

MEMORANDUM OF UNDERSTANDING

BETWEEN:

Lichtenwald Luxusgüter GmbH, a company Registered at Kanzlerweg 31, 75223, Niefern-Öschelbronn, Germany („Liwaldo“);
and

Name: Simon Cheng

Company: Pure to Pure Beauty Inc.

Address: [REDACTED] (the “Brand Partner”)

This Agreement shall be interpreted in accordance with the laws of Germany and EU shall be subject to the exclusive jurisdiction in the courts of Germany.

1. The purpose of this agreement is to establish a working relationship between Liwaldo and the Brand Partner (P2P Beauty).
2. Liwaldo, will provide services to the Brand Partner acting as distribution and marketing partner within the E.U.
3. Liwaldo, will manage the Brand Partner P2P Beauty market entrance in Germany and the E.U. including but not limited to:
 - a. Create Shopify store
 - b. Brand building
 - c. Social media appearance
 - d. Import, storage and handling items
4. The Brand Partner will provide all necessary brand assets to Liwaldo to carry out their marketing efforts.
5. Liwaldo will sell the Brand Partners products using channels including:
 - a. Samples in each package sent by Liwaldo.de
 - b. Products through P2Pbeauty.de/com
 - c. Direct outreach via social media
6. Liwaldo will work with the Brand Partner P2Pbeauty to identify the EU Market, gather data, and execute outreach.
7. The Brand Partner P2Pbeauty will provide support where extra resources are deemed necessary and mutually agreed prior to resources being provided.
8. The Brand Partner will extend all mutually agreed technical support to Liwaldo to generate sales, activate consumer and trade marketing initiatives, implementation and maintenance of the products and services on terms & conditions of this agreement.
9. Sales of the Brand Partners products will go through Shopify Payments and PayPal of the brand partner and paid to the brand partner’s account as the regulations of Shopify Payments & Paypal.
10. Liwaldo will be paid in 3 partial payments of 2.500€ each, in Total 7.500€ excl. Import costs & packaging costs for product sold.
 - a. Deposit
 - b. 1. Milestone (will be defined on mutual agreement)
 - c. 2. Milestone (will be defined on mutual agreement)
11. The estimated duration for this project is 3 months starting from 11th July, but is not limited to that. Further agreements will be discussed between Liwaldo and the Brand Partner P2P Beauty.

Signatures

(the “Principal”)

(the “Brand Partner”)

“Eduard Lichtenwald”

“Simon Cheng”

Mr. Eduard Lichtenwald

Lichtenwald Luxusgüter GmbH

July 19, 2021

Date: 8th July 2021

Date: