



XOÇAI™

---

HEALTHY CHOCOLATE



XOÇAI™

---

HEALTHY CHOCOLATE

# What's Your Ideal Lifestyle?



# How Will You Get There From Here?



Lose Weight



Get Healthy



Earn Money



MXI Corp., Reno, Nevada

# Everyone Loves Chocolate



# Chocolate Is a Health Food?



Used by Aztecs  
and Mayans as a  
Health Food



From Health  
Food to  
Unhealthy Treat



More than 1,200  
Published Studies  
on the Health  
Benefits of Cacao

# What's In a Name

XO + ÇAI =   
XOÇAI™  
HEALTHY CHOCOLATE

“Xocolatl” (sho-ko-lat-l)

Açai Berry (ah-sigh-ee)

Cold Processed  
Healthy Chocolate



# Xoçai Is Healthy Chocolate

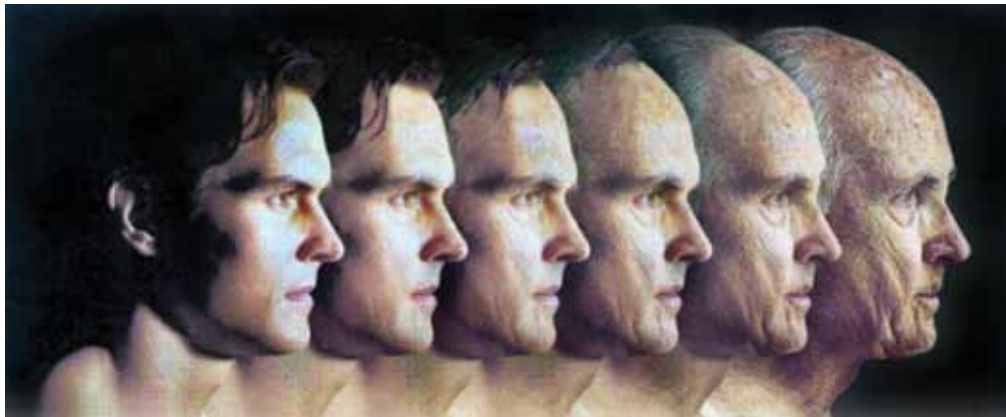


# Spinach or Chocolate?



1/2 lb. raw spinach

or



“The amount of antioxidants that you maintain in your body is directly proportional to how long and healthy you will live.”

-Dr. Richard Cutler, while Director of the Anti-Aging Research Department, Washington D.C.

Brunswick Labs - Established 1997

A world leader in research and diagnostic services related to antioxidants and antioxidative stress.



# Why I Love Xoçai



## Jennifer Lucas

**Lost 48 pounds in 12 weeks  
on Xoçai!**

“I have lost 48lbs on the Xoçai Wellness System. This has been the easiest thing I have ever done, and for the first time in my life I’m finding that I can get to my goal weight!”



## J.J. Birden

**Retired NFL Player**

“After spending 9 years in the NFL, I’ve continued to be conscious of the types of foods I put into my body. Consuming natural and clean products are a priority for me. Xoçai healthy chocolate clearly fits into this category and has played a key role in helping me achieve my fitness and nutritional goals.”



## Steven Warren, M.D.

**Doctor Recommended**

“Over the last six years, I have seen an incredible number of lives changed by Xoçai.”

# The Business Of Healthy Chocolate



**MXI Corp.**, Maker of Xoçai,  
the Healthy Chocolate

**Jeanette Brooks,**  
Founder & President  
MXI Corp.



**Andrew Brooks,**  
Founder & COO  
MXI Corp.

# The 21<sup>st</sup> Century Business



## Traditional Business

- ✓ Large Up-front Investment
- ✓ Huge Overhead Costs
- ✓ Employees
- ✓ Rent
- ✓ Accounting
- ✓ Inventory Management

## Home-Based Business with Xoçai

- ✓ Minimum Investment
- ✓ No Employees
- ✓ No Overhead
- ✓ No Inventory Management
- ✓ No Rent



# Who Succeeds In Xoçai?



## **Amiee Lester**

### **Self-Employed Housewife**

#### **“I never looked back!”**

“We had just lost our home after my husband lost his job of 17 years. I was looking to make money fast; I couldn’t afford NOT to start a Xoçai Healthy Chocolate business. In my first year with Xoçai, I made more money than I had in my entire life to that point.”

