CAPSTONE 2.0 COURIER

CP135081_1 Round 1 - 2027 Report

Roster

Andrews
Alexus Bravo
Walter Anderson
Curtis Bradshaw
Juan Avalos

Baldwin
Clarence Burton
Catrell Brownlee
Jennifer Canas

Chester
Ivory Coachman
Gibram Cruz
Oladipo Efunkoya
Jane Dyal

Digby
Cee Harris
Nicholas Freeman
Alexis Gonzales
Justin Forrester

Erie
Kaisean Hawkins
Vincent Jones
Mary Jane
Lewis Jones

Ferris
Wilek Mason
Nimene Kofa
Eric Kastl
Thomas Lintz

Garrett
Christopher Roberts
May Perez
Dustin Nagy
Franky Rodriguez

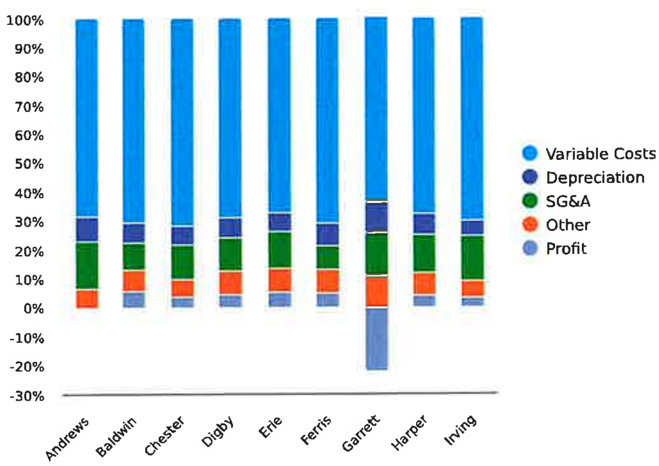
Harper
Alexander Sorden
Callan Roybal
Omar Soria
Henry Rose

Irving
Edwin Villalobos
Suzanne Whitman
Tula Taylor

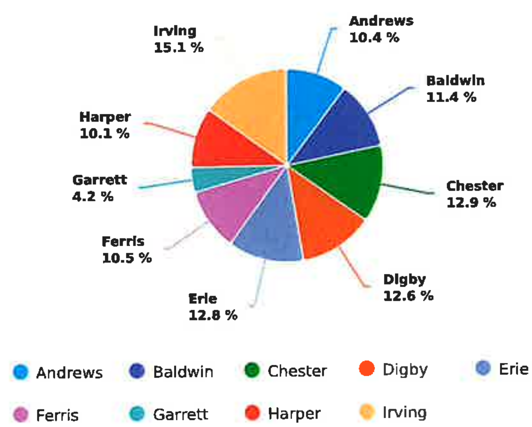
Selected Financial Statistics

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving	Average
ROS	0.0%	5.5%	3.7%	4.5%	5.1%	4.8%	-22.2%	3.9%	3.3%	1.0%
Asset Turnover	0.91	1.15	1.32	1.10	1.18	1.05	0.50	1.02	1.45	1.08
ROA	0.0%	6.4%	4.9%	4.9%	6.1%	5.1%	-11.1%	3.9%	4.7%	2.8%
Leverage	2.30	1.89	1.93	2.21	2.07	1.95	2.26	1.95	2.04	2.07
ROE	0.0%	12.0%	9.4%	10.9%	12.5%	9.9%	-25.2%	7.7%	9.7%	5.2%
Sales	$108,674	$118,551	$134,508	$131,084	$133,430	$108,926	$43,475	$105,104	$156,707	$115,607
EBIT	$6,763	$15,699	$13,220	$16,334	$17,321	$14,033	($9,009)	$12,068	$14,048	$11,164
Profit	($8)	$6,547	$4,968	$5,853	$6,861	$5,255	($9,637)	$4,071	$5,135	$3,227
Cumulative Profit	$4,178	$10,733	$9,153	$10,039	$11,046	$9,440	($5,451)	$8,257	$9,321	$7,413
SG&A to Sales Ratio	16.27%	9.34%	12.05%	11.54%	13.08%	8.19%	14.52%	13.18%	15.28%	12.61%
Contribution Margin	31.40%	29.46%	28.28%	30.90%	32.88%	28.85%	14.47%	32.18%	29.84%	28.70%
Emergency Loan	$0	$0	$0	$0	$0	$2,314	$0	$1,633	$0	$439

Percent of Sales



Market Share



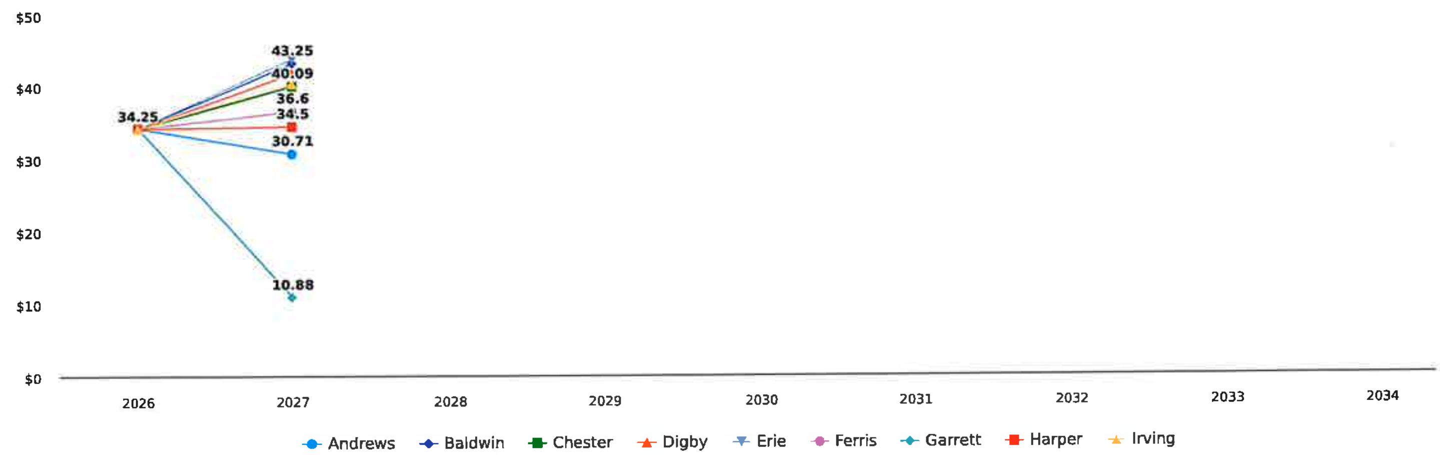
Stock & Bonds

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	$30.71	($3.54)	2,116,794	$65m	$24.53	$0.00	$0.00	0%	-8,638.34
Baldwin	$43.25	$9.00	2,000,000	$86m	$27.24	$3.27	$0.00	0%	13.21
Chester	$40.09	$5.84	2,000,000	$80m	$26.45	$2.48	$0.00	0%	16.14
Digby	$41.86	$7.61	2,000,000	$84m	$26.90	$2.93	$0.00	0%	14.30
Erie	$43.88	$9.63	2,000,000	$88m	$27.40	$3.43	$0.00	0%	12.79
Ferris	$36.60	$2.35	2,000,000	$73m	$26.60	$2.63	$0.00	0%	13.93
Garrett	$10.88	($23.37)	2,000,000	$22m	$19.15	($4.82)	$0.00	0%	-2.26
Harper	$34.50	$0.25	2,029,198	$70m	$26.12	$2.01	$0.00	0%	17.19
Irving	$40.43	$6.18	2,000,000	$81m	$26.54	$2.57	$0.00	0%	15.74

