myself. It's just weeks away blink of what blinking will be that. All right. Okay, let's get on with the business of the day. We promised that we would answer a very very frequently

Asked question of VV
FAQ if that's even a thing
and I wanted to do this kind of early in the presentation because
I know a lot of there's a lot of kind of pent up energy around this
and some folks are busy. So I wanted to answer this question.
early in today's presentation
Folks have been asking again, please. May I
invest in MAGFAST and the answer is yes, we're
going to open up for a few more days over the Thanksgiving weekend.
Okay. This isn't for
everybody but I'll just take you quickly through the details if you
want to like if you want to invest in MAGFAST then you
know that you do if you don't want to invest a
MAGFAST then we'll just skip through this stuff quickly. So the folks who do get the
information if that's cool. So quickly the folks
who don't know what this is. You've heard of an IPO. This is kind of
an EPO. It's not it's not on public exchanges, but
there are new SEC rules that allow
small smaller companies newer companies like us to offer shares to
their so their fans and to their to their to their customers.
You will be joining as we've
done this once or twice before you'll be joining over 4,400
folks, but you
should only do this if it's right for you. I can't emphasize this
this enough. You should
only in us or any other company, but
especially in early stage company like this. You should only invest money that you can
afford to lose not a not a dollar that you can't afford to lose.
So no one's using no one's using their rent for
this no one's using their savings for this. They're
retirement for this this you want to think of this as being like your Vegas your Vegas
money. It's something where you're gonna have fun. You're gonna enjoy it. You're
gonna enjoy the ride. We're gonna work our tissues off to make this as
kind of hugely successful. There's a lot to be optimistic about there's
good reason for concerns that there are with all small companies. All right,
but please only do this if it's
if it's right for you what else to say

about this is good. This is good. We did this when we last do this, I think we did it for a few days in April the end of April. So if

Out last time and now you've seen the success of Lux you might like to consider. It folks who are new to MAGFAST since then. Okay, there's I don't know how many thousands of folks are new to the magfoss family since then. Maybe you want to take take a close look at it as well. A lot of folks who've invested previously. I know want to invest again now that we now that we're kind of shipping at at volume.

And also now that you're all hot and bothered about what's happening on March the 30th. This will be the last time that we will we will offer these Securities at this price.

So if you know if you've got a little bit of as I say, you've got a bit of vague money lying and lying in a draw, maybe it might be fun to fun to get in that because the thing we the we're really excited with the launch of Lux this year something super exciting coming up next year. All right a little bit more about it. This is all done under special Rules by the SEC. The SEC doesn't judge which companies will work or won't work but they do sit down very strict regulations under which Securities can be offered and they limit they limit the amount that we can raise first time. We did this a couple of years ago folks some folks watching. I'm so still remember all the service crash and we were sold out by the time the dust has settled in the service came back up. We were sold out within three hours. We also did a little offering a year ago Race 2 million dollars in the first hour.

The servers didn't crash that time, but they were under do you remember Kate? They were under quite a lot of strain that was gonna like this feeling that they were and a lot of people reported kind of spinning wheels and so on and then earlier this year we sold out we sold out our second a second

complete complete offering so
The SEC limits these these offerings significantly,
but let's go
through and give you the key dates that you're going to want to know if you're
interested in doing this and I can always repeat only if
this is right for you, please it's super
super important. Let's just note a couple
of things quickly. It's critical you all the materials and
we're gonna put up a special web page for you. Tomorrow cakes recorded
some some videos. We're gonna have a copy of this is gonna be available and
these
big how many page like crazy long documents that
we have to file with the SEC and you
need to consider that like other tech companies with losing
money at the start especially cash hungry in
these early days revenues recognize only only when
we're shipping so only it's beginning to recognize Revenue at the
moment. That means that early losses look bigger than
they were and then things will look when we step one
that when we start to ship the backlog things will look better than they are and you
know, we the amount
of effort that goes into making sure that this is all represented fair
and square. It's checked by all kinds of
different lawyers and everything but it's not for it's not
for the faint of for the faint of heart and certainly anyone who's investing a significant
amount of money should really, you know should really check
this out very very carefully indeed. All right,
let's talk about how we do
this. It's pretty simple. It's gonna be done on an
SEC. That's the security Exchange Commission authorized portal.
It's called net capital and we work with these guys.
Before they're absolutely fantastic and the thing
is going to kick off.
On Thanksgiving Day.
At 9 am Pacific 12 noon Eastern
All right, so that is it's a
week from today, but a few hours ago, isn't it?

Yeah, so it's four hours ago one week from now if
you know what if you know what I mean Thanksgiving Day 9 episode 12
noon Easton as I
say the folks at night capitalist is what they do for a living and many folks
watching already have a net capital account. If you don't we'll put
in fact, can we put a button up on this on the screen? Here's the
URL but just write this down. We'll put a button up below the
video in a minute guys. Can we get can we get that? Yeah,
someone's working on that. We'll get you a button that
takes you there but just write this down in case the button doesn't work in your
brows or something magnifost.com/set up that's gonna take you to net capital
and a capital you can
set up and in advance you have
to but if you want to
if you want to you know, if you want to get in as we
open improve the chances of getting in and you're gonna see
something in a minute that might influence your decision as well.
Um, it's better to have your account set up already. So we're
gonna have you if you
will set up an account now or if you already have an
account follow that same URL login and refresh it just make
sure that all of your information is up to
date. All right, what else to say? Yeah.
I'm seeing that the button will go up on the half hour. So you
guys soon. Yeah, you're
good. Just just relax sit back
sit back and your seat enjoy yourself and we'll
put about not in seven minutes and we're actually as I mentioned
earlier, we're gonna do a little break.
Later on, that would be a good time to go to go
update update your account. There's a couple of other dates to go over here. So
thanks giving us. So we're gonna we're gonna talk about some perks in a second
folks who choose to invest we're gonna have some perks
for you as well. Those will start of course Thanksgiving Day 9
am Pacific 12 noon and if we
don't run out, we'll be shutting it
off at the end of giving Tuesday midnight Midnight East

and that'll be 9 pm Pacific but let's not worry about that. Now, let's focus on Thanksgiving Day and Kate take us through what goodies are we including for folks who are kind enough to after much careful consideration to invest this Thanksgiving.

