

BY A-TEAM

BUSINESS PRESENTATION





COMPANY PROFILE

Alpha Marketing is a purpose-driven program officially launching on September 21, 2025, with a mission rooted in service and impact. Built on the belief that success should be shared, Alpha Marketing was created to open more doors of opportunity for Filipinos from all walks of life.

Address: Unit 3D, MG Tower, 75 Shaw Blvd. Mandaluyong City



PRESIDENT CHRISTOPHER CHENG

President Christopher Cheng is a seasoned network marketing leader with a proven track record of building large, successful organizations. He has helped thousands of individuals earn and grow through his mentorship, strategic guidance, and deep understanding of the industry. With his hands-on approach, he remains actively involved in training, development, and team-building at all levels.





VISION AND MISSION









Vision

Alpha Marketing is committed to empowering and inspiring Filipinos to embrace entrepreneurship as a pathway to financial independence. Through education, mentorship, and innovative opportunities, we aim to equip individuals with the tools they need to succeed and build a better future for themselves and their families.

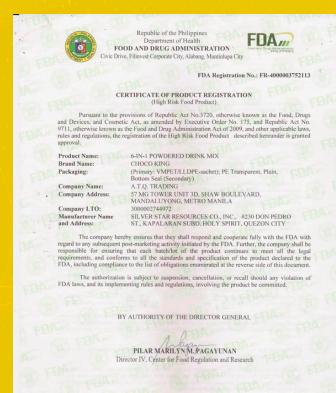


Mission

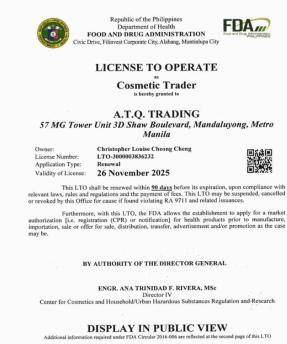
We envision a nation where more Filipinos enjoy improved quality of life and true financial freedom through accessible, sustainable, and purpose-driven entrepreneurship.



LEGALITIES







FDA,,,

р636300

PRODUCT CPR - FDA



REFERENCE CODE: HECG192217985498

CERTIFICATION

APPROVED BUSINESS NAME: A.T.Q. TRADING

This is to certify that per available records of this Office pursuant to Act No. 3883, as (otherwise known as the Business Name Law), there is/are business name registration/s filed by / as:

TERRITORIAL SCOPE: CITY/MUNICIPALITY - NCR - NATIONAL CAPITAL REGION - , CITY OF OWNER'S NAME: CHRISTOPHER LOUISE CHEONG CHENG VALIDITY PERIOD: July 27, 2023 - July 27, 2028 BNN/CERT NO: 5141054

This certification is issued to the requesting party for whatever legal purpose it may serve.



Documentary Stamp Tax Paid Phg 30.00

DTI CERTIFICATION

FDA FOOD TRADER



This certifies that

A.T.Q. TRADING

CITY OF MANDALUYONG, NCR, SECOND DISTRICT - NCR - NATIONAL CAPITAL REGION

a business name registered in this office pursuant to the provisions of Act 3883, as amended by Act 4147 and Republic Act No. 863, and in compliance with the applicable rules and regulations prescribed by the Department of Trade and Industry.

This certificate issued to

CHRISTOPHER LOUISE CHEONG CHENG

is valid from 27 July 2023 to 27 July 2028 subject to continuing compliance with the above-mentioned laws and all applicable laws of the Philippines, unless voluntarily cancelled

In testimony whereof, I hereby sign this

Certificate of Business Name Registration

and issue the same on 27 July 2023 in the Philippines

ALFREDO E. PASCUAL

Business Name No.5141054
This certificate is not a license to engage in any kind of business scope indicated herein.



