

SELL MARK[®]

BRANDS THAT SELL



Company Profile

Overview

- Company Overview
- History
- Brands
- Meet the Team

Compliance

- A Truly Global Organization!
- Compliance = Value
- Compliance In Numbers

Sales

- Sales Team Mission
- Expansion ↔ Growth
- Top Distributors

Marketing

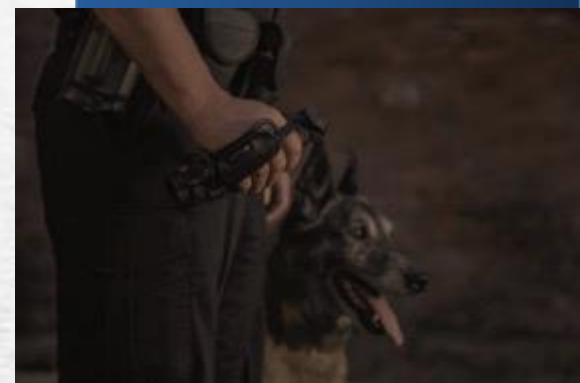
- Market Team
- Content Marketing

Operations

- Product Development
- QA & Customer Support
- Distribution

Opportunities

Q & A





Headquarters in Mansfield, Texas USA and Sofia, Bulgaria



80+ Employees Worldwide



\$60m+ Projected Revenue for 2018
30%+ Average Growth Last 10 Years



2 of Locations Worldwide



9 Patents (3 Pending)



7 of Registered Trademarks
(1 Pending)



Sold in # Countries
Sold in # Retail Locations

2000

Company founded in Coppel, Texas

2004

Company relocated to Mansfield, Texas

2007

Sightmark introduced at SHOT Show

2009

Moved to new Headquarters & Firefield launched

2010

Pulsar alliance established



2012

12 Survivors launched



2012

ISO Certified



2017

Sellmark Europe established in Bulgaria



2018

Sellmark Expansion Overseas





Markets Served

Shooting, tactical, hunting, personal defense.

Product Categories Served

Riflescopes, red dot sights, reflex sights, prismatic sights, laser sights, boresights, flashlights, binoculars, magnifiers, spotting scopes and rangefinders.



Markets Served

Predator, varmint, and hog hunting (where legal); shooting; search and rescue; first responders; wildlife observation; military, law enforcement, and surveillance.

Product Categories Served

3 night vision optics, digital night vision optics, thermal imaging devices, and optical devices with integrated range finding capabilities



Markets Served

Hunting, leisure shooting, surveillance, paintball, airsoft and general outdoor markets.

Product Categories Served

Riflescopes, red dot sights, reflex sights, laser sights, magnifiers, bore sights, night vision, digital night vision flashlights, spotting scopes, bipods, foregrips, slings, rails and mounts.



Markets Served

Outdoor enthusiasts who are a blend of survivalist, campers, and hikers.

Product Categories Served

Camping gear, backpacks, knives, tents, lights, tools, and first aid kits.

Accounting/Operations



Law Enforcement Sales



Quality Assurance



Shipping and Receiving



Marketing



OOD



Sales



Total Number of Employees



Our Vision

To be the No. 1 developer of brands and products for the outdoor lifestyle markets.

Our Purpose

To improve the lives of our consumers by providing exceptional products that promote a healthy lifestyle, create precious memories and meaningful experiences. Through our brands, featuring the latest technologies, we seek to enhance safety, increase mobility, improve comfort, maximize performance and ensure accuracy.



