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ForeverGreen Worldwide Corp.

Our latest find is a company that we've brought to our subscribers in the past, for many of the reasons we'll spell out in this report today. We saw, at that time, just how low the float actually was and how responsible the company has been at keeping its share structure in tact while building what we see as a very promising corporation that is clearly undervalued.

ForeverGreen Worldwide Corp. (OTCQB: **FVRG**) operates in the fast growing nutraceuticals market and has a strong line of products that is only growing stronger with recent new additions.

Over the course of this report, we'll lay out a case for ForeverGreen Worldwide that will include the growing market, how undervalued FVRG is in that market, a look into the company, the product line, its worldwide footprint, and the expansion of its management team.

The company recently released very positive news that will further make our point that ForeverGreen Worldwide is yet another diamond in the rough that has plenty of upside potential and should make a very attractive investment to follow.

The company's CEO, Ron Williams, said to his shareholders regarding the company's new products and plans moving forward for fiscal year 2013:

"The company anticipates revenues of \$16 - \$18 million with .04 - .07 earnings per share."

REVENUES AND EARNINGS

	2011	2012	2013E
Revenues:	\$13.7 MM	\$12.5MM	\$16 - \$18 MM
Earnings per Share:	(.10)	(.06)	.04 - .07

This estimate for the remainder of 2013 certainly shows us the confidence Ron Williams has in his business model and his current and new products moving forward. So, we feel what better place to start making the case that FVRG is a great value for investors at its current price.

ForeverGreen Worldwide Corp. 972 North 1430 West Orem, Utah 84057 Website: www.forevergreen.org Email: support@forevergreen.org Telephone: (801) 655-5500	
Company Ticker Symbol	FVRG
Current Price as of 5/15/2013	\$0.17
52-Week High/Low	\$0.25/0.04
Est. Outstanding Shares	17,712,141
Est. Public Float	6.6M
Market Capitalization	\$3,011,063
Stock Market Media Group Rating	Speculative Buy

ForeverGreen Worldwide Inc.'s Undervalue is Your Gain

The company is trading at \$0.17 per share which is dramatically lower than a company in the nutraceuticals market should be trading with

ForeverGreen's current sales. As we release this report, FVRG is trading at less than 1x sales in an industry that commonly averages nearly 3x sales. ForeverGreen is going in the right direction with figures released by the company just last week showing sales are on the rise. FVRG reported that sales for the month of April 2013 increased 25% compared to March 2013, and that is on top of March 2013 sales numbers that increased 34% when compared to February 2013 sales.

According to the CEO, his plan is to continue to grow and [over the next 2 to 3 years his goal is \\$100-million annually](#).

Two recent reports, one focusing on the US and the other focused on the global nutraceutical market are in agreement that this industry is exploding and exploding fast.

For investors, these reports offer further fodder that ForeverGreen is in the right industry at the right time and their sales are likely to continue trending upward. This trend should in turn lend to FVRG's PPS trending upward with the industry's continued expansion.

RNCOS, a leading industry research and consultancy firm said in its analysis of the US nutraceuticals market:

{The US, especially, is at the forefront of this focus as the country boasts of a stronger economical situation, health conscious citizens, and rising disposable income. Besides, the government has also been trying hard to reduce the costs associated with healthcare.

These factors may contribute to the overall market growth and help it to reach more than **\$90-billion by the end of 2015.**}

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Meanwhile, for many of the same reasons, Global Industry Analysts, Inc. (GIA) a reputable publisher of off-the-shelf market research shows in its report into the industry that globally the market is following US trends.

{The global market for Nutraceuticals is projected to reach **\$250-billion by 2018**, driven primarily by the growing affinity among the general populace towards adopting a healthy lifestyle.}

Many publications including Fortune magazine, Time magazine, and The Wall Street Journal have all identified the nutraceuticals space as one of the next big growth industries, so with this mounting evidence and many market analysts on the same page here, it's fair to say that already established companies like ForeverGreen will only grow right alongside the industry. The company's CEO agreed in a recent press release:

"We have been advocating the healthy lifestyle for several years and it is good to see the growth patterns we knew were happening backed up by industry research. All of these trends are very positive for a company like ours. Consumers from around the world are demanding natural products which help their growing health concerns, especially as they age. Our company is experiencing some of the positive growth trends of the overall industry."

At its current entry price, FVRG is trading at a forward P/E of less than 3, whereas a typical number for the industry would be in excess of 20. We'll dig more into the products, the sales and future sales potential of the company below, but we felt it important to spell out right up front the disparity between the industry's standard numbers versus what we're seeing as highly undervalued numbers at ForeverGreen Worldwide.