DTI - LICENSE TO OPERATE

FDA COSMETIC TRADER

Form No. 2303 JSINESS REGISTRATION CERTIFICATE OF REGISTRATION 294-416-833-000 CHENG, CHRISTOHER LOUISE CHEONG NEWTON PLAZA 4408 OLD STA MESA BGY 592 ZONE 085 SAMPALOC MANILA 1008 A.T.Q. TRADING EURO DE RECURSO DA RELIUNIO TO CONCIONI MICHIEL ANCIO E LA TIVES MITH CHI WITHOUT DESSATION D'ANDO PENALIZES

SRICLE PROPRIETOR

SRICLE PROPRIETOR 25008 - 20th day of the following month

25008 - every 25th day of the following month

CONCERNS BY FILING FORM 1995

2551 M - 20th day of the following month

CONCERNS BY FILING FORM 1995 01504214

BUSINESS REG - BIR

COMPANY RECOGNITIONS



Over the years, our leadership and team have been honored with numerous prestigious awards that reflect our unwavering commitment to excellence in entrepreneurship, network marketing, health and wellness innovation, and social impact. These include accolades from respected award-giving bodies.

While these recognitions represent our successful track record, we are now taking a bold new step forward with the launch of **Alpha Marketing**. This new program is a fresh and dynamic initiative aimed at pioneering innovative solutions and empowering more Filipinos than ever before. Backed by years of proven excellence, Alpha Marketing is set to become the next milestone in our legacy of success.



2018 Outstanding Achiever in Entrepreneurship -CEO CATEGORY

Philippine Top Choice Awards for Outstanding Achievers 2018



2018 Best MLM Company in Beauty & Wellness

Golden Globe Annual Awards for Business Excellence 2018



2019 Top Choice Innovative: Health & Wellness Products in Network Marketing

Philippines Top Choice
Awards
for Excellence and
Outstanding
Achievers 2019



2019 Best MLM Business Program

The 14th Q-Asia's
National
Product Quality
Excellence Awards



2020 Best Entrepreneur Friendly Network Marketing Company

The 18th Q-Asia's Quality Excellence Awards



2022 Star Brand Awardee

Philippine Social Media Awards 2022

A.M. PRODUCTS



GLUTATHIONE SOAP HELPS LIGHTEN SKIN PIGMENTATIONS SUCH AS AGE SPOTS, FRECKLES, ACNE SCARS, PIGMENTED SKIN DUE TO HORMONAL IMBALANCE AND MUCH MORE.



WHITENING FACIAL CREAM A REVOLUTIONARY LIGHTENING CREAM PACKED WITH LOADS OF ANTIOXIDANT, VITAMINS, ANTIAGING AND ALSO HELPS BLOCK PIMPLES AND UNDERARM WHITENING CREAM THAT EFFECTIVELY GIVES YOU A LIGHTER AND SMOOTHER UNDERARMS.





PAPAYA CONTAINS PAPAIN, A NATURAL **ENZYME THAT PROMOTES SKIN RENEWAL** AND CELL TURNOVER. IT HELPS IN EXFOLIATING THE SKIN TO REVEAL NEWER CELLS. AND HAS RESTORATIVE PROPERTIES THAT SOFTEN THE SKIN.



GLUTA KING WITH STEVIA IS A REFRESHING, ALL-NATURAL DRINK DESIGNED TO SUPPORT SLIMMING AND SKIN WHITENING. MADE WITH CUCUMBER FOR HYDRATION, CALAMANSI AND GREEN LEMON FOR DETOX AND IMMUNITY, AND POWERED BY GLUTATHIONE AND MARINE COLLAGEN FOR A YOUTHFUL GLOW, IT HELPS YOU FEEL LIGHTER AND LOOK BRIGHTER WITH EVERY SIP.



THE IMMUNE SYSTEM.

FRAGRANCES

OIL BASED PERFUMES THAT LASTS FOR HOURS. ENJOY THE FRAGRANCE A-FRAGRANCES INSPIRED BY THE SELLING SCENTS AVAILABLE IN THE MARKET

COOL GRAY SWEET VIOLET

FOR MEN: FOR WOMEN:

COAST RED PINK TOUCH EME WHITE PARIS YELLOW CK BLUE DG LIGHTBLUE PPY GREEN ROMANTIC ORANGE RTY BLACK PURPLE SHINE

CUTTING POWER FOR FASTER AND MORE EFFICI REMOVAL OF GREASE, FATS AND OILS IN DISHES.

A-FABRIC CONDITIONER - ADD TO WASHING MACHINES DURING THE RINSE CYCLE TO MAKE CLOTHES FEEL BETTER TO THE TOUCH

A-LIQUID DETERGENT - IDEAL FOR REMOVING DIRT AND SOILS IN COLORED AND DELICATE FABRICS.



