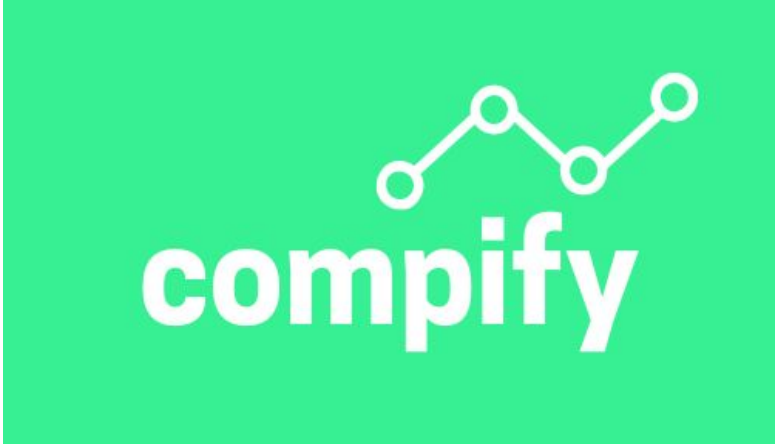
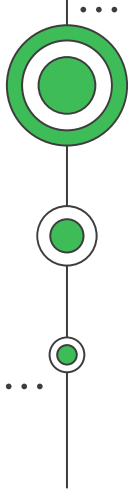


# Compify Board Presentation

April 7, 2021



*Always striving to provide the highest quality products at the most competitive prices.*

...



# Who We Are

**Nicolas Camacho**

VP of Marketing &  
Business Analytics

**Hayley Dunstan**

VP of Human Resources  
& Manufacturing

**Stephanie Bene**

VP of MR & Business  
Analytics

**Carolina Lopez**

VP of Sales &  
Manufacturing

**Darrious Razavi**

VP of Accounting &  
Finance

# Overview of Performance

01

## Greatest Market Share

Market leader with 42% of total market share

02

## High Fixed Capacity & Global Presence

Present in all regions with 12 stores, 2 web centres and 220 sales people; fixed capacity

