CAPSTONE 2.0 COURIER

CP135081_1 Round 2 - 2028 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

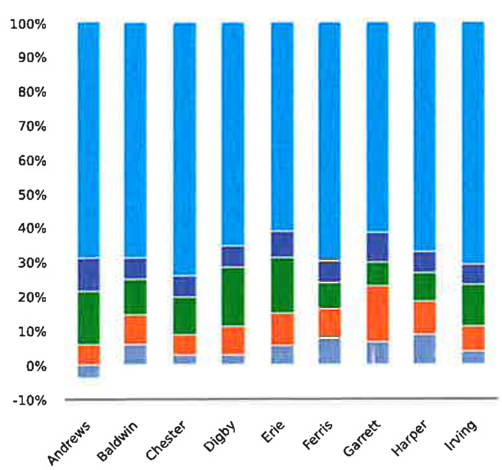
Harper
Alexander Sorden
Callan Roybal
Omar Soria
Henry Rose

Irving
Edwin Villalobos
Suzanne Whitman
Tula Taylor

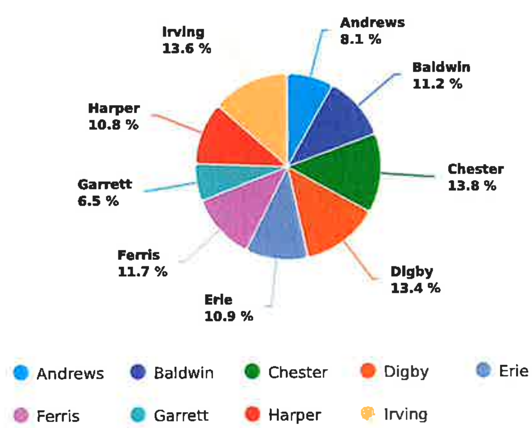
Selected Financial Statistics

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving	Average
ROS	-3.7%	5.9%	3.0%	3.0%	5.7%	7.6%	6.6%	8.9%	3.8%	4.5%
Asset Turnover	0.80	1.18	1.37	1.33	1.05	1.21	0.72	1.11	1.37	1.13
ROA	-3.0%	6.9%	4.1%	4.0%	6.0%	9.2%	4.8%	9.9%	5.2%	5.2%
Leverage	2.41	1.78	2.03	1.94	1.94	1.76	2.41	1.76	1.94	2.00
ROE	-7.2%	12.3%	8.3%	7.9%	11.7%	16.2%	11.5%	17.4%	10.2%	9.8%
Sales	$93,960	$130,186	$160,307	$155,470	$126,551	$135,278	$74,951	$124,834	$157,662	$128,800
EBIT	$1,948	$17,390	$13,828	$13,552	$17,878	$21,527	$15,060	$22,836	$15,399	$15,491
Profit	($3,502)	$7,668	$4,792	$4,716	$7,237	$10,295	$4,982	$11,129	$6,018	$5,926
Cumulative Profit	$676	$18,401	$13,945	$14,754	$18,283	$19,735	($470)	$19,385	$15,339	$13,339
SG&A to Sales Ratio	15.76%	10.41%	11.04%	17.08%	16.26%	7.72%	6.86%	8.53%	12.40%	11.78%
Contribution Margin	27.59%	31.18%	26.13%	34.69%	38.93%	30.47%	38.54%	33.03%	29.15%	32.19%
Emergency Loan	$7,355	$0	$0	$0	$0	$0	$0	$0	$0	$817

Percent of Sales



Market Share



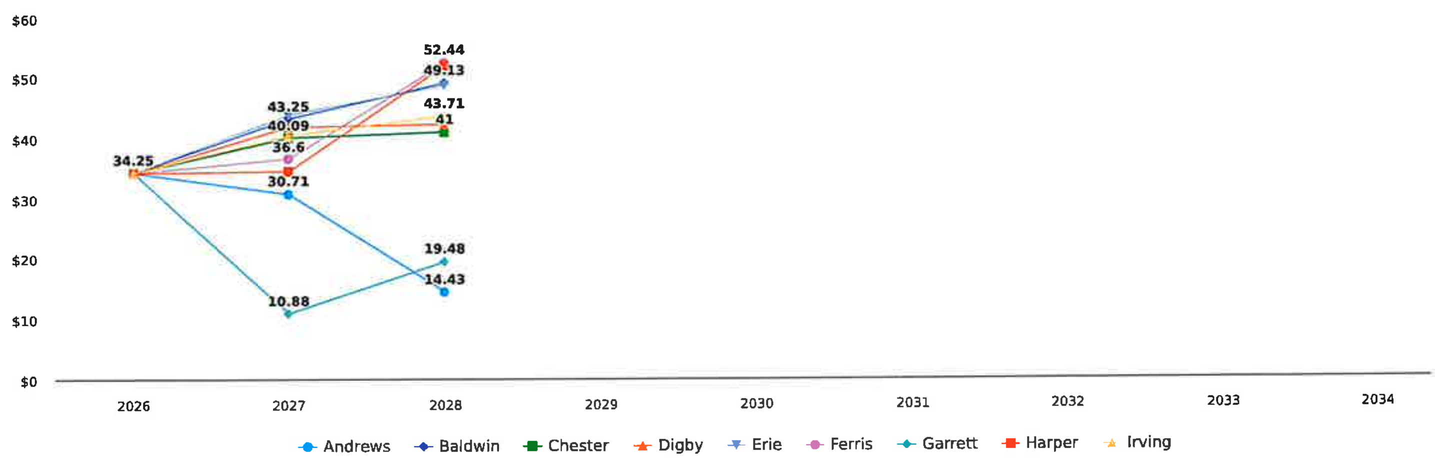
Stock & Bonds

CP135081_1 Round: 2 Dec. 31, 2028

Stock Market Summary

Company	Closing Price	Change	Shares Outstanding	Market Cap	Book Value	EPS	Dividend	Yield	P/E
Andrews	$14.43	($16.27)	2,116,794	$31m	$22.88	($1.65)	$0.00	0%	-8.72
Baldwin	$49.13	$5.88	2,000,000	$98m	$31.08	$3.83	$0.00	0%	12.81
Chester	$41.00	$0.91	2,000,000	$82m	$28.85	$2.40	$0.00	0%	17.11
Digby	$42.28	$0.42	2,035,833	$86m	$29.48	$2.32	$0.00	0%	18.25
Erie	$48.73	$4.86	2,000,000	$97m	$31.02	$3.62	$0.00	0%	13.47
Ferris	$52.44	$15.84	2,000,000	$105m	$31.74	$5.15	$0.00	0%	10.19
Garrett	$19.48	$8.60	2,000,000	$39m	$21.64	$2.49	$0.00	0%	7.82
Harper	$52.07	$17.58	2,029,198	$106m	$31.61	$5.48	$0.00	0%	9.50
Irving	$43.71	$3.28	2,000,000	$87m	$29.55	$3.01	$0.00	0%	14.53

Stock Price



Bond Market Summary

Company	Series	Face Value	Yield	Closing Price	S&P Rating
Andrews	12.5S2030	$13,900,000	12.63%	$99.00	CC
	14.0S2032	$20,850,000	13.64%	$102.67	CC
	11.3S2037	$6,200,000	12.45%	$90.80	CC
Baldwin	12.5S2030	$13,900,000	12.31%	$101.53	BB
	14.0S2032	$20,850,000	13.04%	$107.35	BB
Chester	12.5S2030	$13,900,000	12.46%	$100.34	B
	14.0S2032	$20,850,000	13.32%	$105.13	B
	11.6S2038	$8,100,000	12.07%	$96.09	B
Digby	12.5S2030	$13,900,000	12.42%	$100.68	B
	14.0S2032	$20,850,000	13.24%	$105.76	B
	11.3S2037	$6,500,000	11.8%	$95.75	B
Erie	12.5S2030	$13,900,000	12.42%	$100.68	B
	14.0S2032	$20,850,000	13.24%	$105.76	B
	11.3S2037	$10,000,000	11.8%	$95.75	B
Ferris	12.5S2030	$13,900,000	12.29%	$101.70	BB
	14.0S2032	$20,850,000	13%	$107.67	BB
Garrett	12.5S2030	$13,900,000	12.63%	$99.00	CC
	14.0S2032	$20,850,000	13.64%	$102.67	CC
	11.3S2037	$3,500,000	12.45%	$90.80	CC
	12.4S2038	$5,800,000	12.89%	$96.22	CC
Harper	12.5S2030	$13,900,000	12.29%	$101.70	BB
	14.0S2032	$20,850,000	13%	$107.67	BB
Irving	12.5S2030	$13,900,000	12.42%	$100.68	B
	14.0S2032	$20,850,000	13.24%	$105.76	B
	11.3S2037	$5,000,000	11.8%	$95.75	B