Stock Price



Bond Market Summary

Company	Series	Face Value	Yield	Closing Price	S&P Rating
Andrews	11.0S2028	$6,950,000	11.14%	$98.75	CC
	12.5S2030	$13,900,000	12.47%	$100.24	CC
	14.0S2032	$20,850,000	13.24%	$105.71	CC
	11.3S2037	$6,200,000	12.04%	$93.89	CC
Baldwin	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
Chester	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
Digby	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	$6,500,000	11.97%	$94.42	CCC
Erie	11.0S2028	$6,950,000	11.09%	$99.20	CCC
	12.5S2030	$13,900,000	12.32%	$101.44	CCC
	14.0S2032	$20,850,000	13.01%	$107.59	CCC
	11.3S2037	$10,000,000	11.7%	$96.60	CCC
Ferris	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
Garrett	11.0S2028	$6,950,000	11.14%	$98.75	CC
	12.5S2030	$13,900,000	12.47%	$100.24	CC
	14.0S2032	$20,850,000	13.24%	$105.71	CC
	11.3S2037	$3,500,000	12.04%	$93.89	CC
Harper	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
Irving	11.0S2028	$6,950,000	11.09%	$99.20	CCC
	12.5S2030	$13,900,000	12.32%	$101.44	CCC
	14.0S2032	$20,850,000	13.01%	$107.59	CCC
	11.3S2037	$5,000,000	11.7%	$96.60	CCC

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)	($8)	$6,547	$4,968	$5,853	$6,861	$5,255	($9,637)	$4,071	$5,135
Adjustment For Non-Cash Items									
Depreciation	$9,168	$8,147	$8,607	$8,720	$8,600	$8,475	$4,800	$7,753	$8,520
Extraordinary Gains/Losses/Write-offs	$0	$0	$0	$0	$0	$0	$9,314	$105	$0
Changes In Current Assets And Liabilities									
Accounts Payable	$6,493	$184	$883	$188	$210	$107	($3,576)	$362	$1,983
Inventory	($5,372)	$289	$5,216	$8,122	$6,663	($5,616)	$593	($16,198)	$5,327
Accounts Receivable	($29)	($1,437)	($2,748)	($2,467)	($2,659)	($645)	$4,734	$2,548	($4,573)
Net Cash From Operations	$10,253	$13,731	$16,926	$20,417	$19,674	$7,576	$6,229	($1,359)	$16,392
Cash From Investing									
Net Plant Improvements	($23,720)	($8,400)	($15,300)	($17,000)	($15,200)	($13,320)	$14,710	($4,705)	($14,000)
Cash From Financing									
Dividends Paid	$0	$0	$0	$0	$0	$0	$0	$0	$0
Sales Of Common Stock	$4,000	$0	$0	$0	$0	$0	$0	$1,000	$0
Purchase Of Common Stock	$0	$0	$0	$0	$0	$0	$0	$0	$0
Cash From Long-Term Debt Issued	$6,200	$0	$0	$6,500	$10,000	$0	$3,500	$0	$5,000
Early Retirement Of Long-Term Debt	$0	$0	$0	$0	$0	$0	$0	$0	$0
Retirement Of Current Debt	$0	$0	$0	$0	$0	$0	$0	$0	$0
Cash From Current Debt Borrowing	$6,600	$0	$0	$10,000	$0	$0	$0	$0	$0
Cash From Emergency Loan	$0	$0	$0	$0	$0	$2,314	$0	$1,633	$0
Net Cash From Financing	$16,800	$0	$0	$16,500	$10,000	$2,314	$3,500	$2,633	$5,000
Net Change In Cash	$3,333	$5,331	$1,626	$19,917	$14,474	($3,431)	$24,439	($3,431)	$7,392

Balance Sheet

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
Cash	$6,763	$8,761	$5,056	$23,347	$17,905	$0	$27,870	$0	$10,823
Accounts Receivable	$8,337	$9,744	$11,055	$10,774	$10,967	$8,953	$3,573	$5,759	$12,880
Inventory	$13,989	$8,329	$3,401	$496	$1,955	$14,233	$0	$24,816	$3,291
Total Current Assets	$29,089	$26,834	$19,513	$34,617	$30,827	$23,186	$31,443	$30,575	$26,994
Plant And Equipment	$137,520	$122,200	$129,100	$130,800	$129,000	$127,120	$72,000	$116,300	$127,800
Accumulated Depreciation	($47,101)	($46,080)	($46,540)	($46,653)	($46,533)	($46,408)	($16,933)	($43,587)	($46,453)
Total Fixed Assets	$90,419	$76,120	$82,560	$84,147	$82,467	$80,712	$55,067	$72,713	$81,347
Total Assets	$119,508	$102,954	$102,073	$118,764	$113,293	$103,898	$86,509	$103,288	$108,340
Accounts Payable	$13,077	$6,768	$7,467	$6,772	$6,794	$6,691	$3,007	$6,945	$8,566
Current Debt	$6,600	$0	$0	$10,000	$0	$2,314	$0	$1,633	$0
Long-Term Debt	$47,900	$41,700	$41,700	$48,200	$51,700	$41,700	$45,200	$41,700	$46,700
Total Liabilities	$67,577	$48,468	$49,167	$64,972	$58,494	$50,705	$48,207	$50,278	$55,266
Common Stock	$22,360	$18,360	$18,360	$18,360	$18,360	$18,360	$18,360	$19,360	$18,360
Retained Earnings	$29,571	$36,126	$34,547	$35,432	$36,440	$34,834	$19,942	$33,650	$34,714
Total Equity	$51,931	$54,486	$52,906	$53,792	$54,799	$53,193	$38,302	$53,010	$53,074
Total Liabilities & Owner's Equity	$119,508	$102,954	$102,073	$118,764	$113,293	$103,898	$86,509	$103,288	$108,340

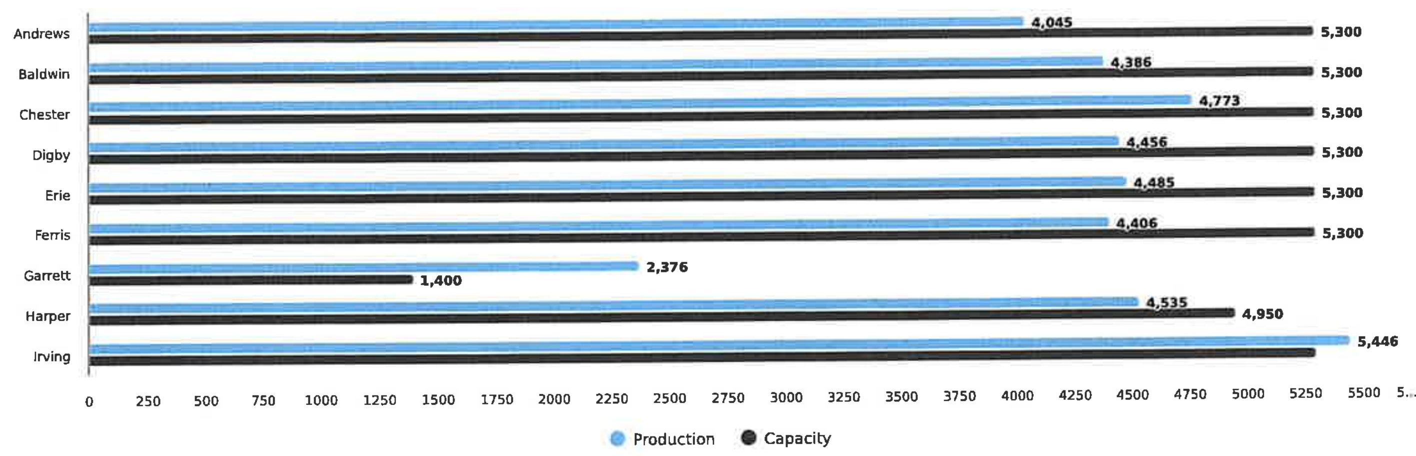
Income Statement

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
Sales	$108,674	$118,551	$134,508	$131,084	$133,430	$108,926	$43,475	$105,104	$156,707
Total Variable Costs (Labor, Material, Carry)	$74,554	$83,630	$96,470	$90,574	$89,558	$77,499	$37,183	$71,278	$109,944
Depreciation	$9,168	$8,147	$8,607	$8,720	$8,600	$8,475	$4,800	$7,753	$8,520
SG&A	$17,679	$11,074	$16,212	$15,132	$17,451	$8,920	$6,314	$13,850	$23,945
Other (Fees/Write-offs/Bonuses/Relocation Fee)	$510	$0	$0	$325	$500	$0	$4,187	$155	$250
EBIT	$6,763	$15,699	$13,220	$16,334	$17,321	$14,033	($9,009)	$12,068	$14,048
Interest (Short-Term/Long-Term)	$6,775	$5,421	$5,421	$7,146	$6,551	$5,783	$5,817	$5,677	$5,986
Taxes	($4)	$3,597	$2,729	$3,216	$3,770	$2,887	($5,189)	$2,237	$2,822
Profit Sharing	$0	$134	$101	$119	$140	$107	$0	$83	$105
Net Profit	($8)	$6,547	$4,968	$5,853	$6,861	$5,255	($9,637)	$4,071	$5,135