Yes only if it's right for you and real quick before before I go through this. I want everybody's attention because we really would appreciate your patience and customer care during this time because we're going to have lots of you riding in with questions. So it may take us a few days to get back to you. But please don't worry. We will get back to you or all of your questions will be answered in this presentation or on the concierge page that you will see tomorrow. So thank you for your comments. Yes. Okay, and I just want to emphasize that because I sometimes put up a slide about this and I don't I don't have one today.

But here's the thing.

The reason that Kate is and the team are gonna be so busy for the next few days is because of the success of what were of what we're doing, right? If we didn't if we didn't have any game they wouldn't be getting busy but what happens when we do a product launch or share offer suddenly. The thing goes absolutely crazy and you know, whatever. The number of tickets is every day. It goes up five kind of tenfold. Our normal response times lead the industry.

Like we respond kind of two or three times as quickly as most as most companies in our category, but that but we do we lose that Advantage significantly over the you know over the next week or 10 days because things will be going crazy crazy.

All right, let's talk about

Yes Parks super exciting. Um, so anyone who invests any amount you will get Triple the Mad class club rewards points. So let's say you decided to invest

\$200 you would get 600 mag
class club rewards points. 600. Mike was just as
a reminder for folks who work with us earlier in there. So Mike Force club
rewards points. It's like it's like any great point system you get
points for every dollar. We're applying them.
Even though we only launched this program earlier this year and we still haven't got
everybody's account set up. We're awarding my class
club rewards points to all pre-orders from the beginning of MAGFAST time.
To all investments from the beginning of time and there's
also within my class coveralls can be three tiers platinum
gold and silver obviously folks
will work the way up through the tears you've been in these kinds of programs before but
because you're part of our program now at the moment of
inauguration, you will be going straight into the at
least the gold level she qualify for platinum, of course, you're going
to platinum but you'll be going in at Gold. Anyway. All right,
there's nothing for you to do. These are all automatically going
to be put in these new accounts that we're setting setting up for everybody. So, okay
Three Times mag class club rewards points, you
know against the dollars that anybody
invests
and
and we have one other thing.
But we're so excited about it. We don't know who should
speak at the moment.
Yeah, well, I think you I think you have a fun a fun
video Don't You Well, I do both I think Phillips Phillips
Gonna Roll it for us Philip made this film and he's
running the controls at the moment. So this is what we
this this is this is what we've made for you if you're able
to run the film for us.
Wait, what what?
This is a new limited edition
MAGFAST Lux in a
glorious Persian red Persian red.
Okay. This is a true limited
edition. We will only be making enough for

the folks who invest over this coming Thanksgiving weekend, and they will be if you just
They will be issued the serial number that we have the individual number and they'll be interested in the order that Investments are received on Thanksgiving Day. So your first person will get zero zero one and so on and so on like that they we think these are going to be really really beautiful. I I even have a notion. Let's just let me just put the picture of it back up on the on the screen here. So we're going to do one for folks who are able to invest over five over five hundred dollars. Just bring that up as big as possible on the screen please for I think these things are going to be really really beautiful. And if you get if you get more than one you may want to you may want to use them. I think if you only get one you might want to keep it in the Box look at it. I know it's beautiful.

One day when Kate is like a national TV presenter because you can tell the talent is there it's just a case of a yeah, when Kate's famous. This is gonna be worth a lot of money. By the way that that statement has not been affected by the Securities Exchange Commission and your investment they get down as well as up. But no, we think this thing's really really beautiful. I'm certainly I'm certainly going to keep keep one not open because I just think I just think the things lovely so we'll do one of these for folks who Who are able to and for whom it's appropriate to invest \$500 or more if a thousand or more is right for you will do three of them. Thank you for by the way round of applause for Philip. There's just these beautiful beautiful images just just fantastic. Those of you who've got your likes, of course know that the the product is as good as the preview and

then for folks that \$2,000
more we're going to do we're going to do seven of these.
All right seven of these just coming
up on the yeah. We just after the half hours. He should I
think many folks. Anyway, we'll have a button underneath.
There's no need to click it now. We just want to make it convenient for you
to go set up or update your net and
that Capital account. All right, one more thing. We announced earlier on
that. We're doing one tree for every
cable, but Kate for the
duration of this investment.

Well, we've decided to do three trees per
cable. So we are tripling it and
you will help contribute to the people
people who need the trees you basically be
planting your own garden with you, but the
beauty of it is a win-win-win right? So there's the individuals
who manage the trees and the gardens.

Their own lives that literally transformed by
this, you know 1200. That's that's you know,
that's a that's an amazing thing that we've that we've done with
that you've done with our help or we've done with your help, but we've put
together we've done but because it's trees
so the question so it's a you know, we're making a
small but useful move towards slowing climate
change as well. All right, so Three Trees so as an
example of that if you were to invest at the \$2,000
level you get seven limited edition
Persian red. Can I get closer
to my microphone? Say that?

Persian red

that sound like Pro TV
voice. Yes, three red.

