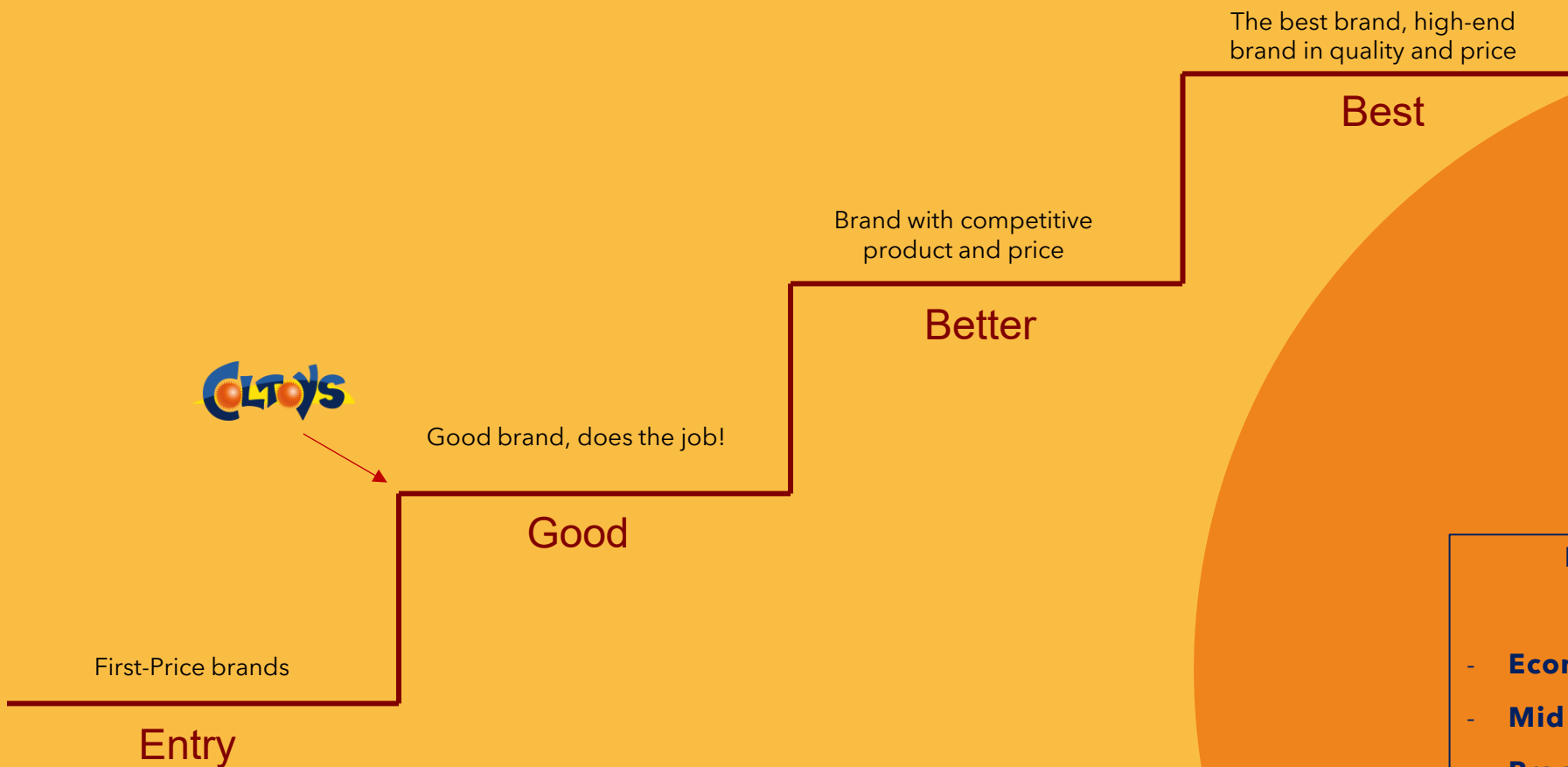


# WHY YOU SHOULD CONSIDER US

- **Cost:** As competitive as Asia, with the advantage of having the raw material sourced and produced in South America (Colombia)
- **Quality:** Designed to be an outstanding alternative with high-end specs.
- **Safety:** Safe and healthy for dogs, babies, children and dog owners in general. Not as TPR, Plastic or Nylon.
- **Pricing:** Designed to be a differentiated alternative to all consumers looking for the first price (Entry price).
- **Certifications:** Our factory is Sedex/Smeta certified, our toys have product quality seal as well as guaranteed quality seal, & we are a Disney and Universal certified factory for the world.
- **Packaging:** Convenience master cases designed for retail and pet shop stores (Approx. 26 toys per carton box in most of the toys).

FOUR REASONS

# WHERE DO WE COMPETE?



## PRICE SEGMENTATION:

- **Economy:** Below USD\$10.00
- **Mid range:** USD\$10 - USD\$24.99
- **Premium: Above** USD\$25

# WHERE WE ARE IN THE MARKET

Our alternative is the high-end of the first price, but the bottom price of the mid-and-high-end brands, what creates an aspirational alternative at affordable prices, but also increases the odds that mid-and-high-end consumers increase the purchases of the toys since they are getting high-quality at lower prices.

COLTOYS STATEMENT

# HOW WE CAN CREATE VALUE TO YOU

- If cost and high-margins are two major factors, we can be as competitive as Asia or better.
- If retail price options (final consumer) are relevant, we can offer 168 SKU's in a price range from USD\$5,86 to USD\$16,54
- If retail range price of USD\$10 is the sweet spot, we can offer 133 SKU's in a price range from USD\$5,86 to USD\$10,80
- If quality, design and innovation matters as a via of differentiation, we can bring high-end specs to compete in the arena of first-price segment.
- If lead times are relevant, we can do 15 days for containers compare to Asia or other sources
- If MOQ's are relevant, we can ship out from a pallet (36 boxes) to a 40-foot container
- If delivered product is attractive, we have a facility in Florida from which we can ship out directly to your distribution centers, or you can pick up at your convenience.
- If taking care of the pet is as important as taking care of consumers, our pet products are certified as a safe and healthy material for babies or pets.