Company Overview

ForeverGreen Worldwide Corp. has its headquarters in Orem, Utah, and the company is a leading provider of nutritional foods and other healthy products. ForeverGreen Worldwide Corporation develops, manufactures

and distributes an expansive line of all natural whole foods and products to North America, Australia, Europe, Asia, Africa and South America. During 2012, the company was strongly active in 17 countries. But, that number has dramatically grown during the soft launch of its new products in 2013.

The company has enhanced its reach now to 88 countries and expects to reach 100 by the end of the summer.



Over the past two years, ForeverGreen has undergone cost cutting efforts that have made it more efficient. The CEO says that with some higher margin products driving FVRG's sales growth, the company expects to show profitability. He expects fully that this number should continue to increase during 2014. With a new product brand driving a large portion of this growth, and with much of the world still an untapped market for ForeverGreen, executives do not see a slowdown in the company's growth rate for the next 18-24 months.

In another huge move made by the CEO, ForeverGreen named Rick Bazzill as the company's International Field Director at the end of April. Rick Bazzill has nearly 40 years of sales experience relating directly to the end consumer. He has been directly responsible for over **\$12 billion in sales** both domestically and internationally, creating almost **10 million distributors worldwide**.

This hiring clearly shows Ron Williams and ForeverGreen feel they have a game changing product line and have finally reached a point where higher revenues and profits are in sight.

As we stated before the share structure has remained, for the most part the same and continues to show a very low Float. As the CEO pointed out recently, since the company has such a low number of shares outstanding, small positive changes to FVRG's growth rate and net margins can have a significant impact on its earnings per share. ForeverGreen management feels that after several years of delivering the message of a healthy lifestyle

to a loyal base of customers, they are now delivering the financial metrics that their shareholders have been anticipating.

In addition to the newest product, Power-Strips, which is being launched globally and we'll cover in more detail below, ForeverGreen offers Azul and FrequenSea™ whole-food beverages with industry exclusive Marine Phytoplankton, Versativa line of hemp-based whole-food products, A.I.M. Transfer Factor immune support, o3World™ weight management products, Pulse-8 powdered L-arginine formula, TRUessence™ Essential Oils and Apothecary, 24Karat Chocolate®, and an entire catalog of meals, snacks, household cleaners and personal care products.

ForeverGreen has many products and in an effort to simplify their offerings, the products are now all marketed under the philosophy of Restoration Biology and their products are branded under the name **RESTORATION90**.

They define RESTORATION90 as the simple concept – the body doesn't know its chronological age, but only acts its biological age.

The philosophy is that if the body is given the proper raw materials the body can work miracles and the body can restore itself to a more youthful biological age. In November 2012, FVRG streamlined its product offering and retired many items from their catalogue to strengthen the company's inventory positions. They have stated they will bring back some popular items during certain seasons to help boost company sales during summer and winter months.

ForeverGreen Worldwide Products

ForeverGreen's product philosophy is to develop, manufacture and market the best of science and nature through innovative formulations. They accomplish this by producing and manufacturing a wide array of whole foods, nutritional supplements, personal care products and essential oils.

While the company has been building a more efficient product line over the past two years, in 2013, the company has made a concerted effort to focus on higher margin products as they tighten the business model to generate more revenue and profits for its shareholders.

The CEO said in a press release that the introduction of new products should lead to profitability:

“Given the introduction of some new products, as well as new markets we have recently entered, we believe that we will see our annual revenues rise **25-30% in 2013.**

The growth in our higher margin products should continue leading to increasing profitability also.”

To that end, late last year ForeverGreen launched a new brand called **FG Xpress** featuring the product [Power-Strips](#) which is going to allow the company to broaden its reach to more countries around the world while at



the same time increasing its revenue growth with this higher margin product. Power-Strips are a fusion of modern energy technologies and ancient herbs. The new product features a state-of-the-art, water-soluble adhesive

technology that is worn daily, and ForeverGreen’s exclusive marine phytoplankton that is found in many of its most successful products.

Power-Strips are topical strips developed by Dr. Minsu Kim at the Future Engineering Technology Institute University of Korea which contain



fermented Korean Red Ginseng and other herbal formulas. This patented product utilizes a topical application process.

Using key technologies combined with ancient herbal

formulas, the company says its customers are experiencing positive results from the product.