So seven limited edition Persian red looks
yeah it also get
therefore a 2000 times 3 6,000 magfox
club rewards points and 21

trees there if it's so three for
each cable 21 trees.
All right. And by the way, this is
this is just a red version of the cable that
someone on Amazon recently called.
the Rolls-Royce of charging cables
H and I can go
to Amazon and see that see that review and we're actually doing great
on them at the moment. I think we're at point eight Stars. We'll
talk about that a little bit a little bit a
little bit more as well. All right, so limited edition. The number
was start at 0 0 1 but from
there in the order the distance to received on Thanksgiving Day 19
Pacific 12 noon Eastern the whole show
is going to go down at net capital which is an authorized SCC
sanctioned portal. 9mm Pacific
12 noon Eastern and tomorrow Kate.
concierge goes up, right
Yes, we will be setting up our concierge page you will
be able to see a replay of this event. You'll you can
see how to videos how to sign up how to create
your account and you'll be able to see the investor
documents. And when we
after we film our Q&A it will
it will go on to onto that page as well. And I think
we have a FAQ document as well.
We do. All right. So let's just wrap this up really quickly. So today
you're going to open or update your net
capital account if you want to do this and there's
no obligation by the way, net capital account is free. You can go set up and then,
you know take your time over the coming days deciding whether
or not this is right for you. So macross.com/set up the search
should be a button underneath you now, right then tomorrow and over the weekend Kate
just mentioned. There's gonna be the what
is it concierge page on the website we
will
Yeah, read all the information go over the investor packet

read the FAQ, and if you have any questions, although most of your questions will be answered on that page. If you have a questions, you can reach out to investors at magpass.com. And just remember, please allow a few days for us to get back to you.

Beautiful. All right, and then

oh and this coming Tuesday, we're going to do a live stream. Same venues. Same place right here, live.mycast.com. We will do a live Q&A with a couple of people from our team and from net capital just to answer any questions that have come up and we'll see you then if it's right for you on Thanksgiving day and just a huge. Thank you to everyone who's everyone who's made this possible Right?

Yes. Thanks terrific.

Okay, I'm gonna do talk about 2022 a little bit. Kate's gonna prepare a little bit of the next of the next section for us while I talk about this you were with us earlier this year. You'll see me put up this slide saying that 2022 was looking like it could be a bit of a lemon and that we thought that if we played our cards right we could make some make some lemonade. So I want to just talk about how we've been getting on we said at the time we were gonna double down on customers improving, you know, working more on customer care. Although we already, you know, a very extremely proud of how the team that the team. Does that double down on quality. I think you've seen that with with Lux and now the folks have the charges in the hands double down on Innovation. I think we're doing well there with I think we were doing well. I think we've done great with with Lux and say we've got this very special thing coming up for you on March the 30th.

Um and double down on marketing now, we've had the key company challenges that

I mentioned that and here I'm just playing back a couple of slides from earlier in the

year. I said the supply chain was very challenging. I said that getting stuff in people's hands as quickly as we wanted to was very challenging and I said that marketing costs because of changes in the advertising industry were proving to be extremely challenging and I showed you this graph this is this is a supply chain one. Do you remember seeing this one? So this is a cost per container which remind you what a container is is one of these you see them on the obviously see the container ships. You see them on the road as well. So one of these containers has traditionally cost, you know kind of two thousand dollars to get from

But you know from from Taiwan or from China from from wherever over here and look how those costs went up at times. They were even double what's here, but the overall graph peeked out at about \$10,000. Well, the good news is in the course of this year. The graph has come back down again. It's still double what it used to be but it isn't five times what it used to be. So they've been some improvements there. I also told you about a critical this imagine being a small company dealing with this a critical chip for building both life and extreme Chargers. That was normally 48 cents had gone up to 10 dollars and we took we took a hit of tens of thousands of it was actually just a hair over a hundred thousand dollar hit just from this one part. The good news here is that that part has now come back down again. It's still not quite back to 48 cents. I think was 54 last time I checked in.

So we've had some great improvements in in the supply chain situation still not fully settled down, but that's you know, kind of kind of a hell of a relief as things have started to even out and the other thing is that we've now got a last thousands of charges into people's hands and the great news is all right that you love mag fast the

folks who've been getting these are just adoring them
and we were hoping to
get Kate two or three of
our customers to join us here. I know there was some technical
problems when we were working to get them set up. So well,
let's see if we can get let's see if we can get them on
the line. Now while we get them on the line a whole
bunch of folks have been sending in and thank you so much
for doing this sending in unboxing videos as they've been
receiving their stuff. They've been sending in the unboxing videos and we
made a little medley of those. Can we just run the unboxing video now
and then see if we can get our special guests in please.

They arrive I

am so excited. Here it is. I've
been tracking it for the last several days. So here
it is.

Very nice. And now I've got to open something up
what I've been made before.

He's still my heart. Wow.

Very premium looking packaging everybody. There. She
is. Wow, okay.

Oh, yeah.

Let's turn it on.

Let's see if it works.

There goes it's amazing.

man

Just don't do it justice when you see this big thing in person. There's your job.

Okay?

That's cool.

Go ahead and purchase it.

Boom. Yeah,

welcome welcome one

and one and all penny and

Andrew and Patty. Give us give us a wave.

All right, let's go.

Let's go. Let's go ladies. Let's go. Ladies first penny.

We were having trouble with your connection earlier on

are you are you are you with us now?
I think I'm all set now.
So she looks like me.
She looks like me trying to do ventriloquism the lips
don't quite matchless. That's the sun.
Hey, before we go any further, never forget.
You served our country
Penny. Thank you so much. I know many many members of your family
did those those who
did can't even imagine what what you've done for
us. So so huge huge. Thank you. Yeah from
all of us awesome so much. Yeah. All right.
And where you're joining us from today penny.
Ocala, Florida
Okay, cool. I hope
it's warm over there actually goes cool
right now it is and you
want to try coming to New York. There's a there's a snow storm coming. No.
I don't.
Know I have to run to the airport after this and I've imagination I'm gonna be like,
you know watching the snow storm in the reviewer. All right. Hello Patty.
We saw you in the video just now, right?
Oh, no. Oh, can you no.
Body can't hear you. Are you muted?
Give her one more.
All right Patty. We're not hearing at the moment.
So maybe we'll bring up.
She do we hear now she okay
Patty. So so your
job is is to is to visually represent everything
that you hear the rest of us saying, okay. Yeah. Yeah
you sorry. Can
you
start by doing by doing some Shadow work doing the good? All
right, ignore him, buddy.
Beautiful and Andrew welcome you're in
the mountain someplace, aren't you and I'm up

in.

I'm up in Idaho right now.

That's nice and beautiful up here. I brought something with me though Seymour just for you. I gotta remember a thing charger.

