Roster

Andrews	Baldwin	Chester
Alexus Bravo	Clarence Burton	Ivory Coachman
Walter Anderson	Catrell Brownlee	Gibram Cruz
Curtis Bradshaw	Jennifer Canas	Oladipo Efunkoya
Juan Avalos		Jane Dyal

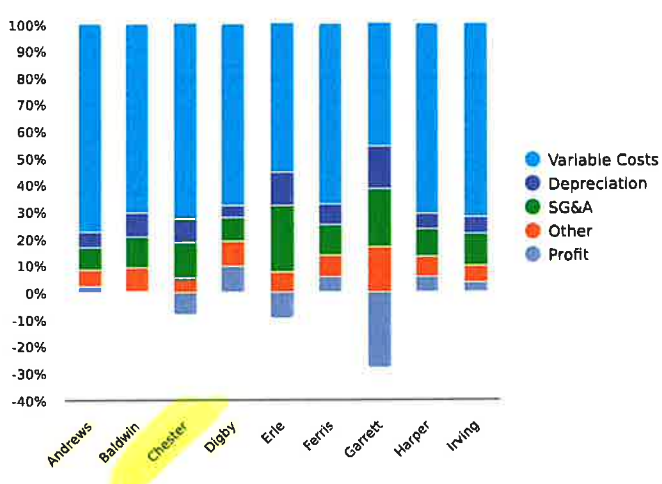
Digby	Erie	Ferris
Cee Harris	Kaisean Hawkins	Wilek Mason
Nicholas Freeman	Vincent Jones	Nimene Kofa
Alexis Gonzales	Mary Jane	Eric Kastl
Justin Forrester	Lewis Jones	Thomas Lintz

Garrett	Harper	Irving
Christopher Roberts	Alexander Sorden	Edwin Villalobos
May Perez	Callan Roybal	Suzanne Whitman
Dustin Nagy	Omar Soria	Tula Taylor
Franky Rodriguez	Henry Rose	

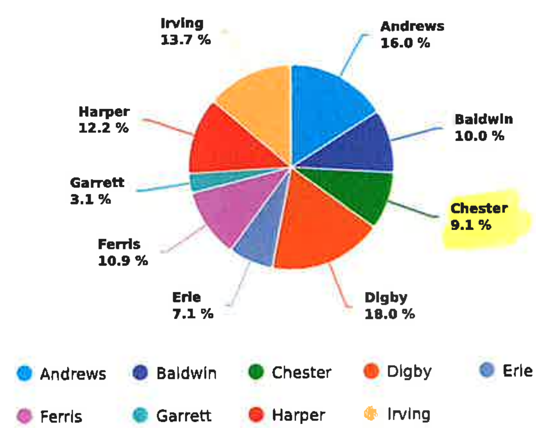
Selected Financial Statistics

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving	Average
ROS	2.3%	0.7%	-8.0%	9.9%	-9.6%	5.8%	-28.0%	5.8%	3.7%	-1.9%
Asset Turnover	1.22	0.88	0.73	1.43	0.62	1.11	0.37	1.22	1.37	0.99
ROA	2.8%	0.6%	-5.8%	14.1%	-6.0%	6.4%	-10.2%	7.1%	5.1%	1.6%
Leverage	2.50	2.27	2.50	1.96	2.38	1.90	2.22	1.87	1.93	2.17
ROE	7.0%	1.4%	-14.6%	27.6%	-14.2%	12.1%	-22.7%	13.3%	9.9%	2.2%
Sales	$165,075	$102,875	$93,721	$185,594	$72,710	$111,895	$31,651	$126,131	$140,807	$114,495
EBIT	$13,442	$8,379	($3,999)	$35,330	($2,566)	$15,533	($7,767)	$17,001	$13,657	$9,890
Profit	$3,801	$735	($7,511)	$18,289	($6,974)	$6,441	($8,866)	$7,377	$5,247	$2,060
Cumulative Profit	$7,986	$4,921	($3,325)	$22,474	($2,788)	$10,627	($4,681)	$11,562	$9,432	$6,245
SG&A to Sales Ratio	8.39%	11.52%	13.22%	8.73%	24.81%	11.26%	21.83%	10.05%	12.22%	13.56%
Contribution Margin	22.74%	29.89%	19.50%	32.28%	35.17%	32.82%	26.27%	29.54%	28.05%	28.47%
Emergency Loan	$0	$0	$0	$0	$14,519	$0	$0	$0	$0	$1,613

Percent of Sales



Market Share



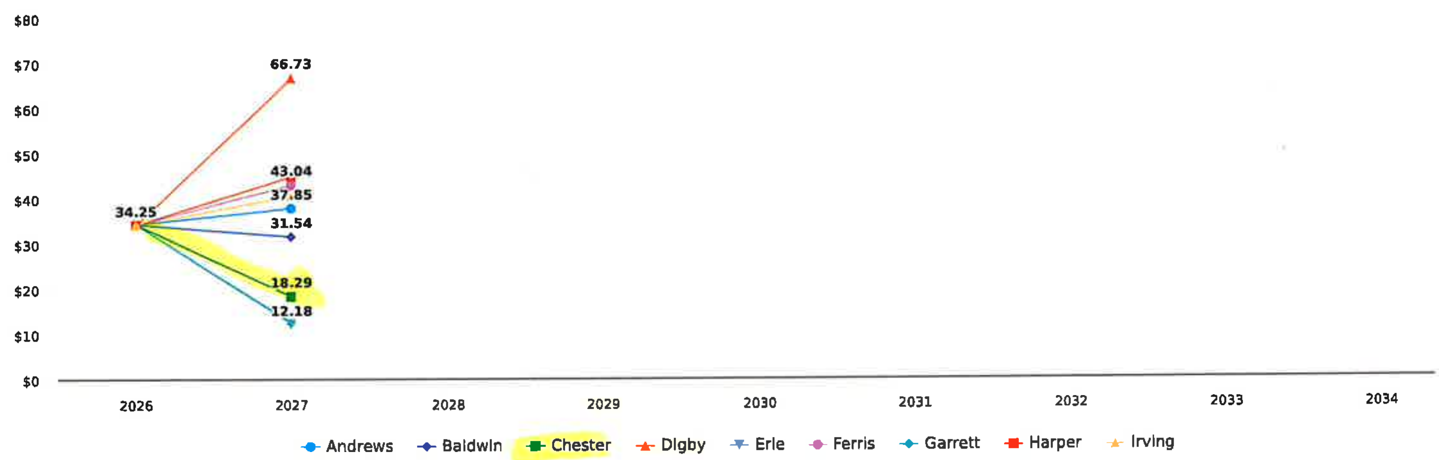
Stock & Bonds

CP135081_1 **Round: 1 Dec. 31, 2027**

Stock Market Summary

Company	Closing Price	Change	Shares Outstanding	Market Cap	Book Value	EPS	Dividend	Yield	P/E
Andrews	$37.85	$3.60	2,072,996	$78m	$26.16	$1.83	$0.00	0%	20.64
Baldwin	$31.54	($2.71)	2,148,912	$68m	$23.98	$0.34	$1.04	3.3%	92.18
Chester	$18.29	($15.96)	2,394,178	$44m	$21.51	($3.14)	$1.01	5.5%	-5.83
Digby	$66.73	$32.48	2,000,000	$133m	$33.11	$9.14	$0.00	0%	7.30
Erie	$12.18	($22.06)	2,262,786	$28m	$21.66	($3.08)	$0.42	3.4%	-3.95
Ferris	$43.04	$8.79	2,000,000	$86m	$26.69	$3.22	$0.50	1.2%	13.36
Garrett	$12.42	($21.83)	2,000,000	$25m	$19.54	($4.43)	$0.00	0%	-2.80
Harper	$44.91	$10.66	2,000,000	$90m	$27.66	$3.69	$0.00	0%	12.18
Irving	$40.65	$6.40	2,000,000	$81m	$26.59	$2.62	$0.00	0%	15.49