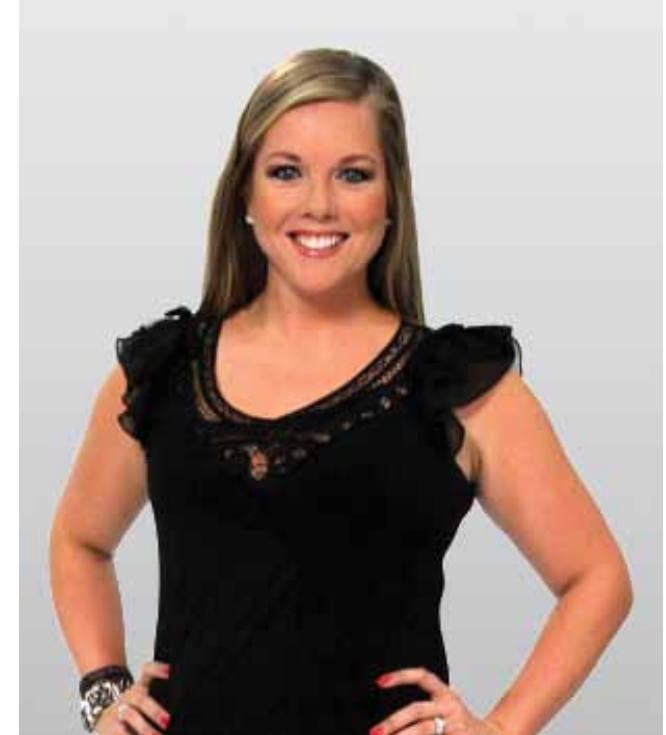


## **Glen Overton**

### **Successful Hotel Owner, Business Person**

#### **“My best investment.”**

“I own a lot of businesses. I own several large hotels including some Marriott hotels. Xoçai is my first network marketing experience. What an amazing business! This has been the best business investment I have ever made!”



## **Morgan Alsop**

### **Young Entrepreneur**

#### **“FREEDOM!”**

“I started working my business part time—about 10 hours a week. My consistent efforts grew and I was able to quit my job. I had debt coming out of college and Xoçai has made it possible for me to be debt free.”

# The Simple Success System



Other Tools Not Shown Included

Everything you need to quickly start and succeed with Xoçai.

# What Is Financial Leverage?



TIME

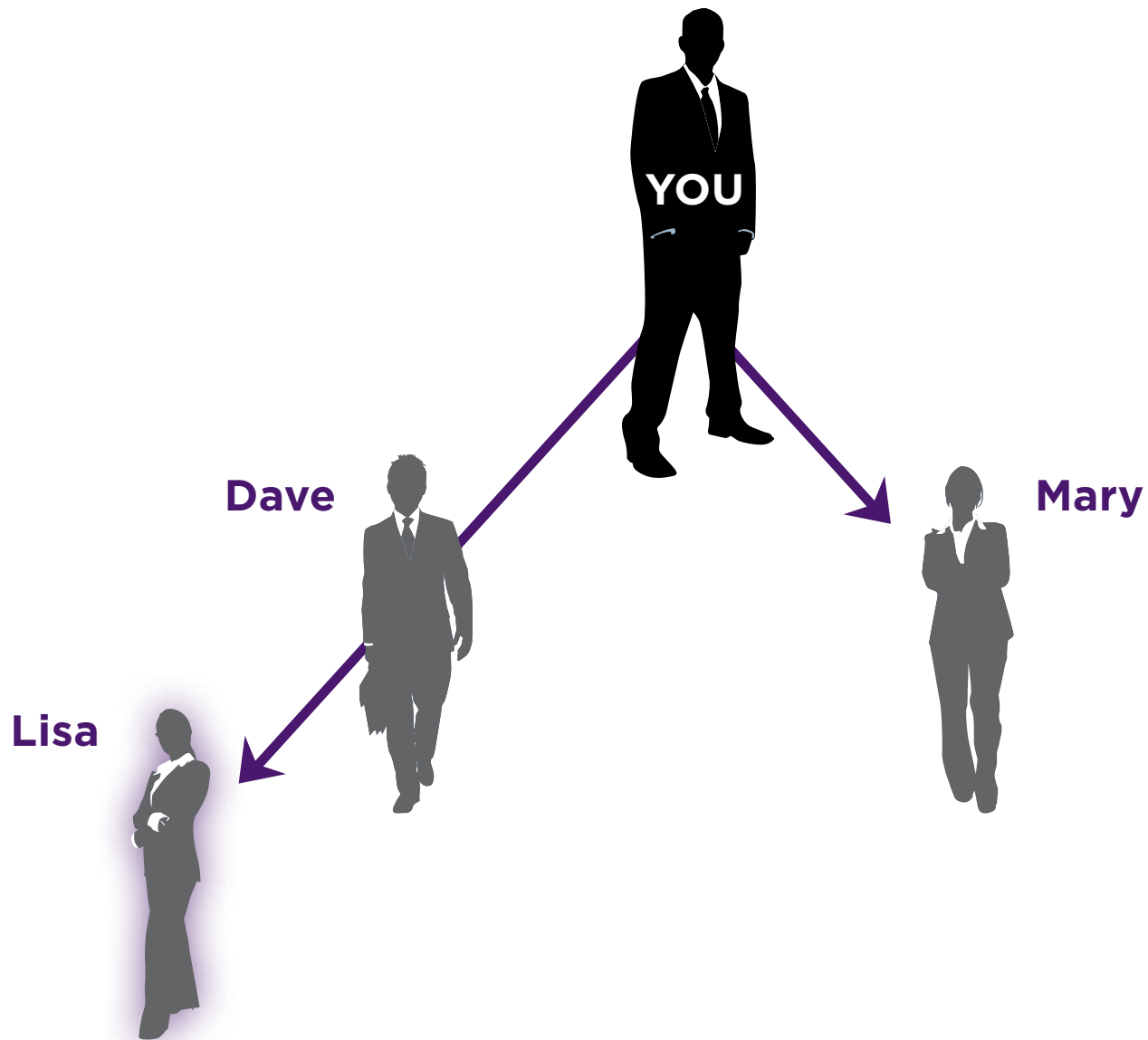
MONEY \$

# Does Network Marketing Work?



Most plans ask you to find six to eight business partners.