03

## Market Leading Advertising & Reliability

Reliability rating of 85 with all ads above 82

04

## Leading R&D

\$10.9 million invested with a further \$3.9 million already scheduled



# Return on Investment

**\$166.70**

current share price

**68.39%**

return on investment

**48**

EPS in Q8

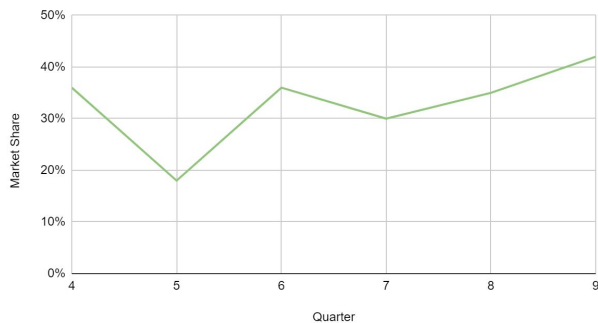


# Analytics

# Market Analytics

## Market Share

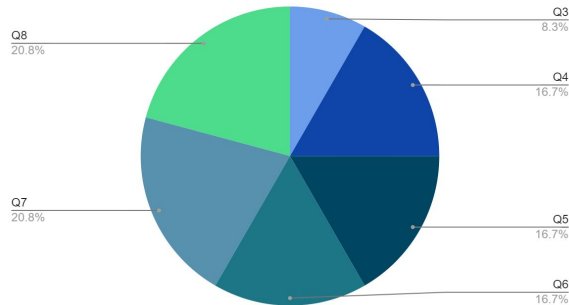
Market Share/Quarter



Achieved a 42% market share in Q8

## Marketing Research

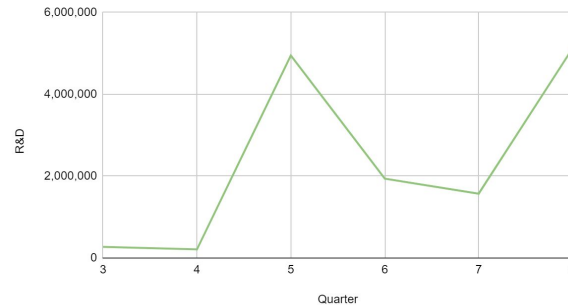
MR/Quarter



Invested over \$550K over the course of 6 quarters

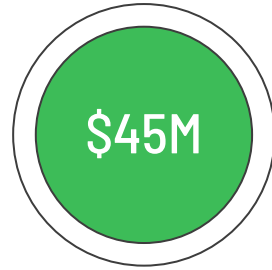
## R&D

R&D/Quarter

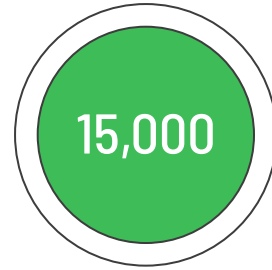


Invested over \$14M into R&D

# Sales and Revenue Analytics

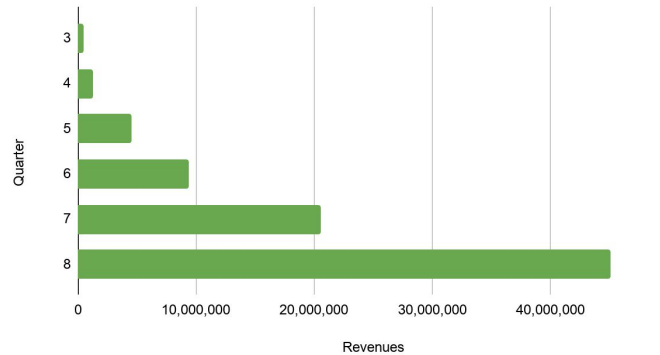


revenue in Q8

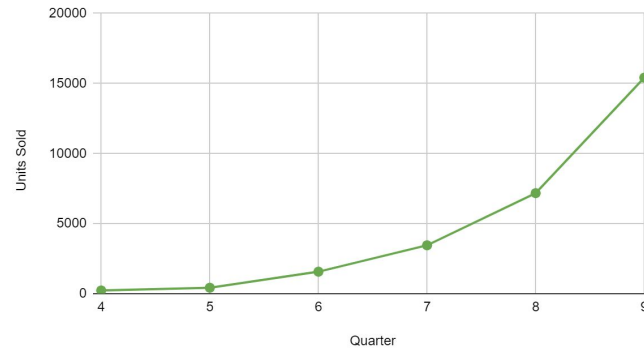


units sold in Q8

Revenues/Quarter



Units Sold/Quarter







# Improvements

## Financial Performance

- Q4: -5.148
- Q8: 197.498
- Approx. 38x improvement

## Wealth

- Q4: 0.565
- Q8: 1.125
- Approx. 300% improvement

## Asset Management

- Q4: 0.173
- Q8: 2.794
- Approx. 16x improvement

## Total Performance

- Q4: 0
- Q8: 271.061

**Areas to Improve:** Asset management, financial risk, investment in the future

A graphic featuring a large, light green, rounded blob in the center containing the word "Marketing" in a bold, dark grey font. Surrounding the blob are several green circular nodes of varying sizes, some with white outlines, connected by thin black lines. The nodes are arranged in a network pattern, with some nodes having three dots next to them, suggesting a larger network or process. The overall design is clean and modern, with a focus on the central text.