This is good of these. This

is the only thing that's even with us. Just

Wow, it's the only one at a 12 that

I still have. Let me set up the contacts the folk

folks who don't know. So think charger was the old was the old company that we

did many many years ago had some huge success. We didn't

bring investors in we didn't manage the cash properly and

you know, we've always we've always told that

story but but I hear every day from folks who are still

using that still using the thing charges. Yeah, cool. Thank you.

And people were kind about the the about the

packaging of that old product. But you know, you have the new one. How would you

compare it? Oh, it's it's very different very different

the packaging alone. It's you can see

the the detail that was put into the packaging. But

more than that is the feel of the looks

is kind of fun Lots. Yeah.

And just a little you guys provided the little thing

here to wrap it

up.

Yeah, it's a perfect length. I gotta tell you it's it's

a i as you

know, I travel a lot. It is

frustrating when you get to a hotel and you have like that short cable that comes with a phone.

And you're either moving furniture around or putting the phone

far away from you because it just doesn't reach that's not

going to happen with Lux. This is nice and

long.

system

because you actually surprised me back then because

you have you have the charges as well. You notice the packaging system

is the same as the same for all of them. Did we get the sound from from
Patty yet?

Oh, no, I keep trying. You guys are
yes, she's there.

Thank you.

Now we've got a Philip bring bring Patty up
big big on the screen so we can actually say hello. Now we've got
a connection then we'll come back to you finish. No, don't put
me big on three, but there we go. Hey Patty.

Hi there. Good to talk to you. Okay, thank
you so much. Is that is this?

Is this new Christmas decoration behind you or
are you?

I leave that up all year long. It's a
happy tree. Okay, it feels very happy. Um,
hey look time is rolling by. Have you been using
your charges?

Yes, have I absolutely love them. I
love my Locs. I love my I do take my life everywhere
with me, and I couldn't be happier and
so grateful to me both of you for. Thank
you.

Oh, yeah, so Kate, I
obviously do a little bit of work Kate's amazing is so
there's a lot of other folks. In fact, we're gonna give a shout out some of
the other folks like trying to
the big team working but customer care
right is how many folks that five six?

Just amazing. Amazing. People. Very good. What most
surprised you about about the products?
buddy

I think the fact that about the
extreme was bigger than I expected it.
So beautiful just absolutely beautiful and I
keep checking it. I charged it up and fall
and I keep checking it still completely charged. I
don't know how long it lasts, but it's it's fabulous.

Oh, thank you. It depends
if it depends if you're using it or not, if you're not
using it, it'll hold a charge for for a long long time. Long
time. Yeah.

Kind of Life. How many often you
life if you're using an irregular?

Yeah, I mean you get you get you get it
these questions like how long and how
many a terribly difficult to answer because it depends on how
yeah. What kind of phone did you how charge
was it? How you know how far down did you charge it? How far up did
you charge it? What was the time like, but basically people
are gonna get long long life out
of these out of these products, you know, that's why we
did that's why we do a three year warranty with them and we allow people to extend it to
To a six. All right. I feel like like we
brought penny in first, but now
we've got ignored you for a few minutes pennies. Let's get let's get
you in here only. Did anybody notice that when
when party's microphone wasn't working.

And Drew came in with a microphone good enough all of
us put together. Yeah.

Good job.

All right. So talk
to us talk to us Penny. What
have you been finding with your products?
I absolutely love them. They're all in use right
now.

my MAGFAST
Lux cable is charging my laptop.
I have my extreme.
I have my life the other
two are still in the boxes. They're gifts.
Okay, these two get a workout every day.
They are lovely. I was
like a giddy school girl when I got it fantastic
couldn't get this smile off my

face.

Love that.

penny

Thank you.

Thank you. Thank you. All three of you my goodness. I

wish we could the thing is I'm noticing we're kind of 47 minutes

into this already and still have still have more stuff to

do. So, I think we're gonna have to love you and leave you but thank you so much

for joining us. I know it was a bit hair raising getting the, you

know, getting the internet connection working, but you guys

are just awesome and thank you so much for supporting us because

I know you know, I know it's been it's been it's

been a long journey and you guys have just been fantastic the whole

way. So thank you. Thank you from the from the bottom of our hearts.

You we love you.

And thank you.

Thank you again for your service Penny and to your family. Thank you so much.

All right. Awesome. Like guys, thanks.

Thanks so much and thank you

Kate for setting for setting that but fantastic to hang

with those guys for a few minutes. So a lot of the a lot

of the folks were talking about the charges and

they've also talking about Lux and Lux was kind of important for

us, right we introduced it in April the last

time we were talking about the possibility investing because it's this huge Market that's growing

really quickly USB charging Market, you know,

you don't have to be you don't have to be a kind of a veteran

of business to know that a market that it's growing from 12 billion a

year to 54. That's obviously a projection from the what's

the name of the the company Allied market research is

growing very very quickly indeed and

we just felt that we could we could do something really special. So introduce this

beautiful design fast Lux.

Um, we ask people you know how many happy?

And which was the people was kind of five or

six what was all that and seven

dollar product and still getting a

4.8 out of

rating and I went to have a look and see what kind of
you know, what why wasn't it higher one of the four stars said
it's only a cable.

Not quite sure what that person was expecting when
they when they when they purchase a cable and someone else said
it didn't include the USB a adapter but the
thing is it does and as other as other reviews acknowledge,
if you buy it on Amazon, you get the
USB a adapter when you register right folks who
buy directly from us we ship the adapter out with it. So
we're thrilled with that. Here's a very very typical reviews just
came in a trust pile at the other day. Luxurious locks. I
just received my Lux cables last weekend. They're absolutely gorgeous
better than any charging cables either own the smooth the silky
the chord doesn't find or not care has gone into every minut
detail and even more excited now for the
other products that I offered. So huge success
with locks.

But and I indicated this earlier.

New customer sales of the charges have not been
where we have wanted them to be this year.