# Why the Xoçai Plan Works



Find TWO business partners with Xoçai.

# MXI: Eight Ways To Earn

1. Retail Bonus
2. Quick Check
3. X Bonus
4. Infinity Bonus
5. Executive Generation Bonus
6. Leadership Pools
7. Expansion Centers
8. Lifestyle Rewards



# First Three Ways To Earn

## Retail Bonus

1

You purchase product at the Wholesale Price (\$110/case).

\$110

You have the opportunity to mark up the product to the Suggested Retail Price (\$150/case).

\$150

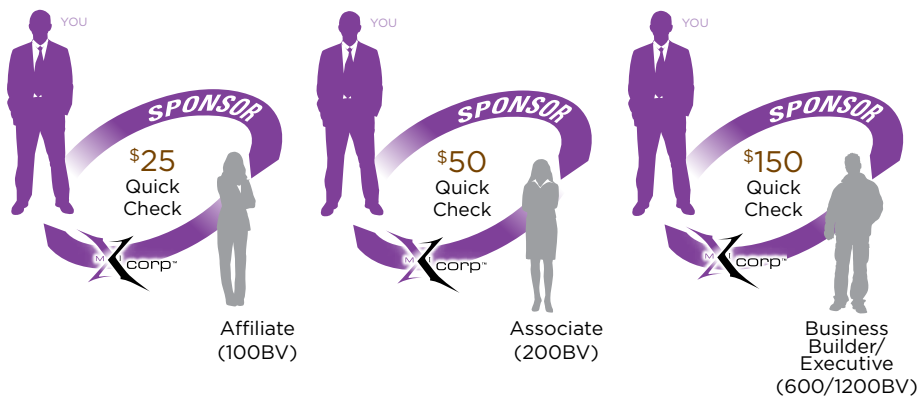
\$40



2

## Quick Check (Paid Weekly)

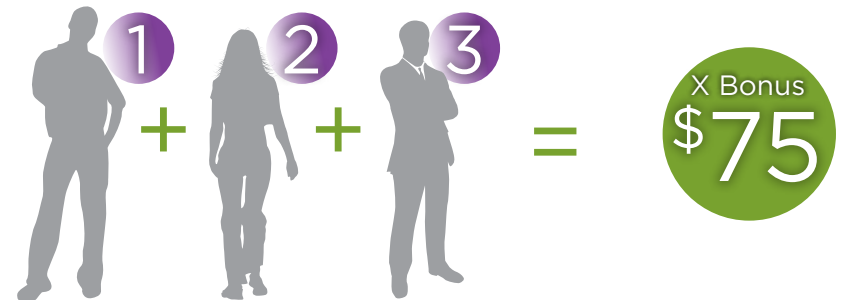
Earn \$25 to \$150 for each person you enroll.



3

## X Bonus

For every third member of your team that you personally sponsor, you receive a \$75 X Bonus.

