

1 Marketplace overview

Industrial Mid Market Safety Shoes Market Wholesale		Averaged price \$'s	Marketplace economic value M\$'s
Population	5.6		
Labor force participation rate	67%		
Employment rate	97%		
Total working population	3.6		
Industrial workers	30%	1.1	
Services workers	70%	2.5	

Industrial workers compliance	100%	1.1
Service workers compliance	20%	0.5
Total safety shoe market prs. / \$'s		1.6

\$25.0 \$40.0

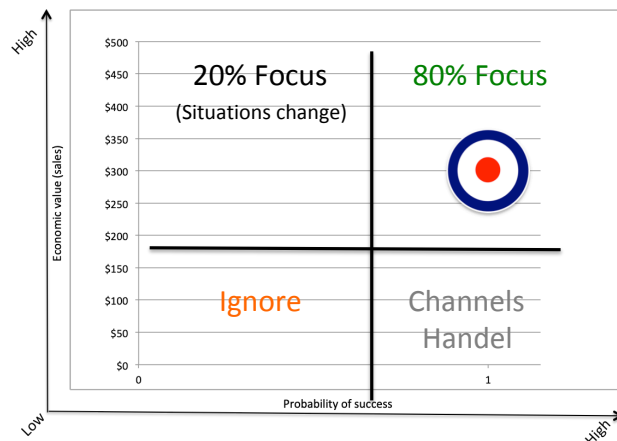
Customer categories		Pairs of shoes	Mid market economic value M\$'s
A - High end	10%	0.16	
B - Mid market	70%	1.12	\$28.02
C - Low end	20%	0.32	

Target mid market segments	Workforce	Economic value \$'s
Construction	490,000	\$12,250,000.00
Marine	95,000	\$2,375,000.00
Electronics	85,000	\$2,125,000.00
Oil & Gas	9,000	\$225,000.00
Airport	32,000	\$800,000.00
Port	9,000	\$225,000.00
Public transportation	10,000	\$250,000.00
Total addressable	730,000	\$18,250,000.00

5 Target mid market customers e.g. Focus on the best opportunities

Construction	Workforce	Economic value \$'s
Prospect 1	45,000	\$1,125,000.00
Prospect 2	30,000	\$750,000.00
Prospect 3	29,000	\$725,000.00
Prospect 4	28,000	\$700,000.00
Prospect 5	25,000	\$625,000.00
Marine		
Keppel	60,000	\$1,500,000.00
Port		
PSA	9,000	\$225,000.00
Total target \$'s		\$5,650,000.00

Focus on the best opportunities based on highest economic value and probability of success



* Most companies in Asia provide workers 2 pairs of safety shoes annually, model only accounts for 1 pair annually