Ethics

Value honesty, respect, tolerance, openness and alignment of interests towards fulfilling our purpose

Realizing Our Potential

Utilize individual's unique skills, unleash untapped potential, facilitate growth through team efforts

Healthy Outdoor Lifestyle

Promote the outdoor ethos, stay active, respect nature, leave the Earth a little better than we found it and encourage others to do the same

Hard Work

Facilitate efficiency, maximize productivity, uncover new ways to be effective

Core Values

Continuous Learning

Seek truth, value education, training and lifetime pursuit of knowledge

Encouraging and Positive Leadership

Encourage people to do their best, support them in efforts to improve themselves and be a positive influence on others

Innovation & Creativity

Be resourceful, embrace change, be unique

Customer Focus

Respect the customer, value customer service, listen to market requests and trends

SELLMARK Corporation

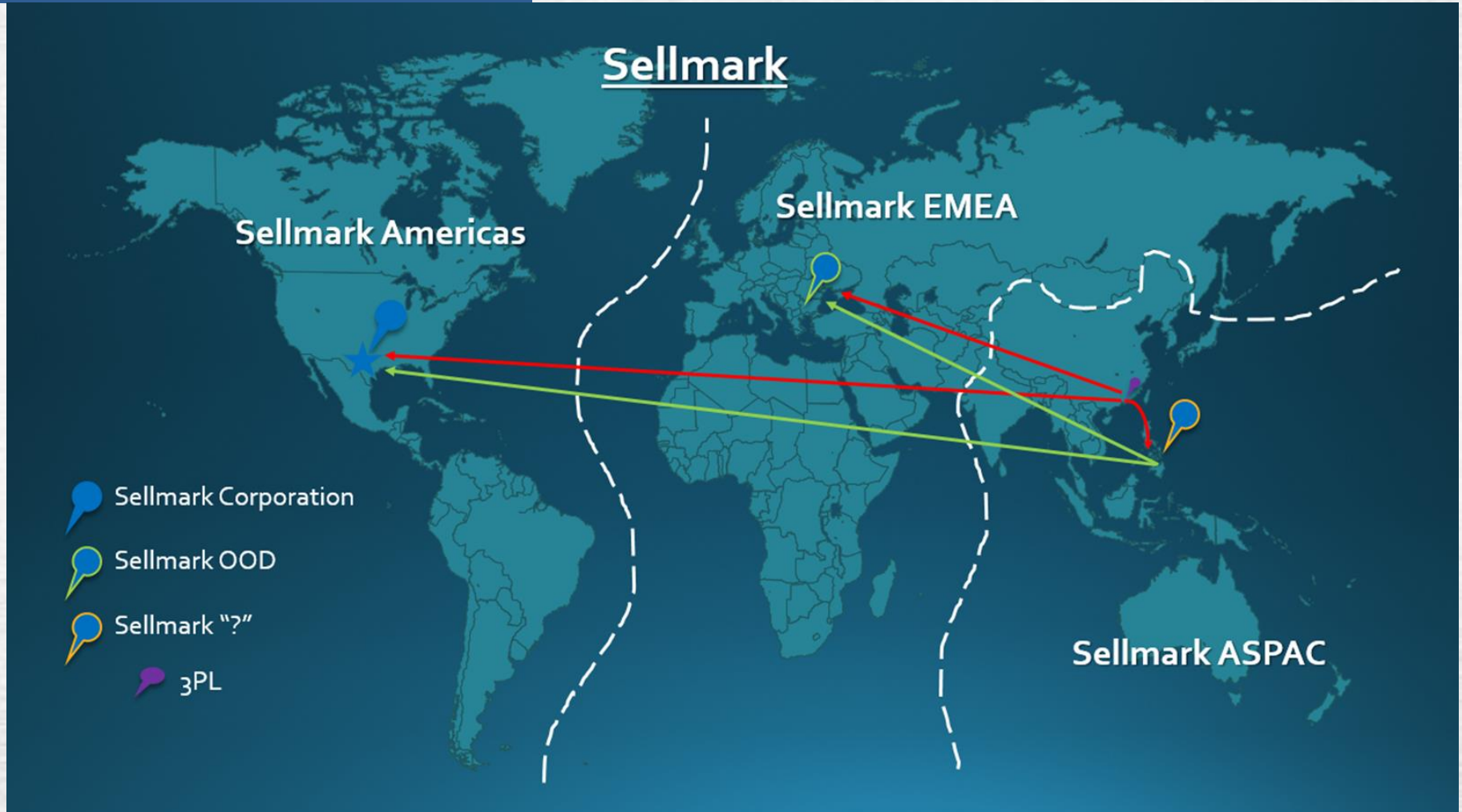
Mansfield, Texas
Global HQ

SELLMARK OOD

Sofia, Bulgaria

SELLMARK LTD

Manila, Philippines



Aligning Sales and Distribution with company Values & Ethics

Value Proposition

```
graph TD; VP[Value Proposition] --> R[Reactive]; VP --> P[Proactive];
```