Stock Price



Bond Market Summary

Company	Series	Face Value	Yield	Closing Price	S&P Rating
Andrews	11.0S2028	$6,346,914	11.18%	$98.40	CC
	12.5S2030	$13,900,000	12.59%	$99.29	CC
	14.0S2032	$20,850,000	13.43%	$104.24	CC
	11.3S2037	$10,000,000	12.31%	$91.80	CC
Baldwin	12.5S2030	$12,370,997	12.47%	$100.24	CC
	14.0S2032	$20,850,000	13.24%	$105.71	CC
	11.3S2037	$11,800,000	12.04%	$93.89	CC
Chester	11.0S2028	$6,950,000	11.17%	$98.49	CC
	12.5S2030	$13,900,000	12.56%	$99.53	CC
	14.0S2032	$20,850,000	13.38%	$104.61	CC
	11.3S2037	$18,900,000	12.24%	$92.31	CC
Digby	11.0S2028	$6,950,000	11.06%	$99.46	B
	12.5S2030	$13,900,000	12.23%	$102.18	B
	14.0S2032	$20,850,000	12.87%	$108.74	B
Erie	12.5S2030	$8,031,523	12.53%	$99.76	CC
	14.0S2032	$20,850,000	13.34%	$104.97	CC
	11.3S2037	$3,500,000	12.17%	$92.83	CC
Ferris	11.0S2028	$6,950,000	11.05%	$99.55	B
	12.5S2030	$13,900,000	12.2%	$102.42	B
	14.0S2032	$20,850,000	12.83%	$109.12	B
Garrett	11.0S2028	$6,950,000	11.13%	$98.84	CCC
	12.5S2030	$13,900,000	12.44%	$100.48	CCC
	14.0S2032	$20,850,000	13.2%	$106.08	CCC
	11.3S2037	$4,000,000	11.97%	$94.42	CCC
Harper	11.0S2028	$6,950,000	11.04%	$99.64	B
	12.5S2030	$13,900,000	12.17%	$102.67	B
	14.0S2032	$20,850,000	12.78%	$109.51	B
Irving	11.0S2028	$6,950,000	11.06%	$99.46	B
	12.5S2030	$13,900,000	12.23%	$102.18	B
	14.0S2032	$20,850,000	12.87%	$108.74	B

Next Year's Prime Rate: 7.5%

Financial Summary

CP135081_1 Round: 1 Dec. 31, 2027

Cash Flow Statement

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
Cash From Operations									
Net Income(Loss)	$3,801	$735	($7,511)	$18,289	($6,974)	$6,441	($8,866)	$7,377	$5,247
Adjustment For Non-Cash Items									
Depreciation	$9,356	$9,212	$8,060	$8,387	$8,999	$8,587	$4,960	$7,587	$8,467
Extraordinary Gains/Losses/Write-offs	$254	$266	$200	$0	$242	$0	$9,314	$0	$165
Changes In Current Assets And Liabilities									
Accounts Payable	$13,806	($741)	$10,078	$3,100	($1,957)	($447)	($4,714)	$13	$1,036
Inventory	$2,802	$8	$8,618	$7,766	($12,202)	($598)	$593	$8,618	$8,618
Accounts Receivable	$8,307	($2,685)	$604	($6,947)	$1,933	($889)	$5,706	$1,396	($3,266)
Net Cash From Operations	$38,326	$6,795	$20,049	$30,595	($9,960)	$13,094	$6,993	$24,990	$20,266
Cash From Investing									
Net Plant Improvements	($31,930)	($29,525)	($11,300)	($12,000)	($22,440)	($15,000)	$12,310	$0	($16,665)
Cash From Financing									
Dividends Paid	$0	($2,235)	($2,418)	$0	($950)	($1,000)	$0	$0	$0
Sales Of Common Stock	$2,500	$6,200	$13,500	$0	$9,600	$0	$0	$0	$0
Purchase Of Common Stock	$0	($1,100)	$0	$0	($600)	$0	$0	$0	$0
Cash From Long-Term Debt Issued	$10,000	$11,800	$18,900	$0	$3,500	$0	$4,000	$0	$0
Early Retirement Of Long-Term Debt	($600)	($8,500)	$0	$0	($13,000)	$0	$0	$0	$0
Retirement Of Current Debt	$0	$0	$0	$0	$0	$0	$0	$0	$0
Cash From Current Debt Borrowing	$10,000	$14,400	$0	$12,100	$15,900	$0	$0	$0	$0
Cash From Emergency Loan	$0	$0	$0	$0	$14,519	$0	$0	$0	$0
Net Cash From Financing	$21,900	$20,565	$29,982	$12,100	$28,969	($1,000)	$4,000	$0	$0
Net Change In Cash	$28,296	($2,165)	$38,731	$30,695	($3,431)	($2,906)	$23,303	$24,990	$3,601

Balance Sheet

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
Cash	$31,726	$1,266	$42,162	$34,125	$0	$524	$26,734	$28,420	$7,031
Accounts Receivable	$0	$10,992	$7,703	$15,254	$6,375	$9,197	$2,601	$6,911	$11,573
Inventory	$5,816	$8,610	$0	$851	$20,820	$9,215	$0	$0	$0
Total Current Assets	$37,542	$20,868	$49,865	$50,231	$27,194	$18,937	$29,335	$35,332	$18,604
Plant And Equipment	$140,340	$138,180	$120,900	$125,800	$134,980	$128,800	$74,400	$113,800	$127,000
Accumulated Depreciation	($42,156)	($42,245)	($41,993)	($46,320)	($45,732)	($46,520)	($17,093)	($45,520)	($43,100)
Total Fixed Assets	$98,184	$95,935	$78,907	$79,480	$89,248	$82,280	$57,307	$68,280	$83,900
Total Assets	$135,726	$116,803	$128,771	$129,711	$116,442	$101,217	$86,642	$103,612	$102,504
Accounts Payable	$20,389	$5,843	$16,662	$9,683	$4,627	$6,137	$1,869	$6,596	$7,619
Current Debt	$10,000	$14,400	$0	$12,100	$30,419	$0	$0	$0	$0
Long-Term Debt	$51,097	$45,021	$60,600	$41,700	$32,382	$41,700	$45,700	$41,700	$41,700
Total Liabilities	$81,486	$65,264	$77,262	$63,483	$67,428	$47,837	$47,569	$48,296	$49,319
Common Stock	$20,860	$24,061	$31,860	$18,360	$27,668	$18,360	$18,360	$18,360	$18,360
Retained Earnings	$33,380	$27,478	$19,650	$47,868	$21,347	$35,020	$20,713	$36,956	$34,826
Total Equity	$54,240	$51,539	$51,510	$66,227	$49,015	$53,380	$39,073	$55,315	$53,185
Total Liabilities & Owner's Equity	$135,726	$116,803	$128,771	$129,711	$116,442	$101,217	$86,642	$103,612	$102,504

