

Building a Billion-Dollar Brand

I have been blessed with a business career full of extraordinary experiences. I have bought, built and sold companies of all sizes, from small businesses to international enterprises worth billions. I have helped create some of the world's most well-known brands. You could say that, in the business world, I have been atop the highest mountains.

Along the way, like everyone else, I have also experienced times of intense trial and difficulty. It hasn't been easy—few worthwhile things in life ever are. Through it all, I have set positive intentions and have visualized success before achieving it. I have found that, when I'm truly passionate about what I'm doing, work hardly feels like work. It feels more like a labor of love.

Which brings me to Zrii. Of all of the companies I have bought, brands I have built and dreams I have achieved, nothing has infused me with more passion and energy than Zrii. What has happened in a few short months here has had a transformational impact on me—and as I have learned, on countless others. Zrii is fast becoming the most meaningful brand I have ever built. Ultimately, Zrii is the capstone of the legacy I will leave.

As we have assembled the foundational elements of Zrii, stars have aligned as never before. Truly, we were born iconic. Consider the following:

- We have attracted exceptional field leadership that has created excitement like this industry has never seen, setting pre-launch growth records in a few short months.
- We have held the largest launch convention that we are aware of in the history of the industry.
- Our company has been debt free since Day One.
- Zrii—The Original Amalaki, is the first Ayurvedic nutritional product to be taken to the world on a massive scale.
- Our product carries the full endorsement of The Chopra Center for Wellbeing, arguably the most credible endorsement in the history of the industry.
- In less than a year, we have created a movement.

From Day One, it has been my commitment to create a billion-dollar brand. It is also my commitment to do it with excellence. Essential to this effort is the corporate team. I have surrounded myself with co-founders and an executive team who I feel are without peer in the industry. Together, we pledge to preserve this promise of Zrii for all like-minded entrepreneurs and health-conscious people who feel the same magnetism we have felt. Zrii is our passion and our collective, iconic platform for abundance.

I invite you to join me and our growing family of independent executives in this awesome endeavor. May the light, luster, splendor and prosperity of Zrii touch your life as it has mine. **SFH**

Zriiyaa,

Bill Farley
CEO and Founder
Zrii

