



Comfort Research

Preparing to Launch

2018 Map

Our Core Values

FIND A BETTER WAY

EXPECT THE BEST

DO THE RIGHT THING

Beliefs

Why Comfort For All

- Designing affordable, branded products that put comfort within everyone's reach
- Creating a great workplace where our ambassadors can thrive
- Minimizing waste to lessen our impact on the world by being lean and green
- Investing 10% of our profits back into our communities

How Delivering Unexpected Awesome

- Building an infectious culture of passionate and empowered people
- Engineering awesomeness from the product core to the factory floor
- Sneaking in bonus design elements that surprise and delight
- Designing affordable greatness

What Revolutionizing Affordable Branded Consumer Products



Guide

- Long Term Guide**
- We are a **high growth** company
 - We innovate through **engineering and design**
 - We are **brand builders**
 - We have no doubt that our **Absurdly Awesome culture** is our secret sauce

Our passions build & maintain a unique culture. We will defy anything that harms that culture

- On the Horizon Guide**
- We are looking to strategically **grow our platform** beyond Ahhsome, Megahh, and Orahh
 - We will grow our **Orahh Technology** to account for 25% of our sales by 2022
 - We will manage all products and programs through our **lifecycle management process**
 - We respect, even admire other brands, but not as much as we do our Big Joe. Therefore, we will **not license them or private label** our products.
 - We will look to create a plan to grow **outside of the North American market**
 - We insist on **Operational Excellence**: quality, on-time shipping, and production planning are paramount to our success

- 2018 Guide**
- We provide extensive **market testing** and analytical data to our customers
 - We will aggressively look to expand while simultaneously **grow our customer base**
 - We are Lean...we look to **2 Second FAB** everywhere we see waste
 - We will **Swing for The Fences** by having 5+ product tests with key customers with the goal of those tests leading to sales of \$100M+ by 2019
 - We only manufacture product using **Ahhsome, Megahh, and Orahh** technologies

Success

Long Term

- \$1 billion in sales by 2030
- A Forbes Magazine 'Great Place to Work'
- A Big Joe product in every home
- 20% brand recognition in the USA

On the Horizon

- Grow EBITDA to 20% of sales by 2022
- Vendor of The Year for one of our Top 10 customers by 2022
- 25% of revenue generated from new products
- BuyBigJoe.com is 10%+ of our annual sales by 2022

2018

- Ship on time 99%+ in two business days
- Improve labor rates by 10% over 2017
- Improve inventory turns to 4.8x annually
- Grow EBITDA to \$6.9M