Next Year's Prime Rate: 8%

Financial Summary

CP135081_1 Round: 2 Dec. 31, 2028

Cash Flow Statement

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
Cash From Operations									
Net Income(Loss)	($3,502)	$7,668	$4,792	$4,716	$7,237	$10,295	$4,982	$11,129	$6,018
Adjustment For Non-Cash Items									
Depreciation	$9,168	$8,147	$9,960	$9,747	$9,813	$8,847	$6,400	$7,753	$9,035
Extraordinary Gains/Losses/Write-offs	$0	$0	$0	$0	$0	$0	$0	$0	($30)
Changes In Current Assets And Liabilities									
Accounts Payable	$138	($88)	$2,052	$1,533	($382)	($26)	$779	($203)	$534
Inventory	($14,451)	$8,329	$2,499	$496	($1,097)	$12,803	$0	($1,603)	$673
Accounts Receivable	$1,129	($956)	($2,120)	($2,004)	$565	($2,166)	($2,587)	($1,081)	($79)
Net Cash From Operations	($7,518)	$23,099	$17,182	$14,487	$16,137	$29,752	$9,573	$15,995	$16,151
Cash From Investing									
Net Plant Improvements	$0	$0	($20,300)	($15,400)	($18,200)	($5,580)	($24,000)	$0	($8,980)
Cash From Financing									
Dividends Paid	$0	$0	$0	$0	$0	$0	$0	$0	$0
Sales Of Common Stock	$0	$0	$0	$1,500	$0	$0	$0	$0	$0
Purchase Of Common Stock	$0	$0	$0	$0	$0	$0	$0	$0	$0
Cash From Long-Term Debt Issued	$0	$0	$8,100	$0	$0	$0	$5,800	$0	$0
Early Retirement Of Long-Term Debt	$0	$0	$0	$0	$0	$0	$0	$0	$0
Retirement Of Current Debt	($6,600)	$0	$0	($10,000)	$0	($2,314)	$0	($1,633)	$0
Cash From Current Debt Borrowing	$0	$0	$0	$0	$0	$0	$6,400	$0	$0
Cash From Emergency Loan	$7,355	$0	$0	$0	$0	$0	$0	$0	$0
Net Cash From Financing	$755	$0	$8,100	($8,500)	$0	($2,314)	$12,200	($1,633)	$0
Net Change In Cash	($6,763)	$23,099	$4,982	($9,413)	($2,063)	$21,858	($2,227)	$14,362	$7,171

Balance Sheet

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
Cash	$0	$31,860	$10,039	$13,935	$15,842	$21,858	$25,643	$14,362	$17,994
Accounts Receivable	$7,208	$10,700	$13,176	$12,778	$10,401	$11,119	$6,160	$6,840	$12,959
Inventory	$28,440	$0	$902	$0	$3,052	$1,431	$0	$26,419	$2,617
Total Current Assets	$35,648	$42,561	$24,117	$26,713	$29,295	$34,408	$31,803	$47,621	$33,570
Plant And Equipment	$137,520	$122,200	$149,400	$146,200	$147,200	$132,700	$96,000	$116,300	$135,520
Accumulated Depreciation	($56,269)	($54,227)	($56,500)	($56,400)	($56,347)	($55,255)	($23,333)	($51,340)	($54,198)
Total Fixed Assets	$81,251	$67,973	$92,900	$89,800	$90,853	$77,445	$72,667	$64,960	$81,322
Total Assets	$116,899	$110,534	$117,017	$116,513	$120,149	$111,853	$104,470	$112,581	$114,892
Accounts Payable	$13,215	$6,680	$9,519	$8,305	$6,412	$6,665	$3,786	$6,742	$9,100
Current Debt	$14,305	$6,950	$6,950	$6,950	$6,950	$6,950	$13,350	$6,950	$6,950
Long-Term Debt	$40,950	$34,750	$42,850	$41,250	$44,750	$34,750	$44,050	$34,750	$39,750
Total Liabilities	$68,470	$48,380	$59,319	$56,505	$58,112	$48,365	$61,186	$48,442	$55,800
Common Stock	$22,360	$18,360	$18,360	$19,860	$18,360	$18,360	$18,360	$19,360	$18,360
Retained Earnings	$26,069	$43,795	$39,339	$40,148	$43,677	$45,129	$24,924	$44,779	$40,733
Total Equity	$48,429	$62,154	$57,698	$60,008	$62,037	$63,488	$43,284	$64,138	$59,092
Total Liabilities & Owner's Equity	$116,899	$110,534	$117,017	$116,513	$120,149	$111,853	$104,470	$112,581	$114,892

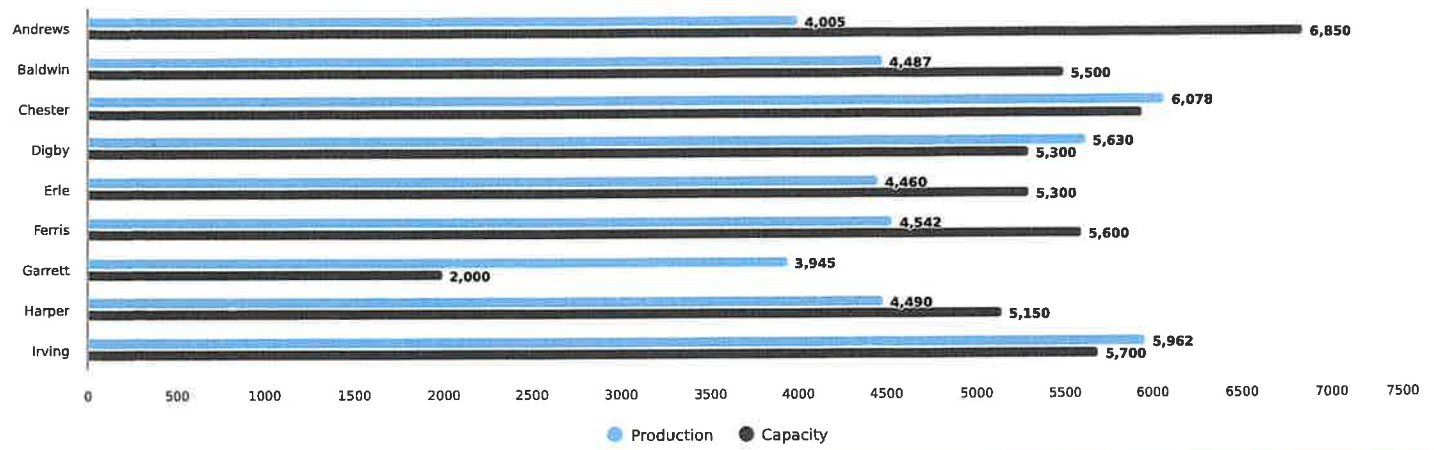
Income Statement

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
Sales	$93,960	$130,186	$160,307	$155,470	$126,551	$135,278	$74,951	$124,834	$157,662
Total Variable Costs (Labor, Material, Carry)	$68,037	$89,598	$118,419	$101,541	$77,285	$94,061	$46,063	$83,597	$111,703
Depreciation	$9,168	$8,147	$9,960	$9,747	$9,813	$8,847	$6,400	$7,753	$9,035
SG&A	$14,807	$13,551	$17,696	$26,555	$20,576	$10,443	$5,138	$10,648	$19,555
Other (Fees/Write-offs/Bonuses/Relocation Fee)	$0	$1,500	$405	$4,075	$1,000	$400	$2,290	$0	$1,970
EBIT	$1,948	$17,390	$13,828	$13,552	$17,878	$21,527	$15,060	$22,836	$15,399
Interest (Short-Term/Long-Term)	$7,336	$5,352	$6,305	$6,149	$6,516	$5,365	$7,240	$5,365	$5,951
Taxes	($1,886)	$4,213	$2,633	$2,591	$3,976	$5,657	$2,737	$6,115	$3,307
Profit Sharing	$0	$156	$98	$96	$148	$210	$102	$227	$123
Net Profit	($3,502)	$7,668	$4,792	$4,716	$7,237	$10,295	$4,982	$11,129	$6,018