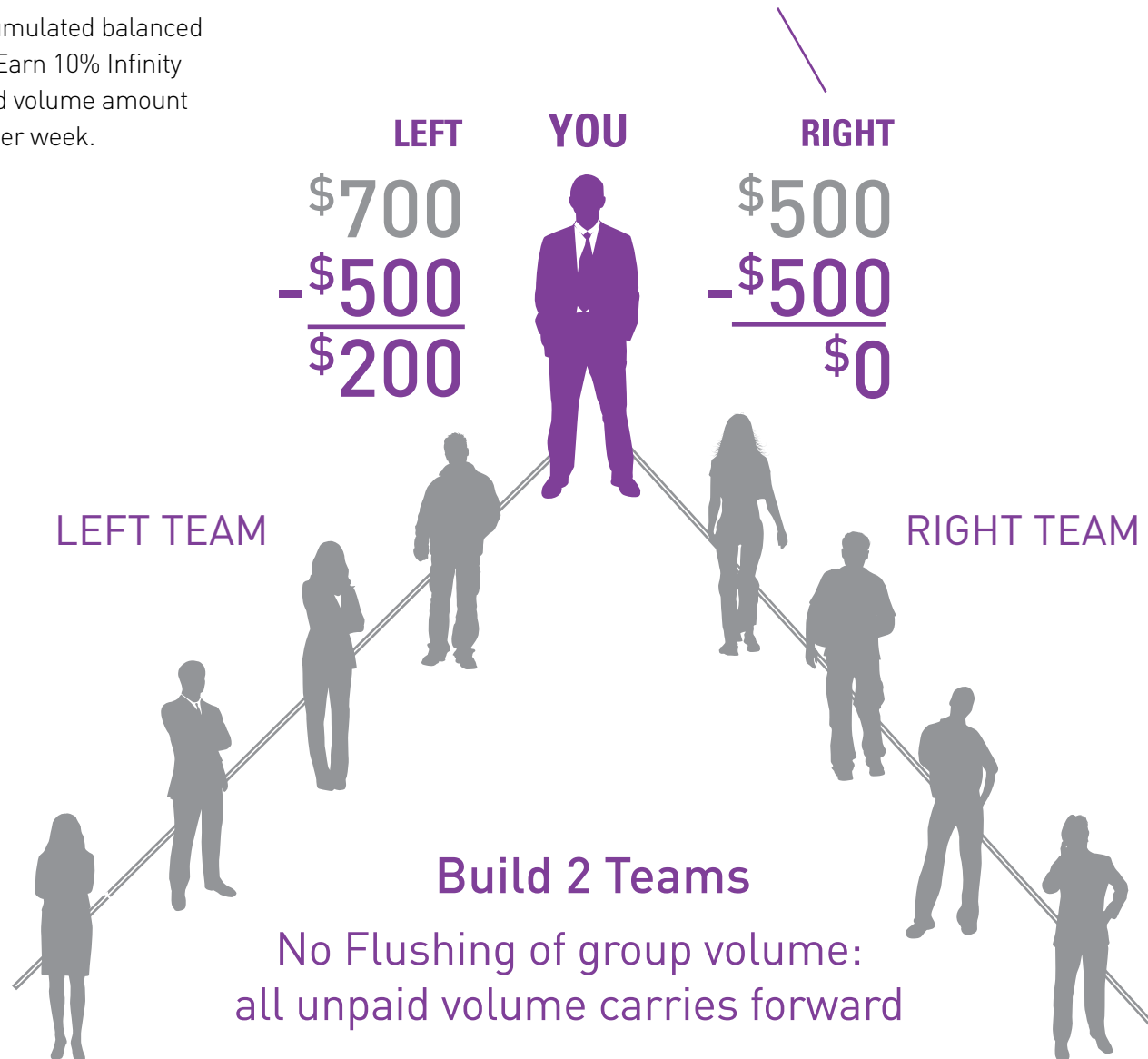


# 4. Infinity Bonus

## Paid bi-weekly

Generate 500 BV on accumulated balanced volume and earn \$50. Earn 10% Infinity Bonus on your balanced volume amount up to \$10,000 per week.

## \$50 Infinity Bonus



# 5. Executive Generation Bonus

As an **Executive**, you earn a check match bonus based on a percentage of the Infinity Bonus paid to people you personally enroll, the people they enroll and so on. Earn up to 7 generations deep and up to \$100,000 per week.

## Earn Up To 7 Generations

Rank	Executive	Bronze Executive	Silver Executive	Gold Executive	Platinum Executive	Diamond Executive	Dbl Diamond, Presidential & Ambassador
Gen 1	8%	8%	8%	8%	8%	8%	8%
Gen 2		8%	8%	8%	8%	8%	8%
Gen 3			8%	8%	8%	8%	8%
Gen 4				8%	8%	8%	8%
Gen 5					8%	8%	8%
Gen 6						8%	8%
Gen 7							8%

\* These percentages are for illustration purposes only, and do not indicate actual percentages paid through the seven generations.

MXI Corp. guarantees up to 50% payout of commissionable volume. Executive Generation Bonus is paid biweekly and is based on a floating percentage through the seven generations. The above chart is an illustration of how Executive Generation Bonuses may be paid. After the various other ways of earning commissions are calculated, all remaining available commissions (up

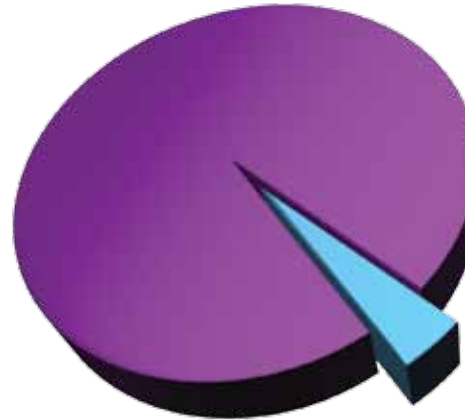
to the 50% figure) are allocated to the Executive Generation Bonus and then paid. Executive Generation Bonuses cannot exceed the volume from your lesser volume leg.

# Leadership Pool & Expansion Centers

6

## Leadership Pool Bonus (Paid bi-weekly)

Four percent of the Company's total Group Volume is divided amongst the top four qualified ranks of leadership. Gold Executive Pool equals 1% of total company GV divided among all Gold Executives proportionally. Platinum Executives earn a share of both the Gold Pool and 1% Platinum Pool. Diamond Executives earn a share of the Gold, Platinum and 1% Diamond Pools. Double Diamonds earn a share of all four Pools.