**Marketing**

# Brands and R&D

\$10.9 million total R&D



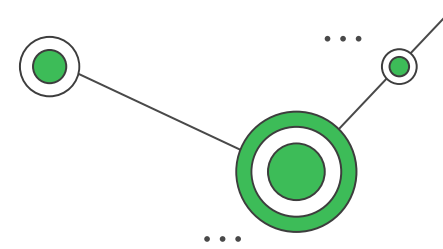
Storage & Security



Usability



Speed



**Power (77)**

1.3x market share of closest competitor



**Workhorse**



**P-Max (Rating:72)**

5.8x market share of closest competitor



**Mercedes**



**Trailblazer (77)**

2.3x market share of closest competitor



**Innovator**

**P-Life (66)**

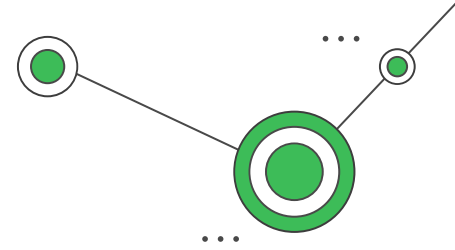
Trailing Macrosoft in market share by 3%



**Costcutter**



# The Importance of Coordination

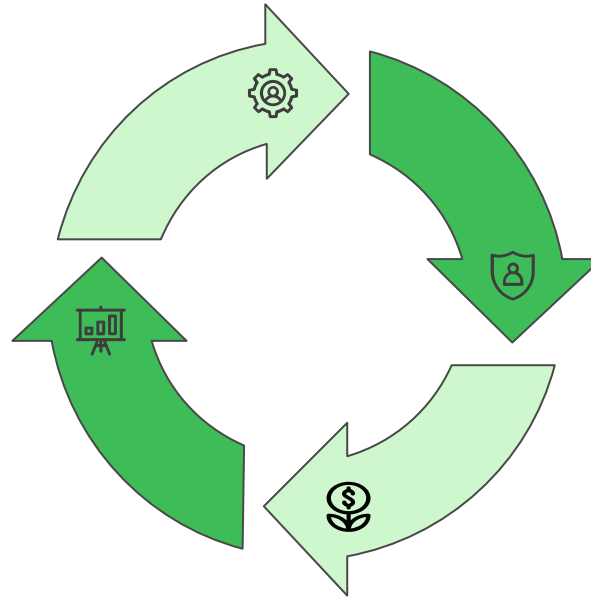


## 1. Coordination with Manufacturing

Coordinate fixed capacity increases

## 4. Introduction of New Brand

Successfully and confidently target traveler segment

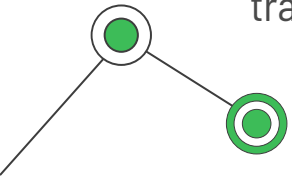


## 2. Distribution of Sales workforce

Would we be forced to thinly spread out salespeople?

## 3. Is it Financially Viable?

Can we finance R&D projects? Will it lead to growth?



# Maintaining Pricing Strategy

## Things to Consider:

- ❖ Economic environment
- ❖ Willingness to pay of cities in entire region
- ❖ Economies of Scale
- ❖ Competitors price - quality

**5.4%**

decrease in avg.  
prices (Q5 - 8)

 **\$3,429** Macrosoft

 **\$3,159** AURUM

 **\$3,083** **Compify**

 **\$2,881** OASIS

# Advertising

Increased regional ad placements

Use of high rated mediums with low to moderate costs

Include features rated above 120 for product ads

Implementation of "Compify" ad

Max. limit of 7 features per ad

	Regional Media Placement	Rating	Cost
Workhorse	General Business Magazines	127	\$ 16.000
	Sports Magazines	120	\$ 24.500
	Leading Trade Journals	116	\$ 7.500
	Business Newspapers	114	\$ 23.000

"Compify" Ad Feature Order	Cumulative Rating
Local Sales and Support	474
Fail-proof Data Storage	474
More Reliable Than Any Other PC	471
High Speed Network/Internet	468
Buy Online at Our Website	467
Technical Leader, Most R&D	403



**Sales**



# Global Footprint



 Sales Offices

 Web Centers





**\$204,545**

Average sale per worker

**15,416**

Net Product Demand

**60**

Units sold per worker



# Sales SWOT

## Strengths

- Highest demand
- Largest workforce
- Offer a special bonus compensation 60% higher than competitors