Product Analysis

CP135081_1 Round: 2 Dec. 31, 2028

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	1,090	0	3-July-2027	3.3	18,900	5	13.9	$29.00	$10.30	$8.96	32.1%	0%	4	1,800	67%
Acre	Low End	601	1,812	11-July-2028	3.5	20,700	2.7	18.9	$25.50	$7.58	$8.52	16.2%	30%	5	1,400	130%
Adam	High End	407	0	22-June-2028	2.1	21,500	9.5	10.2	$39.25	$14.95	$10.24	35.8%	0%	3	900	46%
Aft	Performance	456	0	15-Oct-2027	2.9	25,500	10.7	15.2	$34.25	$14.90	$10.24	25.3%	0%	3	600	73%
Agape	Size	490	0	23-June-2027	3.1	20,650	4.6	11.5	$31.50	$12.05	$11.65	23.4%	0%	1.9	2,150	25%
Baker	Traditional	1,356	0	17-July-2028	2.8	17,500	6.1	13.7	$28.00	$10.47	$8.17	33.2%	0%	4	1,800	67%
Bead	Low End	1,919	0	26-May-2022	6.6	14,000	3	17	$20.00	$6.38	$6.97	31.7%	21.9%	5.5	1,600	122%
Bid	High End	581	0	28-Nov-2027	2.4	23,000	9.3	11	$37.00	$14.92	$9.34	33.3%	0%	3	900	57%
Bold	Performance	597	0	20-June-2027	3	25,000	10.3	15.3	$32.00	$14.48	$9.34	24%	0%	3	600	80%
Buddy	Size	414	0	24-July-2027	3	19,000	4.4	10	$32.00	$12.42	$9.34	30.7%	0%	3	600	70%
Cake	Traditional	1,764	0	19-June-2028	2	20,000	6.1	13.9	$25.50	$11.12	$8.30	24.3%	0%	4.5	1,800	100%
Cedar	Low End	2,439	61	18-Sep-2027	3.9	12,050	3.7	16.3	$18.50	$6.46	$8.04	19.5%	37.8%	5.5	2,200	138%
Cid	High End	735	0	5-Oct-2028	1.4	24,450	9.4	10.6	$37.50	$15.59	$9.49	33.1%	0%	3.5	900	83%
Coat	Performance	615	0	10-July-2028	1.7	26,500	10.8	14.2	$33.50	$15.54	$9.49	25.6%	0%	3	700	71%
Cure	Size	603	0	25-June-2028	1.7	23,500	5.3	9.7	$36.50	$14.19	$9.49	35.3%	0%	3.5	700	86%
Daze	Traditional	1,877	0	6-Aug-2028	1.9	18,500	6.4	13.6	$29.00	$10.96	$7.06	38.6%	5.6%	5	2,000	106%
Dell	Low End	1,975	0	26-May-2022	6.6	14,000	3	17	$19.50	$6.38	$6.56	32.2%	42.9%	6	1,600	143%
Duck	High End	593	0	9-Oct-2028	1.3	23,000	10.2	9.8	$37.25	$15.92	$8.61	35.1%	0%	4	900	67%
Dot	Performance	593	0	18-Aug-2028	1.7	27,000	11	14.8	$33.50	$15.64	$8.61	28.8%	0%	4	600	100%
Dune	Size	615	0	13-Aug-2028	1.6	19,000	5.4	8.6	$33.50	$13.54	$8.61	34.1%	0%	4	600	100%
Eat	Traditional	1,287	0	14-July-2028	2	18,000	6.3	13.8	$28.50	$10.67	$7.05	37.6%	0%	5.3	1,900	73%
Ebb	Low End	1,827	0	14-Dec-2029	6.6	12,000	3	17	$21.50	$5.78	$6.56	41.1%	32.9%	6	1,600	133%
Echo	High End	550	0	14-Feb-2030	2.5	23,500	8.9	11.1	$42.00	$14.83	$9.40	41.2%	0%	3.4	900	62%
Edge	Performance	258	125	24-July-2030	2.9	27,000	10.4	15.3	$38.00	$15.14	$8.81	32%	0%	3.6	700	65%
Egg	Size	501	0	17-Apr-2030	2.8	19,000	4.7	9.6	$35.25	$12.74	$8.81	37.6%	0%	3.7	750	70%
Fast	Traditional	1,823	0	10-Oct-2030	5.1	17,500	5.5	14.5	$24.50	$9.81	$7.33	27.6%	0%	5	2,250	75%
Feat	Low End	1,785	0	26-May-2022	6.6	14,000	3	17	$21.00	$6.38	$7.87	30.6%	30%	5	1,400	130%
Fist	High End	494	0	20-Apr-2025	3.7	23,000	8	12	$38.00	$13.83	$9.46	37.2%	0%	3	900	46%
Foam	Performance	512	60	2-July-2024	4.5	25,000	9.4	15.5	$33.00	$13.87	$9.46	26.6%	0%	3	600	73%
Fume	Size	529	0	26-May-2024	4.6	19,000	4	11	$33.00	$11.69	$9.46	34.2%	0%	3	600	63%
Gerbil	Low End	3,945	0	26-May-2022	6.6	14,000	3	17	$19.00	$6.38	$5.00	38.5%	100%	8.5	2,400	200%
Heft	Traditional	1,372	0	26-Mar-2027	3.4	18,000	5.7	14.3	$29.00	$10.15	$7.71	37%	0%	4.5	1,800	78%
Hue	Low End	792	1,888	18-May-2027	4.1	13,500	2.6	17.3	$23.75	$5.90	$7.53	24.2%	13.7%	5	1,600	114%
Hoary	High End	724	0	15-Dec-2027	2.4	23,000	9.5	11.4	$39.00	$14.84	$9.49	36.6%	0%	3	550	98%
Hilt	Performance	581	0	11-Nov-2027	2.8	26,000	10.8	15.3	$34.25	$15.09	$9.49	27.3%	0%	3	600	73%
Hamper	Size	528	0	15-Dec-2027	2.8	19,000	4.8	9.6	$34.25	$12.77	$9.49	34.2%	0%	3	600	63%
Ignite	Traditional	1,912	0	11-Apr-2028	2	17,000	5.4	13.5	$26.00	$10.11	$8.40	27.4%	7.8%	4	1,800	108%
Irate	Low End	2,009	194	1-Nov-2028	2.1	12,000	4	17.4	$19.25	$6.16	$7.56	29.1%	22.2%	5.4	1,800	122%
Indigo	High End	739	0	6-May-2028	1.6	24,000	8.2	11.2	$37.50	$14.61	$9.28	34.6%	0%	4.5	800	94%
Invert	Performance	687	0	5-Oct-2028	1.6	27,000	11.5	14.5	$32.75	$16.03	$9.28	23.4%	0%	4.3	700	87%
Iota	Size	569	0	16-Dec-2028	1.5	19,450	4.8	8.4	$33.50	$13.65	$9.28	32.7%	0%	3	600	92%

Traditional Segment Analysis

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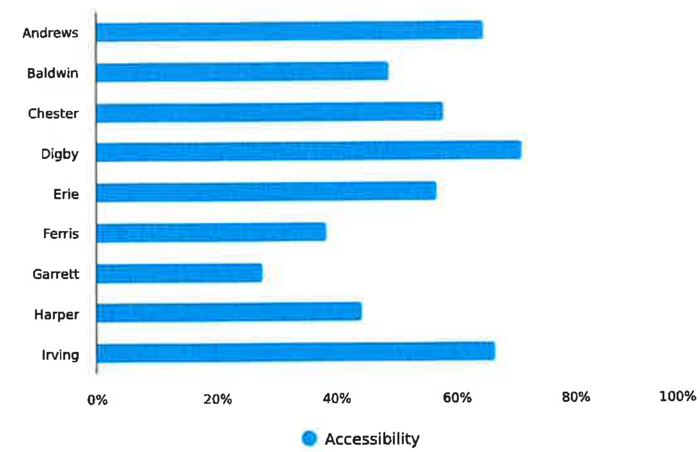
Traditional Statistics

2028 Total Market Size	13,213
2028 Total Units Sold	13,213
Segment % of Total Industry	29.4%
2029 Demand Growth Rate	9.2%