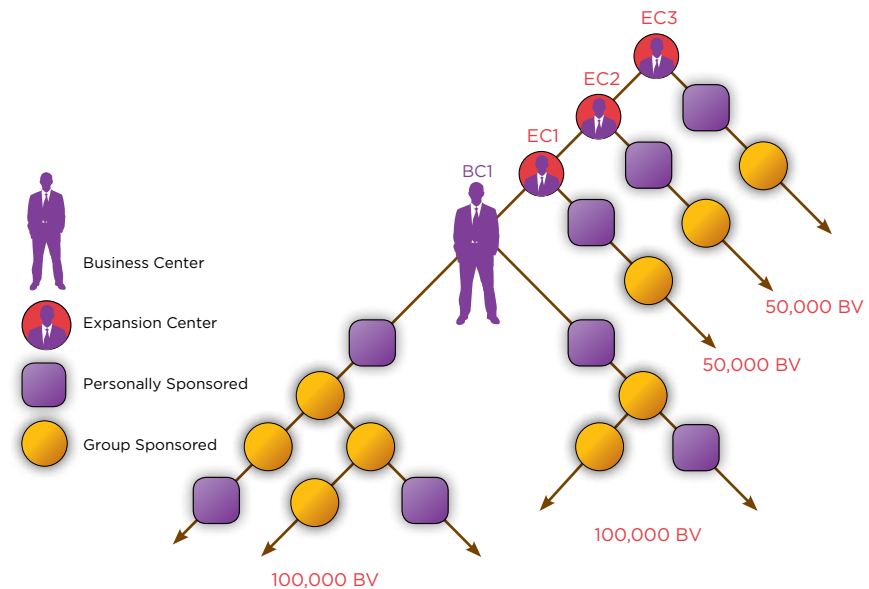
4% Company's Biweekly Bonus Volume

7

## Expansion Centers

By achieving the rank of a Presidential Double Diamond Executive you qualify for your first Expansion Center. Earn additional Expansion Centers by generating \$50,000 in Bonus Volume (BV) in one week in that new Expansion Center's Lesser Leg.

As your Healthy Chocolate Business grows, you can potentially earn a total of three Expansion Centers with each potentially earning \$10,000 per week in Infinity Bonuses.



## 8. Lifestyle Rewards



Exotic Trips



Gold Fly-In  
Lake Tahoe



Mercedes  
Car Program

# How Much Can I Earn?

## Earning Potential By Rank\*

**Income Disclosure Statement - 2009**

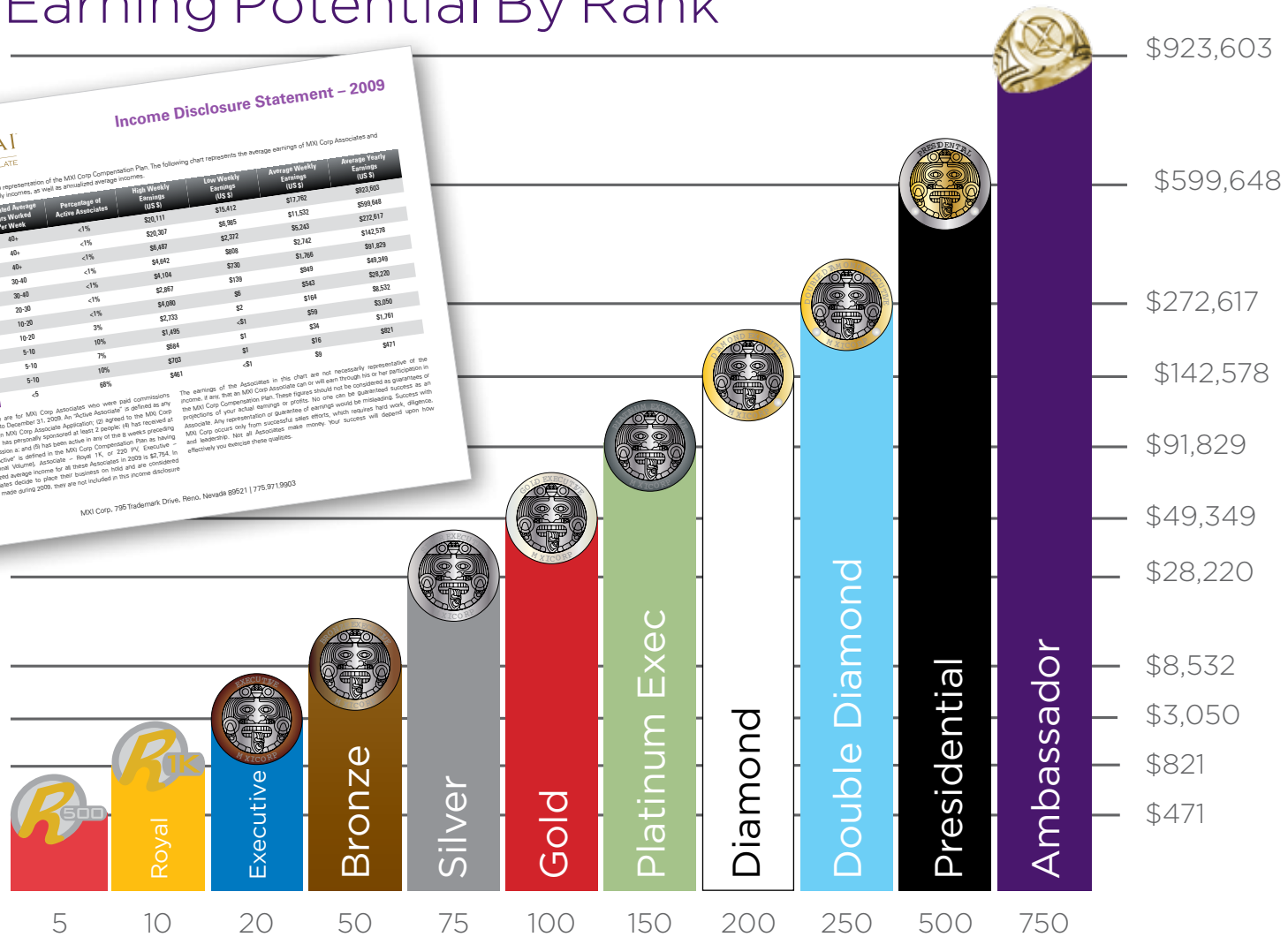
The Income Disclosure Statement is a representation of the MXI Corp Compensation Plan. The following chart represents the average earnings of MXI Corp Associates and provides high, low, and average weekly incomes, as well as annualized average incomes.