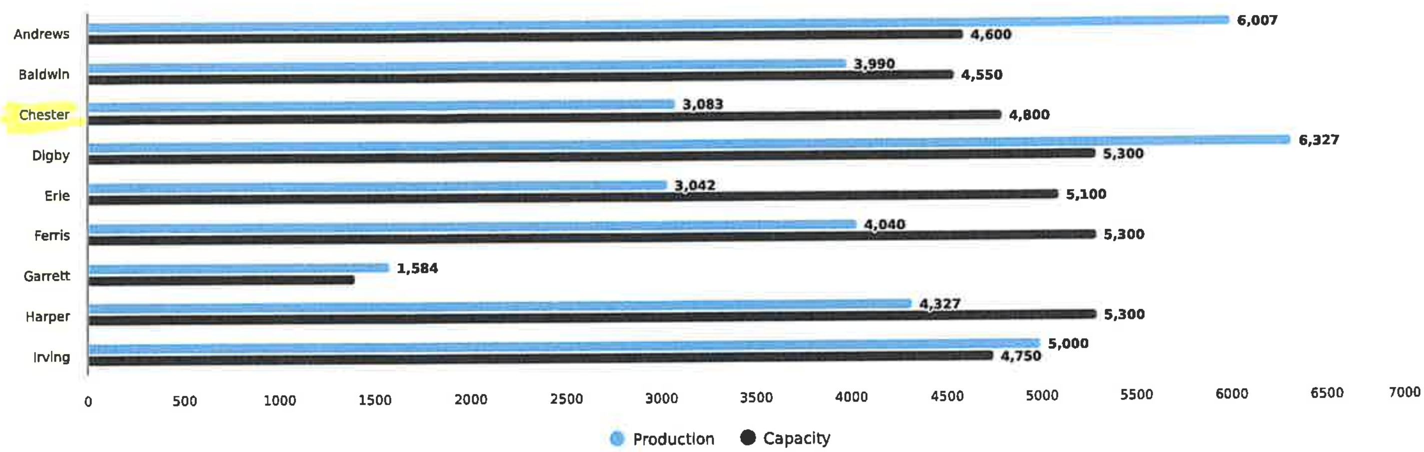
Income Statement

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
Sales	$165,075	$102,875	$93,721	$185,594	$72,710	$111,895	$31,651	$126,131	$140,807
Total Variable Costs (Labor, Material, Carry)	$127,536	$72,125	$75,447	$125,684	$47,135	$75,171	$23,337	$88,872	$101,316
Depreciation	$9,356	$9,212	$8,060	$8,387	$8,999	$8,587	$4,960	$7,587	$8,467
SG&A	$13,854	$11,849	$12,393	$16,193	$18,042	$12,605	$6,909	$12,670	$17,201
Other (Fees/Write-offs/Bonuses/Relocation Fee)	$888	$1,310	$1,820	$0	$1,101	$0	$4,212	$0	$165
EBIT	$13,442	$8,379	($3,999)	$35,330	($2,566)	$15,533	($7,767)	$17,001	$13,657
Interest (Short-Term/Long-Term)	$7,475	$7,224	$7,557	$6,619	$8,162	$5,421	$5,873	$5,421	$5,421
Taxes	$2,089	$404	($4,044)	$10,049	($3,755)	$3,539	($4,774)	$4,053	$2,883
Profit Sharing	$78	$15	$0	$373	$0	$131	$0	$151	$107
Net Profit	$3,801	$735	($7,511)	$18,289	($6,974)	$6,441	($8,866)	$7,377	$5,247

Product Analysis

CP135081_1 Round: 1 Dec. 31, 2027

Production vs Capacity



Plant Information

Name	Primary Segment	Units Sold	Inventory	Revision Date	Age Dec.31	MTBF	Pfmn Coord	Size	Price	Material Cost	Labor Cost	Contribution Margin	2nd Shift & Over-time	Auto. Next Round	Capacity Next Round	Plant Utilization
Able	Traditional	2,178	268	19-Sep-2027	2.2	14,000	4.8	13.8	$24.75	$9.64	$9.50	17.6%	36.1%	6	2,400	136%
Acre	Low End	1,819	26	27-Sep-2027	2.9	16,550	2.3	16.3	$21.00	$7.90	$8.82	21.7%	86.6%	3.6	1,050	187%
Adam	High End	823	0	17-Aug-2028	2.7	23,000	8	12	$35.75	$14.84	$10.45	28.3%	21.4%	2.2	700	121%
Aft	Performance	686	0	16-Aug-2027	1.9	25,000	10.5	15.3	$33.00	$15.59	$10.75	20.9%	32%	3.6	500	132%
Agape	Size	615	0	13-May-2027	2.1	19,000	4.7	11	$34.00	$12.82	$10.02	32.1%	9.1%	2.9	550	109%
Baker	Traditional	1,083	452	20-Aug-2027	2.2	16,200	6.3	13.9	$33.50	$10.97	$7.85	40.3%	0%	4.9	1,500	91%
Bead	Low End	1,841	0	8-Feb-2027	5.6	11,350	3	17	$21.00	$6.26	$7.46	32.8%	30%	5	1,950	130%
Bid	Traditional	446	0	13-Jan-2027	2.7	22,150	8	12	$20.00	$14.59	$8.97	-20.2%	0%	3	1,550	46%
Bold	Performance	513	0	10-Jan-2027	3.5	24,350	9.4	15.5	$33.00	$14.62	$8.97	27%	0%	2.1	950	73%
Buddy	Size	62	0	14-Apr-2027	2.2	19,600	4	11.5	$33.00	$0.00	$0.00	31.6%	0%	3.8	150	0%
Cake	Traditional	1,059	0	28-Mar-2027	2.4	16,000	5.6	14.4	$27.00	$10.30	$10.71	22%	0%	3.4	1,550	77%
Cedar	Low End	1,359	0	26-May-2022	5.6	14,000	3	17	$21.00	$7.05	$10.78	14.1%	58.3%	4.2	1,150	158%
Cid	High End	338	0	7-Dec-2027	1.4	23,300	8.8	10.6	$34.50	$16.06	$12.24	21%	0%	2.8	1,100	46%
Coat	Performance	397	0	26-May-2027	2.1	27,000	10	15.3	$33.00	$15.87	$12.24	16.7%	0%	3.2	750	73%
Cure	Size	338	0	1-Oct-2027	1.9	21,000	4.7	10	$35.00	$14.07	$12.24	28.2%	0%	3.2	800	63%
Daze	Traditional	2,724	0	28-Mar-2027	2.4	17,500	5.7	14.2	$29.00	$10.90	$8.95	30.7%	42.2%	5	1,800	142%
Dell	Low End	2,756	55	10-Aug-2027	3	14,000	2.5	17.8	$23.50	$6.40	$8.32	34.4%	100%	5	1,400	200%
Duck	High End	446	0	30-Jan-2028	2.7	23,000	8	12	$38.00	$14.84	$8.97	36.1%	0%	3	900	46%
Dot	Performance	295	0	17-June-2027	2	27,000	10.1	15.3	$33.00	$15.93	$8.97	24.8%	0%	1	600	37%
Dune	Size	458	0	16-June-2027	2.1	19,000	4.5	10.3	$33.00	$13.21	$8.97	32.3%	0%	3	600	67%
Eat	Traditional	1,061	0	24-May-2027	2.4	16,400	4.9	14.6	$31.25	$9.97	$7.84	40.6%	0%	5.1	1,950	49%
Ebb	Low End	981	9	22-Oct-2027	2.9	14,750	2.2	16.1	$24.00	$7.45	$6.72	40.7%	0%	5	1,650	69%
Echo	–	0	476	30-Dec-2027	1.4	23,800	9.1	10.8	$44.75	$16.26	$8.96	0%	0%	3.4	700	63%
Edge	Performance	454	0	30-Oct-2027	1.8	24,800	9.6	14.1	$29.75	$15.36	$8.96	18.1%	0%	2.7	700	63%
Egg	High End	59	409	31-Aug-2027	2	18,150	4.8	10.2	$42.00	$13.11	$8.96	3.3%	0%	2.9	750	68%
Fast	Traditional	726	483	18-Mar-2027	2.4	17,500	5.7	14.3	$34.25	$10.85	$7.85	39.8%	0%	5.5	1,950	57%
Feat	Low End	1,841	0	26-May-2022	5.6	14,000	3	17	$21.00	$7.05	$7.46	29.5%	30%	5	1,400	130%
Fist	High End	446	0	25-Oct-2028	2.7	23,000	8	12	$38.00	$14.84	$8.97	36.1%	0%	3	900	46%
Foam	Performance	513	0	19-Apr-2029	3.5	25,000	9.4	15.5	$33.00	$14.81	$8.97	26.5%	0%	3	600	73%
Fume	Size	439	0	30-Aug-2029	3.6	19,000	4	11	$33.00	$12.60	$8.97	33.3%	0%	3	600	63%
Gerbil	Low End	1,623	0	18-Nov-2027	2.9	15,000	2	18	$19.50	$6.33	$7.13	26.3%	14.3%	7.8	2,000	114%
Heft	Traditional	1,397	0	26-Mar-2027	2.4	18,000	5.7	14.3	$29.00	$11.00	$7.85	33.8%	0%	4	1,800	68%
Hue	Low End	1,841	0	23-Oct-2027	2.9	12,000	2.2	17.8	$18.25	$5.64	$7.46	20.7%	30%	5	1,400	130%
Hoary	High End	535	0	27-Oct-2027	1.4	21,850	8.9	11	$37.25	$15.47	$8.98	34.5%	0%	3	900	56%
Hilt	Performance	513	0	1-Sep-2027	1.9	22,250	10.4	15.3	$33.00	$14.70	$8.98	26.6%	0%	3	600	73%
Hamper	Size	449	0	19-Dec-2027	1.8	20,050	4.7	9.6	$33.75	$14.04	$8.98	34.4%	0%	3	600	65%
Ignite	Traditional	1,991	0	4-July-2027	2.3	17,800	4.8	14	$26.00	$10.67	$7.89	27.1%	1.1%	4	1,800	101%
Irate	Low End	1,930	0	18-Oct-2027	2.9	12,300	2.2	17.8	$19.50	$5.73	$7.58	25.1%	36.4%	5	2,050	136%
Indigo	High End	516	0	26-July-2028	2.7	23,000	8	12	$37.50	$14.84	$8.97	35.3%	0%	3.8	600	80%
Invert	Performance	513	0	14-July-2027	2	24,500	10.3	15.2	$33.00	$15.34	$8.97	25.8%	0%	4.2	600	73%
Iota	Size	458	0	11-Nov-2027	1.9	16,800	5	10.1	$33.00	$12.83	$9.50	31.8%	14.3%	4	350	114%