I kind of predicted this earlier in the year and explained
it about I'll just recap for you quickly now, I'll tell you what we're doing
about it. So they've been big changes in the advertising Market Google and
apple and Facebook and the principal thing. Is that for good
reasons Apple locks down on privacy and
that's meant that Facebook can't get up and Google can't get
up to quite so many of their their sneaky tricks. I
showed you this article before from Bloomberg Facebook stalled growth
is a very very big deal certainly has been it's
meant that the cost of advertising has been higher for us
and the ads have been less effective. So this
thing called the cost of customer acquisition
Has been really high unsustainably high
and man. We have worked and worked
and worked to attempt to solve as our

guests get.

No, we don't have him off the plane yet, that could be awkward unless unless we've been clever show you in a second cost of customer acquisition is critical for for any business and it's been too high for us. So last time we met in not last time we met but when we met in April I said, we've just got a new Ad Agency. Well, we struck them out because They didn't get it. They didn't get they didn't understand how critical the cost of customer acquisition would be. I guess they were trying I would have to say after a very long process of choosing an agency. We were very disappointed. So we picked and found another one and this time at least we pulled the plug much more quickly and we were figuring what how are we gonna how are we going to solve this problem? Because bringing customers in you can you can come full screen Philip bringing customers in is the critical part of driving of driving the business?

And look at this mysterious mysterious black screen. You know what I'll let me put my next slide up here. Here's a picture of Michael matalini. Now, some of you will remember Michael from the old days at The Old Company. I'm told that he's not going to be able to join us live, but we took the precaution didn't we Kate of because we got a minute. I'll explain what happened.

We looked and his flight was due to land at 311.

And we figured we'd be needing him at kind of half past four quarter to five so we thought that's plenty of time.

And then we realized that he was Landing 311.

Central time Central Time

Central Time in Austin and therefore we lost an hour of our buffer. So he's unable to join us live now. However,

anticipating this might happen. We recorded a little conversation with Michael just before his plane took off and Philip. I hope you got that lined up. If you have please can you roll it for us now?

Michael John mataloni, welcome home

There he is.

Welcome back brother. Is that your is that your plane waiting behind you right now? Oh, yeah.

We're about to head out to Austin here in about 45 minutes. So yes, we are at the airport ready to roll.

Fantastic, we're cutting it fine. So super exciting to have you back at MAGFAST folks have been with us for a while. Will remember you from The Old Company where you were where you were young and innocent marketer. Now, you're basically just now you neither. Yeah, there was even there was even some hair at the time I recall. But anyway, welcome home. It's fantastic. I think you've been with us six or seven weeks. Now, it's been just a blast and we're going to talk about the work we've been doing and the results we've been getting. I know you have a flight to catch. So let's let's move quickly now talk us through one or two of the core principles that that you're introducing or reintroducing to turn the marketing performance upside down.

Absolutely. So it's been quite amazing scene where just kind of watching mag fast in the sidelines for the past five years. I've been extremely focused on ensuring that the clients that I've had in the meantime have been extremely successful. We've done that with three very very simple things. But so critical to ensuring marketing success of it a long term. So they're just three those are gonna be the Three A's so if you want to pull that on the screen the three eight, okay, so we're gonna focus on audience.

attention

and amazement

audience attention amazement. All right, take us through those. Let's

take them in that order. So first of all audience explain

that because yeah you and

I talk this like he uses language all day every day, but for folks who

don't do this, what do we mean by audience?

Well, so for example, if you're driving down the highway and you see a billboard that

billboard is marketing to

everyone right and it's not focused specifically on

the right people who are gonna love your product and who

are gonna support and create an extraordinary create

extraordinary results in

the business, right? So what Facebook what YouTube what all

of these platforms allow us to do this target the right people

to get in front of the right messaging and so what

we've done in a very short time. So I think I took over and

mid September and I just went in and look. Okay

are we targeting the right audiences and

what I found was by really focusing on

our audience targeting we were able to increase our

return on ad spend in just a couple weeks by

over a hundred and thirty percent. Yeah,

that is being just means we just put the slide up. Well, you

probably can't see the Michael. We just put the slide up on the screen. So the

audience was the first thing that you tackled because it's because

it's critical any advertising was

The lowest hanging fruit without creating any new advertising without creating

any new ads or messages or anything just by refocusing the

audience say as Michael said a 130% Improvement

is is shock

is shocking in many ways.

All right. So briefly that's audience next attention. What

do we mean when we say attention? That's right. So

people have a very short attention span this

day and age you have about three seconds literally three

seconds when somebody sees an ad or a post something

on social media or YouTube to capture their attention and to engage them so that they're going to interact with you. They're gonna be interested in your product and services. So it's so critical to get that to make that happen so fast it is I do I just put up a slide.

says the attention economy is actually an old boss of mine from

I hate to admit I think something like 30 years ago, but in 2000, this guy's called Andrew Robertson is super senior runs one of the big advertising agencies Global advertising agency networks of the super smart guy back in 2004. He said

it's the attention economy. You need to like nowadays. There are so many different advertising advertising messages. It's all about can we grab people's attention and you gave me an amazing statistic the other day Mikey about this talking about about the amount of scrolling people doing we made a couple of slides. So take us through that.

Yeah, absolutely. So everybody here has a cell phone and when you're on Facebook or you're on one of these social media platforms, you're scrolling scrolling scrolling. Well, the average person actually Scrolls 300 feet a day. That's the height of the Statue of Liberty every single day when they're scrolling through social media.