## Weaknesses

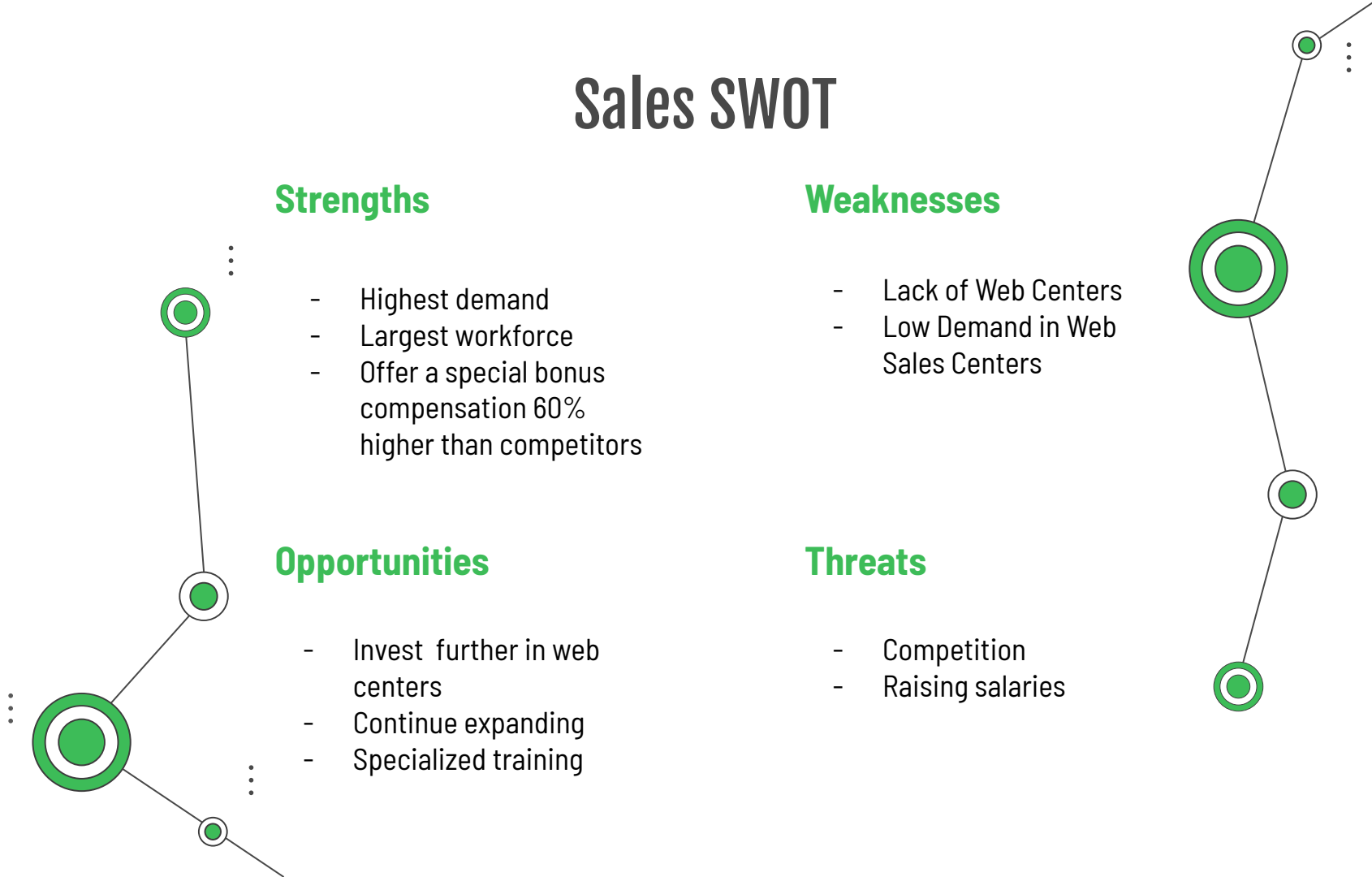
- Lack of Web Centers
- Low Demand in Web Sales Centers