HERBAL A-RUB IS USED FOR THE RELIEF OF MUSCLE PAINS, HEADACHE, STIFF NECK, BACKACHE, AND OTHER KINDS OF BODY PAIN, IT COMES FROM 5 THERAPEUTIC PLANTS: DAMONG MARIA, LAGUNDI, EUCALYPTUS, SAMBONG, AND HERBA BUENA.

A-WEAR PRODUCTS



I IYDRATE, NOURISH, AND SHINE WITH OUR LIP GLOW SERUM! THIS LUXURIOUS SERUM IS INFUSED WITH RICH MOISTURIZERS AND ANTIOXIDANTS TO KEEP YOUR LIPS SOFT, PLUMP, AND IRRESISTIBLY SMOOTH. ITS LIGHTWEIGHT, NON-STICKY FORMULA ADDS A NATURAL, RADIANT GLOW WHILE PROTECTING YOUR LIPS FROM DRYNESS, PERFECT FOR A SUBTLE SHINE OR AS A BASE UNDER YOUR FAVORITE



SUPREME WHITE LOTION P425.00 250ML



AIR REGROWTH SPRAY

Solution • Hair Growth

ULTIGROW HAIR REGROWTH OIL



FROW 3-4 TIMES FASTER THAN THE NORMAL GROWING SPEED. IT ALSO MAKES THE HAIR MOOTH AND HEALTHY WITH EFFECTIVE, USTAINABLE AND LASTING EFFECT. ADDRESSES THE ROOT CAUSE OF HAIR LOSS



ALLURE 24K GOLD COLLAGEN

THIS SPECIALLY FORMULATED GOLD SERUM PROMOTES BLOOD FLOW BETWEEN IONS IN THE ORGANIZATION, PRODUCING NEW ENERGY, SO AS TO IMPROVE BLOOD CIRCULATION, ACCELERATE SKIN, INFUSED WITH GOLD NANOPARTICLES THIS SERUM CAN QUICKLY INFILTRATE THE DERMIS LAYER, THUS THE RELEASE OF ACTIVE GOLD ION CAN IMPROVE SKIN ABSORPTION UP TO 10 TIMES. IT IS AN ALL IN ONE FORMULA THAT ACTS AS WHITENING, ANTI-AGING, ANTI-ACNE, PORE TIGHTENING AND MOISTURIZING FOR A MORE VIBRANT, YOUNG-LOOKING, AND ACNE-FREE SKIN THAT YOU TRULY DESERVE!



LAVISHTINT LIP TINT AND BLUSH IN ONE THAT IS SPECIALLY FORMULATED FOR LIP AND CHEEK TINT EASY BLENDING; INTENSELY

LIP TINT AND BLUSH IN ONE THAT PIGMENTED AND LONG-LASTING FOR VIBRANT COLOR THAT STAYS PUT, IT ALSO FEATURES A LIGHTWEIGHT TEXTURE THAT DELIVERS ALL-DAY COMFORT AND TYPE OF PACKAGE:







P130.00 EYELINER & **MASCARA** P150.00

ELEVATE YOUR BEAUTY ROUTINE WITH A-WEAR COSMETICS WHERE QUALITY MEETS ELEGANCE, OUR MASCARA DELIVERS LONG-LASTING VOLUME, LENGTH, AND A SMUDGE-PROOF FINISH, PERFECT FOR ALL-DAY WEAR, PAIRED WITH OUR ULTRA-PRECISE, WATERPROOF EYELINER, YOU CAN CREATE BOLD, CAPTIVATING EYES EFFORTLESSLY.

EACH PRODUCT IS CRAFTED FOR EXCEPTIONAL PERFORMANCE. ENSURING YOU FEEL CONFIDENT, BEAUTIFUL, AND READY TO CONQUER YOUR DAY.



