

Direct Marketing Background Information



Direct Marketing

1. Promotional Products and the market
2. 4imprint unique model
3. Consistent organic growth



Promotional products

- Merchandise custom printed with the logo or name of an organisation to promote a brand, service or product
- Purchased by individuals in organisations and businesses of all sizes
- Vast product range



One Pen. Many Uses



Marketing Director – “Tradeshow Giveaway”

HR Director – “Item For Our New Starter Kit”

Sales Director – “Client Thank You”

Executive Assistant – “Meeting Materials”

Safety Director – “Safety Reminder”

Office Manager – “Office Supply”

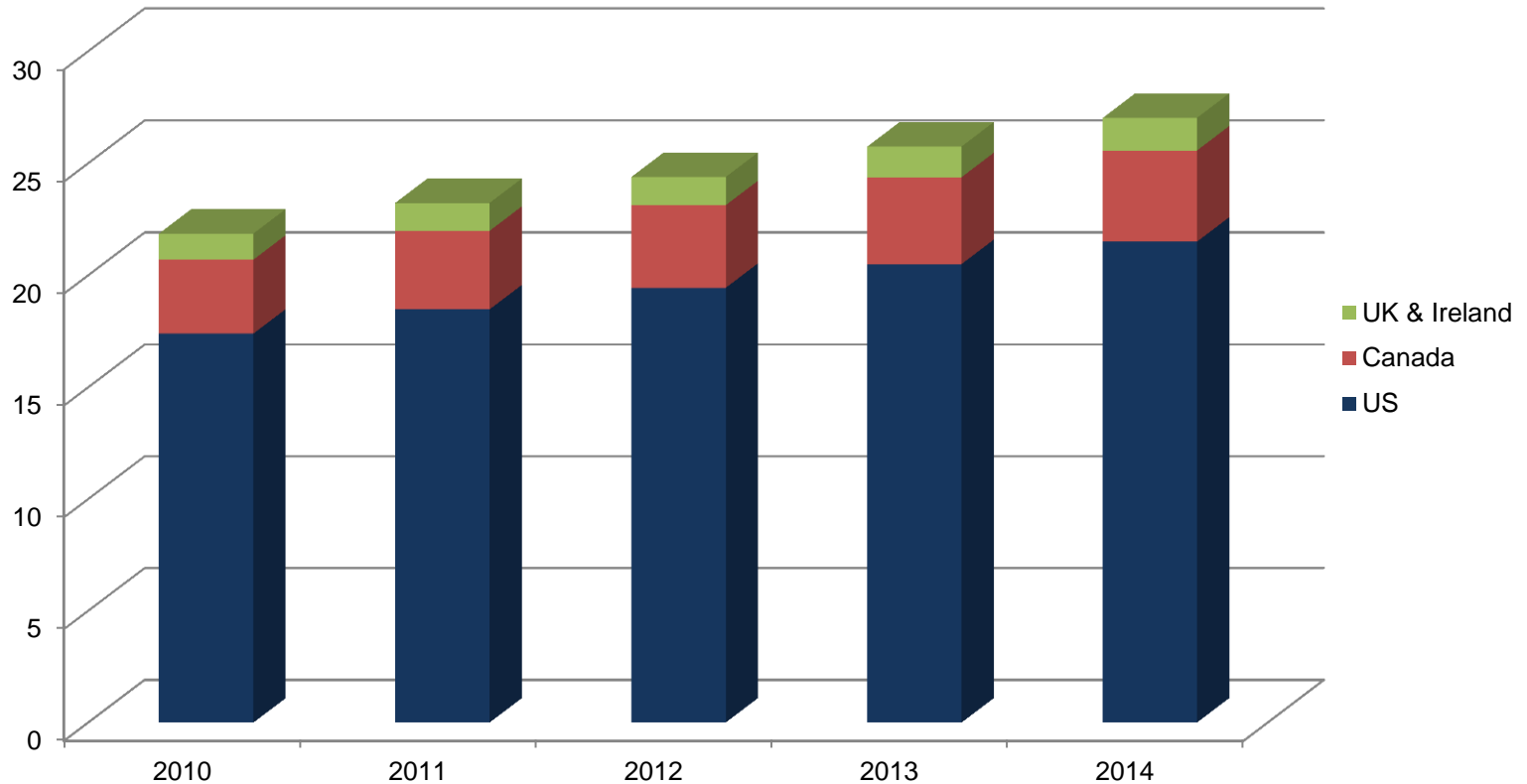
Recruiter – “Promo Giveaway”

Store Manager – “Front Desk Item”



The Promotional Products Market

Promotional Products Sales (\$ *billions*)



Well established, highly fragmented market – >23,000 total distributors, more than 20,500 distributors with sales < \$2.5m

Market size data source: ASI State of the Industry Survey and 4imprint management estimate.
UK & Ireland revenues translated at 2014 average rate of 1.6487 for all years

Industry Structure



- Manufacturer or importer of blank product
- Custom imprints product

Direct-to-Customer

- Purchases by individuals in businesses and organisations of all sizes
- Large number of modest size transactions
- Items imprinted by supplier and shipped directly to customer

- Multinational to sole trader
- Non-profits, education, government

Contractual relationships with large organisations

- High customer concentration
- Hold pre-branded inventory

Unique Model

Millions of individual customers with wide ranging tastes, objectives, timescales and artwork.