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	1,290	0	3-July-2027	2.3	18,900	5	13.9	$29.00	$11.15	$8.47	32.1%	0%	4	1,800	67%
Acre	Low End	948	761	11-July-2028	5.6	14,000	3	17	$25.50	$7.05	$8.06	33.8%	30%	5	1,400	130%
Adam	High End	382	34	22-June-2028	2.7	23,000	8	12	$39.25	$14.84	$9.69	35.8%	0%	3	900	46%
Aft	Performance	424	57	15-Oct-2027	1.9	25,500	10.7	15.2	$34.25	$15.91	$9.69	25.6%	0%	3	600	73%
Agape	Size	558	0	23-June-2027	2.1	20,650	4.6	11.5	$31.50	$12.96	$9.69	27.5%	0%	1.9	2,150	90%
Baker	Traditional	1,202	175	25-Nov-2023	4.1	17,500	5.5	14.5	$28.00	$10.65	$7.85	31.2%	0%	4	1,800	67%
Bead	Low End	1,841	0	26-May-2022	5.6	14,000	3	17	$21.00	$7.05	$7.46	29.4%	30%	5.5	1,600	130%
Bid	High End	466	79	28-Nov-2027	1.4	23,000	9.3	11	$37.00	$16.02	$8.97	32.6%	0%	3	900	57%
Bold	Performance	428	124	20-June-2027	2	25,000	10.3	15.3	$32.00	$15.46	$8.97	20.5%	0%	3	600	80%
Buddy	Size	477	1	24-July-2027	2	19,000	4.4	10	$32.00	$13.38	$8.97	30.1%	0%	3	600	70%
Cake	Traditional	1,377	0	26-Mar-2027	2.4	17,000	5.7	14.3	$27.50	$10.70	$7.85	31%	0%	4	1,800	67%
Cedar	Traditional	2,019	0	18-Sep-2027	2.9	12,050	3.7	16.3	$19.50	$7.18	$7.68	22.7%	42.9%	5	1,850	143%
Cid	High End	634	0	12-June-2027	1.6	25,000	8.5	11.5	$37.00	$15.95	$8.97	32.8%	0%	3	900	67%
Coat	Performance	527	125	2-Aug-2027	2	25,000	10.2	14.8	$32.50	$15.55	$8.97	22.5%	0%	3	700	97%
Cure	Size	483	15	17-Sep-2027	1.9	21,000	4.8	10.2	$34.50	$13.97	$8.97	34.8%	0%	3	700	73%
Daze	Traditional	1,674	0	18-Mar-2027	2.4	17,500	5.7	14.3	$28.00	$10.85	$7.85	31.9%	0%	5	1,800	83%
Dell	Low End	1,871	0	26-May-2022	5.6	14,000	3	17	$21.00	$7.05	$7.50	29.3%	32.1%	6	1,400	132%
Duck	High End	426	0	7-Dec-2027	1.4	23,000	9.1	10.8	$38.00	$16.02	$8.97	35.9%	0%	3.5	900	43%
Dot	Performance	474	0	26-Apr-2027	2.1	25,000	10	15.3	$33.00	$15.27	$8.97	25.6%	0%	3.5	600	67%
Dune	Size	397	22	22-Nov-2027	1.9	19,000	4.7	9.6	$33.00	$13.73	$8.97	32.3%	0%	3.5	600	60%
Eat	Traditional	1,427	0	18-Mar-2027	2.4	17,500	5.7	14.3	$28.00	$10.85	$7.85	31.9%	0%	5	1,800	69%
Ebb	Low End	1,970	0	30-Jan-2027	5.6	12,000	3	17	$21.50	$6.45	$7.62	33.1%	39.3%	6	1,400	139%
Echo	High End	575	0	30-Sep-2027	1.5	23,500	8.9	11.1	$38.50	$15.91	$8.97	36.1%	0%	3	900	60%
Edge	Performance	464	0	21-Aug-2027	1.9	27,000	10.4	15.3	$35.00	$16.13	$8.97	29.4%	0%	3.5	600	65%
Egg	Size	370	88	3-Dec-2027	1.8	19,000	4.7	9.6	$34.50	$13.73	$8.97	34.1%	0%	3.5	600	67%
Fast	Traditional	1,302	273	25-Nov-2023	4.1	17,500	5.5	14.5	$27.00	$10.65	$7.85	28.2%	0%	4.8	2,100	78%
Feat	Low End	1,841	0	26-May-2022	5.6	14,000	3	17	$21.00	$7.05	$7.46	29.4%	30%	5	1,400	130%
Fist	High End	355	92	20-Apr-2025	2.7	23,000	8	12	$38.00	$14.84	$8.97	34.1%	0%	3	900	46%
Foam	Performance	373	141	2-July-2024	3.5	25,000	9.4	15.5	$33.00	$14.81	$8.97	23.2%	0%	3	600	73%
Fume	Size	283	156	26-May-2024	3.6	19,000	4	11	$33.00	$12.60	$8.97	28.9%	0%	3	600	63%
Gerbil	Low End	2,415	0	26-May-2022	5.6	14,000	3	17	$18.00	$7.05	$8.05	14.5%	71.4%	7.5	2,000	171%
Heft	Traditional	1,575	0	26-Mar-2027	2.4	18,000	5.7	14.3	$29.00	$11.00	$7.85	33.9%	0%	4.5	1,800	78%
Hue	Low End	945	896	18-May-2027	3.1	13,500	2.6	17.3	$23.75	$6.55	$7.46	32.1%	30%	5	1,600	130%
Hoary	High End	380	195	15-Dec-2027	1.4	23,000	9.5	11.4	$39.00	$15.93	$8.97	33.7%	0%	3	550	98%
Hilt	Performance	364	150	11-Nov-2027	1.8	26,000	10.8	15.3	$34.25	$16.09	$8.97	25.1%	0%	3	600	73%
Hamper	Size	284	155	15-Dec-2027	1.8	19,000	4.8	9.6	$34.25	$13.76	$8.97	31.2%	0%	3	600	63%
Ignite	Traditional	1,377	0	15-June-2027	2.3	18,000	5.2	13.8	$27.50	$11.02	$7.85	30.5%	0%	4	1,800	67%
Irate	Low End	2,282	35	9-June-2027	3.1	12,000	2.7	17.4	$20.50	$6.10	$7.97	27.8%	64.3%	5	1,800	164%
Indigo	High End	783	0	17-Sep-2027	1.5	25,000	8.8	11.2	$37.50	$16.26	$8.97	34.2%	0%	3	900	83%
Invert	Performance	685	86	1-Sep-2027	1.9	27,000	10.2	14.8	$34.00	$16.15	$9.57	24.6%	16.7%	3	800	117%
Iota	Size	580	27	9-Oct-2027	1.9	20,000	4.8	10	$33.50	$13.80	$8.97	33.2%	0%	3	600	92%