BBCREAM

B PROVIDES LIGHT TO MEDIUM COVERAGE WITH A FRESH FINISH. IT HIDES FINE LINES, PORES, AND BLEMISHES AND AT THE SAME TIME PRIMES SKIN FOR FLAWLESS MAKEUP APPLICATION, IT ALSO HELPS CREATE AN EVEN, SILKY VEIL OVER SKIN, IT HAS AN ALL IN ONE FORMULA WITH SPF THAT PROTECTS HE SKIN FROM UV RAYS WHILE MOISTURIZES AND BRIGHTENS THE SKIN TO ENHANCE SKIN

MARKETING PLAN

2 IMPORTANT QUESTIONS

MOST NETWORK MARKETING COMPANIES

YOU NEED AROUND P7,000 - P15,000 FOR A STARTING PACKAGE



MARKETING PLAN

2 IMPORTANT QUESTIONS

ALPHA
MARKETING
PACKAGE

P1,999





A.M. PACKAGES

- 10 Premium A-Gluta Soaps
- 1 Koffee / 1 Choco + 6 Premium A-Gluta Soaps
- 2 Herbal A-Rub + 6 Premium A-Gluta Soaps
- 1 Gluta Cream + 7 Premium A-Gluta Soaps

- 1 Underarm Cream + 7 Premium A-Gluta Soaps
- 1 Koffee / 1 Choco + 1 A-Fragrances 3 Premium A-Gluta Soap
- 1 Gluta King Juice + 4 Premium A-Gluta Soaps
- 1 A-Fragrances + 2 Premium A-Gluta Soaps





OTHER A.M. BENEFITS

- Buy 1 Take 2 on ALL A.M. Products
- Buy 1 Take 3 on A-Papaya Soaps for 3 accounts & up
- Buy 1 Take 4 on Premium A-Gluta Soaps for 3 accounts & up
- 30% Discount to ALL A-Wear Products
- Online Business Account Dashboard

- Free Basic Training & Upline Support
- Chance to Qualify to A.M. Incentives
- Full Access to ALL A.M. Team-Up Benefits & Discounts
- Outright Discount to A-La-Cart Franchise
- NO Maintenance NO Monthly Quota

12 WAYS TO EARN & BENEFIT

Unlock 12 powerful ways to earn, save, and enjoy exclusive perks through Alpha Marketing.

From personal use savings, product discounts, and direct selling profits to referral bonuses, leadership income, nationwide tie-up privileges, and even raffle draws

This program gives you multiple income streams and unbeatable benefits whether you're a casual user or a serious builder.



SELLING

Earn big from direct selling that give you massive profit margins.



NETWORK BUILDING

Get rewarded through referrals, pairing bonuses, leadership income, and even profit sharing. The more your team grows, the bigger your potential earnings.



PERSONAL BENEFITS

Enjoy big savings as a product user, access nationwide tie-up discounts, and earn points that convert to income even without selling or recruiting!

UMPISA PALANG! BAWI KA NA!



1. PERSONAL USE BENEFITS

DISCOUNT

Even if you don't sell or recruit, there's no risk of loss with your capital. Thanks to MASSIVE PRODUCT DISCOUNTS FOR DISTRIBUTORS, your personal use alone can help you recover your capital.

That's why we encourage all A.M. distributors to become product users because big discounts mean big savings, and every purchase gives you more value for your money.



2. TEAM-UP DISCOUNTS & BENEFITS

You can get your capital back through the exclusive discounts offered by our nationwide partner businesses.

From hotels to clinics and other services, the savings you get can already cover your initial capital.

Making it another smart and practical benefit for every member.





3. DIRECT SELLING INCOME

Earn big through direct selling from 30% up to 80% discount on all products, plus promos like Buy 1 Take 2 up to Buy 1 Take 4.

These huge mark-ups give you high profit potential, making it easy to grow your income just by sharing and selling products you already use and love.





4. DIRECT REFERAL BONUS

Ask yourself: <u>"Is it easy to refer a business with low capital, zero risk of loss, and high income potential?"</u>
If your answer is <u>YES</u> then imagine this: every time you refer someone to A.M., you earn P900 instantly.

And it doesn't stop there! IT'S UNLIMITED!

For every single referral, you keep earning \$\textstyle{P}\$900 again and again. Simple sharing, with BIG REWARDS!



OUTRIGHT CASH REFERRAL

Every time you refer someone that gets an A.M. Package, you get an outright <u>P500 CASH</u> REFERRAL aside from the Product Voucher.



PRODUCT VOUCHER

Every time you refer someone that gets an A.M. Package, you earn a \$\frac{1}{2}400\$ product voucher that you can exchange for 2 premium A-Gluta soaps.