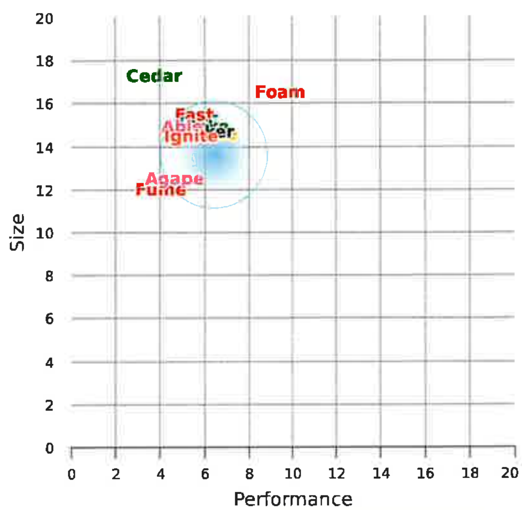
Accessibility



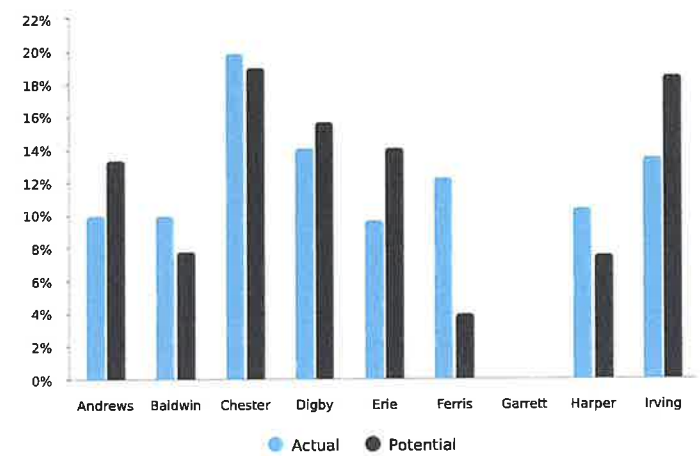
Traditional Customer Buying Criteria

	Expectations	Importance
Age	2 Years	47%
Price	$19.00 - $29.00	23%
Positioning	Performance 6.4 Size 13.6	21%
MTBF	14,000 - 19,000 Hours	9%

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	1,867	2,071	Yes	6-Aug-2028	1.9	6.4	13.6	18,500	$2,500	71%	$1,800	85%	52
Ignite	$26.00	1,782	2,445	Yes	11-Apr-2028	2	5.4	13.5	17,000	$1,850	67%	$1,750	96%	50
Cake	$25.50	1,738	2,348	Yes	19-June-2028	2	6.1	13.9	20,000	$1,500	58%	$1,500	85%	53
Fast	$24.50	1,512	511	Yes	10-Oct-2030	5.1	5.5	14.5	17,500	$900	39%	$1,300	72%	8
Heft	$29.00	1,371	998	Yes	26-Mar-2027	3.4	5.7	14.3	18,000	$1,100	45%	$1,200	71%	10
Baker	$28.00	1,325	1,032	Yes	17-July-2028	2.8	6.1	13.7	17,500	$1,450	49%	$1,500	75%	28
Eat	$28.50	1,281	1,863	Yes	14-July-2028	2	6.3	13.8	18,000	$1,600	57%	$1,450	82%	44
Able	$29.00	1,048	1,400	Yes	3-July-2027	3.3	5	13.9	18,900	$1,500	65%	$1,600	89%	14
Cedar	$18.50	895	162	No	18-Sep-2027	3.9	3.7	16.3	12,050	$1,200	58%	$1,000	59%	1
Agape	$31.50	271	365	Yes	23-June-2027	3.1	4.6	11.5	20,650	$1,750	65%	$1,050	59%	5
Foam	$33.00	66	5	No	2-July-2024	4.5	9.4	15.5	25,000	$700	39%	$700	41%	0
Fume	$33.00	46	6	Yes	26-May-2024	4.6	4	11	19,000	$700	39%	$700	41%	0

Low End Segment Analysis

CP135081_1 Round: 2 Dec. 31, 2028

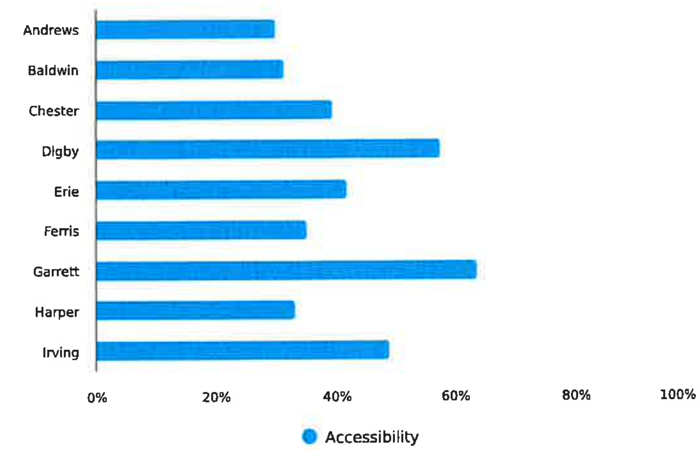
Low End Statistics

2028 Total Market Size	16,770
2028 Total Units Sold	16,770
Segment % of Total Industry	38.2%
2029 Demand Growth Rate	11.7%

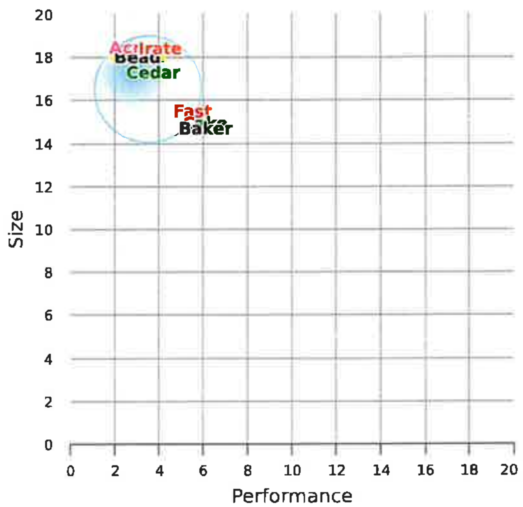
Low End Customer Buying Criteria

	Expectations	Importance
Price	$14.00 - $24.00	53%
Age	7 Years	24%
Positioning	Performance 2.7 Size 17.3	16%
MTBF	12,000 - 17,000 Hours	7%

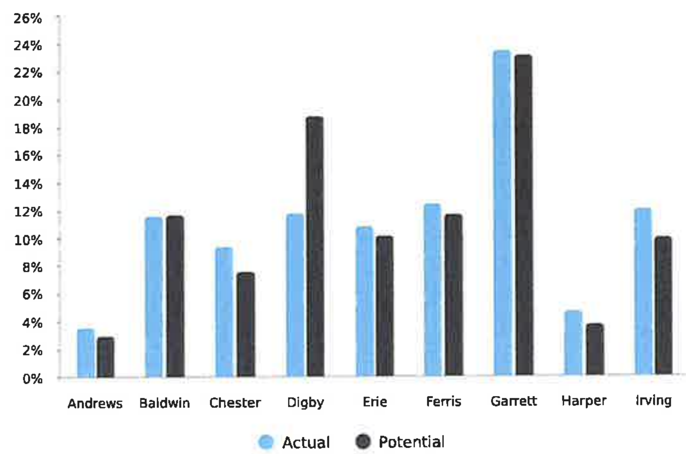
Accessibility



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	$19.00	3,942	3,886	Yes	26-May-2022	6.6	3	17	14,000	$2,500	64%	$2,000	98%	43
Irate	$19.25	2,009	1,659	No	1-Nov-2028	2.1	4	17.4	12,000	$1,150	49%	$1,000	69%	11
Dell	$19.50	1,974	3,154	Yes	26-May-2022	6.6	3	17	14,000	$2,500	58%	$1,500	76%	35
Bead	$20.00	1,917	1,940	Yes	26-May-2022	6.6	3	17	14,000	$900	32%	$900	54%	22
Ebb	$21.50	1,825	1,707	Yes	14-Dec-2029	6.6	3	17	12,000	$1,450	42%	$1,250	71%	19
Feat	$21.00	1,783	1,695	Yes	26-May-2022	6.6	3	17	14,000	$900	35%	$900	54%	19
Cedar	$18.50	1,544	1,245	No	18-Sep-2027	3.9	3.7	16.3	12,050	$1,200	40%	$1,000	59%	15
Hue	$23.75	792	638	No	18-May-2027	4.1	2.6	17.3	13,500	$1,100	33%	$1,100	64%	7
Acre	$25.50	599	499	No	11-July-2028	3.5	2.7	18.9	20,700	$1,300	30%	$1,300	74%	3
Fast	$24.50	312	264	Yes	10-Oct-2030	5.1	5.5	14.5	17,500	$900	35%	$1,300	72%	4
Baker	$28.00	27	24	Yes	17-July-2028	2.8	6.1	13.7	17,500	$1,450	32%	$1,500	75%	0
Cake	$25.50	24	30	Yes	19-June-2028	2	6.1	13.9	20,000	$1,500	40%	$1,500	85%	0