Traditional Segment Analysis

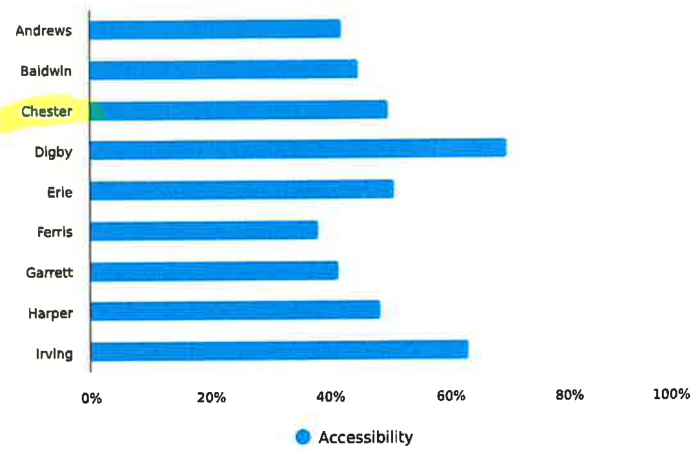
Traditional Statistics

2027 Total Market Size	12,100
2027 Total Units Sold	12,100
Segment % of Total Industry	30.4%
2028 Demand Growth Rate	9.2%

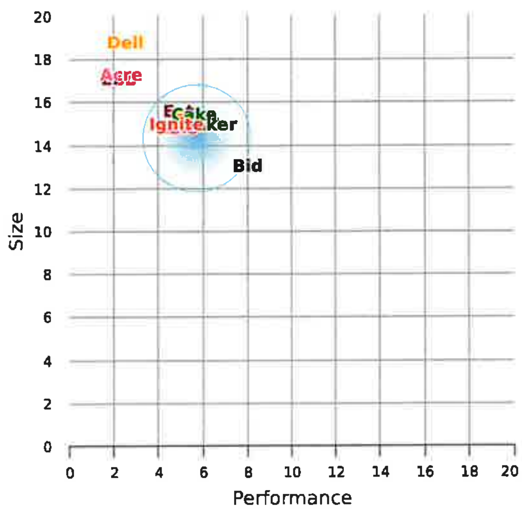
Traditional Customer Buying Criteria

	Expectations	Importance
Age	2 Years	47%
Price	$19.50 - $29.50	23%
Positioning	Performance 5.7 Size 14.3	21%
MTBF	14,000 - 19,000 Hours	9%

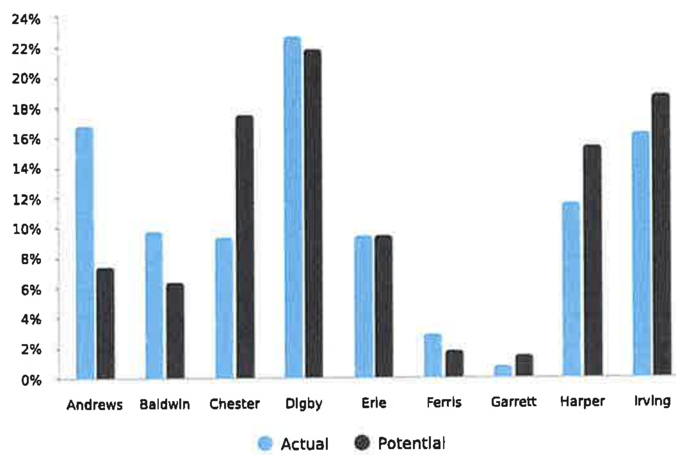
Accessibility



Perceptual Map for Traditional



Actual vs. Potential Market Share



Top Products

Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Daze	$29.00	2,582	2,534	Yes	28-Mar-2027	2.4	5.7	14.2	17,500	$2,400	70%	$2,000	82%	43
Ignite	$26.00	1,831	2,090	Yes	4-July-2027	2.3	4.8	14	17,800	$1,850	63%	$1,750	78%	45
Able	$24.75	1,822	782	No	19-Sep-2027	2.2	4.8	13.8	14,000	$450	42%	$500	43%	18
Heft	$29.00	1,322	1,746	Yes	26-Mar-2027	2.4	5.7	14.3	18,000	$1,000	49%	$1,000	58%	30
Cake	$27.00	1,030	1,976	Yes	28-Mar-2027	2.4	5.6	14.4	16,000	$1,000	50%	$1,000	58%	33
Eat	$31.25	1,003	1,042	Yes	24-May-2027	2.4	4.9	14.6	16,400	$1,750	51%	$1,100	62%	19
Baker	$33.50	641	251	No	20-Aug-2027	2.2	6.3	13.9	16,200	$2,550	45%	$1,000	58%	6
Bid	$20.00	446	345	Yes	13-Jan-2027	2.7	8	12	22,150	$800	45%	$800	48%	13
Fast	$34.25	214	86	No	18-Mar-2027	2.4	5.7	14.3	17,500	$1,000	38%	$1,200	65%	1
Acre	$21.00	196	102	No	27-Sep-2027	2.9	2.3	16.3	16,550	$900	42%	$900	53%	0
Dell	$23.50	167	110	No	10-Aug-2027	3	2.5	17.8	14,000	$2,300	70%	$1,950	79%	0
Ebb	$24.00	140	96	No	22-Oct-2027	2.9	2.2	16.1	14,750	$750	51%	$750	48%	1

