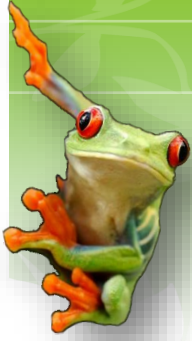


Amazon Superfoods & Consultancy Company



Amazon Superfoods

AS



Mission of the Amazon Superfoods Company

Our mission is to provide delicious and nutritious Superfoods that improve the health of anyone, anywhere on the planet, from our location deep in the Peruvian Amazon Rainforest, where these endemic medicinal plants are growing. Customers will thus enjoy an improved quality of life, in all its stages, by consuming 100% natural & organic atomized powder of fruits, berries and other plant parts of our sustainably grown and harvested medicinal plants, so called Superfoods, that have an exceptionally high nutritional content of essential vitamins, proteins and minerals, omega-rich oils, dietary fibers and unrivaled amounts of antioxidants found nowhere else on Mother Earth.

Our Amazon Superfoods can help customers and their families improve their immunity systems against for example global viral attacks, increase energy, improve brain function and memory, reduce the risk of chronic diseases, maintain a healthy weight and lifestyle and even have a long lifespan. At the same time, customers assist, through the purchase of products, in the protection of the biological and ethnocultural diversity of the Amazon Rainforest and, therefore, are part of the company's profit-sharing program, which aims to improve the wellbeing, livelihoods and way of life of the participating indigenous communities. Issues that are of key importance to the mission and general vision of the company.

Website: www.amazon-superfoods.com

Amazon Superfoods & Consultancy Company

The Amazon Superfoods & Consultancy Company is based in Iquitos, which is an isolated frontier city situated in the heart of the Peruvian Amazon Rainforest. The company was established in 2019 to:

- Promote, market and export to international markets products from the abundant natural and organic medicinal food plants (also called Superfoods) that only grow in the Amazon rainforest, in collaboration with private agro/forestry companies and with local communities living in the jungle;
- Implement consultancy services and business opportunities for national and international organizations and clients; and
- Facilitate for NGO's, humanitarian & development aid organizations and entrepreneurs, in their quest to invest for profit-sharing or non-profit in the development and protection of the Peruvian Amazon Rainforest and its people, which has a unique but threatened wealth of biological and ethnocultural diversity.

AMAZON SUPERFOODS & CONSULTANCY COMPANY



Our Services

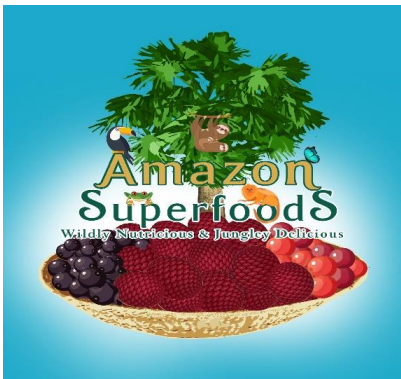
The Amazon Superfoods & Consultancy Company is acting on international markets and can provide international NGO's, development aid organizations and international business entrepreneurs with the following services and assistance:

Design Projects. Assist in identifying, designing and implementing environmental, REDD+ and climate change/carbon sequestration projects, as well as other sustainable natural resources projects (natural/organic medicinal food plants, reforestation, water resources, fisheries, agriculture/agroforestry, non-timber products, wildlife, etc.).

Superfoods. Sustainably cultivate, harvest, process, market and sell products on local and international markets, in cooperation with involved communities, the more than a hundred health promoting natural & organic medicinal food plants growing in the Amazon (and other parts of Peru), such as; Açaí, Aguaje, Camu Camu, Noni, Quinoa, Maca, Kiwicha, Guanábana, Guava, Cacao, Moringa, Sacha Inchi, Macambo, Reishi, Achiote, Coca and many more. All of these natural products are called "Superfoods" as they contain exceptionally high contents of antioxidants, minerals, proteins, vitamins, dietary fibers and essential oils not found anywhere else in the world.

Non-Timber Products. Promote the management, marketing and selling of other natural products for export such as; ornamental fish, indigenous tribes' artefacts & handicraft, wood carvings, tropical ornamental plants, fruits and nuts, natural fragrances, sustainable palm oil, etc.

Non-Timber Products. Promote the management, marketing and selling of other natural products for export such as; ornamental fish, indigenous tribes' artefacts & handicraft, wood carvings, tropical ornamental plants, fruits and nuts, natural fragrances, sustainable palm oil, etc.



Eco-Tourism. Organize guided eco-tourism tours to pristine areas and rustic lodges (including trusted ayahuasca/shamanic resorts), in the heart of the Amazon jungle, already tested and approved by the Amazon Superfoods & Consultancy Company.

Humanitarian Aid. Assist humanitarian aid organizations to identify vulnerable groups living in the jungle or in poor urban areas for appropriate education & health programs and socio-economic projects aiming at achieving a better quality of life.