Active Associate Rank	Estimated Average Hours Worked Per Week	Percentage of Active Associates	Low Weekly Earnings (US \$)	High Weekly Earnings (US \$)	Average Weekly Earnings (US \$)	Average Yearly Earnings (US \$)
Ambassador	40+	<1%	\$20,307	\$15,412	\$17,252	\$923,603
Presidential Diamond	40+	<1%	\$6,487	\$2,372	\$11,532	\$599,648
Double Diamond	30-40	<1%	\$4,042	\$730	\$5,742	\$272,617
Diamond Executive	20-30	<1%	\$2,887	\$139	\$543	\$142,578
Platinum Executive	20-30	<1%	\$4,080	\$2	\$164	\$91,829
Gold Executive	10-20	3%	\$2,733	-\$1	\$53	\$49,349
Silver Executive	10-20	10%	\$1,495	\$1	\$16	\$28,220
Bronze Executive	5-10	7%	\$684	-\$1	\$8	\$8,532
Executive	5-10	10%	\$703	-\$1	\$8	\$3,050
Royal 500	5-10	10%	\$661	-\$1	\$8	\$821
Royal	5	8%	\$471	-\$1	\$8	\$471

The average of the Associates in this chart are not necessarily representative of the income if any, that an MXI Corp Associate can or will earn through his or her participation in the MXI Corp Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. No one can be guaranteed success as an Associate. Any representation or guarantee of earnings would be misleading. Success with MXI Corp occurs only from successful sales efforts, which require hard work, diligence, and dedication. Not all Associates make money. Your success will depend upon how effectively you execute these qualities.

The income statistics above are for MXI Corp Associates who were paid commissions during the period January 1 to December 31, 2009. An "Active Associate" is defined as any person who: (i) executed an MXI Corp Associate Application; (ii) signed to the MXI Corp Policies and Procedures; (iii) has personally generated at least 2 people; (iv) has received at least one non-vested commission; and (v) has been active in any of the 8 weeks preceding the commission period ("Active" is defined in the MXI Corp Compensation Plan as having generated 100 PV (Personal Volume) associate - Royal 1K, or 200 PV Executive - Ambassador). The annualized average income for all Active Associates in 2009 is \$2,754. MXI Corp. certain Associates decide to elect their business on hold and are considered "Inactive". If no sales were made during 2009, they are not included in this income disclosure statement.