Your little ad needs to stand out against 300 feet of it's just

the whole thing is absolutely bonkas. The number of full coaches recently average of Americans exposed to 4,000 to 10,000 ads each day. So we have to

let's say again up the stop. Oh say it out loud Kate. We have to stop grow the freaking scroll. Everyone's doing this we have to do something to stop

it. And that doesn't mean in traditional advertising, you know, you know,
you'd have your little company
picture and a line, you know, man's best
friend or you know, the finest cigarette you'll ever smoke
you can't do that anymore. We got to do something to just get people's attention.
So we have any chance of putting putting a message across.
So what does that mean in terms of advertising content Mikey?
So it means to create again we talked about this three seconds.
You got three seconds to capture people's attention. So what we
need to do is create incredible ads that are
fun surprising exciting that catches people off guard.
So they're willing to stick with us just for a moment or two to
understand what we're trying to offer.
Now when Mikey came back, he said this I'm like, of course
this makes this makes complete sense do whatever you've got
to do what I didn't realize that doing whatever he had. Got to do meant climbing
on an airplane coming to visit a couple
of weeks ago and basically as if
I had any dignity left finally finally
burying it six feet
under because what we've shot is a whole bunch of really crazy
content, right?
Yeah, that's exactly right. We extracted the last of
Seymour's dignity, but we did it for the cause and and
we're very proud of it. So, yeah, if we want to roll that scroll stopper.
Yeah, so real but a bunch of so what you're about to
see there's a bunch of new ads being made at the moment. This is just a little clips from
the ads just to show you how you just maybe
just maybe if you were scrolling
You might stop. If one of these little Clips came up on your screen and
then we might have a chance to talk to you Philip roll it
please.
Hello. Oh you struggling to find
the perfect gift.
May I
take the suit off now?
Hey, hey.

To be involved I wasn't there.

Oh I say yes.

So cmost wearing a helmet if I can get a better helmet they'll make an ad with me. Hey, listen, I have to say that before before getting to the whole scroll stopping thing with my call. We've made ads with Kate in the past and they have been some of the best performing ads for you know, like because who wouldn't rather listen to her the than me. So we're very very keen to make some new ads with the UK. And now that we know you've got the fact that fantastic prop Mike I think cancel your flight. Well, no effect. You're coming to Austin aren't you? We're all going to Austin We're actually gonna see Kate on Monday. So bring bring your helmet with you to that meeting. All right. So so we have we've chosen the Right audience.

We have got their attention and then we do amazement. We have to amaze them in some way. What does it mean to amaze Mikey? That's it. That's exactly right. We do that in two ways. Number one is we build trust with a genuine passion for the product. So see more again. This is why I you know, dropped everything.

I dropped a clients to come to come full time and work with you because I know how passionate you are about your products and and this extraordinary opportunity that folks have so you know, it's amazing. And so what you do is you offer your it's a genuine passion for your products in a long format.

Just kind of like we're watching here today and then we want to also give folks an amazing and compelling offer. And so that's what we're building into our new funnels into our new. Yeah.

Yeah, when Mikey said we'll talk about funnels in just a second most folks who are here today. And by the way welcome. Thank you for joining us again today. But if you remember you at home watching now the day we first met we actually invited you to a presentation that was a little longer than to expected. And and we call that a lot a long form and it's very important because whilst not everybody will watch it the people who do

The develop a deeper relationship and then maybe a few months later when you say will you join us on a Thursday afternoon folks folks folks will come along and so we have been so successful for us, but we're now going to use and we'll talk about this in a second. We're going to use Lux as the first thing that we talk about for folks that because the cable the cable is so is so amazing. And in fact, we just the other day we recorded the brand new Luxe long form show and if you have time, we'd love to invite you to a special Insider preview screening. It's coming says coming soon coming in minutes from now because we're gonna wrap this thing up shortly give you a little break to get yourself set up at net capital to get your you know your account set up or updated take a little 10 minute break for that and we're actually gonna play a preview of the new Lux show if you're investor or you're thinking of investing or even if you just got your locks are expecting the next videos it please if you can stay on and watch this show, we're really excited about it and it's gonna be a huge driver of the business going going forwards. Yeah.

So let's just outline quickly the simple bold Lux.

Strategy going forwards and I just want to spend a minute to explain why we're focusing in unlocks. It's impossible to overstate the success of Lux a half a million dollars on launch day. And the reviews are coming in. I'm just gonna stop for a minute to read one or two of them on Amazon customer services Second To None their competitors need to take notes on what quality really is. These are amazing over at trust pilot. We got here beautiful and of great quality. I'm clicking too fast. Amazing is described the cables are smooth and flexible and have a feel of quality. I've been recommending these products to all my friends. This is the gold standard in products is when people excitedly recommend them to all of their friends, let's do a couple more for you the best built chord I've ever used. This is a liberty Vagabond a few days ago on on Amazon five star

review. The chord is over engineered to last a long time. The chances are listen to this like will likely outlive my phone. Well me well may feel get this cord if you need a Fun because it's truly heavy duty and I just what we're short for time, but I've got five six seven seven more of these but maybe this one summarizes it all if we could just put it up from a scuba steve. I just ridiculously fast charging and perhaps my favorite the one I showed you earlier on the rules Royce of charging cables. Thank you each Andy. So this is the Fantastic thing about Lux is it's the perfect way to introduce folks to MAGFAST right Michael because it's simple it's easy to understand and everybody's genuinely fed up with their their cables and folks who are with us back in April that you'll remember this slide what we talk about the funnel where people you get their awareness. Then you develop their interest desire action and loyalty and Mikey just just play that out for us with the the final the locks fun. So yeah, that's how with that's right exactly with the scroll stopping ad. So as we discussed before we want to capture that engine immediately capture attention immediately then then we want to move all these that's right the fun Lux showcase and this is again that long form that we were talking about building interest that creates that desire. Okay, then we use demos and gorgeous imagery to share with people the value the extraordinary nature of the product. Then we're creating an amazing offer. Remember you may have found MAGFAST or Seymour through an amazing offer and that's we're gonna be doing here. And and I think it's also important

to remember here as we go into loyalty. It's all about creating extraordinary products that get extraordinary results that give people that sense of satisfaction that sense of just wow, this is delightful and that's what we'll continue to do to build loyalty over the years. And so we have customers coming back again and again and again, so that's really the strategy and we've seen it.

You know, this is the successful strategy for MAGFAST and we're we're literally bringing to bring it to Life as we speak.

I'm getting just Goosebumps. I'm literally I'm getting Goosebumps hearing you speak about it again because although I know it all it's just incredible to have you back in the in the driving seat and Kate wasn't with us when we work with Michael a few years ago, but thumbs up for Mr. Matalani.