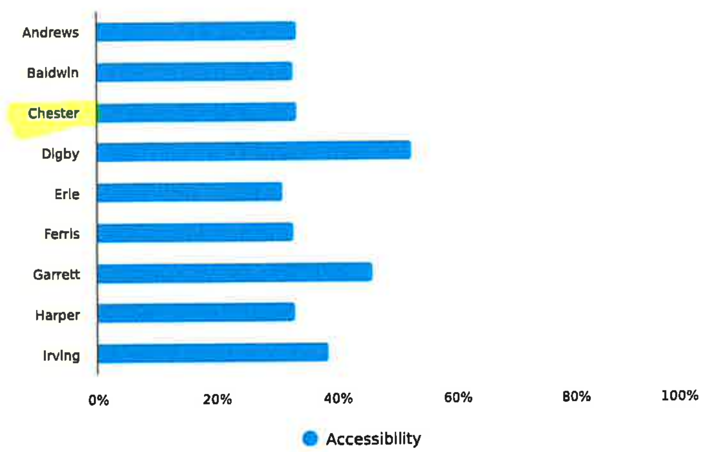
Low End Segment Analysis

CP135081_1 Round: 1 Dec. 31, 2027

Low End Statistics

2027 Total Market Size	15,013
2027 Total Units Sold	15,013
Segment % of Total Industry	38.6%
2028 Demand Growth Rate	11.7%

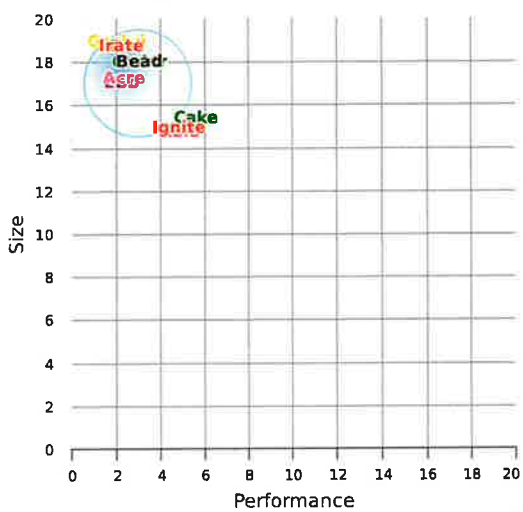
Accessibility



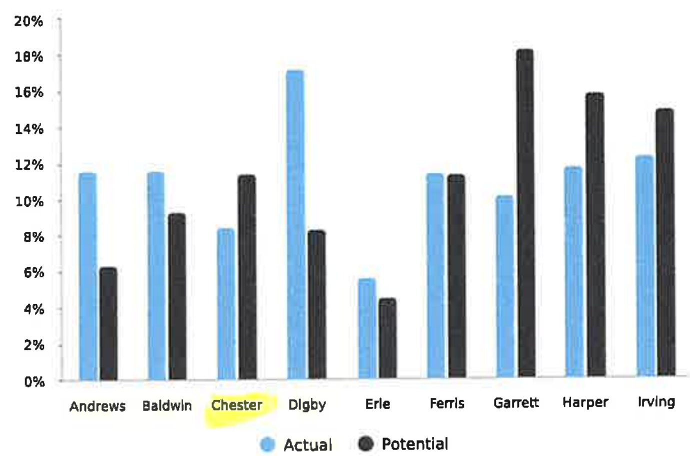
Low End Customer Buying Criteria

	Expectations	Importance
Price	$14.50 - $24.50	53%
Age	7 Years	24%
Positioning	Performance 2.2 Size 17.8	16%
MTBF	12,000 - 17,000 Hours	7%

Perceptual Map for Low End



Actual vs. Potential Market Share



Top Products

Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Dell	$23.50	2,589	1,251	No	10-Aug-2027	3	2.5	17.8	14,000	$2,300	53%	$1,950	79%	10
Irate	$19.50	1,793	2,201	Yes	18-Oct-2027	2.9	2.2	17.8	12,300	$1,200	39%	$950	55%	16
Hue	$18.25	1,761	2,365	Yes	23-Oct-2027	2.9	2.2	17.8	12,000	$900	33%	$900	53%	17
Bead	$21.00	1,738	1,403	Yes	8-Feb-2027	5.6	3	17	11,350	$900	33%	$900	53%	12
Feat	$21.00	1,709	1,694	Yes	26-May-2022	5.6	3	17	14,000	$900	33%	$900	53%	15
Acre	$21.00	1,623	941	No	27-Sep-2027	2.9	2.3	16.3	16,550	$900	34%	$900	53%	6
Gerbil	$19.50	1,523	2,733	Yes	18-Nov-2027	2.9	2	18	15,000	$1,800	46%	$1,500	71%	21
Cedar	$21.00	1,253	1,700	Yes	26-May-2022	5.6	3	17	14,000	$900	34%	$900	53%	15
Ebb	$24.00	842	676	No	22-Oct-2027	2.9	2.2	16.1	14,750	$750	31%	$750	48%	3
Able	$24.75	123	12	No	19-Sep-2027	2.2	4.8	13.8	14,000	$450	34%	$500	43%	0
Ignite	$26.00	56	29	Yes	4-July-2027	2.3	4.8	14	17,800	$1,850	39%	$1,750	78%	1
Cake	$27.00	3	7	Yes	28-Mar-2027	2.4	5.6	14.4	16,000	$1,000	34%	$1,000	58%	0

High End Segment Analysis

CP135081_1 Round: 1 Dec. 31, 2027

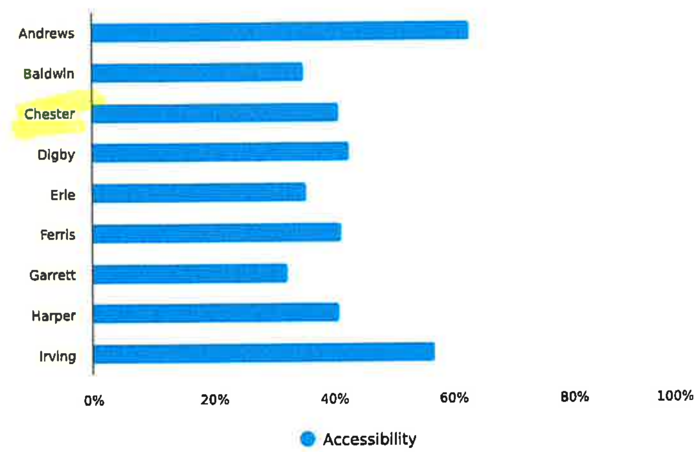
High End Statistics

2027 Total Market Size	4,451
2027 Total Units Sold	4,451
Segment % of Total Industry	11.9%
2028 Demand Growth Rate	16.2%

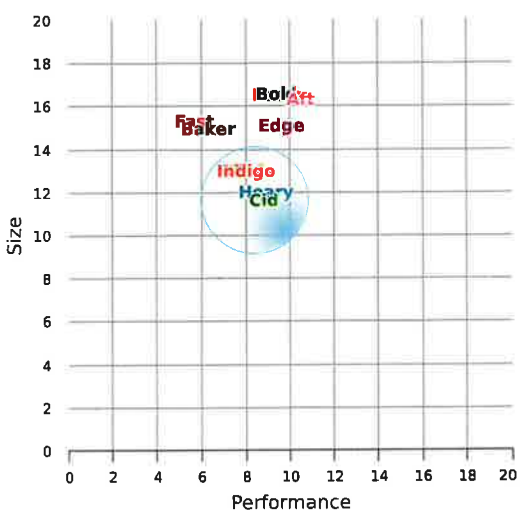
High End Customer Buying Criteria

	Expectations	Importance
Positioning	Performance 9.8 Size 10.2	43%
Age	0 Years	29%
MTBF	20,000 - 25,000 Hours	19%
Price	$29.50 - $39.50	9%