4imprint invests in a **unique combination** of marketing, service and technology to interface this need.

...hundreds of thousands of products requiring rapid customisation of styles, colours and imprint methods.

Innovative Marketing Techniques

Customer Acquisition

- Catalogue circulation **drives new individual customers to the telephone and web *creating* demand.**
- **Internet search** marketing ***captures* demand.**
- Prospective customers sign up to receive relevant marketing e-mails.



Catalogues

Search

Internet

Samples

E-Mail

Innovative Marketing Techniques

Customer Retention

- **Targeted Blue Box® sample mailings** 'deliver the showroom to the customer'.
- **Specific 'mini-catalogues' and targeted emails.**
- **Key account management and telephone contact** based on purchasing history.

Blue Boxes ®

E-Mail

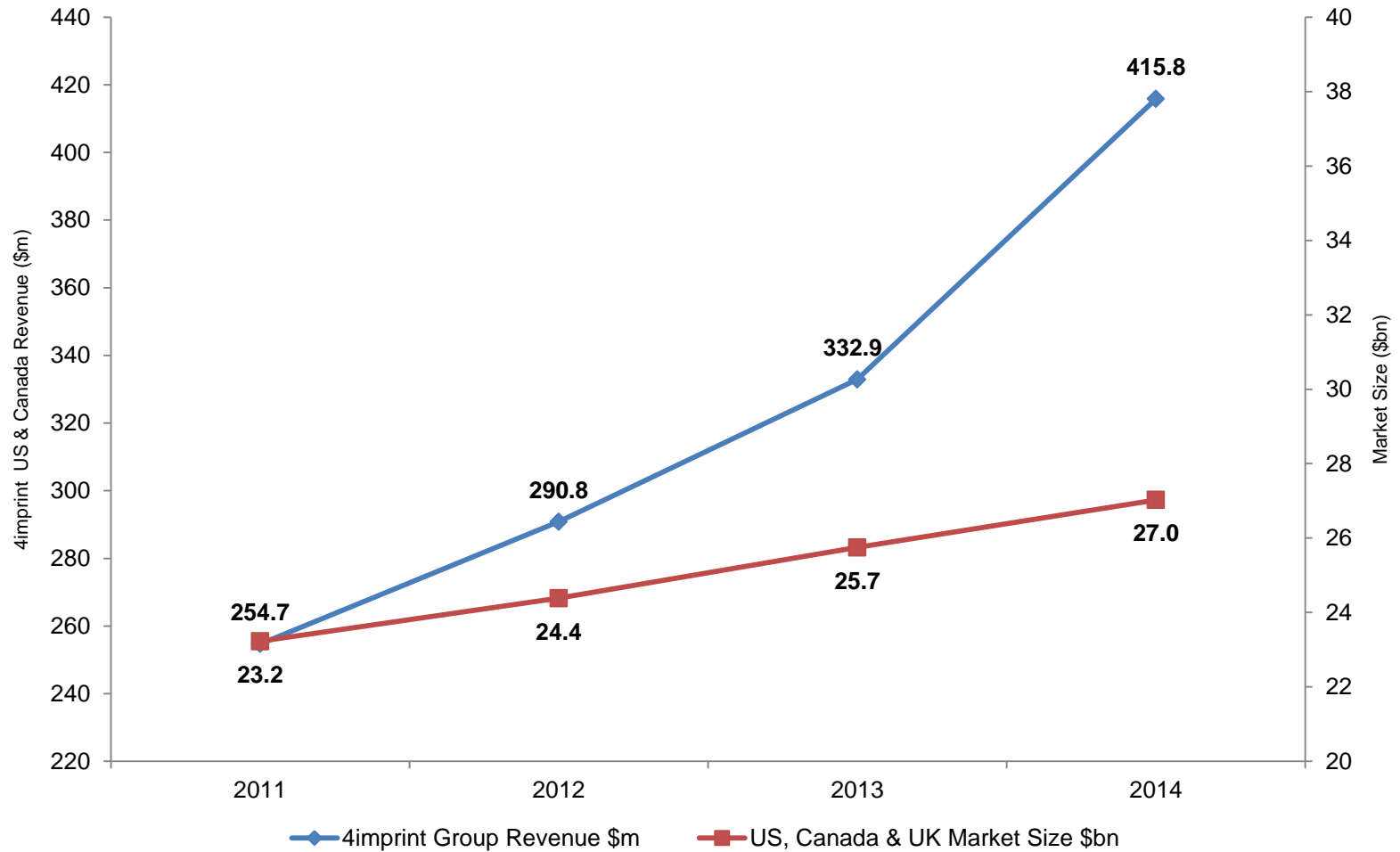
Telephone

Internet



Growth History – 4imprint Revenue vs. Industry

Growth History - 4imprint v Market



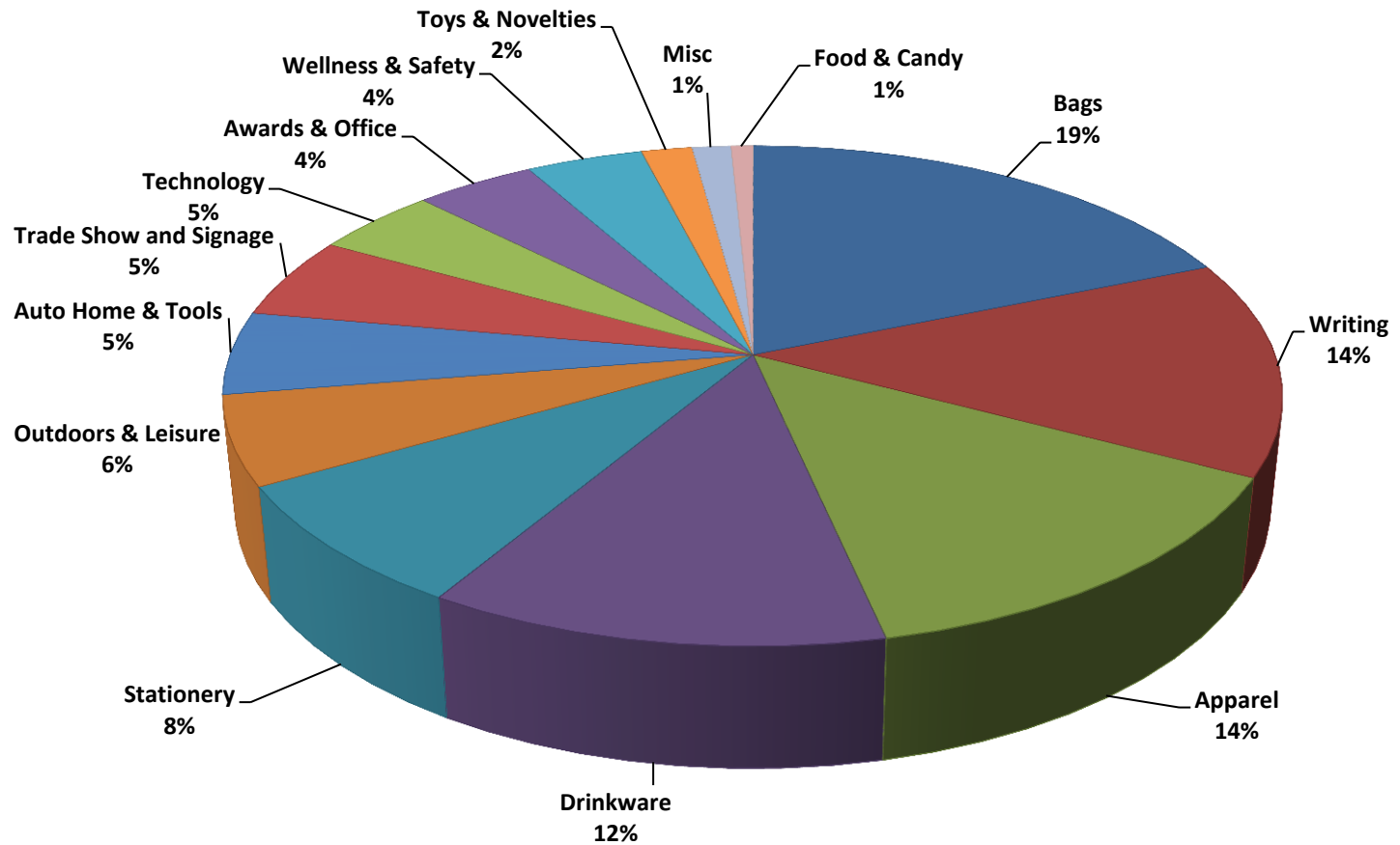
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Direct Marketing Summary

- Large fragmented market
- Unique operational model
- Largest direct marketer of promotional products, consistent market share gains
- Investment in marketing spend, together with scale, technology and expertise drive double digit organic growth

Promotional product range

4imprint Direct Marketing Revenue by Product Category



Vast product range