



Comfort Research

Next Level

2019

Core Values

FIND A BETTER WAY

EXPECT THE BEST

DO THE RIGHT THING

We will **defy** anything that harms our **culture**

Beliefs

Why

Comfort For All

- Comfort for our Customers by making amazing products
- Comfort for our Ambassadors by being a great place to work
- Comfort for our Environment by eliminating waste
- Comfort for our Community by investing 10% of our profits into our community

How

Delivering Awesome

- Through a unique Culture
- Through a simple Strategic Plan
- Through Innovation
- Through Acquisitions that expand our platform, increase our knowledge base, and penetrate new markets

What

Revolutionizing Branded Affordable Consumer Products

- Through our Big Joe brand
- Through unique Engineering
- Through beautiful Design
- Through Value Innovation

Big Joe®

Guides

Vision

- Our Absurdly Awesome Culture is our secret sauce
- We are a High Growth Company
- We Innovate through Unique Connections in engineering, design, and markets
- We build our Brand(s)

Commitments

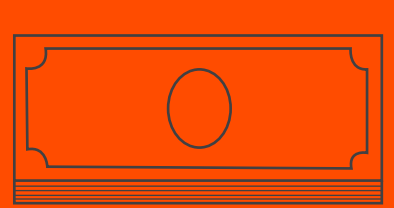
- We will SWING FOR THE FENCES and seek customers that can be \$5M+ AND grow existing customers by \$5M+
- We will use MONEYBALL principles to analyze and make decisions based on data
- We will build key strengths in data analysis and our SIOP process.
- We will track search volume traffic to measure our brand
- We will provide 40 hours of training and development to our Ambassadors
- We will generate 25% of sales from Orahh technologies by 2022

Core Builders

- We will have a plan to go international by the end of the 2019
- We will continue to focus on our 3 Core Technologies of Ahhsome, Megahh, and Orahh AND will aggressively explore new disruptive technologies to expand our existing platform
- We will move with 10X velocity to ensure faster results
- We will focus on our SIOP Process and look to remove all manual processes
- We will test 4 innovative products for Test & Roll

Successes

The Mountaintop



\$1Billion

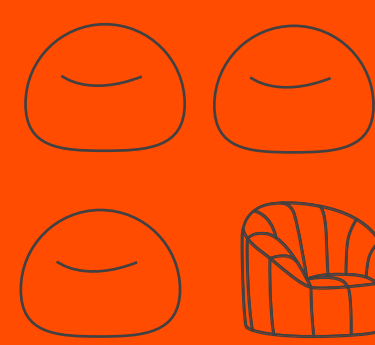
in sales by 2030

Recognized as a **Great Place to Work** by Forbes

A **Big Joe** in every **Home**



Key Strengths



We will generate

25%

of sales from new SKUs created in the last 18 months

NPS Score Improvements

10%

of sales are Direct to Consumer by 2024



Improvements



Forecasting accuracy of

95%

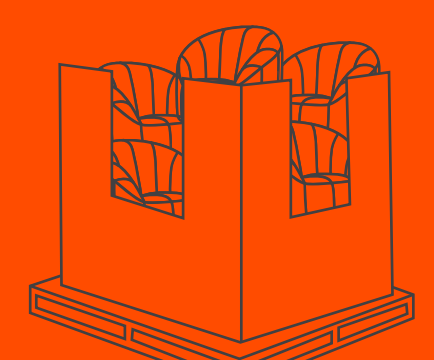
in 13 weeks

Inventory Turns of 6.0+ Annually

In stock

98%

of the top 80



EBITDA Growth