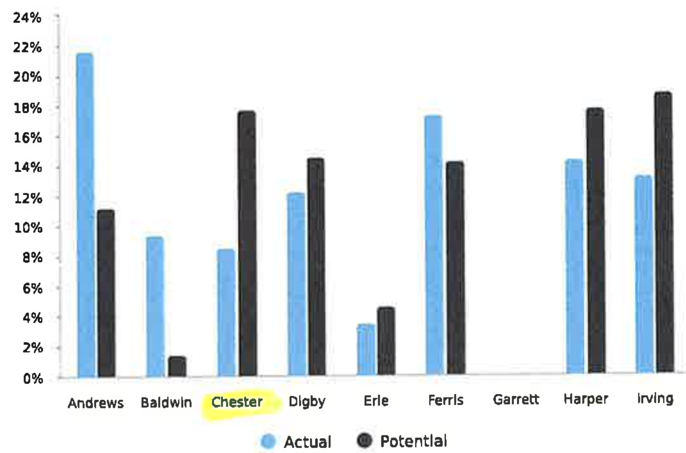
Accessibility



Perceptual Map for High End



Actual vs. Potential Market Share



Top Products

Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Adam	$35.75	823	453	Yes	17-Aug-2028	2.7	8	12	23,000	$2,700	63%	$350	36%	6
Hoary	$37.25	535	711	Yes	27-Oct-2027	1.4	8.9	11	21,850	$800	41%	$800	48%	18
Indigo	$37.50	516	786	Yes	26-July-2028	2.7	8	12	23,000	$2,000	57%	$1,750	74%	10
Duck	$38.00	446	564	Yes	30-Jan-2028	2.7	8	12	23,000	$800	43%	$800	48%	7
Fist	$38.00	446	559	Yes	25-Oct-2028	2.7	8	12	23,000	$800	41%	$800	48%	7
Baker	$33.50	339	23	No	20-Aug-2027	2.2	6.3	13.9	16,200	$2,550	35%	$1,000	58%	0
Cid	$34.50	338	734	Yes	7-Dec-2027	1.4	8.8	10.6	23,300	$800	41%	$1,000	54%	27
Fast	$34.25	251	30	No	18-Mar-2027	2.4	5.7	14.3	17,500	$1,000	41%	$1,200	65%	0
Edge	$29.75	85	196	Yes	30-Oct-2027	1.8	9.6	14.1	24,800	$1,750	36%	$1,150	57%	10
Aft	$33.00	84	24	Yes	16-Aug-2027	1.9	10.5	15.3	25,000	$950	63%	$500	37%	0
Bold	$33.00	79	36	Yes	10-Jan-2027	3.5	9.4	15.5	24,350	$700	35%	$700	43%	0
Foam	$33.00	69	41	Yes	19-Apr-2029	3.5	9.4	15.5	25,000	$700	41%	$700	43%	0

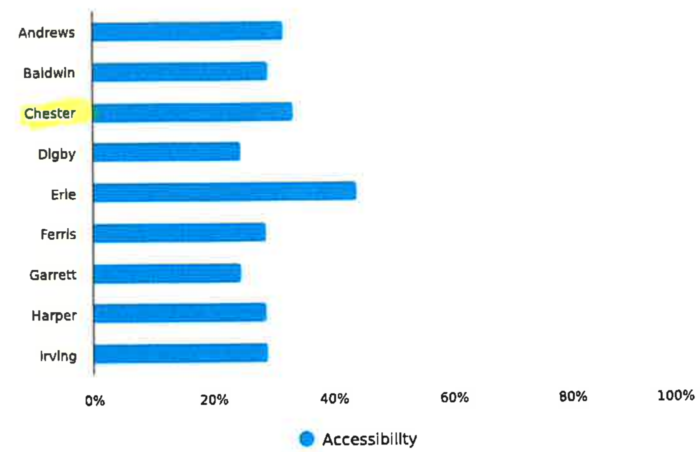
Performance Segment Analysis

CP135081_1 Round: 1 Dec. 31, 2027

Performance Statistics

2027 Total Market Size	3,442
2027 Total Units Sold	3,442
Segment % of Total Industry	9.5%
2028 Demand Growth Rate	19.8%

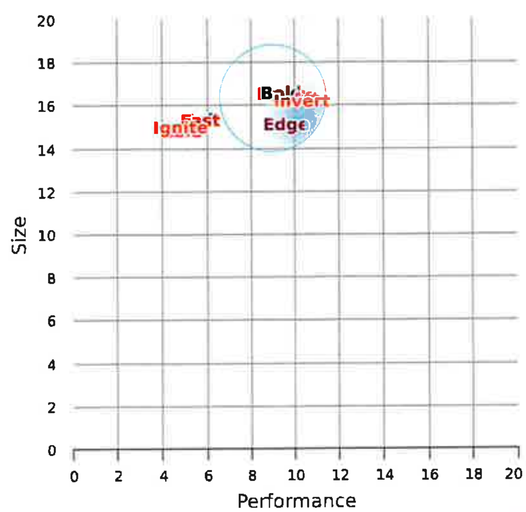
Accessibility



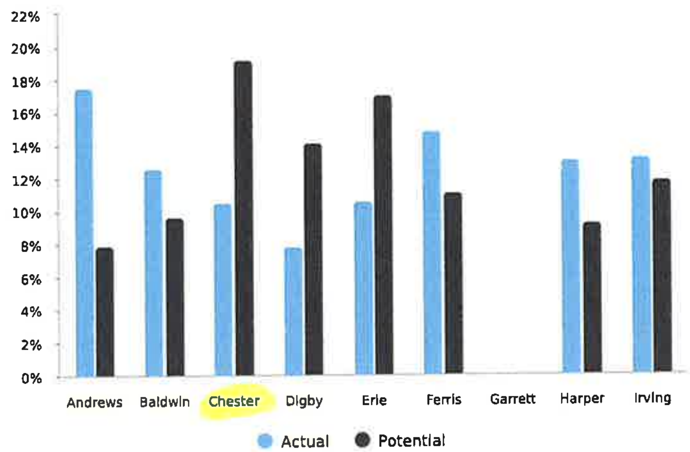
Performance Customer Buying Criteria

	Expectations	Importance
MTBF	22,000 - 27,000 Hours	43%
Positioning	Performance 10.4 Size 15.3	29%
Price	$24.50 - $34.50	19%
Age	1 Years	9%

Perceptual Map for Performance



Actual vs. Potential Market Share



Top Products

Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Aft	$33.00	602	272	Yes	16-Aug-2027	1.9	10.5	15.3	25,000	$950	32%	$500	37%	13
Invert	$33.00	452	403	Yes	14-July-2027	2	10.3	15.2	24,500	$700	29%	$700	43%	18
Hlt	$33.00	446	315	Yes	1-Sep-2027	1.9	10.4	15.3	22,250	$700	29%	$700	43%	9
Foam	$33.00	443	380	Yes	19-Apr-2029	3.5	9.4	15.5	25,000	$700	29%	$700	43%	15
Bold	$33.00	433	332	Yes	10-Jan-2027	3.5	9.4	15.5	24,350	$700	29%	$700	43%	13
Edge	$29.75	366	586	Yes	30-Oct-2027	1.8	9.6	14.1	24,800	$1,750	44%	$1,150	57%	24
Coat	$33.00	361	660	Yes	26-May-2027	2.1	10	15.3	27,000	$1,050	34%	$1,000	52%	33
Dot	$33.00	266	485	Yes	17-June-2027	2	10.1	15.3	27,000	$50	25%	$0	31%	26
Fast	$34.25	65	1	No	18-Mar-2027	2.4	5.7	14.3	17,500	$1,000	29%	$1,200	65%	0
Heft	$29.00	2	2	Yes	26-Mar-2027	2.4	5.7	14.3	18,000	$1,000	29%	$1,000	58%	0
Able	$24.75	1	1	No	19-Sep-2027	2.2	4.8	13.8	14,000	$450	32%	$500	43%	0
Ignite	$26.00	1	1	Yes	4-July-2027	2.3	4.8	14	17,800	$1,850	29%	$1,750	78%	0

