

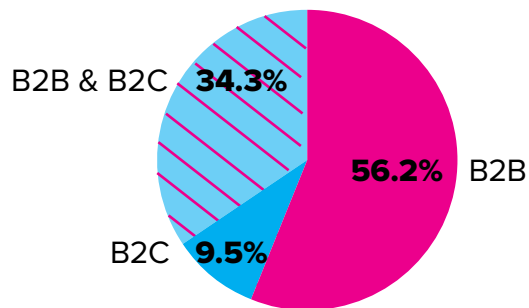


COMPANY OVERALL

Who are they?

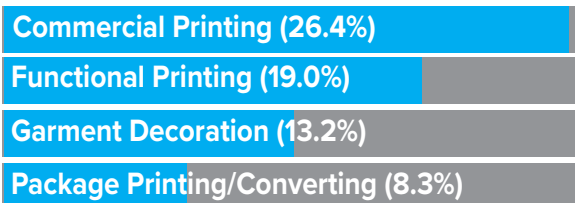
- 71.5%** - less than 20 employees
- 73.0%** - sales up to \$3M
- 59.8%** - at least 20 years in business

Who do they serve?

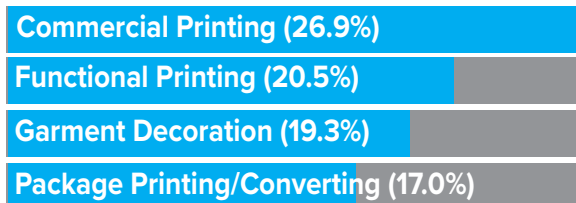


Industry convergence

Printers expand their services in



Average revenue contribution



MARKETS & PRODUCTS

8 is the average number of **products** offered.

The most popular products:

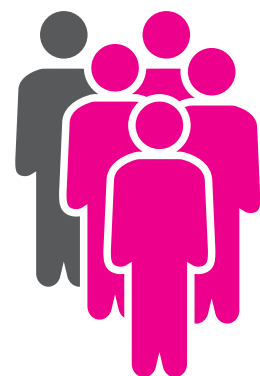
- Window graphics (85.3%)
- Banners/soft signage/flags (84.3%)
- Label/decal (76.5%)

7 is the average number of **markets** served.

The most popular markets:

- Educational institutions (65.3%)
- Corporate branding (64.8%)
- Architecture (57.9%)

OPERATIONS



4 out of **5** rely mostly on digital (80.1%)

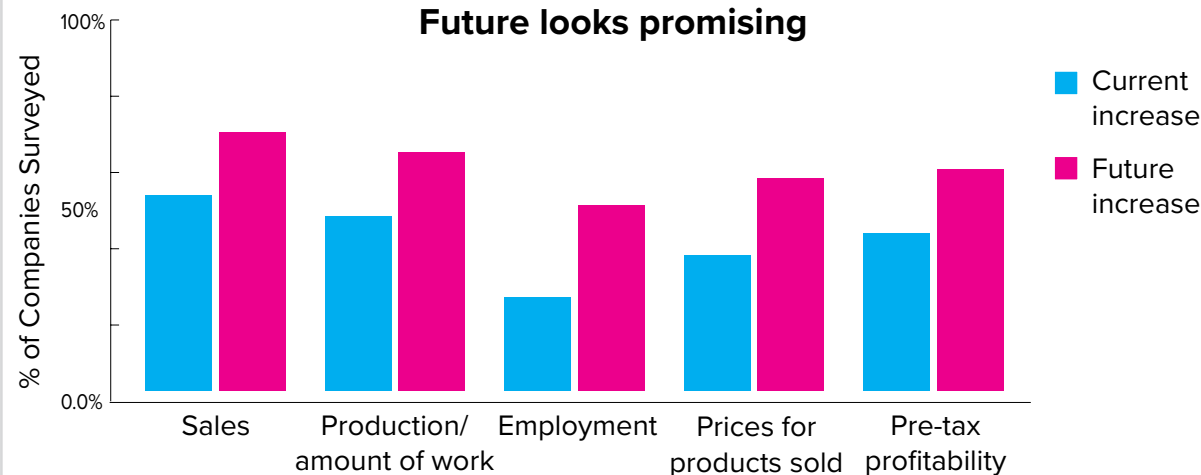
70.0% use at least

50% of their **potential production**

The majority (**81.3%**) provide finishing services, with the most popular being installation (**68.8%**) and lamination (**68.8%**)

BUSINESS OUTLOOK

Future looks promising



Industry confidence