Traditional Segment Analysis

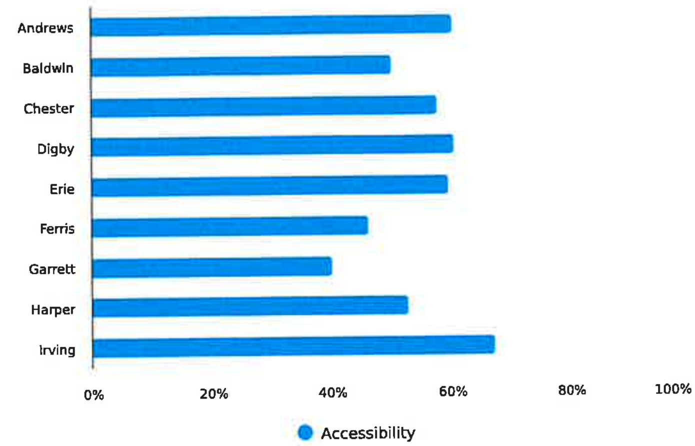
Traditional Statistics

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

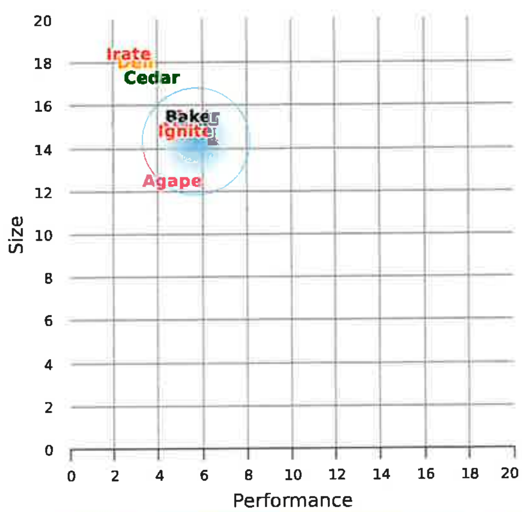
Traditional Customer Buying Criteria

	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%

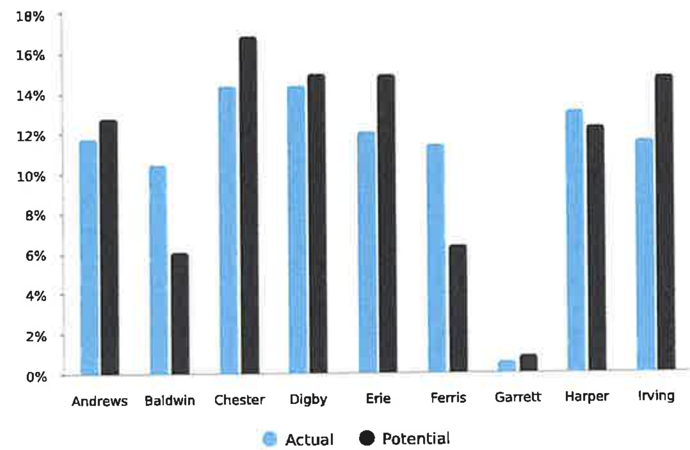
Accessibility



Perceptual Map for Traditional



Actual vs. Potential Market Share



Top Products

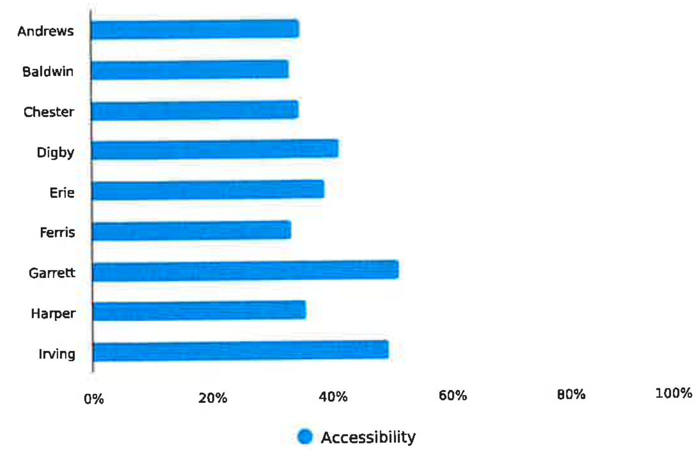
Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Daze	$28.00	1,616	1,689	Yes	18-Mar-2027	2.4	5.7	14.3	17,500	$1,500	61%	$1,200	65%	37
Heft	$29.00	1,510	1,426	Yes	26-Mar-2027	2.4	5.7	14.3	18,000	$1,100	53%	$1,200	65%	32
Eat	$28.00	1,374	1,735	Yes	18-Mar-2027	2.4	5.7	14.3	17,500	$1,500	60%	$1,400	70%	38
Cake	$27.50	1,334	1,760	Yes	26-Mar-2027	2.4	5.7	14.3	17,000	$1,500	58%	$1,500	73%	39
Ignite	$27.50	1,284	1,671	Yes	15-June-2027	2.3	5.2	13.8	18,000	$2,000	67%	$2,000	82%	46
Fast	$27.00	1,248	671	No	25-Nov-2023	4.1	5.5	14.5	17,500	$750	47%	$1,100	62%	10
Able	$29.00	1,198	1,295	Yes	3-July-2027	2.3	5	13.9	18,900	$1,500	61%	$1,600	75%	39
Baker	$28.00	1,161	627	No	25-Nov-2023	4.1	5.5	14.5	17,500	$1,000	50%	$1,000	58%	9
Cedar	$19.50	408	286	Yes	18-Sep-2027	2.9	3.7	16.3	12,050	$1,000	58%	$1,000	56%	9
Agape	$31.50	150	195	Yes	23-June-2027	2.1	4.6	11.5	20,650	$1,750	61%	$1,050	54%	9
Dell	$21.00	117	118	Yes	26-May-2022	5.6	3	17	14,000	$1,450	61%	$1,100	59%	1
Irate	$20.50	117	114	No	9-June-2027	3.1	2.7	17.4	12,000	$2,000	67%	$1,500	71%	0

