



Green Endeavors, Inc (OTC: GRNE)

November 10, 2016
Recent Price: \$0.50

Market Data

Fiscal Year	December
Industry	Consumer Services
Market Cap	\$2.37M
Price/Sales (ttm)	0.7x
Insider Ownership	89.4%
Shares Outstanding	4.7M
Equity Float	0.5M
Avg. Volume (3 mo.)	2,104

As of November 10, 2016

Income Statement Snapshot

	(TTM)
Revenue	\$3.3M
Net Loss	(\$0.4M)

Balance Sheet Snapshot

	MRQ
Cash	\$0.09 M
Debt	\$0.5 M

Company Website

<http://www.green-endeavors.com/>

Company Overview

Green Endeavors, Inc. (OTC: GRNE) engages in the hair salon business. The Company acquires high end salons which operate on employee based business models. These salons offer hair, skin and other styling products for both for men and women. The Company also provides these acquired businesses with its proven Qnity training program which provides businesses a detailed program to expand market share and create long-term relationships with existing and new clients.

Value Proposition

GRNE is operating in the highly fragmented \$60 billion hair salon industry. GRNE plans to acquire high-end hair salon businesses which operate on employee based business models and power them with Qnity's proven business and educational training. Qnity's training program provides businesses an educational platform to reach their milestones and sales targets. Training emphasizes better planning and execution tools, increasing team sales, improving customers service and also improving communication skills of the employees to expand their customer base. The hair salon industry relies on traditional customer-client relationships and the Company plans to keep the acquired local businesses' brand names to minimize customer loss.

GRNE is initially targeting four acquisitions with combined annual revenue of \$30 million. The Company expects to complete these four acquisitions in the first six months of 2017, providing a great opportunity for early investors.

Investment Highlights

- **GRNE operating in a \$60 billion+ market opportunity**
 - GRNE's 3Q16 revenue increased 13% YOY; Company reported revenue of \$0.8M in 3Q16 and \$2.4M in 9M16
 - The US hair care services industry includes about 86,000 establishments with a combined annual revenue of about \$20 billion
 - High-end salons provide differentiation from lower-tier competitors such as Regis Salons, Ratner Companies, Premier Salons and Sport Clips
- **Company plans to operate on the highly efficient QNITY business model**
 - Model offers an educational platform to businesses designed to increase team sales, communication skills and execution tools
- **Company is initially targeting four anchor acquisitions with estimated combined annual revenues of \$30 million**
 - GRNE projects \$30 million in revenue over next 24 months
- **Company's management team has key leadership of Tom Kuhn, CEO of Qnity**
 - Leading expert on prosperity for salon and spa professionals
 - Creator of 2to10 Project, a collaboration of multi-location salons