## Opportunities

- Invest further in web centers
- Continue expanding
- Specialized training

## Threats

- Competition
- Raising salaries



# Takeaways



01

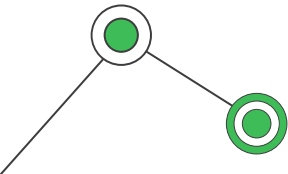
## Workforce Distribution

Developed a formula to generate exact values for employees per store per segment in all of our locations

02

## Global Expansion

Generated higher revenues and became market leaders in our industry





# Human Resources



# Productivity Levels

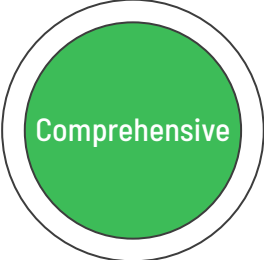
## Sales Force Productivity

Productivity	NORAM	MEA	LATAM	EURO	APAC
%	83.9	83.6	100	82.6	82.8

**100%**

production worker productivity

# Compensation Strategy



health care coverage



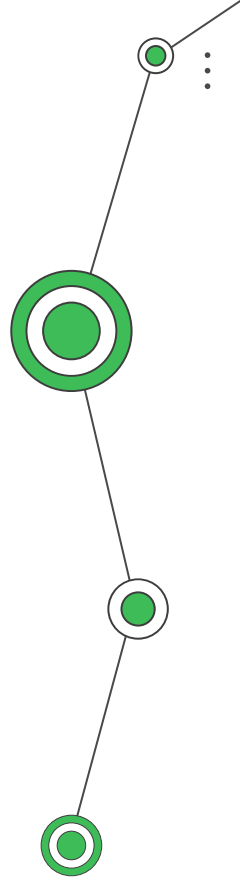
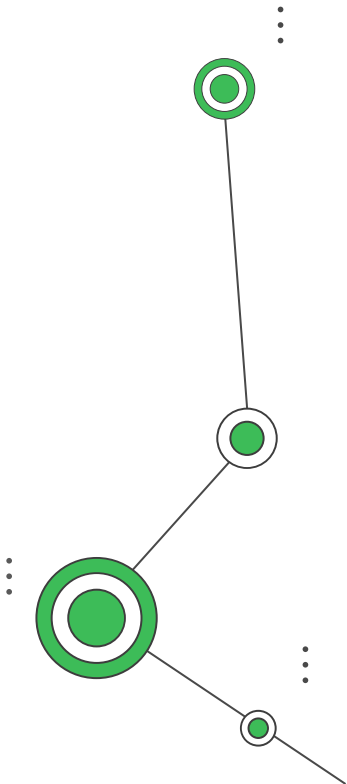
weeks vacation