I already love him Michael's.

alright

Alright Mikey. Thank you so much. Go catch your plane, and I'll see you in Austin a few hours. Love you guys. Thank you.

Bye.

Hey, I've just realized Kate you could tell that was recorded earlier because I had different number of buttons that turned up when we spoke with Michael earlier on. All right, should we wrap this thing up now?

Yeah.

Yes, yes.

You've got Prize winners for us and then I'm just somebody said questions online about the investing things. So I'll just summarize that again and I'm going to take a little break and we'll do the preview of the new Lux show that we're just so so excited about so do you have the Prize winners ready?

Yes, I do. Okay. So our third prize is Beats Studio 3 wireless.

I always can't over-ear headphones

plus a MAGFAST air

and a magfest Luxe with the

the free USB a adapter.

and the prize winner is
third place prize winner is Carlo patios.
Congratulations, dude.
Well done Mr.
Patios. Okay. Fantastic those
you actually have those Beats headphones, right? Okay, I think
I do and I love them and I hope you love them too
Carlo. I'm sure you will. Um, okay congrats Carlo
our second prize winner
who will get either.
14 uh, 256 gigabytes
or a pixel 7 Pro 256
you gigabytes. Well plus
mag Fest life power bank
and two mag fast Lux cables. Yeah, and
you can choose you can choose which cable presume if you go
to the iPhone, you'll want the you want the lightning version of that and the second
prize winner is
you is a stac.
Y eastermeier congratulations Stacey musastimaya. Congratulations.
Kate will be in touch with you in the next couple of
days. We'll sort out your prizes. That is fantastic. And the number of
Festival. What is the number one price? It's nice. Let's put
it on the screen it is.
Yeah.
MacBook Air with the stunning new M2 Chip
or you can choose amazing Microsoft Surface
laptop Studio 14
inch touchscreen and then
all so you will get a MAGFAST extreme
power bank and three magpass locks
cables.
That's very nice. That's what it's with awful lot of money that
one, isn't it? Should we do you think we should still do that? Because we're
very close. We committed anyways, so the number one the
first prize. The number one prize winner
is Kate.

Is Dennis veisey? Congratulations,
Dennis?

Very excited the dentist, um, what will
be in touch within the next few days? Thank you so much. We've never
got I think dozens of Prize winners from our
monthlies and our special events over the last few years and
you know, and I know Kate they
write in regular and so on so welcome to to kind
of another another part of the family you guys. All right.
So let's just let's wrap this thing up. Well,
we spoke with Michael just now 2022 was
looking like like being a
bit of a lemon of a year, but we have started to make
some pretty great lemonade out of it. It's very difficult
to to overstate the success of
MAGFAST Lux. I mean 4.8 stars on
Amazon is terrific. I just read you a couple of the reviews
earlier on I mean, they're just they're just off. I mean
it's just stunning and as a lead into the funnel
it's kind of kind of incredible.

So many folks many
folks have already made the decision, but a lot of folks are deciding
whether or not you want to invest on Thanksgiving day. So
let me just summarize some of the stuff for it's important stuff to know. So first of all
in the area of investing,
It is.

Always risky and not always
rewarding. I want to just emphasize this again. Right
Kate. Nobody should be giving us their
rent money or their inheritance or they're the
deposit the house or anything like that. This is
your vagus money. This is money that you can afford to lose
if it's this is a suitable investment for
you. If you've got an advisor talk to you're an advisor. If not, please
please use your use your common sense. You had
Jeff Bezos interviewed a
couple of days ago saying, you know the overall Financial environment.

It's tough out there, right? You need to be careful. You need to be particularly careful. But if this is right for you and you can join us, we would love to have you with us on this journey. All right. So the SEC severely limits the amount that we are allowed to offer and it's gone pretty fast in the past as I told you earlier on so we're going to be kicking off. Let me just the next line up on here. Oh, yes say And only do this if it's absolutely right for you only do this if it's right for you, but if it is join us net capital will send you text messages and emails.

We're gonna kick off Thanksgiving Day at 9 am Pacific 12 noon Eastern right Kate.

Yep.

I mean in because when we've done this in the past there has been a bit of a crush as I've shown you at the moment that we open. It's to have your net capital account set up in advance. Now some folks watching. I've already got an account from from before and we found that right Kate over and over again. When we do this each time, we do an opportunity this oftentimes the same people come back and invest over and over and over again, which is which is just kind of an amazing Bond of trust that we that we're working every day to honor but if you've got a macro.com/set up That's a shortcut that will take you to net capital where you can either set up an account or update your account with with more recent kind of bank and and credit card information. And so on the advice we always give is have a credit card on there just in case because if sometimes in the past when if things have been moving quickly credit cards tend to be more reliable and the other thing Kate. Do you remember we had that person who was who was concerned animated should we say in the

past when their credit card didn't go through and felt that it was our this was our responsibility somehow or other but there is a piece of advice that we can give which is if you want to use your credit card to make an investment in MAGFAST call the credit card company and tell them in advance that it's going to come through tell them how much you're going to invest thousand dollars \$2,000.

Whatever the number.

Is tell them in advance it's gonna be coming through and just say it's net capital and MAGFAST. There's the names that the names that you may see coming through and tell them it's gonna come through. It's gonna be just after in a midday Eastern on Thanksgiving Day in credit card company will then be expecting it and that should that should help. All right, and then just a reminder about the Sorry, okay.

I was just saying I I actually recorded some little videos for you guys. So to my thing tomorrow you'll be able to see them on the concierge page. I just showed you how to set up your account. If you don't have one and then I showed you how to update your account. If you already do have one and most of what Seymour just said, I will reiterate in the video. So y'all will hear it again.

Yeah, exactly. There's no rush to set up your account than just there may be a rush on Thanksgiving Day itself apologize for not mentioning that Kate. I had it in my head and then went off in another Direction plus, you know.

