



NEXT LEVEL

CORE VALUES



**FIND A BETTER WAY
EXPECT THE BEST
DO THE RIGHT THING**

BELIEFS



WHY

(COMFORT FOR ALL)

We provide comfort for our:

Customers by creating amazing products.

Environment by being lean and green.

Ambassadors by being a great place to work, and we're not for everyone.

Communities re-investing a portion of our profits back into the communities that we work and live.

GUIDES



VISION

- Our Absurdly Awesome Culture is our secret sauce**
- Seeking 15%+ Growth Annually**
- We Innovate through Unique Connections in engineering, design, and markets**
- We build our Brand^(s)**

SUCCESSSES



THE MOUNTAIN TOP

ONE BILLION
IN SALES

FORBES

RECOGNIZED AS A GREAT PLACE TO WORK

PRODUCT IN EVERY HOME

HOW

(DELIVERING AWESOME THROUGH)

Unique culture driven
by our core values.

A simple strategic plan
with disciplined execution.

Innovation and
product leadership.

Acquisitions that expand our
platform, product, and penetrate
new markets.

COMMITMENTS

- ¹ Direct to Consumer business is #1 long term marketing strategy to grow from 3% to 10%+ of business in the next 36 months.
- ² We will swing for the fences and pursue 15% growth in our sales opportunities.
- ³ We will focus on driving our wholesale e commerce business from 30% to 50% of our revenues in 24 months.
- ⁴ We will provide meaningful learning and development opportunities for our Ambassadors through Comfort University.
- ⁵ We will increase our brand recognition by 300% in 3 years.
- ⁶ We will increase our margin incrementally YOY to 30% in 36 months.
- ⁷ Our #1 operational strategy is improving the health of our income statement and balance sheet with a focus on cash flow.

KEY STRENGTHS

**IMPROVE OPERATING
CASH FLOW**

WHAT

(REVOLUTIONIZING PRODUCTS THROUGH)

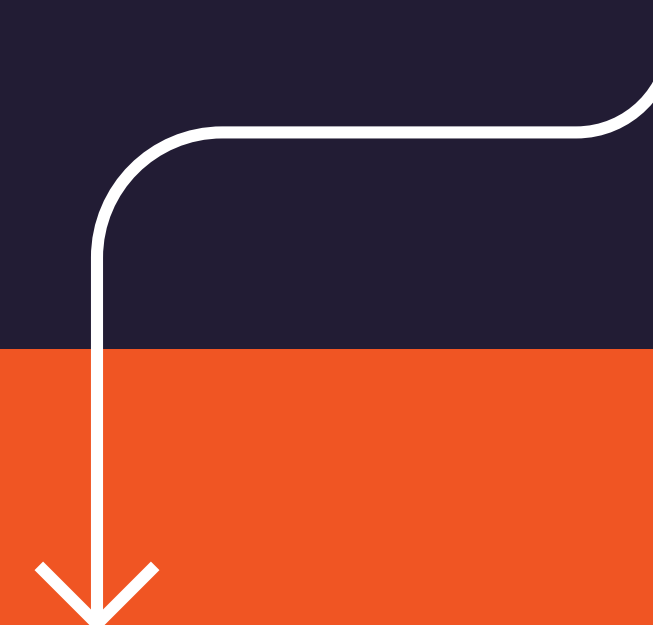
**BRAND^(S)
ENGINEERING
DESIGN
INNOVATION**

CORE BUILDERS

- ¹ YOY Growth of 100%+ in direct to consumer business; the structure of our business follows the strategy, we lead with strategy
- ² We will plan to grow internationally via a drop ship with a manufacturing partner direct to consumer model in either Europe or China by mid 2021
- ³ We will achieve inventory turns of 5.2+
- ⁴ Our E commerce business is our #1 sales strategy growing more to the same
- ⁵ We will achieve 26% gross margins
- ⁶ While our forecast is \$78.5M our goal is to grow above \$80M in 2020
- ⁷ We will launch Orahh & Mobilité micro sites to sell & understand our target customer 5/1/20
- ⁸ We will launch Fulton St. by 1/1/21
- ⁹ We will generate \$8M+ in Cash Flow
- ¹⁰ We will use 0-based budgeting & discipline our cost controls

IMPROVEMENTS

SEE BELOW



\$80^M

26[%]
GM

13[%]
SG&A

13[%]
EBITDA