High End Segment Analysis

CP135081_1 Round: 2 Dec. 31, 2028

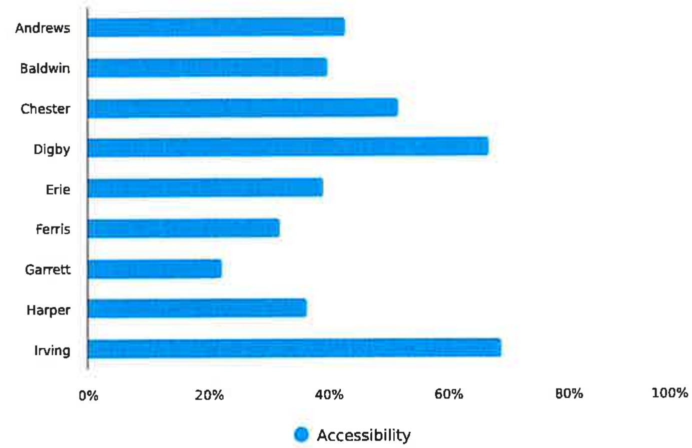
High End Statistics

2028 Total Market Size	5,172
2028 Total Units Sold	4,958
Segment % of Total Industry	12.3%
2029 Demand Growth Rate	16.2%

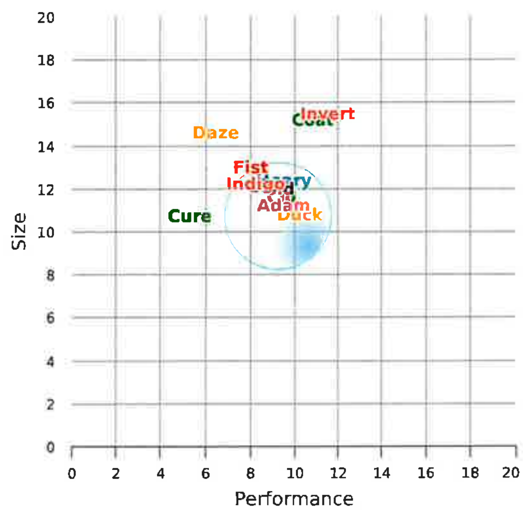
High End Customer Buying Criteria

	Expectations	Importance
Positioning	Performance 10.7 Size 9.3	43%
Age	0 Years	29%
MTBF	20,000 - 25,000 Hours	19%
Price	$29.00 - $39.00	9%

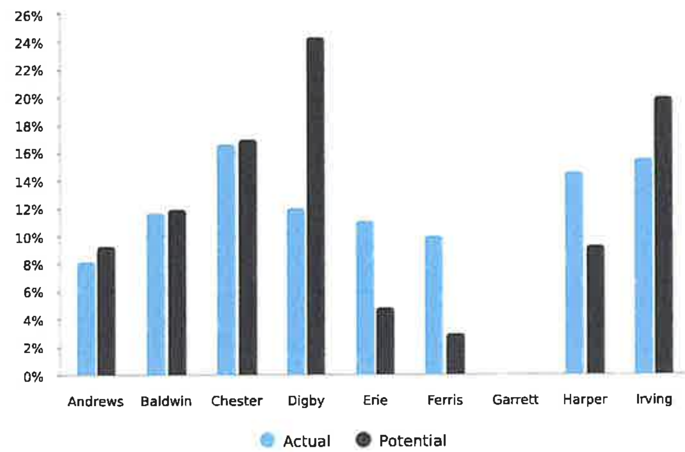
Accessibility



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	739	1,008	Yes	6-May-2028	1.6	8.2	11.2	24,000	$2,150	69%	$1,750	93%	17
Cid	$37.50	735	792	Yes	5-Oct-2028	1.4	9.4	10.6	24,450	$1,500	52%	$1,500	82%	27
Hoary	$39.00	724	482	Yes	15-Dec-2027	2.4	9.5	11.4	23,000	$950	36%	$950	55%	7
Duck	$37.25	593	1,251	Yes	9-Oct-2028	1.3	10.2	9.8	23,000	$3,000	67%	$1,800	78%	44
Bid	$37.00	581	622	Yes	28-Nov-2027	2.4	9.3	11	23,000	$1,300	40%	$900	50%	10
Echo	$42.00	550	252	Yes	14-Feb-2030	2.5	8.9	11.1	23,500	$1,600	39%	$1,550	83%	4
Fist	$38.00	494	154	Yes	20-Apr-2025	3.7	8	12	23,000	$800	32%	$800	47%	3
Adam	$39.25	407	482	Yes	22-June-2028	2.1	9.5	10.2	21,500	$1,200	43%	$1,150	66%	13
Coat	$33.50	79	78	Yes	10-July-2028	1.7	10.8	14.2	26,500	$1,400	52%	$1,400	72%	2
Invert	$32.75	33	26	Yes	5-Oct-2028	1.6	11.5	14.5	27,000	$750	69%	$700	57%	0
Cure	$36.50	13	10	Yes	25-June-2028	1.7	5.3	9.7	23,500	$1,500	52%	$1,500	71%	0
Daze	$29.00	7	9	Yes	6-Aug-2028	1.9	6.4	13.6	18,500	$2,500	67%	$1,800	85%	0

Performance Segment Analysis

CP135081_1 Round: 2 Dec. 31, 2028

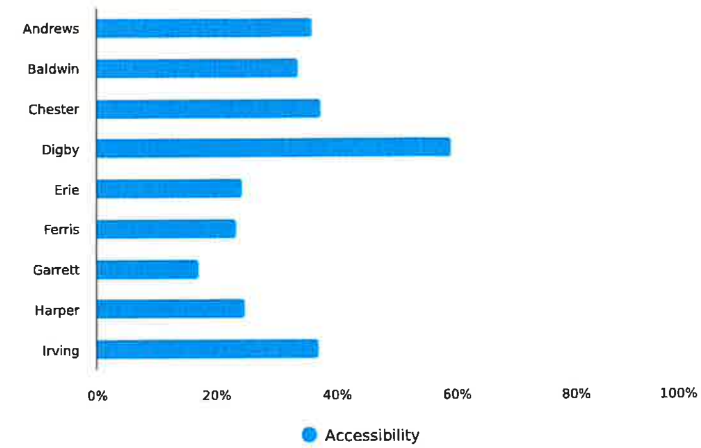
Performance Statistics

2028 Total Market Size	4,123
2028 Total Units Sold	4,123
Segment % of Total Industry	10.1%
2029 Demand Growth Rate	19.8%

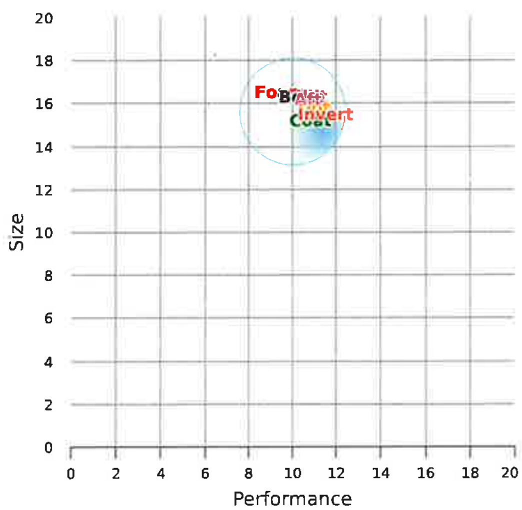
Performance Customer Buying Criteria

	Expectations	Importance
MTBF	22,000 - 27,000 Hours	43%
Positioning	Performance 11.4 Size 14.6	29%
Price	$24.00 - $34.00	19%
Age	1 Years	9%