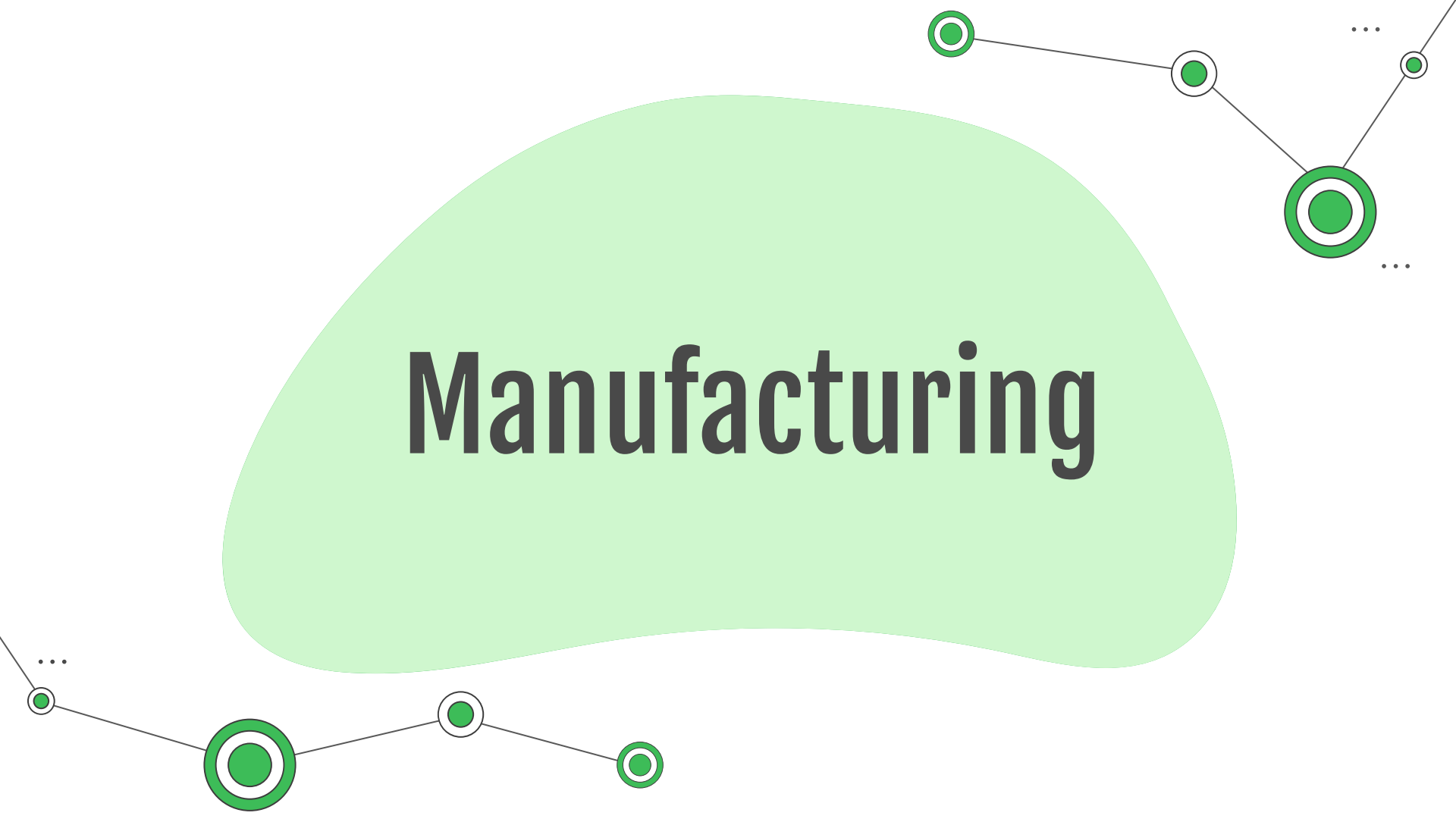


salary



pension rate



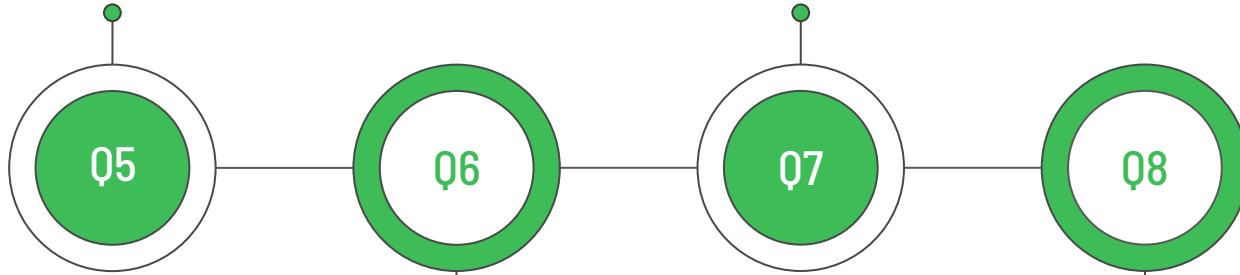


# Manufacturing

# Demand Forecasting

Projected: 80  
Achieved: 65

Projected: 65  
Achieved: 67



Projected: 50  
Achieved: 50

Physical

Projected: 80  
Achieved: 62

Web

Projected: 60  
Achieved: 171



# Inventory Management

	Q3	Q4	Q5	Q6	Q7	Q8
Available	540,778	872,975	2,553,813	3,989,096	9,823,203	24,492,975
Ending	237,037	154,201	517,995	120,564	405,666	1,128,294
Ratio	43.83%	17.66%	20.28%	3.02%	4.13%	4.61%

Inventory Ratio over Quarters 3-8



## Priorities

- Minimize stock outs
- Minimize holding costs

## Strategies

- Target and replenish points
- Production rules
- Demand forecasting
- Lowest operating capacity

# Investments into Manufacturing

## Fixed Capacity

275 units per day Q8  
273 units operating

325 units per day Q9  