The FG Xpress brand sales increased 44% for April compared to March, and they accounted for 39% of overall sales for April. So, it's very likely FVRG will see some even more impressive numbers when the brand is fully launched this summer given how popular Power-Strips have been in just the pre-launch phase.

Ron Williams says of the early data that suggests the company is adding about a thousand new customers per month:

"This new product launch will very likely be the most successful in corporate history.

During 2013 we expect Power-Strips alone to contribute in excess of **\$6-million in sales** for ForeverGreen. The level of interest we are receiving concerning these products is unrivaled in our history.

We believe we are only scratching the surface of the marketplace and think that the potential of this product is very strong."

Since the pre-launch phase of FG Xpress that started at the end of 2012, the company has added over 3,500 new customers and is fast approaching 4,000.

ForeverGreen has its current products broken into categories defined by Primary Nutrition and Complimentary Nutrition.

The company's product line offers restoration support in the areas of:

- **Cardio, Immune, Cellular**
- **Weight Management**
- **Beauty and Skin Care**
- **Natural Energy**
- **Physical Fitness**
- **Overall General Health**



A group of the company's products contain [marine phytoplankton](#) as a key ingredient and these are among ForeverGreen's core offerings.

FrequenSea and Azul fall under the category Primary Nutrition, and A.I.M.

Transfer Factor, Pulse-8, and ZMP 400 are listed under the category Complimentary Nutrition.

ForeverGreen's best selling product to date is [FrequenSea](#), a whole-food beverage consisting of a proprietary blend of marine phytoplankton, ionic sea minerals, frankincense, rose, ginger and aloe vera in a base of blueberry, cranberry and lime juice concentrate.

FrequenSea is sold as a single bottle, in individual single-serving packets or even in four-bottle packs. The marine phytoplankton in FrequenSea contains more than 200 different sea algae that are all processed through proprietary and patent-pending harvesting processes at a unique \$30-million sea farm in the Pacific Northwest.

A daily recommended amount of FrequenSea provides more than 66 vitamins and minerals and includes amino acids in a convenient bio-available form for easy ingestion and quick absorption. FrequenSea sales represent approximately **60% of ForeverGreen's total product sales.**

Many of FrequenSea's ingredients are processed through a patent-pending process known as [Aqueous Molecular Partitioning](#) (AMP), which, without the use of chemicals or heat, renders the ingredients water-soluble.



We all know that oil and water don't mix. Due to the oily form of the elements in most supplements, they are poorly absorbed by our body. Since our body is 70% water, water soluble ingredients are optimal.

By "AMPing" FrequenSea's ingredients, not only the oils, but also the resins, phytochemicals and phytonutrients are instantly assimilated and bioavailable.

[Azul](#) is another popular product at ForeverGreen, and another that uses marine phytoplankton as a key ingredient.

Azul is a rich-in-antioxidant, delicious powdered blend of 24 raw whole food and super fruit ingredients and probiotics that are naturally dried and blended to preserve their natural integrity.

The proprietary base blend includes maqui berry, acai berry, coconut among others explaining its high antioxidant level rating. These super fruits are air dried at room temperature to preserve their integrity, blended, and then run through a proprietary procedure known as “Pop Granulation.”

Each batch of Azul takes 14 to 18 hours to blend to meet the company’s standards.



[A.I.M. Transfer Factor](#) capsules contain a proprietary blend of raw materials that ForeverGreen believes optimize immune, metabolic, and antioxidant support. ForeverGreen advertises this proprietary formula as one designed to provide the immunity intelligence your body needs with

the immune function support to recognize, react and recall potential health threats, without the nonfunctional fillers.

ZMP 400 features zeolite, a volcanic mineral known for attracting and removing harmful metals, chemicals and toxins from the body, naturally activated in 400 milligrams of the company's exclusive, mineral-rich, marine phytoplankton.

Pulse-8 is a product that was introduced in 2009 and contains a specific ratio of L-Arginine with marine phytoplankton that is [designed to support heart health](#).



ForeverGreen also has an eco-friendly lineup of products as well that are marketed under the Versativa brand. The company's whole food offerings consist of a variety of healthy, natural food products that are made onsite in ForeverGreen's whole-food manufacturing facility.

Versativa Pulse TM based with hemp seed, consists of 17 different nuts, seeds, fruits, grains and other whole foods. Pulse TM is offered in various

flavors, either “loose” in bags or in snack bars, and may be used as a snack or a meal replacement. Pulse has natural unprocessed proteins, fibers, carbohydrates and other “AMPed” nutrients required for a healthy diet.