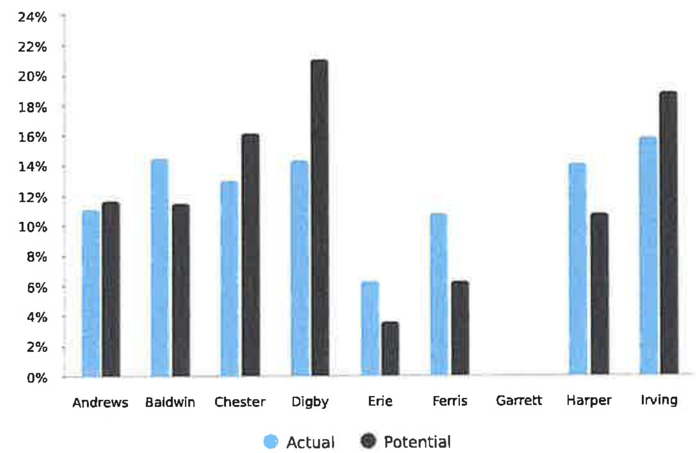
Accessibility



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	$32.75	654	778	Yes	5-Oct-2028	1.6	11.5	14.5	27,000	$750	37%	$700	57%	37
Bold	$32.00	597	476	Yes	20-June-2027	3	10.3	15.3	25,000	$1,400	34%	$1,100	53%	17
Dot	$33.50	593	871	Yes	18-Aug-2028	1.7	11	14.8	27,000	$3,000	59%	$1,800	75%	51
Hilt	$34.25	581	443	Yes	11-Nov-2027	2.8	10.8	15.3	26,000	$800	25%	$800	46%	17
Coat	$33.50	537	668	Yes	10-July-2028	1.7	10.8	14.2	26,500	$1,400	38%	$1,400	72%	34
Aft	$34.25	456	482	Yes	15-Oct-2027	2.9	10.7	15.2	25,500	$1,300	36%	$900	51%	18
Foam	$33.00	447	259	No	2-July-2024	4.5	9.4	15.5	25,000	$700	24%	$700	41%	9
Edge	$38.00	258	147	No	24-July-2030	2.9	10.4	15.3	27,000	$1,350	25%	$1,450	76%	5

Size Segment Analysis

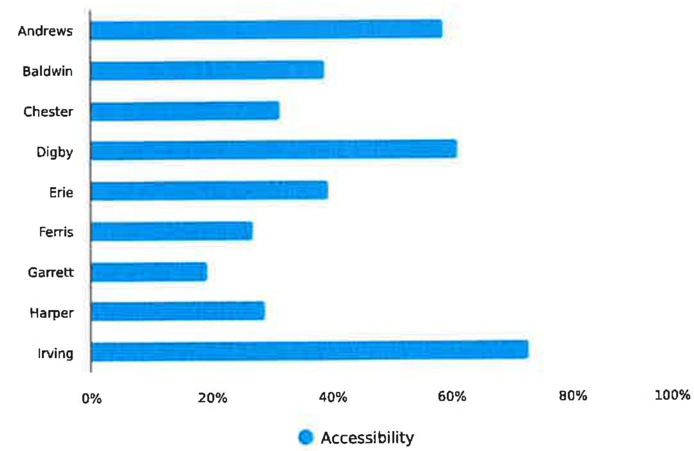
Size Statistics

2028 Total Market Size	4,164
2028 Total Units Sold	4,081
Segment % of Total Industry	10%
2029 Demand Growth Rate	18.3%

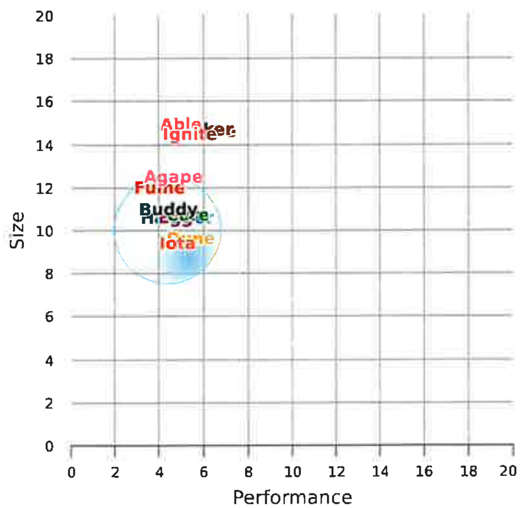
Size Customer Buying Criteria

	Expectations	Importance
Positioning	Performance 5.4 Size 8.6	43%
Age	1.5 Years	29%
MTBF	16,000 - 21,000 Hours	19%
Price	$24.00 - $34.00	9%

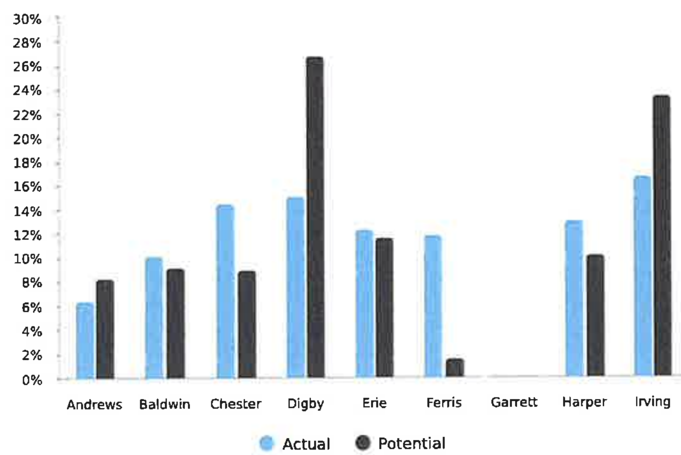
Accessibility



Perceptual Map for Size



Actual vs. Potential Market Share



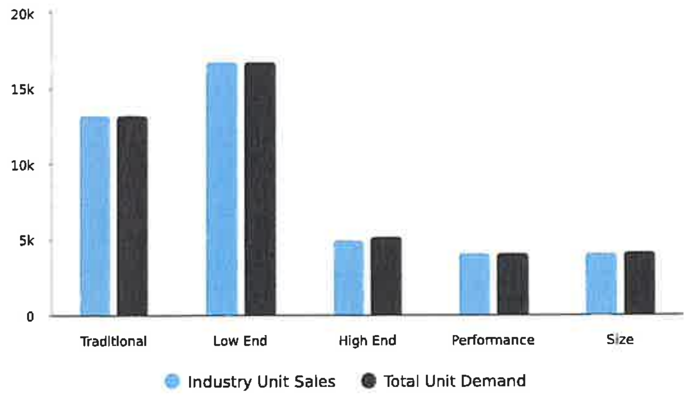
Top Products

Name	Price	Units Sold	Potential Sold	Stock Out	Revision Date	Age	Pfmn	Size	MTBF	Sales Budget	Customer Accessibility	Promo Budget	Customer Awareness	Customer Satisfaction
Dune	$33.50	615	1,107	Yes	13-Aug-2028	1.6	5.4	8.6	19,000	$3,000	61%	$1,800	77%	57
Cure	$36.50	590	372	Yes	25-June-2028	1.7	5.3	9.7	23,500	$1,500	31%	$1,500	71%	15
Iota	$33.50	569	824	Yes	16-Dec-2028	1.5	4.8	8.4	19,450	$2,500	73%	$1,500	80%	53
Hamper	$34.25	528	425	Yes	15-Dec-2027	2.8	4.8	9.6	19,000	$800	29%	$800	46%	11
Egg	$35.25	501	480	Yes	17-Apr-2030	2.8	4.7	9.6	19,000	$1,400	40%	$1,550	80%	12
Fume	$33.00	482	66	Yes	26-May-2024	4.6	4	11	19,000	$700	27%	$700	41%	2
Buddy	$32.00	414	380	Yes	24-July-2027	3	4.4	10	19,000	$1,500	39%	$1,000	50%	9
Agape	$31.50	219	284	Yes	23-June-2027	3.1	4.6	11.5	20,650	$1,750	59%	$1,050	59%	9
Ignite	$26.00	111	152	Yes	11-Apr-2028	2	5.4	13.5	17,000	$1,850	73%	$1,750	96%	4
Able	$29.00	42	62	Yes	3-July-2027	3.3	5	13.9	18,900	$1,500	59%	$1,600	89%	0
Baker	$28.00	4	4	Yes	17-July-2028	2.8	6.1	13.7	17,500	$1,450	39%	$1,500	75%	0
Daze	$29.00	2	3	Yes	6-Aug-2028	1.9	6.4	13.6	18,500	$2,500	61%	$1,800	85%	0