Low End Segment Analysis

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%

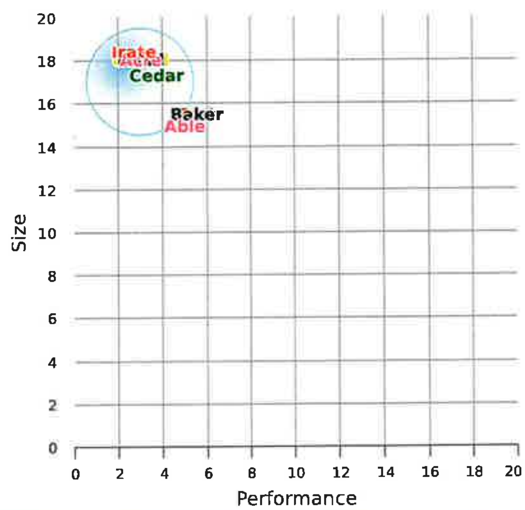
Accessibility



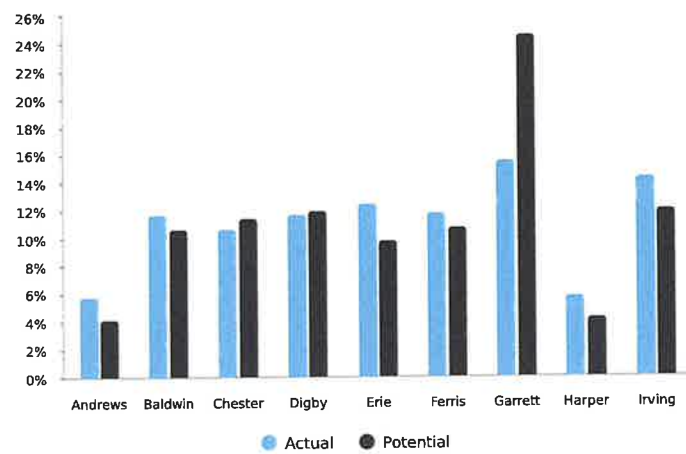
Low End Customer Buying Criteria

	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
Gerbil	$18.00	2,347	3,698	Yes	26-May-2022	5.6	3	17	14,000	$2,200	51%	$2,000	80%	34
Irate	$20.50	2,164	1,820	No	9-June-2027	3.1	2.7	17.4	12,000	$2,000	50%	$1,500	71%	15
Ebb	$21.50	1,875	1,465	Yes	30-Jan-2027	5.6	3	17	12,000	$1,300	39%	$1,200	62%	14
Dell	$21.00	1,754	1,803	Yes	26-May-2022	5.6	3	17	14,000	$1,450	41%	$1,100	59%	17
Feat	$21.00	1,733	1,590	Yes	26-May-2022	5.6	3	17	14,000	$900	33%	$900	53%	15
Bead	$21.00	1,730	1,589	Yes	26-May-2022	5.6	3	17	14,000	$900	33%	$900	53%	15
Cedar	$19.50	1,611	1,721	Yes	18-Sep-2027	2.9	3.7	16.3	12,050	$1,000	35%	$1,000	56%	9
Hue	$23.75	872	644	No	18-May-2027	3.1	2.6	17.3	13,500	$1,100	36%	$1,100	59%	6
Acre	$25.50	863	632	No	11-July-2028	5.6	3	17	14,000	$1,300	35%	$1,300	65%	7
Fast	$27.00	34	25	No	25-Nov-2023	4.1	5.5	14.5	17,500	$750	33%	$1,100	62%	1
Baker	$28.00	21	15	No	25-Nov-2023	4.1	5.5	14.5	17,500	$1,000	33%	$1,000	58%	0
Able	$29.00	2	2	Yes	3-July-2027	2.3	5	13.9	18,900	$1,500	35%	$1,600	75%	0

High End Segment Analysis

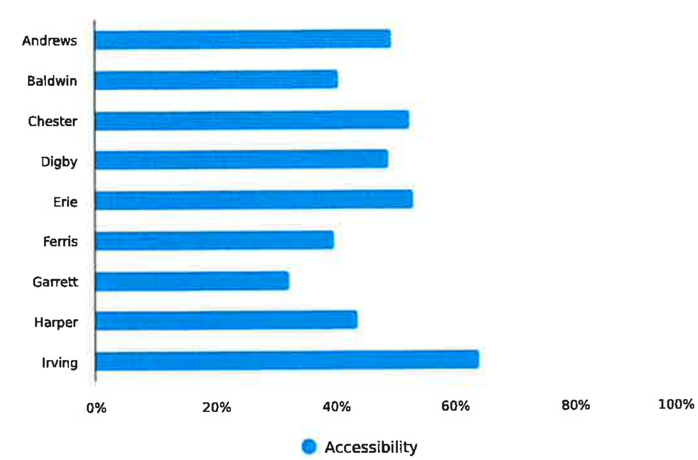
High End Statistics

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

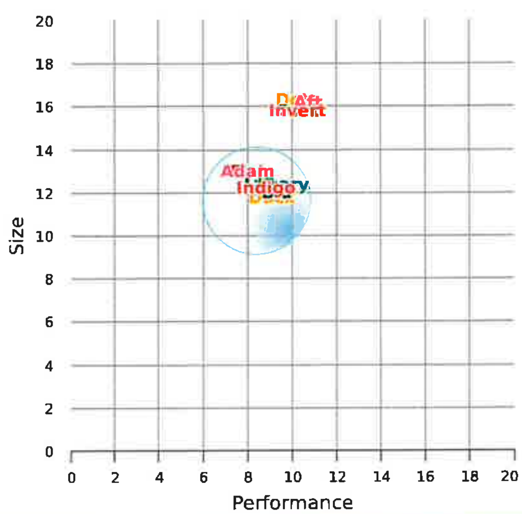
High End Customer Buying Criteria

	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%

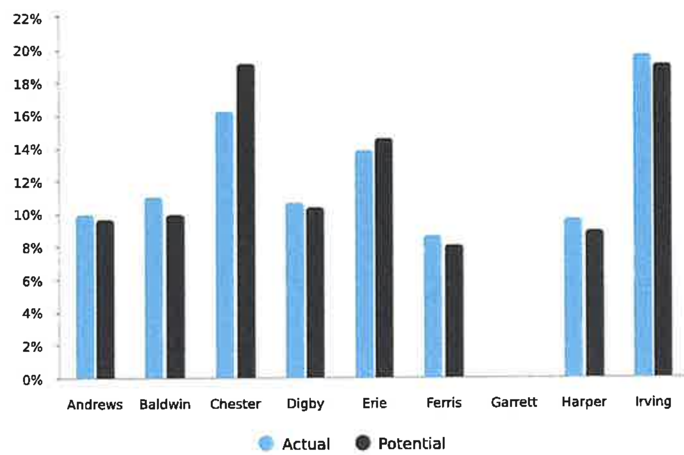
Accessibility



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
Indigo	$37.50	783	762	Yes	17-Sep-2027	1.5	8.8	11.2	25,000	$2,500	64%	$2,000	77%	37
Cid	$37.00	634	770	Yes	12-June-2027	1.6	8.5	11.5	25,000	$1,500	53%	$1,500	69%	25
Echo	$38.50	575	603	Yes	30-Sep-2027	1.5	8.9	11.1	23,500	$1,500	53%	$1,500	69%	28
Bid	$37.00	466	418	No	28-Nov-2027	1.4	9.3	11	23,000	$800	41%	$800	48%	25
Duck	$38.00	426	412	Yes	7-Dec-2027	1.4	9.1	10.8	23,000	$1,200	49%	$1,000	54%	28
Adam	$39.25	382	366	No	22-June-2028	2.7	8	12	23,000	$1,200	50%	$1,150	59%	8
Hoary	$39.00	380	349	No	15-Dec-2027	1.4	9.5	11.4	23,000	$950	44%	$950	52%	21
Fist	$38.00	355	329	No	20-Apr-2025	2.7	8	12	23,000	$800	40%	$800	48%	7
Invert	$34.00	79	70	No	1-Sep-2027	1.9	10.2	14.8	27,000	$2,000	64%	$1,500	66%	3
Coat	$32.50	71	63	No	2-Aug-2027	2	10.2	14.8	25,000	$1,200	53%	$1,200	58%	2
Dot	$33.00	29	30	Yes	26-Apr-2027	2.1	10	15.3	25,000	$1,350	49%	$900	49%	0
Aft	$34.25	28	27	No	15-Oct-2027	1.9	10.7	15.2	25,500	$1,300	50%	$900	49%	0