MXI Corp, 795 Trademark Drive, Reno, Nevada 89521 | 775.971.9903



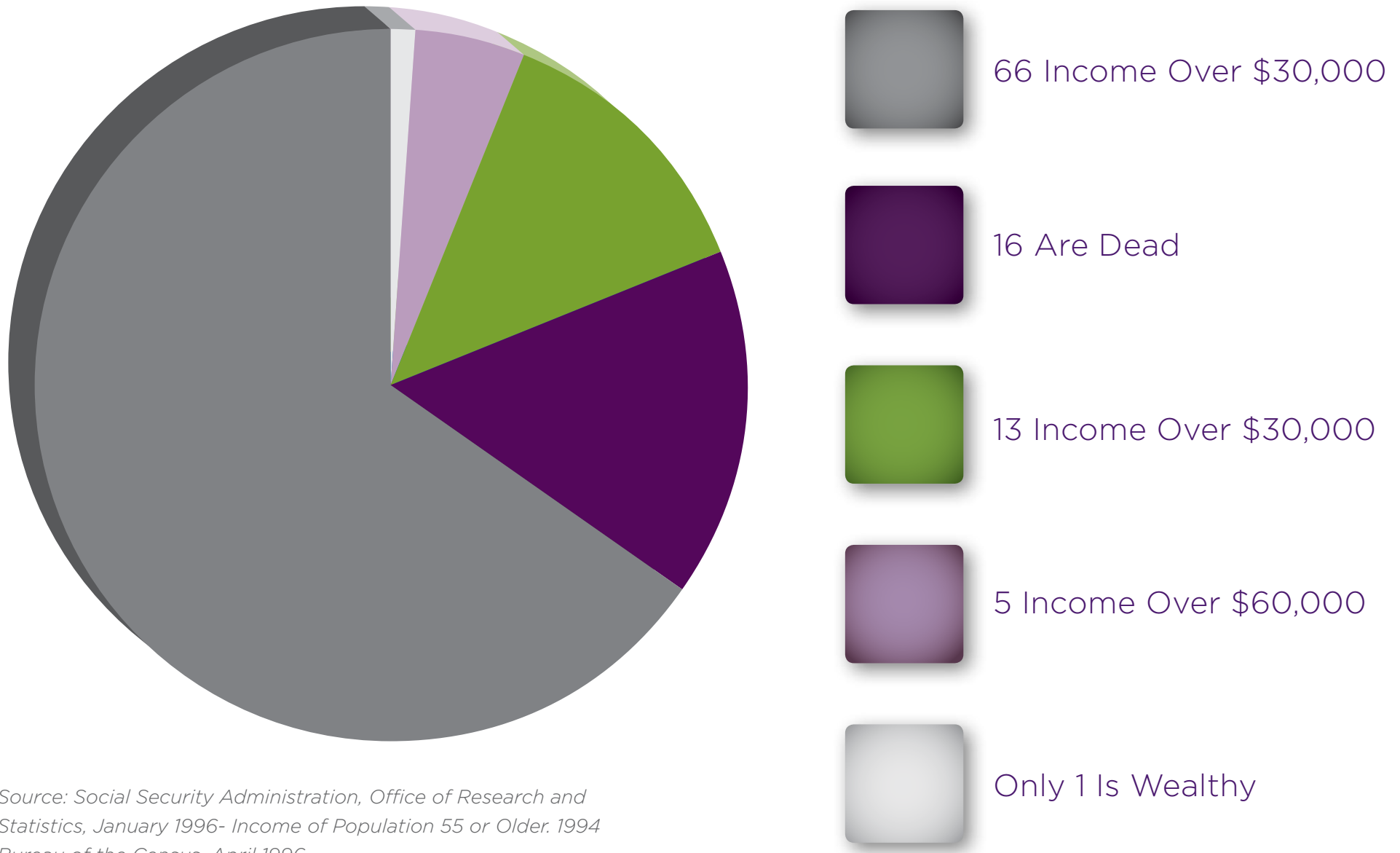
AVERAGE YEARLY EARNINGS

NUMBER OF BOXES A WEEK BY RANK\*\*

\*\*Balanced on both legs

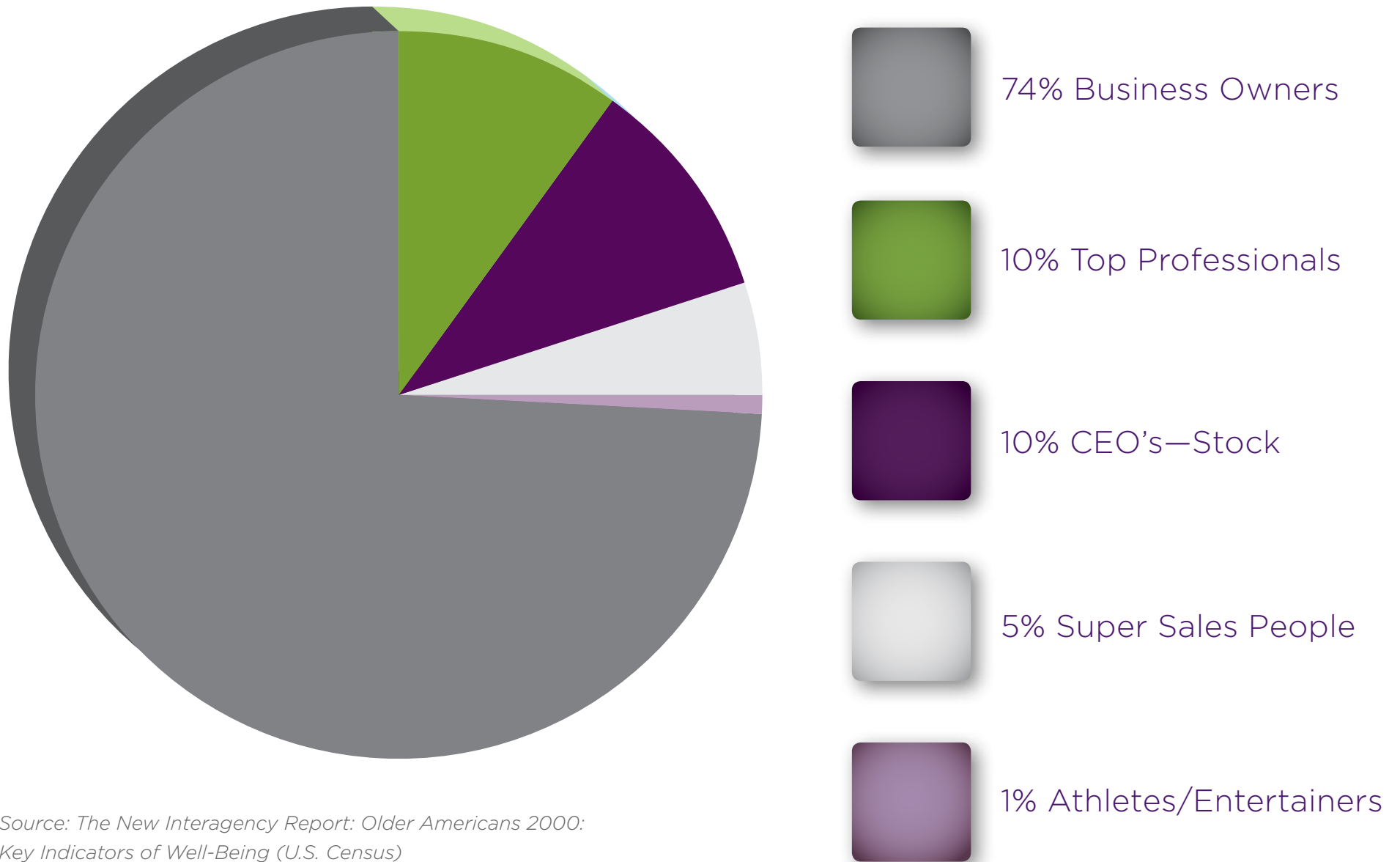
\*To view the complete Income Disclosure Statement for MXI visit <http://mxicorp.com/incomedisclosure/>