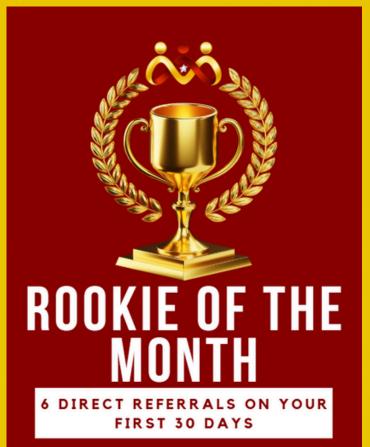
TOTAL OF P900.00 REFERRAL

5. PAIRING BONUS

Binary marketing plan, which means you earn every time you match 1 on the LEFT and 1 on the RIGHT (1L + 1R = PAIR)

0-5 REFERRALS = P150/PAIR

6 OR MORE REFERRALS = <u>P200/PAIR</u>



GET 1 "FREE
PROMO ACCOUNT"
IF YOU GET 6
REFERRALS ON
YOUR FIRST 30
DAYS.



5. PAIRING BONUS

1st Level P5,400 + P450 = P5,850

2nd Level P3,600

3rd Level **P21,600**

4th Level P129,000

5th Level **P777,000**

6th Level P4.6M





TOTAL OF 5.3M



6. PAIRING INCENTIVES

One of the best parts about Alpha Marketing Binary System is that it comes with NO TIME FRAME and NO FLUSHOUT.

This means your LEFT AND RIGHT POINTS are saved permanently, and you can earn pairing bonuses anytime.

Your effort never goes to waste, and every pair (1L + 1R) continues to reward you as your network grows!



P40,000 Downpayment for a Brand New Motorcycle of your choice.



P100,000 Downpayment for a Brand New Sedan Car of your choice.



P250,000 Downpayment for a Brand New SUV of your choice.

7. LEADERSHIP BONUS

Unlike other companies where you only earn from both sides, Alpha Marketing lets you earn even if only one side of your network is active.

With the LEADERSHIP BONUS, you earn up to 50% of your direct referral's income, even if your other side is empty.

So if one of your team members becomes a top earner and makes P1 million, you can earn approximately P500 thousand in leadership bonus without adding more people yourself.

That's true passive income with unlimited potential.





8. PRODUCT SALES PAIRING BONUS

Even if you're just a PRODUCT USER, you still have the chance to earn!

Every time YOU AND YOUR TEAM generates the CORRESPONDING POINTS from product purchases, you earn a pairing bonus.

whether those points came from packages or repeat orders.

This means even without recruiting, as long as you and your team use or sell products, income can still flow in!







9. STOCKIST REFERAL BONUS

Want to earn big in one go? When you refer someone to become an Alpha Marketing STOCKIST, you can earn a cash referral bonus depending on the package they choose.

It's a one-time referral with HIGH PAYOUT, perfect for those who know serious entrepreneurs or businessminded contacts ready to go big with A.M.!



OUTRIGHT CASH REFERRAL MOBILE STOCKIST

- P3,000 CASH COMMISSION
- P1,000 PRODUCT VOUCHER



OUTRIGHT CASH REFERRAL STORE OUTLET

- P10,000 CASH COMMISSION
- P8,000 PRODUCT VOUCHER



OUTRIGHT CASH REFERRAL CITYWIDE OUTLET

- P32,000 CASH COMMISSION
- P25,000 PRODUCT VOUCHER

ADDITIONAL BONUS COMMISSIONS FOR 3 A.M. ACCOUNT HOLDERS



10. A-LA-CART REFERRAL BONUS

A.M. offers one of the most affordable mall-type food cart packages in the industry, serving popular items like fries, nuggets, siomai, or inasal.

Simply refer someone who avails the package, and once the cart is delivered, you earn up to ₱15,000 in referral bonus.

It's an easy, one-time referral with big income potential!



OUTRIGHT CASH REFERRAL A-LA-CART FRANCHISE

FOR MORE INQUIRIES:

CONTACT THE ALPHA MARKETING ADMIN FOR A SEPARATE PRESENTATION.



11. RAFFLE DRAW

ALL A.M. members are automatically included in our exciting raffle draws, where you can win cash, gadgets, and other prizes.

It's our way of giving back, so no matter your pace, you're still part of the winning circle!