Size Segment Analysis

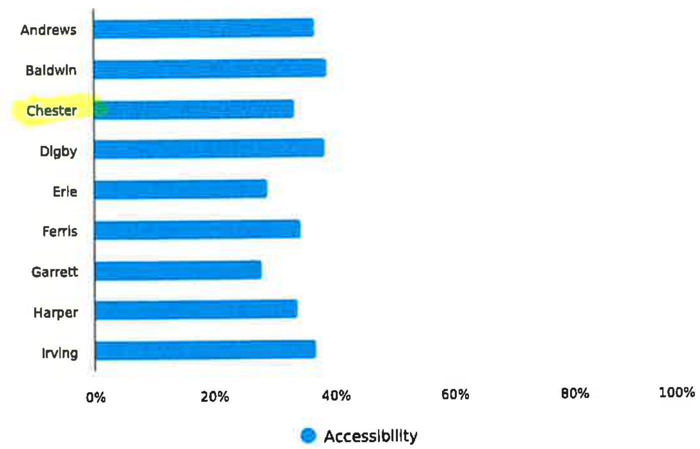
Size Statistics

2027 Total Market Size	3,520
2027 Total Units Sold	3,520
Segment % of Total Industry	9.6%
2028 Demand Growth Rate	18.3%

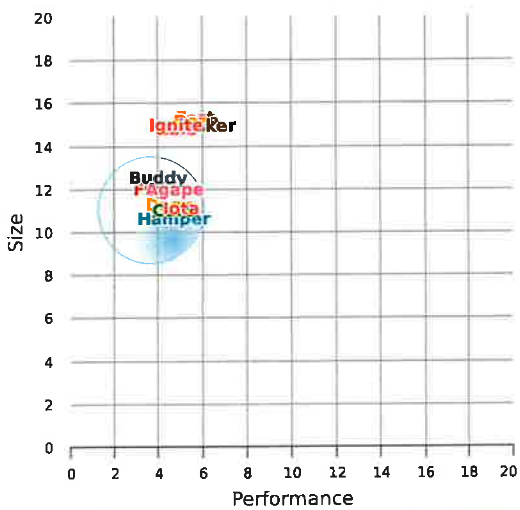
Size Customer Buying Criteria

	Expectations	Importance
Positioning	Performance 4.7 Size 9.6	43%
Age	1.5 Years	29%
MTBF	16,000 - 21,000 Hours	19%
Price	$24.50 - $34.50	9%

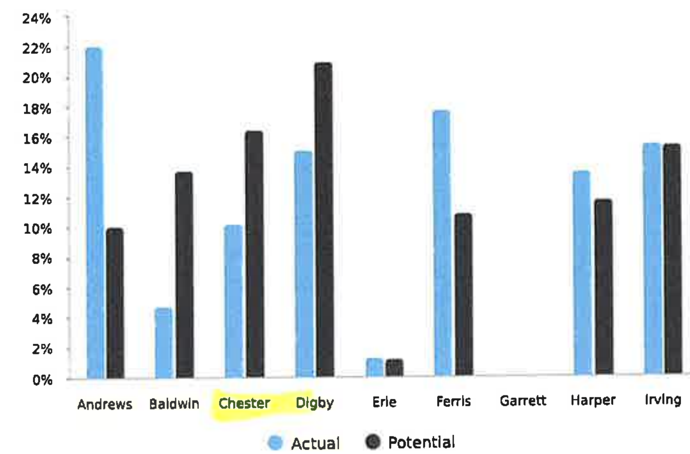
Accessibility



Perceptual Map for Size



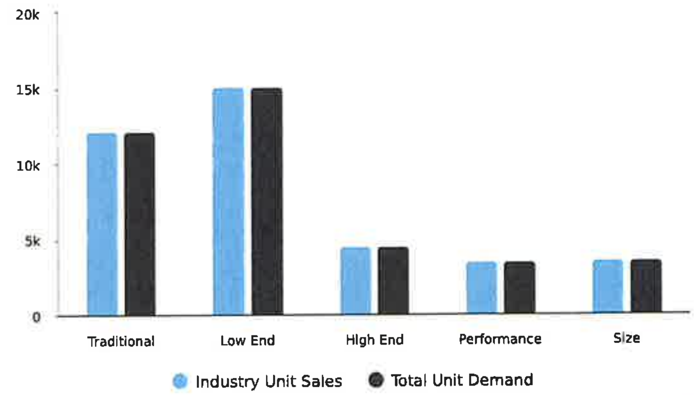
Actual vs. Potential Market Share



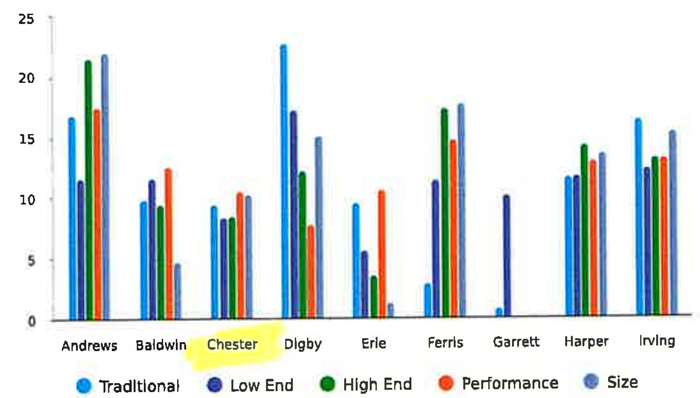
Top Products

Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Agape	$34.00	543	324	Yes	13-May-2027	2.1	4.7	11	19,000	$1,000	37%	$500	37%	10
Dune	$33.00	455	665	Yes	16-June-2027	2.1	4.5	10.3	19,000	$700	38%	$700	43%	26
Iota	$33.00	448	418	Yes	11-Nov-2027	1.9	5	10.1	16,800	$700	37%	$700	43%	24
Hamper	$33.75	442	369	Yes	19-Dec-2027	1.8	4.7	9.6	20,050	$650	34%	$750	44%	34
Fume	$33.00	428	344	Yes	30-Aug-2029	3.6	4	11	19,000	$700	34%	$700	43%	6
Cure	$35.00	337	542	Yes	1-Oct-2027	1.9	4.7	10	21,000	$700	34%	$1,000	52%	33
Able	$24.75	230	28	No	19-Sep-2027	2.2	4.8	13.8	14,000	$450	37%	$500	43%	2
Fast	$34.25	196	37	No	18-Mar-2027	2.4	5.7	14.3	17,500	$1,000	34%	$1,200	65%	1
Baker	$33.50	104	17	No	20-Aug-2027	2.2	6.3	13.9	16,200	$2,550	39%	$1,000	58%	0
Ignite	$26.00	95	119	Yes	4-July-2027	2.3	4.8	14	17,800	$1,850	37%	$1,750	78%	6
Daze	$29.00	77	69	Yes	28-Mar-2027	2.4	5.7	14.2	17,500	$2,400	38%	$2,000	82%	1
Buddy	$33.00	62	465	Yes	14-Apr-2027	2.2	4	11.5	19,600	$700	39%	$700	43%	12