# When I'm 65...



Source: Social Security Administration, Office of Research and Statistics, January 1996- Income of Population 55 or Older. 1994 Bureau of the Census, April 1996

# Who Is Wealthy?



Source: *The New Interagency Report: Older Americans 2000: Key Indicators of Well-Being (U.S. Census)*

# Why Now?

**Newsweek**

“...Great news! Research suggests chocolate to be good for you...  
(Dark chocolate contains flavonoids...)”

**BBC NEWS**

“Chocolate can protect against tooth decay, researchers have found.”



“...Eating dark chocolate appears to improve the function of important cells lining the wall of blood vessels for at least three hours...”

**TIME**

“...New evidence suggests that a moderate amount of dark chocolate, particularly cocoa ..., may be sweet for the cardiovascular system...”

Today’s News Tells Exciting  
Stories About the Miracles  
of Dark Chocolate.



6 Years of Consecutive  
Growth—and Still Growing!

How Will You Get  
There From Here?



Get Started Today!

# Disclaimer

These statements have not been evaluated by the FDA. Information herein is NOT intended to be taken as medical advice. No therapeutic or medical claims are either implied or made. DO NOT ALTER ANY MEDICAL TREATMENT, OR THE USE OF MEDICATION WITHOUT PERMISSION OF YOUR MEDICAL CARE PROVIDER. FDA regulations prohibit the use of therapeutic or medical claims in conjunction with the sale of any product not approved by the FDA.

Earning levels for Xoçai Distributors that appear in this publication should not be constructed as representative of fixed or typical income earned with the Xoçai business, nor are they intended to represent that other Distributors will eventually achieve the same level of income. Income level achievements are independent upon the individual Distributor's business skills, personal ambition, time, commitment, activity and demographic factors.

























## Slide 13



### Tool Overview

#### **Chocolate Tool Box**

Everything you need to quickly start and succeed with Xoçai.

#### **Xoçai Ascent Plan**

Seven steps to making real money with Xoçai, the Healthy Chocolate.

#### **150 Days to Gold**

An easy-to-follow plan for making full-time income with Xoçai, working full- or part-time from home.

#### **Xoçai Flip Chart/DVD**

A simple guide for introducing Healthy Chocolate. Make confident, polished, convincing presentations every time!

#### **Prosper Magazine**

Our company was featured in a newsstand magazine that highlights our products and several Distributor success stories.

#### **Back Office**

Each Distributor receives an online web site and back office reporting.

# THE SIMPLE SUCCESS SYSTEM

## Presenter Script

Besides your commitment, the other piece to the puzzle is the training we provide our team members. If you join me as a partner in this business, the first thing I'll do is schedule time to train you.

We've spent hundreds of thousands of dollars and hundreds of hours in developing the best training and business-building tools around.

The system works; it's been proven time and again in the real world. Anyone who follows the system consistently will succeed in this business.

The presentation I'm giving you right now is an example of one of the unique tools we've created.

We help you be effective and confident in building your own successful Healthy Chocolate business.

But maybe the best thing about this company is that it's a "personal growth" company. What we do every day shows that where you are right now is not where you have to be tomorrow. You can become more than you ever thought you could.

And then you get to help other people realize the same thing.

## Talking Points

- Xoçai Training
- Proven system—Build effectively, with confidence
- Personal growth opportunities

### Presentation Timeline *(each block represents 30-60 seconds)*





