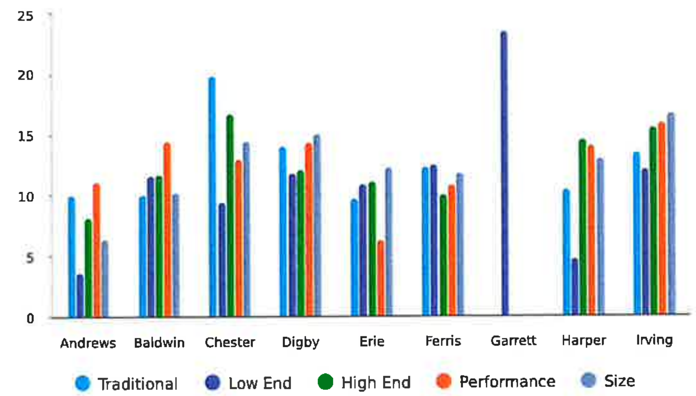
Market Share

CP135081_1 Round: 2 Dec. 31, 2028

Units Sold vs. Demand



Market Share



Actual Market Share in Units

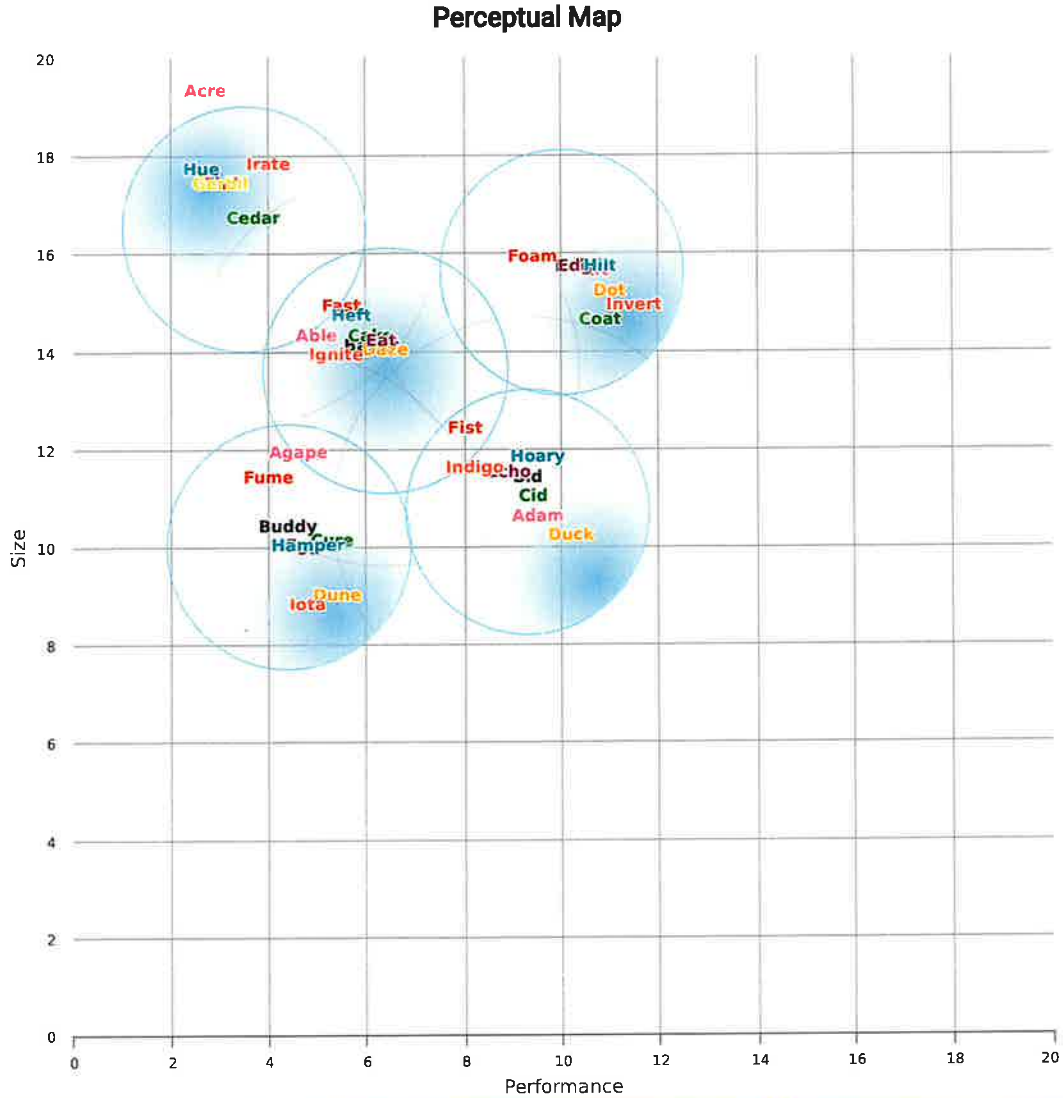
Name	Traditional	Low End	High End	Performance	Size	Total
Industry Unit Sales	13,213	16,770	4,958	4,123	4,081	43,145
% of Market	30.6%	38.9%	11.5%	9.6%	9.5%	100%
Able	7.9%	0%	0%	0%	1%	2.5%
Acre	0%	3.6%	0%	0%	0%	1.4%
Adam	0%	0%	8.2%	0%	0%	0.9%
Aft	0%	0%	0%	11.1%	0%	1.1%
Agape	2%	0%	0%	0%	5.4%	1.1%
Total	**10%**	**3.6%**	**8.2%**	**11.1%**	**6.4%**	**7.1%**
Baker	10%	0.2%	0%	0%	0.1%	3.1%
Bead	0%	11.4%	0%	0%	0%	4.4%
Bid	0%	0%	11.7%	0%	0%	1.3%
Bold	0%	0%	0%	14.5%	0%	1.4%
Buddy	0%	0%	0%	0%	10.2%	1%
Total	**10%**	**11.6%**	**11.7%**	**14.5%**	**10.2%**	**11.3%**
Cake	13.2%	0.1%	0%	0%	0%	4.1%
Cedar	6.8%	9.2%	0%	0%	0%	5.7%
Cid	0%	0%	14.8%	0%	0%	1.7%
Coat	0%	0%	1.6%	13%	0%	1.4%
Cure	0%	0%	0.3%	0%	14.5%	1.4%
Total	**19.9%**	**9.4%**	**16.7%**	**13%**	**14.5%**	**14.3%**
Daze	14.1%	0%	0.1%	0%	0.1%	4.3%
Dell	0%	11.8%	0%	0%	0%	4.6%
Dot	0%	0%	0%	14.4%	0%	1.4%
Duck	0%	0%	12%	0%	0%	1.4%
Dune	0%	0%	0%	0%	15.1%	1.4%
Total	**14.1%**	**11.8%**	**12.1%**	**14.4%**	**15.1%**	**13.1%**
Eat	9.7%	0%	0%	0%	0%	3%
Ebb	0%	10.9%	0%	0%	0%	4.2%
Echo	0%	0%	11.1%	0%	0%	1.3%
Edge	0%	0%	0%	6.3%	0%	0.6%
Egg	0%	0%	0%	0%	12.3%	1.2%
Total	**9.7%**	**10.9%**	**11.1%**	**6.3%**	**12.3%**	**10.3%**
Fast	11.4%	1.9%	0%	0%	0%	4.2%
Feat	0%	10.6%	0%	0%	0%	4.1%
Fist	0%	0%	10%	0%	0%	1.1%
Foam	0.5%	0%	0%	10.8%	0%	1.2%
Fume	0.3%	0%	0%	0%	11.8%	1.2%
Total	**12.3%**	**12.5%**	**10%**	**10.8%**	**11.8%**	**11.9%**
Gerbil	0%	23.5%	0%	0%	0%	9.1%
Total	**0%**	**23.5%**	**0%**	**0%**	**0%**	**9.1%**