Yeah. Yeah, and the the concierge page will be up tomorrow. And then later in the way we're going to post a video from Kate showing how to invest in MAGFAST which we actually recorded a couple of months ago. There might be a couple of things on screen that look a little bit different but the the principle is the same it's a very very simple very very simple flow indeed. All right. So let's go through the the dates of the part. So the perks

so we we open for investing Thanksgiving Day 9. Am
Pacific 12 noon Eastern, that's
when all the perks kick in. All right, and if there's
enough room and those
if we don't run out in the first, you know in the first few days
or whatever, I've got no idea in
the past we've blown through the whole thing in a couple of hours other times it's taking longer,
but if we're still
running at the end of the Thanksgiving weekend and the
perks will finish at 9pm Pacific
12 midnight Eastern on giving Tuesday. So that's
what is it five five days later. All right.
Okay, just take us through the take us take us through the
kind of the bonuses at different levels. Everybody gets. Yes.
So everybody no matter what you invest
you get three times the magpass club
rewards points. So if you let's say you invest \$200
and you will get 600 points.
So that's that's for everybody. And then
if you invest over \$500,
you will get one gorgeous beautiful
Persian red MAGFAST Luxe
cable. Look at that. It's so pretty can't get
over it. So so that's a
few invest over 500 it's time and I
just want to emphasize something. So so this is
everyone over 500 bucks is gonna get is gonna get one of these limited edition.
They will be numbered in the order in which Investments
are received. So the first person in after
after midday Eastern 9 am
Pacific we'll get zero zero one and the
numbers are from there just is that we
launched with limited edition in white. This will be a smaller limited
edition the before because basically our first
two purchase orders everybody.
But the ocean why
this is going to be a smaller more limited a baby

look had on the heart. It will only
be for investors this weekend and
maybe 1K in a couple of other particularly interest stuff
members. Okay? All right, but no this
is gonna be a very very very very small group
Indie. Right? So let's pick it up again. So you get you get one
of those 500 dollars or more investment right Kate.
Yeah, then if you invest over
\$1,000 you will get three of
the beautiful Persian red Luxe cables
three of them. I can't get over this.
Okay, and then over if you invest over \$2,000
you get seven seven
of these amazing and rest
of them. Yes seven. Yeah,
two thousand dollars or more but please
these are just like you need to choose the number that's right for you. And
then these are these are just just some fun fun bonuses our
way of our way of saying thank you. You must
not be seduced by the extreme extreme beauty
of these these limited edition. All right, and then also doing
some more trees we want to do, you know, we're doing something some fun for you and some
fun for the environment. Normally. We do one tree per cable as
we announced earlier at the beginning of the presentation but during this
we will be doing three trees per cable,
right? So in that last example Kate where
someone got seven in fact, actually we've
got an example on the
let's put this up on the screen. So if someone were to
if you go ahead and invest two thousand bucks
you get how many seven limited edition?
Persian red Lux Persian right
isn't red
Persian person 2,000 bucks
will be 6,000 points.
And therefore 21 trees right? Because
three per cable and I

do just want to mention something about the investment of we're giving you like whole number investment levels, but in fact because of the price of the shares, you can't invest exactly 2000. It's like a little bit under a little bit over these are for levels over so it's only a few dollars more than it's very 2007. I don't know what the number is but it would just be a tiny bit of a make sure. You just go just above the level rather than just under it if you want to if you want to pick up these perks, all right.

That is it from for our live streams now. Well, they didn't know it's not because the stream is going to continue the stream will continue Kate and I will step away from this presentation, but we're going to take a 10 minute break. We'll put the countdown up on the screen in just in just a moment. That's your chance to go to MAGFAST.com/setup and either set up or update in that capital account and just become familiar with it. Want to make sure that that's in place for you today. Oh just one other

I want to mention something else. If you're in your net capital account poking around and Kate covers this in the in the videos that we've made right Kate, but if you're in their poking around you may see a thing which is to do with loading up your wallet because they have a way that you can transfer money into a wallet in net capital. So it's kind of ready to go. It's great.

The only thing is

It might not depending on the banks. It might not make their in time for for Thanksgiving. It might but it might not and I don't want anybody to be stuck. So by all means you use the wallet transfer, but just have a backup plan. If because it won't be anything to do with us. It'll be to do with the banking system. It'll be your bank. It'll be I don't know but you know, you know how banks are we have? We do internal transfers at MAGFAST.

And our bank used to do them in two days and suddenly it takes five days, like real nuisance. Like we what one

month we were moving some money and it was kind of like we barely even make payroll. We had plenty of money just couldn't get the money in the right place to do payroll because suddenly they went from two to five days. So, Yeah, so, please have a credit card handy and do the transfer. You know what I mean, right?

Everyone knows what I mean Kate.

And if you don't Kate Spade the videos on the car sales page, right?

super

all right, Hey listen, before we go people online are very kind to give me credit and give Kate credit and sometimes during these shows we mentioned Tony and Amy and Philip my beautiful wife. Amy and Tony and Philip are incredible behind the scenes. They're all at the controls right now, but they're only part of an amazing team working flat out to get all these products made and shipped and I just want to give a shout out to afroze and Anita and Axle and Brittany and Cyrus.

And Damien and Eric and guy and Jack and Jesse and Jimmy and Joelle. Yes, we're in alphabetical order for Larry and Lauren and Marlon and Maylene and Michael and Nancy and Neil and Paul and Phil and Rex and Rich and Sanya and Sean and Steve and Tony and web of and so many many others who are just contractors or part-time or work for our suppliers.

This is huge team working to do this for you. Thank you for being a part of this family. If you're able to invest in this round. We'd love to you know, we'd love to welcome you that and if you can we'll send you the other Persian bread limited edition, but if not, it's fine. It's just fantastic that you're here and we really really appreciate you right Kate.

Yes, thank you all so much and we've had a lot of fun today. So thank you for being here.

Thank you for being here. We're gonna just take this little 10 minute break chance to go to the bathroom set up your net capital account and then Kate and

I will you'll see us again. It'll be the the first inside a
preview of the brand new like
the top of the the top of the MAGFAST marketing funnel the new
Lux show. We recorded a 10 days ago. We're pretty
excited about it. So I hope you can join us for that for now. Thanks so much. Bye.