



## OUR MISSION

To better people's lives and to be a force for good in the world.

## OUR VISION

Become the recognized global leader in cellular health and redox-based technologies and achieve worldwide distribution of ASEA's life-changing products, financial opportunity, and culture.

## OUR STRATEGIES

1. Global Business Opportunity
2. Product Development and Validation
3. New and Existing Market Expansion
4. Culture and Personal Development
5. Operational Efficiency and Financial Management



## OUR CORE VALUES

### HUMANITY

People matter, regardless of what they can do for us or what role they play.

### AUTHENTICITY

We become stronger as a company through genuine, clear, honest interaction. We strive to be open, transparent, and real.

### SUSTAINABILITY

Our responsibility is to continue to build on an extraordinary foundation and to ensure growth and stability for years to come.

### PERFORMANCE

We are focused on results and hold ourselves accountable to the daily, purposeful fulfillment of our mission and vision.

### GROWTH

We are committed not only to the growth of the company but to each individual associated with it. We care about personal, professional, and financial development and seek opportunities for people to grow.

### RESOLVE

We recognize the complexities and challenges of a global business and confront those challenges head on. We are committed to solving difficult issues, even when this requires making hard decisions.

### COLLABORATION

We seek to leverage expertise from all areas of the organization. Our greatest success comes when we combine our strengths to solve issues and achieve our objectives together.