

CONFIDENTIAL



KAN TOTEM Honey USA

Confidential Overview

Partnership Programs & Commercial Framework

Confidential overview for prospective business partners

KAN TOTEM Honey USA is developing U.S. partnership programs centered on premium honey produced in the Kyrgyz Republic.

Our approach goes beyond supplying a finished product. We work with partners to build **tailored commercial programs** that can combine product, partner-specific economics, custom packaging, private-label solutions, special editions, customer referrals, and protection of partner-developed business opportunities.

This document is intended solely for preliminary business discussions. It is not a public offer, binding agreement, or general price list. Final product, commercial, logistics, and legal terms are developed for each project and become binding only when agreed to in writing.



1. Partnership Approach

KAN TOTEM Honey USA works with organizations looking for more than a standard off-the-shelf product.

Depending on the partner's objectives, a program can include:

- ready-to-market product concepts;
- custom product configurations;
- custom packaging;
- private-label programs;
- corporate, VIP, and event gifting;
- hospitality programs;
- gift shop and specialty retail;
- Tribal and institutional programs;
- limited and commemorative editions;
- recurring supply programs;
- distribution arrangements;
- customer referral opportunities;
- protection of partner-developed business;
- optional premium-value components.

Core Principle

The goal is not simply to supply a product. It is to give each partner the ability to build a differentiated commercial program around it.

2. Program Participants

KAN TOTEM Incorporated

A U.S. nonprofit organization that provides the strategic framework for the initiative and supports the development of international relationships and partnership opportunities.

KAN TOTEM Honey USA

The initiative focused on U.S. market development, product concepts, and business partnership programs.

Dary Tyan-Shanya

The honey producer in the Kyrgyz Republic.

Product origin, production characteristics, and international awards are attributable directly to the producer.

NUKI LLC

The commercial entity through which applicable agreements, sales, invoices, and payments may be structured, depending on the transaction.

The legal and commercial structure of each transaction is determined individually.

3. Partnership Options

Ready-to-Market Solutions

Partners can work with current KAN TOTEM Honey USA product and gifting concepts.

The final assortment, configuration, and commercial terms are defined in a partner-specific proposal.

Custom Programs

Programs can be developed around a specific business need, including:

- hospitality;
- corporate gifting;
- VIP programs;
- events;
- retail;
- visitor centers;
- official gifts;
- institutional use;
- Tribal programs;
- special-purpose projects.

Custom Packaging

Packaging and presentation can be developed around the partner's audience, brand identity, event, location, or program.

Private Label

Selected programs can incorporate the partner's brand or visual identity.

Design, labeling, technical feasibility, and applicable requirements are reviewed and approved separately for each project.

Corporate, VIP & Events

Programs can be created for:

- corporate gifting;
- VIP guests;
- executive and leadership gifts;
- conferences;
- anniversaries;
- awards;
- official receptions;
- special events.

Hospitality

Hotels, resorts, and hospitality groups can use tailored programs for:

- welcome gifts;
- VIP amenities;
- guest-experience programs;
- special events;
- premium gifting.

Gift Shop & Specialty Retail

Products can be offered for resale through:

- gift shops;
- visitor centers;
- museum shops;
- destination retail;
- partner-operated stores;
- other agreed retail channels.

Tribal & Institutional Programs

Tailored programs can be developed for Tribal Nations, nonprofits, institutions, and other organizations for:

- official functions;
- leadership gifts;
- internal initiatives;
- commemorative events;
- special programs.

Recurring Supply & Distribution

Partners with ongoing demand can establish recurring-order programs.

For qualified partners, separate distribution arrangements can also be considered for a defined territory, channel, market, or customer segment.

4. Product Built Around the Partner

KAN TOTEM Honey USA does not require every business partner to work with one fixed product configuration.

Depending on the project, the following can be tailored:

- assortment;
- collection composition;
- number of units;
- packaging;
- visual presentation;

- branding;
- inserts;
- commemorative elements;
- premium-value components.

Product weight and final configuration are intentionally not fixed in this document.

They are determined according to the purpose of the program, the target audience, and the partner's commercial objectives.

Our Approach

We do not force a partner's business need into a standard product format. We build the product around the business need.

5. Partnership Economics

Retail Pricing and Partner Pricing Are Different Models

Prices published on the KAN TOTEM Honey USA website are intended primarily for individual retail customers.

They:

- are not contract prices;
- do not determine the economics of a business partnership;
- do not limit the terms that can be developed for a qualified partner.

A separate commercial proposal is prepared for each partnership program.

Depending on the nature, scale, and structure of the relationship, partner economics can differ substantially from the public retail model.

Commercial terms can take into account:

- program structure;
- scale;
- order frequency;
- predictability of demand;
- level of customization;
- packaging and private-label requirements;
- sales channel;
- logistics;
- long-term business potential;
- special commercial rights;
- premium components.

This document does not establish any specific price, discount, or margin.

6. Economic Value for the Partner

A partnership can create several distinct layers of commercial value.

Partner-Specific Commercial Terms

The partner receives a commercial structure developed for the specific program rather than relying on standard retail pricing.

Margin Opportunity

Where the program involves resale, the partner can build its own commercial strategy within the agreed business model.

Repeat-Business Potential

A successful initial program can develop into recurring orders or a broader long-term commercial relationship.

Commercial Terms That Can Evolve

As the relationship develops, factors such as scale, consistency, predictability, and operating efficiency can be considered when future terms are reviewed.

Product Differentiation

Custom packaging, private label, limited editions, and partner-specific concepts allow the partner to offer something meaningfully different from the standard retail product.

Commercial Principle

The partnership model is designed to create more than purchasing savings. It gives the partner room to build its own commercial value around the product.

7. Preferred Partner Referral Program

One potential advantage of a qualified partnership is access to appropriate customer referrals.

If KAN TOTEM Honey USA receives an inquiry from a customer whose location, market, purchasing profile, or preferred sales channel aligns with an established partner, that inquiry can be referred to the partner for further service.

This can be particularly valuable when an individual customer is better served through a local partner location, retail point, or established commercial channel.

Under an agreed referral structure, KAN TOTEM Honey USA can direct qualified customers to designated partner locations or channels.

The partner then serves the customer under its own commercial model and the applicable terms of the partnership.

Potential Partner Value

Product access + margin opportunity + repeat business + additional inbound customer opportunities.

Referral arrangements are not automatic.

Territory, customer categories, referral procedures, commercial rights, and priority rules are defined separately in the applicable agreement.

8. Protecting Partner-Developed Business

Partner-Originated Opportunity Protection

When a partner independently introduces a customer, organization, or business opportunity, the partnership agreement can provide protection for that opportunity.

The purpose is to:

- reduce the risk of partner bypass;
- minimize channel conflict;
- protect the partner's business-development efforts;
- establish clear commercial rights between the parties.

A specific customer or opportunity can be reserved for the originating partner for an agreed period and under agreed conditions.

Preferred Partner Status

Partners that develop a stable and productive relationship can also be considered for Preferred Partner status.

Depending on the agreement, this can include:

- priority consideration for selected referrals;
- early access to new programs;
- participation in special product development;
- the opportunity to discuss enhanced commercial terms;
- priority consideration for selected custom programs.

Preferred Partner status does not automatically create exclusivity.

9. Selective Exclusivity

Qualified partners can discuss limited forms of exclusivity where they support the commercial value of a specific program.

Protection can apply to a defined:

- territory;
- sales channel;
- network;
- custom design;
- collection;
- partner-specific program;
- limited edition.

This approach allows the parties to protect the value of a particular project without placing unnecessary restrictions on the broader KAN TOTEM Honey USA business.

Exclusivity applies only when expressly granted in a separate written agreement.

10. Limited, Special & Commemorative Editions

Special and limited-edition programs can be developed for selected customers, organizations, and occasions, including:

- VIP programs;
- leadership gifts;
- corporate milestones;
- casino programs;
- hospitality events;
- Tribal initiatives;
- official functions;
- anniversaries;
- conferences;
- openings;
- commemorative occasions.

Their value comes from the combination of:

premium product + limited availability + a distinctive story + custom presentation + commemorative or premium-value elements.

11. Premium Value Enhancement — Certified Gold

For selected VIP, premium, limited, and commemorative programs, the gift concept can incorporate a **certified 1-gram gold bar** as an optional premium element.

This creates a format in which a premium gift product is paired with an item that carries **independent material value**.

Documented Origin

Gold used in these programs can be sourced with verifiable origin and appropriate official documentation from the Kyrgyz Republic.

Supporting documentation related to origin, certification, import, and export is intentionally kept outside this overview and can be provided separately when relevant to a specific project.

Official Buyback Mechanism

The existence of an official buyback mechanism in the country of issuance provides additional confidence in the standardized nature and independent material value of the asset.