Performance Segment Analysis

CP135081_1 Round: 1 Dec. 31, 2027

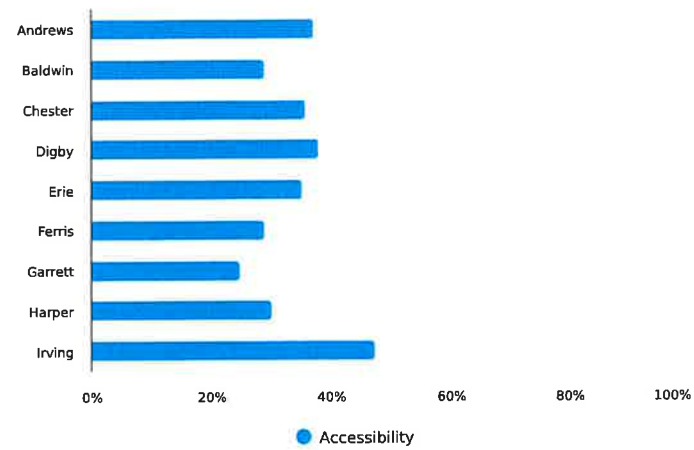
Performance Statistics

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

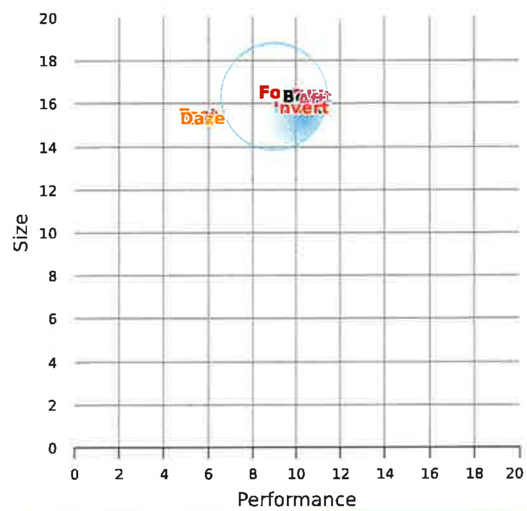
Performance Customer Buying Criteria

	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%

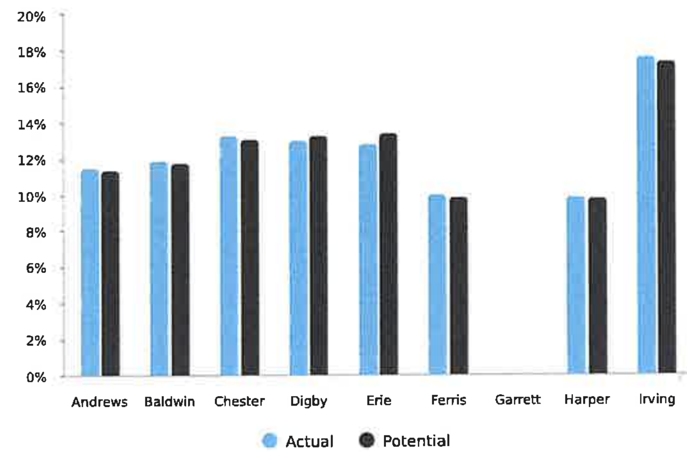
Accessibility



Perceptual Map for Performance



Actual vs. Potential Market Share



Top Products

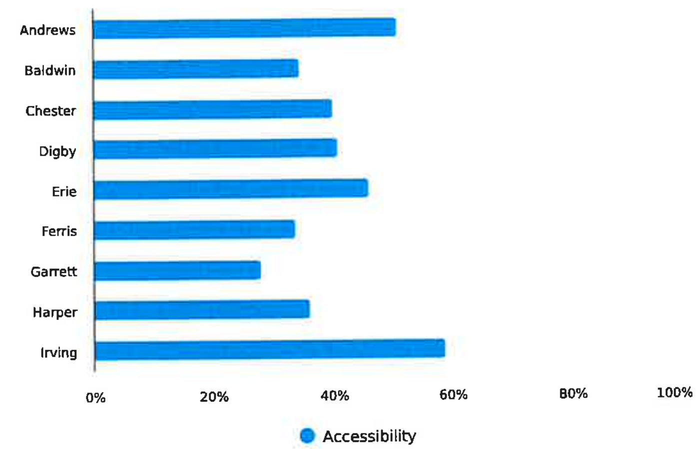
Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Invert	$34.00	606	597	No	1-Sep-2027	1.9	10.2	14.8	27,000	$2,000	48%	$1,500	66%	40
Coat	$32.50	456	451	No	2-Aug-2027	2	10.2	14.8	25,000	$1,200	36%	$1,200	58%	24
Dot	$33.00	444	454	Yes	26-Apr-2027	2.1	10	15.3	25,000	$1,350	38%	$900	49%	22
Edge	$35.00	438	459	Yes	21-Aug-2027	1.9	10.4	15.3	27,000	$1,300	35%	$1,300	61%	32
Bold	$32.00	410	405	No	20-June-2027	2	10.3	15.3	25,000	$700	29%	$700	43%	21
Aft	$34.25	397	392	No	15-Oct-2027	1.9	10.7	15.2	25,500	$1,300	37%	$900	49%	24
Foam	$33.00	343	339	No	2-July-2024	3.5	9.4	15.5	25,000	$700	29%	$700	43%	15
Hilt	$34.25	339	334	No	11-Nov-2027	1.8	10.8	15.3	26,000	$800	30%	$800	46%	23
Daze	$28.00	2	2	Yes	18-Mar-2027	2.4	5.7	14.3	17,500	$1,500	38%	$1,200	65%	0
Heft	$29.00	2	2	Yes	26-Mar-2027	2.4	5.7	14.3	18,000	$1,100	30%	$1,200	65%	0
Eat	$28.00	1	2	Yes	18-Mar-2027	2.4	5.7	14.3	17,500	$1,500	35%	$1,400	70%	0
Fast	$27.00	1	1	No	25-Nov-2023	4.1	5.5	14.5	17,500	$750	29%	$1,100	62%	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%

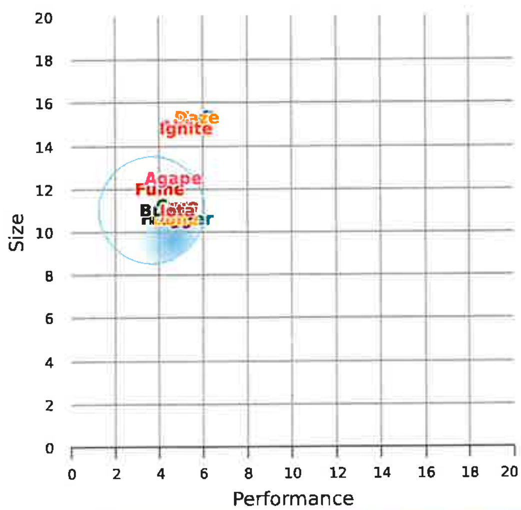
Accessibility



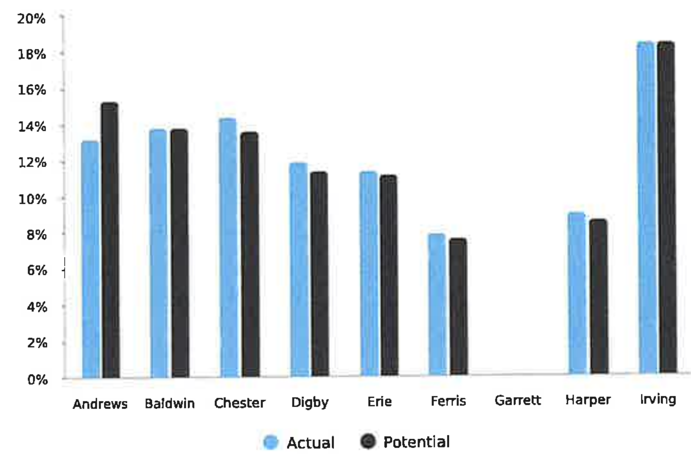
Size Customer Buying Criteria

	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%

Perceptual Map for Size



Actual vs. Potential Market Share



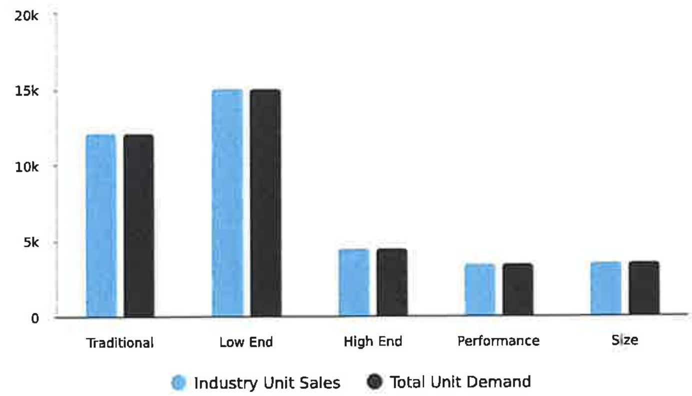
Top Products

Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Iota	$33.50	569	532	No	9-Oct-2027	1.9	4.8	10	20,000	$2,500	59%	$1,500	66%	49
Cure	$34.50	476	441	No	17-Sep-2027	1.9	4.8	10.2	21,000	$1,000	40%	$1,000	52%	36
Buddy	$32.00	474	472	No	24-July-2027	2	4.4	10	19,000	$700	34%	$700	43%	29
Agape	$31.50	387	447	Yes	23-June-2027	2.1	4.6	11.5	20,650	$1,750	51%	$1,050	54%	19
Dune	$33.00	383	363	No	22-Nov-2027	1.9	4.7	9.6	19,000	$1,050	41%	$1,000	52%	38
Egg	$34.50	369	353	No	3-Dec-2027	1.8	4.7	9.6	19,000	$1,400	46%	$1,400	64%	42
Hamper	$34.25	281	269	No	15-Dec-2027	1.8	4.8	9.6	19,000	$800	36%	$800	46%	32
Fume	$33.00	266	254	No	26-May-2024	3.6	4	11	19,000	$700	34%	$700	43%	6
Ignite	$27.50	79	116	Yes	15-June-2027	2.3	5.2	13.8	18,000	$2,000	59%	$2,000	82%	7
Able	$29.00	76	93	Yes	3-July-2027	2.3	5	13.9	18,900	$1,500	51%	$1,600	75%	7
Daze	$28.00	37	39	Yes	18-Mar-2027	2.4	5.7	14.3	17,500	$1,500	41%	$1,200	65%	1
Heft	$29.00	35	36	Yes	26-Mar-2027	2.4	5.7	14.3	18,000	$1,100	36%	$1,200	65%	1