Limited our sales  
force

## Changeover

\$2,450,000 total

Aided when  
producing many  
brands and with  
general productivity

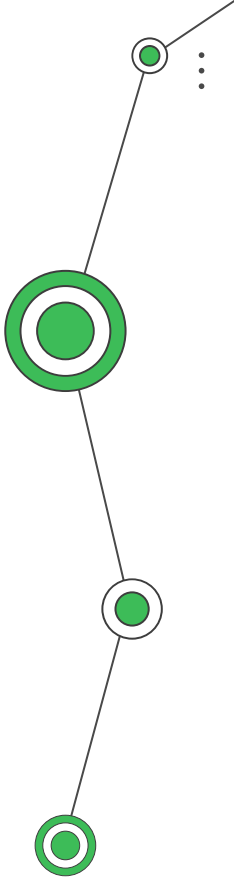
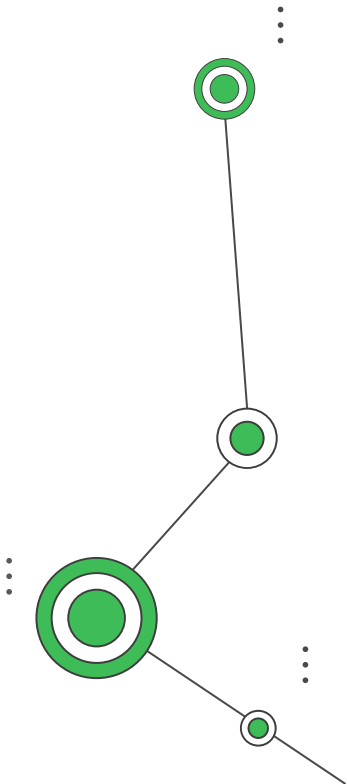
# Quality Improvements and Ratings

85

Final reliability judgement score - consistently ahead

\$600,000

invested into quality improvement





# Finance & Accounting

# The Year

- Received 50,000 shares at \$99/share
- Increase fixed capacity

- Increase sales force budget
- Expand fixed production
- Start putting cash into sinking fund

Q5

Q6

Q7

Q8

- First profitable quarter
- Took out long term loan

- Surpassed EPS goal
- Increase R&D budget
- Open web sales offices

# Decisions and Deviations

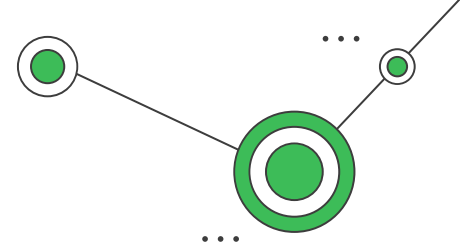
## Decisions

- Use VC investment
- pursue R&D
- Increase sales force
- Increase fixed capacity