Reactive

- Order review
- Shipment processing
- License management
- Recordkeeping
- Inbound International Operations Support

Proactive

- Non Resident Importer programs
- Return To Factory shipments International logistics
- Training & Education
- Duty Drawback

How our Sales Team creates value

- **Understand** customer's business model
 - Do not push products clients do not need
- Focus on **helping clients** merchandizes
- **Maximize** sell through
- Genuine **sustainable relationship** with customers
- Sales strategy based on **local market**
 - Understand local business environments
- Proven sales record with **YOY growth**

SALES TEAM MISSION

Through a close partner relationship with our customers, we will uncover a deep understanding of our customer's needs, while helping them realize their business potential using our products and industry expertise to optimize category assortments, model selection, merchandising, promotion, and training, while providing the highest level of service possible.





EXCHANGE
ARMY & AIR FORCE EXCHANGE SERVICE



GANDER
OUTDOORS



How our in-house Marketing Creates Value

Sellmark operates at $\frac{1}{4}$ the cost of a full service marketing agency.

- Create **custom** content for partner digital and print advertising
- Provide **innovative** merchandizing material to help sell products
- Increase **social media** presence
- Connections with top **media** channels
- **Quick** turnaround for marketing deliverables
- On call “**advertising company**” equivalent to support local advertising
- **Multi-lingual** staff

To build and grow brands that sell with original, creative and risk-taking marketing efforts, driving and supporting sales.



Design and Prototyping

Sellmark is continually developing and implementing technology and features for new advanced products.

Research & Development

- The Sellmark research and development team is working hard to provide new uses for emerging technologies. Sellmark has received its first Patent and has several more pending, which will bring about new and exciting uses to the market.
- Advanced night vision and thermal products are professionally assembled in Mansfield, Texas
- Sellmark acts as an Original Equipment Manufacturer (OEM) for specialty products, such as boresights, laser systems and weapon sights.
- Active in the industry, Sellmark supports other leading brands and companies by manufacturing several products for various industry leaders
- Sellmark tailors and develops design solutions based on end user requirements



OPERATIONS TEAM MISSION

Through efficient and effective processes, we will produce on-time and accurate service for internal and external customers through professional, customer focused operations that support the overall strategy of the company.

How our Operations Creates Value

Every effort is made to maintain sufficient stock and adequately supply the market. Orders placed before noon are shipped out on the same day. All orders received after noon are shipped the next day.

Why Choose Us?

Sellmark has met ISO standards every quarter since certification. 99% of all shipments go out within 24 hours with a less than 2% defect rate.



How our Customer Support Creates Value

- Sellmark provides warranty service and repair for our branded night vision, scopes, laser sights and flashlights.
- Technology support is always given by an experienced, friendly, multi-lingual person who is happy to serve the customer, no matter the problem.
 - Sellmark provides warranty service and/or repairs for all Brands sold
 - Sellmark offers 24 hr/day messaging; voice, email or direct messaging for all product inquiries
 - Live Technical Support offered by our experienced team who is happy to serve the end-user
- Thermal, Night Vision and Day Scope test equipment on-hand to ensure products are built to standard





Brand Acquisition

- Purchase a brand with great potential
- Increase “Brands that sell” offerings
- Create Value for both Brand owner and Sellmark



Investment

- Invest resources to partner with an existing company
- Provide subject matter expertise
- Build partnership to grow company



Exclusive, Worldwide Distribution

- Access to Sellmark’s Sales force
- Access to Sellmark’s Distribution
- Access to Sellmark’s Customer Service

QUESTIONS?

THANK YOU