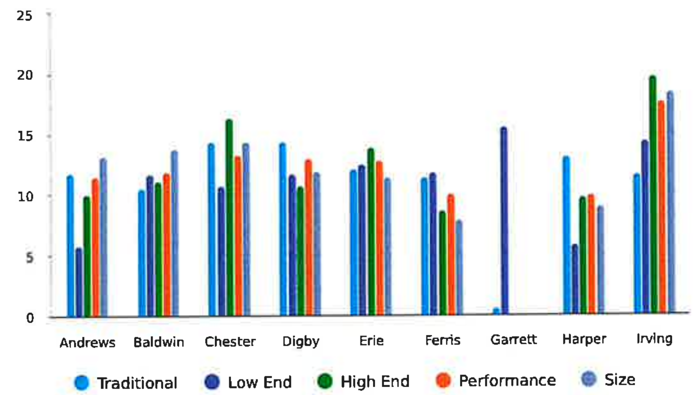
Market Share

CP135081_1 Round: 1 Dec. 31, 2027

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	9.9%	0%	0.3%	0%	2.2%	3.3%
Acre	0.7%	5.8%	0%	0%	0%	2.5%
Adam	0%	0%	8.6%	0%	0%	1%
Aft	0%	0%	0.6%	11.5%	0%	1.1%
Agape	1.2%	0%	0.5%	0%	11%	1.4%
Total	**11.8%**	**5.8%**	**10%**	**11.5%**	**13.2%**	**9.3%**
Baker	9.6%	0.1%	0.2%	0%	0.3%	3.1%
Bead	0.9%	11.5%	0%	0%	0%	4.8%
Bid	0%	0%	10.5%	0%	0%	1.2%
Bold	0%	0%	0.4%	11.9%	0%	1.1%
Buddy	0%	0%	0%	0%	13.5%	1.2%
Total	**10.5%**	**11.7%**	**11.1%**	**11.9%**	**13.8%**	**11.5%**
Cake	11%	0%	0.3%	0%	0.8%	3.6%
Cedar	3.4%	10.7%	0%	0%	0%	5.2%
Cid	0%	0%	14.3%	0%	0%	1.6%
Coat	0%	0%	1.6%	13.2%	0%	1.4%
Cure	0%	0%	0.2%	0%	13.5%	1.3%
Total	**14.4%**	**10.7%**	**16.3%**	**13.3%**	**14.4%**	**13.1%**
Daze	13.4%	0%	0.4%	0%	1%	4.3%
Dell	1%	11.7%	0%	0%	0%	4.9%
Dot	0%	0%	0.7%	12.9%	0%	1.2%
Duck	0%	0%	9.6%	0%	0%	1.1%
Dune	0.1%	0%	0%	0%	10.9%	1%
Total	**14.4%**	**11.7%**	**10.7%**	**13%**	**11.9%**	**12.6%**
Eat	11.4%	0%	0.4%	0%	0.9%	3.7%
Ebb	0.8%	12.5%	0%	0%	0%	5.1%
Echo	0%	0%	12.9%	0%	0%	1.5%
Edge	0%	0%	0.6%	12.7%	0%	1.2%
Egg	0%	0%	0%	0%	10.5%	1%
Total	**12.1%**	**12.5%**	**13.9%**	**12.8%**	**11.4%**	**12.5%**
Fast	10.3%	0.2%	0.1%	0%	0.4%	3.4%
Feat	0.9%	11.5%	0%	0%	0%	4.8%
Fist	0%	0%	8%	0%	0%	0.9%
Foam	0%	0%	0.6%	10%	0%	1%
Fume	0.1%	0%	0%	0%	7.6%	0.7%
Total	**11.4%**	**11.8%**	**8.7%**	**10%**	**7.9%**	**10.8%**
Gerbil	0.6%	15.6%	0%	0%	0%	6.3%
Total	**0.6%**	**15.6%**	**0%**	**0%**	**0%**	**6.3%**