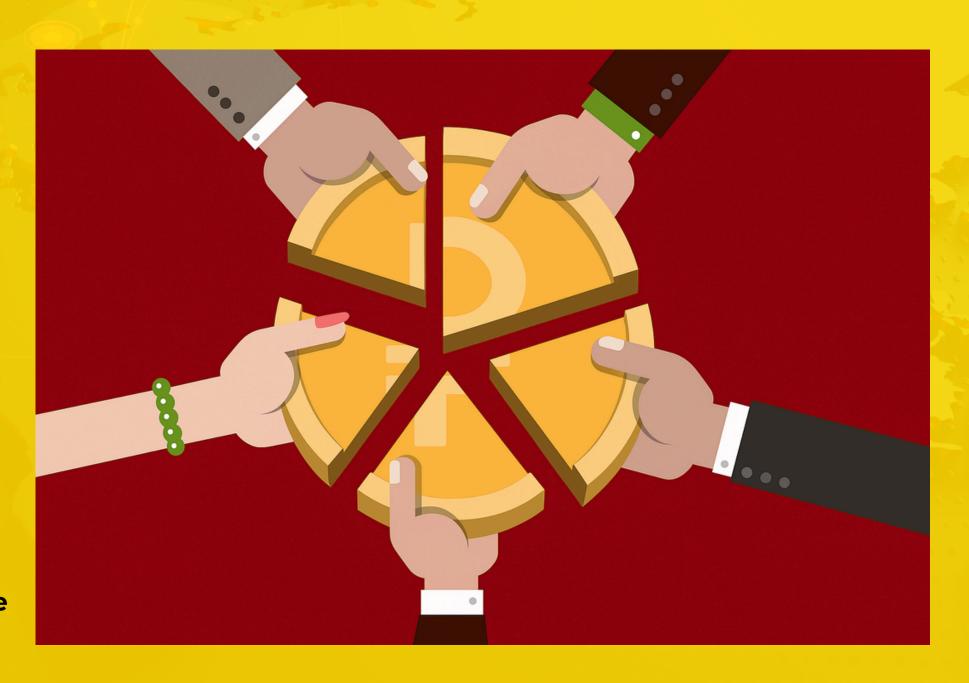




12. HALL OF FAMER PROFIT SHARING

This is Alpha Marketing's ULTIMATE REWARD for topperforming leaders. Once you qualify for the Hall of Fame, you'll receive a share in the company's overall profit pool, not just from your team, but from the entire network.

It's a form of long-term, passive income that recognizes your dedication and success. The bigger A.M. grows, the bigger your share gets!



EVERY BIGNIGHT, HALL OF FAMERS RECEIVE THEIR SHARE FROM THE PROFIT-SHARING POOL

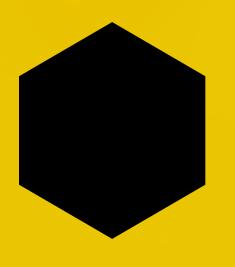




THANKYOUS

WE HOPE TO WELCOME YOU AS PART OF ALPHA MARKETING VERY SOON.

LET'S BUILD YOUR SUCCESS STORY TOGETHER!







www.alphabyateam.com







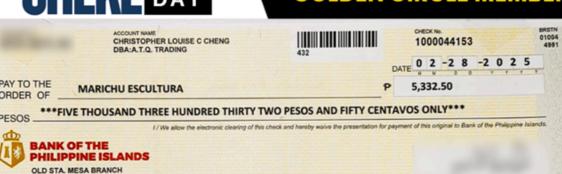


BANK OF THE PHILIPPINE ISLANDS

OLD STA. MESA BRANCH 4331 OLD STA MESA STREET, BARANGAY 587

OLD STA. MESA BRANCH 4331 OLD STA MESA STREET, BARANGAY 587 ZONE 58, STA. MESA, MANILA 1016









DATE 0 8 - 0 8 - 2 0 2 5 BANK OF THE PHILIPPINE ISLANDS OLD STA. MESA BRANCH 4331 OLD STA MESA STREET, BARANGAY 587





TOP 20 EARNERS FOR 2024



YOU DON'T HAVE TO BE GREAT TO START,
BUT YOU HAVE TO START TO BE GREAT.

- CHRISTOPHER CHENG

A-TEAM - HIGHEST PAY-OUT - A-WEAR - A-LA-CART

SPECIAL ISSUE

TOP 20 PERFORMERS FOR 2024



THE KEY TO SUCCESS IS TO FOCUS ON GOALS, NOT OBSTACLES