## Deviations

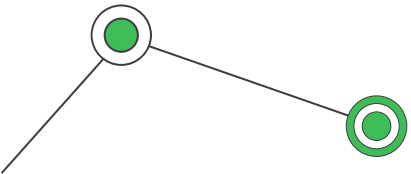
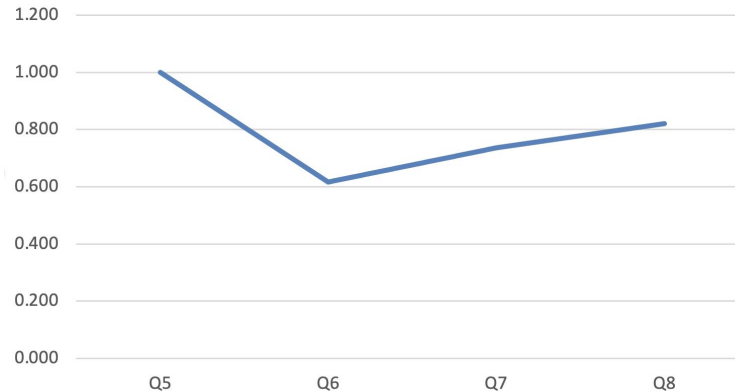
- Take out a long term loan
- Increase sales budget
- Enter new territories
- Add to fixed Capacity
- Further invest into R&D

# Analytics

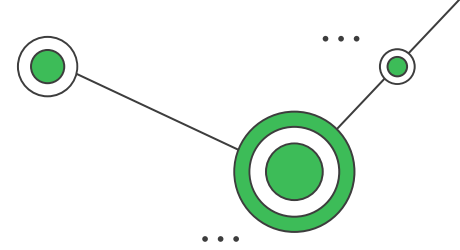


Indicator	Minimum	Maximum	Average	Compify
Cumulative Financial Performance	26.887	91.217	53.589	91.217
Cumulative Investment in Future	2.787	3.809	3.375	3.382
Cumulative Wealth	0.605	1.125	0.749	1.125
Cumulative Financial Risk	0.793	1.000	0.916	0.793

Financial Risk

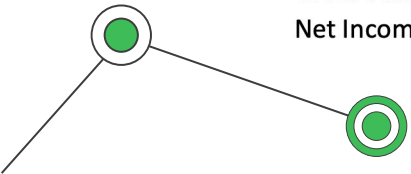


# Analytics



## Industry Financial Ratios

Ratio	Lowest	Highest	Average	Compify
<b>Activity Ratios</b>				
Inventory Turnover	7.36	24.50	13.18	13.41
Fixed Assets Turnover	6.14	6.87	6.47	6.59
Total Assets Turnover	1.87	3.86	2.82	3.01
<b>Leverage Ratios</b>				
Debt Ratio	0.00	32.53	20.02	32.53
Debt to Paid In Capital	0.00	48.20	28.49	48.20
<b>Profitability Ratios</b>				
Gross Profit Margin	46.98	56.30	52.31	53.34
Net Profit Margin	4.20	9.63	7.59	9.63
Return on Assets	10.61	32.34	21.79	28.98
Return on Paid In Capital	15.67	42.96	27.23	42.96
<b>Financial Statement Highlights</b>				
Revenues	12,248,150	45,156,636	25,084,949	45,156,636
Gross Profit	5,754,184	24,084,664	13,295,448	24,084,664
Net Income	853,661	4,348,508	2,022,851	4,348,508







# Financial SWOT



## Strengths

- Large cash reserves
- Positive cash flow
- Low interest rates
- Strong market presence

## Opportunities

- New revenue streams
  - Licensing agreement
  - Brand release
  - Sales expansion

## Weaknesses

- Long term loan
- No alternative revenue streams

## Threats

- Exchange rate exposure
- Loss of existing revenue streams
- Economic Exposure

# Takeaways

01

## Debt as a Tool

Leveraging debt allows for the pursuit of larger projects, enabling activities otherwise unachievable.

02

## Execution is Key

Sufficient funds are not enough to pursue expansion or grow as a corporation. Proper execution is required for success.



**Thanks!**