Units Sold vs. Demand



Market Share



Actual Market Share in Units

Name	Traditional	Low End	High End	Performance	Size	Total
Industry Unit Sales	12,100	15,013	4,451	3,442	3,520	38,526
% of Market	31.4%	39%	11.6%	8.9%	9.1%	100%
Able	15.1%	0.8%	0%	0%	6.5%	5.7%
Acre	1.6%	10.8%	0%	0%	0%	4.7%
Adam	0%	0%	18.5%	0%	0%	2.1%
Aft	0%	0%	1.9%	17.5%	0%	1.8%
Agape	0.2%	0%	1.2%	0%	15.4%	1.6%
Total	**16.8%**	**11.6%**	**21.6%**	**17.5%**	**22%**	**15.9%**
Baker	5.3%	0%	7.6%	0%	2.9%	2.8%
Bead	0.9%	11.6%	0%	0%	0%	4.8%
Bid	3.7%	0%	0%	0%	0%	1.2%
Bold	0%	0%	1.8%	12.6%	0%	1.3%
Buddy	0%	0%	0%	0%	1.8%	0.2%
Total	**9.8%**	**11.6%**	**9.4%**	**12.6%**	**4.7%**	**10.2%**
Cake	8.5%	0%	0.1%	0%	0.6%	2.7%
Cedar	0.9%	8.3%	0%	0%	0%	3.5%
Cid	0%	0%	7.6%	0%	0%	0.9%
Coat	0%	0%	0.8%	10.5%	0%	1%
Cure	0%	0%	0%	0%	9.6%	0.9%
Total	**9.4%**	**8.4%**	**8.5%**	**10.5%**	**10.2%**	**9.1%**
Daze	21.3%	0%	1.4%	0%	2.2%	7.1%
Dell	1.4%	17.2%	0%	0%	0%	7.2%
Dot	0%	0%	0.7%	7.7%	0%	0.8%
Duck	0%	0%	10%	0%	0%	1.2%
Dune	0%	0%	0.1%	0%	12.9%	1.2%
Total	**22.7%**	**17.2%**	**12.2%**	**7.8%**	**15.1%**	**17.3%**
Eat	8.3%	0%	0.3%	0%	1.3%	2.8%
Ebb	1.2%	5.6%	0%	0%	0%	2.5%
Echo	0%	0%	0%	0%	0%	0%
Edge	0%	0%	1.9%	10.6%	0%	1.2%
Egg	0%	0%	1.3%	0%	0%	0.2%
Total	**9.5%**	**5.6%**	**3.5%**	**10.6%**	**1.3%**	**6.6%**
Fast	1.8%	0%	5.7%	1.9%	5.6%	1.9%
Feat	1.1%	11.4%	0%	0%	0%	4.8%
Fist	0%	0%	10%	0%	0%	1.2%
Foam	0%	0%	1.5%	12.9%	0%	1.3%
Fume	0.1%	0%	0%	0%	12.2%	1.1%
Total	**2.9%**	**11.4%**	**17.3%**	**14.8%**	**17.7%**	**10.3%**
Gerbil	0.8%	10.1%	0%	0%	0%	4.2%
Total	**0.8%**	**10.1%**	**0%**	**0%**	**0%**	**4.2%**

Potential Market Share in Units

Name	Traditional	Low End	High End	Performance	Size	Total
Units Demanded	12,100	15,013	4,451	3,442	3,520	38,526
% of Market	31.4%	39%	11.6%	8.9%	9.1%	100%
Able	6.5%	0.1%	0%	0%	0.8%	2.1%
Acre	0.8%	6.3%	0%	0%	0%	2.7%
Adam	0%	0%	10.2%	0%	0%	1.2%
Aft	0%	0%	0.5%	7.9%	0%	0.8%
Agape	0.1%	0%	0.5%	0%	9.2%	0.9%
Total	**7.4%**	**6.3%**	**11.2%**	**7.9%**	**10%**	**7.7%**
Baker	2.1%	0%	0.5%	0%	0.5%	0.8%
Bead	0.7%	9.3%	0%	0%	0%	3.8%
Bid	2.8%	0%	0%	0%	0%	0.9%
Bold	0%	0%	0.8%	9.6%	0%	1%
Buddy	0.8%	0%	0.1%	0%	13.2%	1.5%
Total	**6.4%**	**9.3%**	**1.4%**	**9.6%**	**13.7%**	**7.9%**
Cake	16.3%	0%	0.2%	0%	1%	5.3%
Cedar	1.1%	11.3%	0%	0%	0%	4.8%
Cid	0%	0%	16.5%	0%	0%	1.9%
Coat	0%	0%	1%	19.2%	0%	1.8%
Cure	0%	0%	0.1%	0%	15.4%	1.4%
Total	**17.5%**	**11.4%**	**17.7%**	**19.2%**	**16.4%**	**15.2%**
Daze	20.9%	0%	1.1%	0%	2%	6.9%
Dell	0.9%	8.3%	0%	0%	0%	3.5%
Dot	0%	0%	0.7%	14.1%	0%	1.3%
Duck	0%	0%	12.7%	0%	0%	1.5%
Dune	0%	0%	0.1%	0%	18.9%	1.7%
Total	**21.9%**	**8.3%**	**14.5%**	**14.1%**	**20.9%**	**15%**
Eat	8.6%	0%	0.2%	0%	1.2%	2.8%
Ebb	0.8%	4.5%	0%	0%	0%	2%
Echo	0%	0%	0%	0%	0%	0%
Edge	0.1%	0%	4.4%	17%	0%	2.1%
Egg	0%	0%	0.1%	0%	0%	0%
Total	**9.5%**	**4.5%**	**4.6%**	**17%**	**1.2%**	**6.9%**
Fast	0.7%	0%	0.7%	0%	1.1%	0.4%
Feat	1.1%	11.3%	0%	0%	0%	4.7%
Fist	0%	0%	12.6%	0%	0%	1.5%
Foam	0%	0%	0.9%	11%	0%	1.1%
Fume	0.1%	0%	0%	0%	9.8%	0.9%
Total	**1.8%**	**11.3%**	**14.2%**	**11.1%**	**10.8%**	**8.6%**
Gerbil	1.5%	18.2%	0%	0%	0%	7.6%
Total	**1.5%**	**18.2%**	**0%**	**0%**	**0%**	**7.6%**

Name	Traditional	Low End	High End	Performance	Size	Total
Hamper	0%	0%	0%	0%	12.6%	1.2%
Heft	10.9%	0%	0.8%	0.1%	1.1%	3.6%
Hilt	0%	0%	1.5%	13%	0%	1.3%
Hoary	0%	0%	12%	0%	0%	1.4%
Hue	0.7%	11.7%	0%	0%	0%	4.8%
Total	**11.6%**	**11.7%**	**14.3%**	**13%**	**13.6%**	**12.3%**
Ignite	15.1%	0.4%	0.2%	0%	2.7%	5.2%
Indigo	0%	0%	11.6%	0%	0%	1.3%
Invert	0%	0%	1.4%	13.1%	0%	1.3%
Iota	0.1%	0%	0.1%	0%	12.7%	1.2%
Irate	1.1%	11.9%	0%	0%	0%	5%
Total	**16.3%**	**12.3%**	**13.2%**	**13.2%**	**15.4%**	**14%**

Name	Traditional	Low End	High End	Performance	Size	Total
Hamper	0%	0%	0%	0%	10.5%	1%
Heft	14.4%	0%	0.9%	0.1%	1.3%	4.8%
Hilt	0%	0%	0.8%	9.2%	0%	0.9%
Hoary	0%	0%	16%	0%	0%	1.8%
Hue	0.9%	15.8%	0%	0%	0%	6.4%
Total	**15.4%**	**15.8%**	**17.7%**	**9.2%**	**11.7%**	**14.9%**
Ignite	17.3%	0.2%	0.1%	0%	3.4%	5.8%
Indigo	0%	0%	17.7%	0%	0%	2%
Invert	0%	0%	0.8%	11.7%	0%	1.1%
Iota	0.1%	0%	0.1%	0%	11.9%	1.1%
Irate	1.4%	14.7%	0%	0%	0%	6.2%
Total	**18.8%**	**14.9%**	**18.7%**	**11.8%**	**15.3%**	**16.3%**