Potential Market Share in Units

Name	Traditional	Low End	High End	Performance	Size	Total
Units Demanded	13,213	16,770	5,172	4,123	4,164	43,442
% of Market	30.4%	38.6%	11.9%	9.5%	9.6%	100%
Able	10.6%	0%	0%	0%	1.5%	3.4%
Acre	0%	3%	0%	0%	0%	1.2%
Adam	0%	0%	9.3%	0%	0%	1.1%
Aft	0%	0%	0%	11.7%	0%	1.1%
Agape	2.8%	0%	0%	0%	6.8%	1.5%
Total	**13.4%**	**3%**	**9.3%**	**11.7%**	**8.3%**	**8.2%**
Baker	7.8%	0.1%	0%	0%	0.1%	2.4%
Bead	0%	11.6%	0%	0%	0%	4.5%
Bid	0%	0%	12%	0%	0%	1.4%
Bold	0%	0%	0%	11.5%	0%	1.1%
Buddy	0%	0%	0%	0%	9.1%	0.9%
Total	**7.8%**	**11.7%**	**12%**	**11.5%**	**9.2%**	**10.3%**
Cake	17.8%	0.2%	0%	0%	0%	5.5%
Cedar	1.2%	7.4%	0%	0%	0%	3.2%
Cid	0%	0%	15.3%	0%	0%	1.8%
Coat	0%	0%	1.5%	16.2%	0%	1.7%
Cure	0%	0%	0.2%	0%	8.9%	0.9%
Total	**19%**	**7.6%**	**17%**	**16.2%**	**9%**	**13.1%**
Daze	15.7%	0%	0.2%	0%	0.1%	4.8%
Dell	0%	18.8%	0%	0%	0%	7.3%
Dot	0%	0%	0%	21.1%	0%	2%
Duck	0%	0%	24.2%	0%	0%	2.9%
Dune	0%	0%	0%	0%	26.6%	2.5%
Total	**15.7%**	**18.8%**	**24.4%**	**21.1%**	**26.7%**	**19.5%**
Eat	14.1%	0%	0.1%	0%	0%	4.3%
Ebb	0%	10.2%	0%	0%	0%	3.9%
Echo	0%	0%	4.9%	0%	0%	0.6%
Edge	0%	0%	0%	3.6%	0%	0.3%
Egg	0%	0%	0%	0%	11.5%	1.1%
Total	**14.1%**	**10.2%**	**4.9%**	**3.6%**	**11.6%**	**10.3%**
Fast	3.9%	1.6%	0%	0%	0%	1.8%
Feat	0%	10.1%	0%	0%	0%	3.9%
Fist	0%	0%	3%	0%	0%	0.4%
Foam	0%	0%	0%	6.3%	0%	0.6%
Fume	0%	0%	0%	0%	1.6%	0.2%
Total	**4%**	**11.7%**	**3%**	**6.3%**	**1.6%**	**6.8%**
Gerbil	0%	23.2%	0%	0%	0%	8.9%
Total	**0%**	**23.2%**	**0%**	**0%**	**0%**	**8.9%**

Name	Traditional	Low End	High End	Performance	Size	Total
Hamper	0%	0%	0%	0%	12.9%	1.2%
Heft	10.4%	0%	0%	0%	0%	3.2%
Hilt	0%	0%	0%	14.1%	0%	1.3%
Hoary	0%	0%	14.6%	0%	0%	1.7%
Hue	0%	4.7%	0%	0%	0%	1.8%
Total	**10.4%**	**4.7%**	**14.6%**	**14.1%**	**13%**	**9.3%**
Ignite	13.5%	0.1%	0%	0%	2.7%	4.4%
Indigo	0%	0%	14.9%	0%	0%	1.7%
Invert	0%	0%	0.7%	15.9%	0%	1.6%
Iota	0%	0%	0%	0%	13.9%	1.3%
Irate	0%	12%	0%	0%	0%	4.7%
Total	**13.5%**	**12.1%**	**15.6%**	**15.9%**	**16.7%**	**13.7%**

Name	Traditional	Low End	High End	Performance	Size	Total
Hamper	0%	0%	0%	0%	10.2%	1%
Heft	7.6%	0%	0%	0%	0%	2.3%
Hilt	0%	0%	0%	10.7%	0%	1%
Hoary	0%	0%	9.3%	0%	0%	1.1%
Hue	0%	3.8%	0%	0%	0%	1.5%
Total	**7.6%**	**3.8%**	**9.3%**	**10.8%**	**10.2%**	**6.9%**
Ignite	18.5%	0.1%	0%	0%	3.6%	6%
Indigo	0%	0%	19.5%	0%	0%	2.3%
Invert	0%	0%	0.5%	18.9%	0%	1.9%
Iota	0%	0%	0%	0%	19.8%	1.9%
Irate	0%	9.9%	0%	0%	0%	3.8%
Total	**18.5%**	**10%**	**20%**	**18.9%**	**23.4%**	**15.9%**



Andrews			
Name	**Pfmn**	**Size**	**Revised**
Able	5.0	13.9	3-July-2027
Acre	2.7	18.9	11-July-2028
Adam	9.5	10.2	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	6.1	13.7	17-July-2028
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	6.1	13.9	19-June-2028
Cedar	3.7	16.3	18-Sep-2027
Cid	9.4	10.6	5-Oct-2028
Coat	10.8	14.2	10-July-2028
Cure	5.3	9.7	25-June-2028

Digby			
Name	**Pfmn**	**Size**	**Revised**
Daze	6.4	13.6	6-Aug-2028
Dell	3.0	17.0	26-May-2022
Dot	11.0	14.8	18-Aug-2028
Duck	10.2	9.8	9-Oct-2028
Dune	5.4	8.6	13-Aug-2028

Erie			
Name	**Pfmn**	**Size**	**Revised**
Eat	6.3	13.8	14-July-2028
Ebb	3.0	17.0	14-Dec-2029
Echo	8.9	11.1	14-Feb-2030
Edge	10.4	15.3	24-July-2030
Egg	4.7	9.6	17-Apr-2030

Ferris			
Name	**Pfmn**	**Size**	**Revised**
Fast	5.5	14.5	10-Oct-2030
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	5.4	13.5	11-Apr-2028
Indigo	8.2	11.2	6-May-2028
Invert	11.5	14.5	5-Oct-2028
Iota	4.8	8.4	16-Dec-2028
Irate	4.0	17.4	1-Nov-2028

Custom Modules

CP135081_1 Round: 2 Dec. 31, 2028

Workforce Summary

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
Number of Employees	746	722	1,026	818	661	733	330	743	994
First Shift	685	676	925	734	606	673	165	711	914
Second Shift	61	46	101	84	55	60	165	32	80
Overtime %	0%	0%	0%	0%	0%	0%	0%	0%	0%
Turnover Rate	12.0%	10.8%	12.0%	9.5%	11.5%	11.8%	10.2%	12.0%	10.7%
New Employees	104	78	347	156	76	86	34	89	182
Separated Employees	0	14	0	0	86	2	16	17	0
Productivity Index	100.0%	101.3%	100.0%	102.5%	100.8%	100.3%	102.0%	100.0%	101.8%

Human Resources

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
Decisions									
Scientists - Recruitment & Retention	$0	$500	$0	$2,000	$500	$200	$500	$0	$800
Manufacturing - Training & Assembly Teams	$0	$500	$0	$1,000	$300	$100	$800	$0	$700
Sales - Compensation	$0	$500	$0	$1,000	$200	$100	$700	$0	$500
Total Expenditures	$0	$1,500	$0	$4,000	$1,000	$400	$2,000	$0	$2,000
Yearly Impacts									
R & D Cycle Time	5%	1.2%	5%	-10%	1.2%	3.5%	1.2%	5%	-1%
Demand	0%	0.8%	0%	3%	0.8%	0.3%	0.8%	0%	1.2%
Accessibility	0%	2%	0%	4%	0.8%	0.4%	2.8%	0%	2%
Productivity Index	0%	1.3%	0%	2.5%	0.8%	0.3%	2%	0%	1.8%
Turnover Rate	20%	7.5%	20%	-5%	14.5%	17.5%	2%	20%	6.5%
Production After Adjustment	-1%	-0.6%	-1%	-0.3%	-0.8%	-0.9%	-0.4%	-1%	-0.5%

Cumulative Impacts

	Andrews	Baldwin	Chester	Digby	Erie	Ferris	Garrett	Harper	Irving
R & D Cycle Time	5%	1.2%	5%	-10%	1.2%	3.5%	1.2%	5%	-1%
Demand	0%	0.8%	0%	3%	0.8%	0.3%	0.8%	0%	1.2%
Accessibility	0%	2%	0%	4%	0.8%	0.4%	2.8%	0%	2%
Productivity Index	0%	1.3%	0%	2.5%	0.8%	0.3%	2%	0%	1.8%
Turnover Rate	20%	7.5%	20%	-5%	14.5%	17.5%	2%	20%	6.5%
Production After Adjustment	-1%	-0.6%	-1%	-0.3%	-0.8%	-0.9%	-0.4%	-1%	-0.5%