ForeverGreen’s customers are among the first to finally enjoy guilt-free organic chocolate that is high in antioxidants and is processed without the fats, hormone filled dairy milk and waxes common in many chocolate products.

The 24 Karat Chocolate® is also used as an ingredient in the weight management meal replacement products Thunder™ and FIXX, as well as in many of the whole-food bars offered by the Smart Food line.

Thunder™ is a meal replacement drink powder formulated to provide 28% of the protein your body needs in an apple fiber base with natural sweeteners and antioxidants.

ForeverGreen is a Global Company

In addition to its main headquarters in the United States being in Orem, Utah, its main distribution center is also located in Orem. FVRG also has a fulfillment center in Auckland, New Zealand that improves product delivery with cost savings and efficiencies for the company’s Australian and New Zealand markets. ForeverGreen also has offices in Costa Rica, Colombia, Chile, Singapore, Japan and Mexico. The company uses a third party in the Netherlands to service its Members in the European Union, and a third-party provider to distribute products throughout Mexico.

ForeverGreen buys raw materials from third-party suppliers, manufactures its whole-food products in-house and warehouses the bulk food product at its facilities.

The company services individual product orders and ships to individual customers and members 88 countries including: the United States, Australia, Canada, Japan, Mexico, New Zealand, Singapore, throughout the

United Kingdom, Spain, the Netherlands, Germany, Argentina, Ecuador, Bolivia, Peru, the Dominican Republic and other South American countries.

ForeverGreen currently sells product on every continent and the company says it has gained strong traction in Brazil, India, Russia, Northern and Central Africa, Western and Eastern Europe, the Middle East and Asia.

Based on interest and requests it is getting, FVRG expects its products to be sold in over 100 countries by summer's end. This is a trend Ron Williams sees continuing.

“The launch of our new products allows us to ship, fairly easily, to nearly anywhere in the world.”

ForeverGreen Worldwide, Inc. – Management Team



Ron Williams – Chairman & CEO

Ron Williams is recognized as a leader and innovator in the network marketing industry with a successful career spanning more than 20 years. However, it is not just his success as a corporate executive that sets him apart from his colleagues. Williams is a true visionary.

He launched ForeverGreen with the vision to provide unique, pleasurable products and the mission to change the world one person at a time. Years later, he is living his dream. Williams learned his greatest lessons in life playing sports. These lessons continue to contribute to Williams' passion for life, music, and especially humanity.

Today, he is a successful lecturer and advocate for health and personal development through his U of YOU trainings which emphasize a life of design rather than default. He is committed to a philosophy of using his time, talent and resources to making a difference in the world, one person at a time.

Williams has successfully led multi-million dollar corporations with his unique talent for creatively bringing intangible concepts to life.

He is also an award-winning filmmaker, author, music writer, and producer.

Recently named the president of the MLMIA (Multi-Level Marketing International Association), Williams is committed to the industry and its success across the globe.



Brenda Huang – President

Brenda Huang's marketing experience began while managing and growing Asian operations in Taiwan for Morinda, Inc. After her success in Taiwan, Brenda accepted an offer to facilitate growth of Morinda in Hong Kong, China.

For the past ten years, she has worked directly with distributors in the capacities of general manager, VP of sales and marketing, customer service and operations manager. Her extended experience in different aspects of the network marketing business provides her the knowledge and vision to create and execute business strategies.



Rick Bazzill – International Field Director

Rick Bazzill has nearly 40 years sales experience relating directly to the end consumer. Rick began his sales career in 1976 at Shaklee Corporation, the number one natural nutrition company in the United States. He immediately rose to become one of the top salespeople for this large organization and received several awards during his six-year career there.

Since 1976, Rick has been ranked consistently in the top 1% of overall sales production at the five companies for which he has worked. Combined, he

has been directly responsible for over \$12 billion in sales both domestically and internationally, creating almost 10 million distributors worldwide.

At his most recent corporate job as head of sales for Neways International, he drove the company from \$15 million to \$985 million in annual sales over a five-year period.

Neways manufactures and distributes personal care products, nutritional supplements, and household cleaning products and has a presence in more than 23 countries. After his departure the company was sold to Golden Gate Capital in late 2006.

Rick has spent the last several years as a lecturer and world traveler. He is a well-known author and world-class salesman and has spoken to millions of people worldwide with audiences as large as 53,000 people. His experience includes a wide variety of products with a concentration in nutritional and healthy lifestyle brands.

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