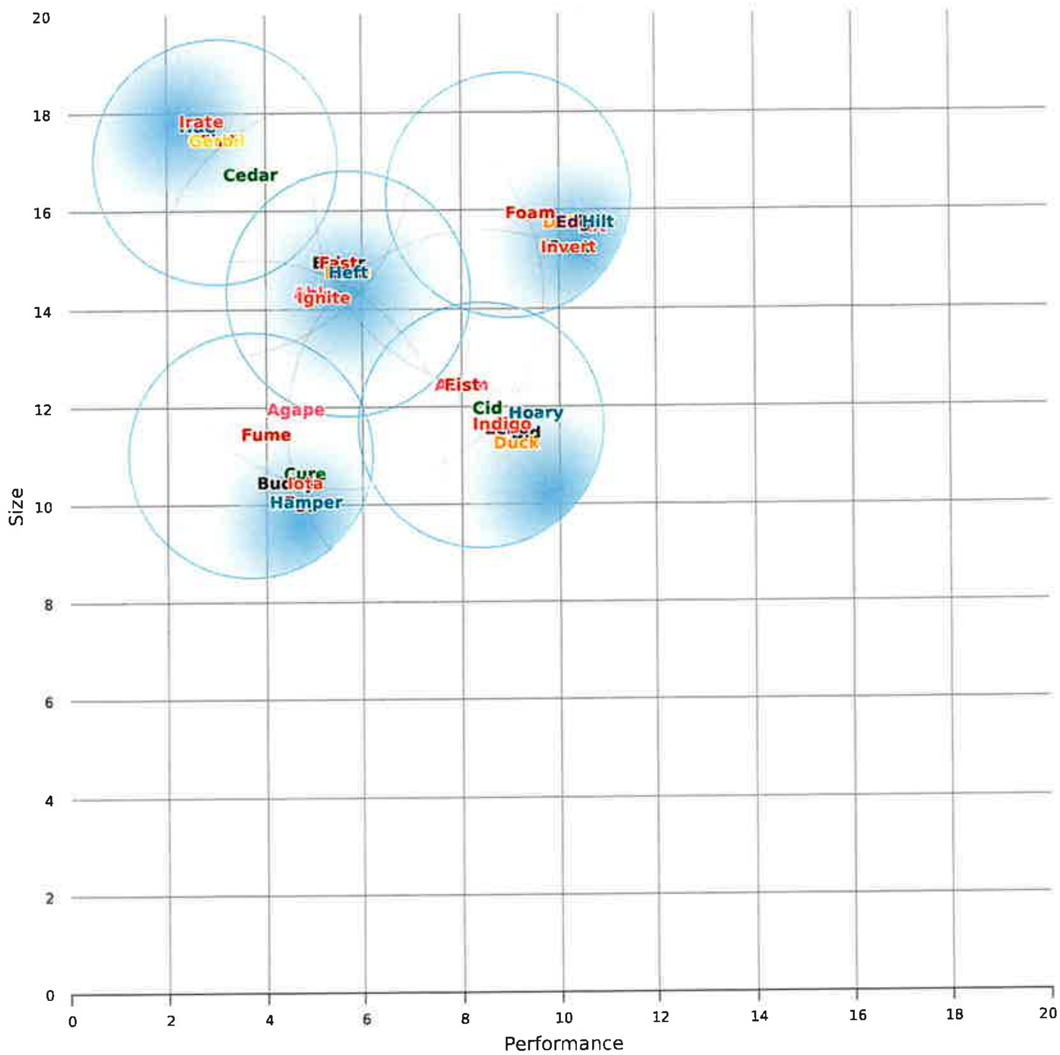
Potential Market Share in Units

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	10.7%	0%	0.3%	0%	2.6%	3.6%
Acre	0.5%	4.2%	0%	0%	0%	1.8%
Adam	0%	0%	8.2%	0%	0%	1%
Aft	0%	0%	0.6%	11.4%	0%	1.1%
Agape	1.6%	0%	0.6%	0%	12.7%	1.7%
Total	**12.8%**	**4.2%**	**9.7%**	**11.4%**	**15.3%**	**9.2%**
Baker	5.2%	0.1%	0.1%	0%	0.3%	1.7%
Bead	0.9%	10.6%	0%	0%	0%	4.4%
Bid	0%	0%	9.4%	0%	0%	1.1%
Bold	0%	0%	0.4%	11.8%	0%	1.1%
Buddy	0%	0%	0%	0%	13.4%	1.2%
Total	**6.1%**	**10.7%**	**10%**	**11.8%**	**13.8%**	**9.5%**
Cake	14.5%	0%	0.3%	0%	1.1%	4.7%
Cedar	2.4%	11.5%	0%	0%	0%	5.2%
Cid	0%	0%	17.3%	0%	0%	2%
Coat	0%	0%	1.4%	13.1%	0%	1.3%
Cure	0%	0%	0.1%	0%	12.5%	1.2%
Total	**16.9%**	**11.5%**	**19.2%**	**13.1%**	**13.6%**	**14.4%**
Daze	14%	0%	0.4%	0.1%	1.1%	4.5%
Dell	1%	12%	0%	0%	0%	5%
Dot	0%	0%	0.7%	13.2%	0%	1.3%
Duck	0%	0%	9.3%	0%	0%	1.1%
Dune	0%	0%	0%	0%	10.3%	1%
Total	**15%**	**12%**	**10.4%**	**13.3%**	**11.4%**	**12.8%**
Eat	14.3%	0%	0.5%	0.1%	1.2%	4.7%
Ebb	0.5%	9.8%	0%	0%	0%	4%
Echo	0%	0%	13.5%	0%	0%	1.6%
Edge	0%	0%	0.6%	13.3%	0%	1.3%
Egg	0%	0%	0%	0%	10%	0.9%
Total	**14.9%**	**9.8%**	**14.6%**	**13.4%**	**11.2%**	**12.4%**
Fast	5.5%	0.2%	0.1%	0%	0.4%	1.9%
Feat	0.8%	10.6%	0%	0%	0%	4.4%
Fist	0%	0%	7.4%	0%	0%	0.9%
Foam	0%	0%	0.6%	9.9%	0%	0.9%
Fume	0%	0%	0%	0%	7.2%	0.7%
Total	**6.4%**	**10.8%**	**8.1%**	**9.9%**	**7.6%**	**8.7%**
Gerbil	0.9%	24.6%	0%	0%	0%	9.9%
Total	**0.9%**	**24.6%**	**0%**	**0%**	**0%**	**9.9%**

Name	Traditional	Low End	High End	Performance	Size	Total
Hamper	0%	0%	0%	0%	8%	0.7%
Heft	12.5%	0%	0.6%	0.1%	1%	4.1%
Hilt	0%	0%	0.6%	9.8%	0%	0.9%
Hoary	0%	0%	8.5%	0%	0%	1%
Hue	0.6%	5.8%	0%	0%	0%	2.5%
Total	**13.1%**	**5.8%**	**9.7%**	**9.9%**	**9%**	**9.2%**
Ignite	10.6%	0%	0.3%	0%	2.2%	3.6%
Indigo	0%	0%	17.6%	0%	0%	2%
Invert	0%	0%	1.8%	17.6%	0%	1.8%
Iota	0.1%	0%	0.1%	0%	16.2%	1.5%
Irate	1%	14.4%	0%	0%	0%	5.9%
Total	**11.6%**	**14.4%**	**19.7%**	**17.6%**	**18.4%**	**14.8%**

Name	Traditional	Low End	High End	Performance	Size	Total
Hamper	0%	0%	0%	0%	7.6%	0.7%
Heft	11.8%	0%	0.6%	0.1%	1%	3.9%
Hilt	0%	0%	0.5%	9.7%	0%	0.9%
Hoary	0%	0%	7.8%	0%	0%	0.9%
Hue	0.5%	4.3%	0%	0%	0%	1.8%
Total	**12.3%**	**4.3%**	**9%**	**9.8%**	**8.6%**	**8.2%**
Ignite	13.8%	0%	0.3%	0%	3.3%	4.7%
Indigo	0%	0%	17.1%	0%	0%	2%
Invert	0%	0%	1.6%	17.3%	0%	1.7%
Iota	0%	0%	0.1%	0%	15.1%	1.4%
Irate	0.9%	12.1%	0%	0%	0%	5%
Total	**14.8%**	**12.1%**	**19.1%**	**17.4%**	**18.4%**	**14.8%**

Perceptual Map



Andrews			
Name	Pfmn	Size	Revised
Able	5.0	13.9	3-July-2027
Acre	3.0	17.0	11-July-2028
Adam	8.0	12.0	22-June-2028
Aft	10.7	15.2	15-Oct-2027
Agape	4.6	11.5	23-June-2027

Baldwin			
Name	Pfmn	Size	Revised
Baker	5.5	14.5	25-Nov-2023
Bead	3.0	17.0	26-May-2022
Bid	9.3	11.0	28-Nov-2027
Bold	10.3	15.3	20-June-2027
Buddy	4.4	10.0	24-July-2027

Chester			
Name	Pfmn	Size	Revised
Cake	5.7	14.3	26-Mar-2027
Cedar	3.7	16.3	18-Sep-2027
Cid	8.5	11.5	12-June-2027
Coat	10.2	14.8	2-Aug-2027
Cure	4.8	10.2	17-Sep-2027

Digby			
Name	Pfmn	Size	Revised
Daze	5.7	14.3	18-Mar-2027
Dell	3.0	17.0	26-May-2022
Dot	10.0	15.3	26-Apr-2027
Duck	9.1	10.8	7-Dec-2027
Dune	4.7	9.6	22-Nov-2027

Erie			
Name	Pfmn	Size	Revised
Eat	5.7	14.3	18-Mar-2027
Ebb	3.0	17.0	30-Jan-2027
Echo	8.9	11.1	30-Sep-2027
Edge	10.4	15.3	21-Aug-2027
Egg	4.7	9.6	3-Dec-2027

Ferris			
Name	Pfmn	Size	Revised
Fast	5.5	14.5	25-Nov-2023
Feat	3.0	17.0	26-May-2022
Fist	8.0	12.0	20-Apr-2025
Foam	9.4	15.5	2-July-2024
Fume	4.0	11.0	26-May-2024

Garrett			
Name	Pfmn	Size	Revised
Gerbil	3.0	17.0	26-May-2022

Harper			
Name	Pfmn	Size	Revised
Hamper	4.8	9.6	15-Dec-2027
Heft	5.7	14.3	26-Mar-2027
Hilt	10.8	15.3	11-Nov-2027
Hoary	9.5	11.4	15-Dec-2027
Hue	2.6	17.3	18-May-2027

Irving			
Name	Pfmn	Size	Revised
Ignite	5.2	13.8	15-June-2027
Indigo	8.8	11.2	17-Sep-2027
Invert	10.2	14.8	1-Sep-2027
Iota	4.8	10.0	9-Oct-2027
Irate	2.7	17.4	9-June-2027

Custom Modules

CP135081_1 Round: 1 Dec. 31, 2027

Workforce Summary

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
Number of Employees	732	736	802	740	747	735	346	760	918
First Shift	671	675	715	675	668	674	202	699	769
Second Shift	61	61	87	65	79	61	144	61	149
Overtime %	0%	0%	0%	0%	0%	0%	0%	0%	0%
Turnover Rate	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
New Employees	104	109	181	113	121	108	35	135	309
Separated Employees	0	0	0	0	0	0	355	0	0
Productivity Index	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%