Confidence Beyond the Country of Issuance

Official documentation, traceable origin, and an established domestic buyback mechanism can also strengthen confidence in the authenticity and potential liquidity of the gold bar outside the Kyrgyz Republic.

Any subsequent sale or redemption outside the country of issuance remains subject to the policies of the relevant bank or dealer and to the laws and requirements of the applicable jurisdiction.

Potential Applications

A gold-enhanced concept can be particularly well suited to:

- VIP gifts;
- executive and leadership gifts;
- casino programs;
- premium hospitality;
- commemorative editions;
- corporate gifting;
- Tribal and official programs;
- limited collectible releases.

Gold is an optional premium-value component and is not part of the standard product program unless specifically agreed.

12. Partner-Specific Product Development

For strategic projects, a product concept can be developed collaboratively with the partner.

The parties can define:

- target audience;
- program purpose;
- product assortment;
- packaging;
- branding;
- presentation;
- special inserts;
- commemorative elements;
- premium enhancements;
- degree of exclusivity or limited availability.

Objective

The partner receives a solution built **for its audience and commercial purpose**, rather than a standard product with a different logo applied to it.

13. Pilot Programs

A pilot program can be used when a partner wants to evaluate a concept before moving to a broader rollout.

A pilot can help assess:

- audience response;
- product concept;

- packaging;
- presentation;
- commercial structure;
- potential demand.

The results can then inform the decision to expand, refine, or scale the program.

14. Partner Support

Depending on the program, partners can receive approved materials to support professional presentation and customer-facing sales activities, including:

- product information;
- approved imagery;
- origin information;
- verified producer information;
- verified award information;
- presentation materials;
- concept sheets;
- partner-specific support materials.

The objective is to provide the partner with more than the product itself — **a professional information base that supports effective presentation to its own customers.**

15. Individual Commercial Proposal

Once the partner's objectives are understood, a separate commercial proposal can be prepared.

Depending on the project, it can address:

- partnership structure;
- product concept;
- assortment;
- configuration;
- packaging;
- branding;
- contract pricing;
- payment terms;
- applicable logistics;
- agreed timing;
- recurring-order structure;
- referral arrangements;
- partner opportunity protection;
- exclusivity;
- premium components;
- other material project terms.

Until agreed to in writing, all such terms remain subject to negotiation.

16. How a Partnership Begins

01 — Initial Interest

Understanding the organization’s overall objective.

02 — Discovery

Defining the audience, use case, sales channel, and preferred partnership structure.

03 — Concept Development

Building the appropriate product and commercial approach.

04 — Individual Proposal

Preparing a project-specific commercial framework.

05 — Negotiation & Alignment

Agreeing on the key commercial and operating terms.

06 — Agreement

Documenting the parties’ binding obligations in writing.

07 — Implementation

Executing the agreed program.

08 — Growth

Expanding successful programs through repeat business, additional scale, or new opportunities.

17. What a Business Partner Can Gain

Depending on the agreed structure, the partnership can combine:

Partner-Specific Economics

A commercial model separate from public retail pricing.

Margin Opportunity

The ability to create commercial value through resale.

Differentiated Product

A product program tailored to the partner and its audience.

Custom Packaging & Private Label	Limited & Commemorative Programs
Premium Value Enhancements	Referral Opportunities
Partner-Originated Opportunity Protection	Selective Exclusivity
Commercial Support	Growth Potential

18. Core Commercial Principle

KAN TOTEM Honey USA is not simply offering a product or an alternative purchase price.

The partnership model is designed to create a commercial framework in which product, partner economics, customization, customer referrals, partner protection, and long-term growth can work together.

Objective

To create sustainable, mutual economic value for KAN TOTEM Honey USA and its business partners.

19. Confidentiality & Document Status

This material is intended solely for confidential preliminary business discussions.

It:

- is not a contract;
- is not a public offer;
- does not establish universal contract pricing;
- does not establish a mandatory minimum order quantity;
- does not establish a fixed product weight or configuration;
- does not guarantee a specific margin;
- does not guarantee customer referrals;
- does not create automatic exclusivity;
- does not establish universal production or delivery timelines.

All final terms are developed for the specific partnership and documented in the applicable written agreement.

Next Step

If this partnership model is relevant to your organization, the next step is a discussion of your specific objectives.

Based on that discussion, KAN TOTEM Honey USA can prepare:

- a tailored product concept;
- a partner-specific commercial model;
- a packaging and presentation concept;
- special program options;
- proposed partnership terms;
- a separate commercial proposal.



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