Auditing. Provide transparent, secure and audited management of financial resources invested by NGO's, development aid and other business partners.

AMAZON SUPERFOODS & CONSULTANCY COMPANY



Sustainable Forestry. Export sustainably harvested and certified timber and value-added wood products, specific to clients' needs, from a variety of commercial hardwood tree species according to strict CITES conservation regulations and Forest Stewardship Council (FSC) certification regulations and chain-of-custody principles.

International Organizations: Act as a local representative and trustee for international humanitarian and environmental organizations as well as business partners according to clients' specific requirements.

Furthermore, the Amazon Superfoods & Consultancy Company is cooperating with a broad network of professionals and institutions in Iquitos (NGO's, governmental and private) in various areas, e.g. natural resources management, eco-tourism, the business community, indigenous tribes' representatives, certified auditing, lawyers for legal advice, etc. The company is therefore in a unique position to provide contacts and guidance into the intricacies of Peruvian regulations and laws as well as providing local capacity for efficient start-up and implementation of projects and businesses. Doing business in the isolated frontier town of Iquitos can otherwise be a frustrating and tedious experience full of unexpected, costly and time-consuming side-tracks that foreigners often have to endure.



AMAZON SUPERFOODS & CONSULTANCY COMPANY

The Amazon Superfoods & Consultancy Company Team

Hans Järlind

Mr. Hans Järlind is one of two owners of the Amazon Superfoods & Consultancy Company (The other owner is Mr. Per Örnell who resides in Sweden). Hans is a Swedish and Peruvian forester and environmentalist living permanently in Iquitos. He came to the city in 2004 to work with a Finnish Government funded biodiversity project that was based at the Peruvian Amazon Research Institute (IIAP- Instituto de Investigaciones de la Amazonía Peruana). At IIAP he was primarily involved in assisting in establishing a new national biodiversity park (Allpahuayo-Mishana), located along a tributary of the Amazon River, where he developed and implemented sustainable management plans for the park's natural forest resources in close cooperation with the indigenous communities living in that area.

Mr. Järlind has a Master's Degree in Forestry from the Swedish University of Agricultural Sciences and a Postgraduate Diploma in Environmental Education from the University of Uppsala, Sweden. He has more than 35 years of professional experience in natural resource management, specializing in forestry education, reforestation, environmental protection, community-based forest resource management, and integrated rural development.

For more information about the Amazon Superfoods & Consultancy Company, please visit the website:
www.amazon-superfoods.com

Information can also be obtained directly from:
Ing. Hans Järlind
Jr. Loreto 141
16002 Iquitos
Perú

Cell phone & WhatsApp:
+ 51-987572246
Email:
amazon.peru.superfoods@gmail.com

Please do not hesitate to contact me as the Company will need some investments to be able to effectively start selling on international markets.

The global outbreaks of the Covid & Omicron viruses have emphasized the need to consume our products that are especially rich in antioxidants, & other nutrients (minerals, vitamins, proteins, omega oils & dietary fibers).

Most of his work was implemented in various countries in Africa and Asia, but also in Latin America. Therefore, he is in a unique position to compare development approaches from a variety of countries and to be able to identify best practices and innovative solutions for natural resource business endeavors.

Over the years, Hans has worked for a variety of international NGOs and development aid organizations, including the Food and Agriculture Organization of the United Nations (FAO), the European Union, the governments of Sweden, Norway, Finland and Germany, as well as for several international consulting firms.

Hans offers consulting services in various forestry and environmental fields such as; reforestation of tropical forests with indigenous species; community-based participatory natural resource management; forestry and environmental education and training; development and implementation of REDD +, climate change/carbon sequestration and agroforestry projects.

Implementation of the Amazon Superfoods project

All products are sold either in 100% natural & organic atomized powder form (which means that all the water 85-90% has been removed and only the solid extract rich in nutrients remains), or in the form of extracted nutritious oils. For the purpose of exporting to international markets this is very advantageous as it significantly reduces the cost of expensive transportation from Peru to other countries and enhances the shelf life of the products.

The Company will purchase Amazon Superfoods products, in powder /atomized and oil form, from three different sources;

- 1) The communities in the Allpahuayo-Mishana National Reserve where Mr. Järlind worked with IIAP in 2005 to assist in the development of sustainable management plans for their forest resources. Now the plan is to collaborate with these communities to cultivate, harvest and process their many edible medicinal plants, Superfoods, and sell them on international markets through the Company's website. The profit will be shared between the Company and the participating communities.
- 2) Cooperate with Peruvian private forestry / agricultural companies such as Amazon Fruit, Amazon Andes and Standard Reforest / Brunner Group that grow the Amazon Superfoods organic plants on their own land, which they harvest and process, after which the Company sells them on international markets through the Company's website.
- 3) However, alternative 1) will take a long time to plan and develop. Meanwhile, the already processed products of the different Superfoods will be purchased from the companies, mentioned in alternative 2), and sold with our labels on international markets