

# GO DIRECT SUPPLY CHAIN SOLUTIONS

COMPANY OVERVIEW

THE CLEAR PATH  
BETWEEN YOU AND  
YOUR CUSTOMERS.

Columbus, Ohio  
Mississauga, Ontario  
Calgary, Alberta  
Reno, Nevada  
Richmond, British Columbia



# OUR MISSION

**Go Direct** is committed to exceeding our customer expectations by identifying and developing opportunities that enhance our customer's supply chain strategies. Through experienced leadership, creative innovation, and state-of-the-art technology, we are committed to continuous operational improvement. Our business philosophy is based entirely on delivering the highest standards of quality service in the most efficient manner possible. We believe every order, every client, every customer, and every employee of Go Direct deserves 100% fulfillment.



# WE DELIVER FULFILLMENT

Established in February 2015, headquartered in Mississauga, Ontario.

Trusted by over 50 clients within the CPG, Nutraceutical, F&B, Electronic, and Travel sectors.

Omni-channel platform, end-to-end supply chain solutions that focus on improving business results and driving efficiencies.

Seamless technology (**ACCESS GD**) integrates across all storefronts and provides client dashboard reporting.

Warehouse & Fulfillment centers located across Canada & United States.

Dedicated Technology and Development Team located in Richmond, BC.





## ABOUT GO DIRECT GLOBAL

Go Direct Global, a wholly owned Crown Capital Partners company, is the parent company of Go Direct Solutions Canada and Go Direct America. Go Direct offers Third-Party Logistics and eCommerce fulfillment solutions across B2B, eCommerce and Direct-to-Consumer channels from custom kitting and packaging, warehouse and inventory management, to last mile shipping and delivery. With operational facilities strategically located across Canada and the United States, GD serves tier-1 and high-velocity startup brands across a wide variety of industries.



# CROWN CAPITAL

## About Crown Capital Partners (TSX:CRWN)

Founded in 2000 within Crown Life Insurance Company, Crown Capital Partners is a leading specialty finance company operating mainly in the distributed power and telecommunications infrastructure markets. Crown Capital focuses on alternative assets classes that require a specialized capital partner, and aims to create long-term value by acting as both a manager of investment funds for institutional partners and as director investor in operating businesses in these markets. For additional information, please visit [www.crowncapital.ca](http://www.crowncapital.ca).



# 30+ BRAND PARTNERS

## CATEGORY EXPERTISE

- Health & Nutrition
- Skin Care & Beauty
- Food & Beverage
- Gifts & Subscriptions
- Gaming & Electronics
- Automotive & Industrial
- Home & Garden
- Leisure & Entertainment
- Sporting Goods
- Infant & Child Care
- Industrial Supplies
- Appliances
- Home Décor
- Consumer Packaged Goods

JUUL



Chlorophyll Water®

MIMI'S ROCK

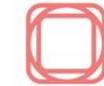
BRAMI

browluxe®  
The Shade Experts

pmd



Nestlé



nanit

NWR  
NORTH WEST RUBBER  
INNOVATIVE RUBBER PRODUCTS



WHITMAN  
EMORSON

AURA  
QUALITY HOMES  
Freedom of Design | Control of Cost

florence  
by mills™

SHAPER

Novagevity

Quality Nutrition Made Simpler.



Edward  
Jones



obvi.

CLICK & GROW

Whirlpool  
CORPORATION

SUKU  
VITAMINS

MapleX



GEORGIAN BAY  
Spirit Co.  
EST. 2013

UFC

Amara®  
Organic baby food

ongrok

SMART  
SWEETS

Miracle  
noodle



DR. ARTHRITIS  
PRIORITIZING YOUR HEALTH

OWENS  
CORNING

**6 MILLION+ B2B & D2C ORDERS FULFILLED**

**2,000,000+ MILES COVERED**

**\$15 MILLION+ TRANSPORTATION ANNUALLY**

**500,000+ SQ. FT CLIMATE-CONTROLLED WAREHOUSE SPACE**

**50,000+ KITS ASSEMBLED MONTHLY**

**24 – 48 HOUR NORTH AMERICAN COVERAGE**



**THE CLEAR PATH  
BETWEEN YOU AND  
YOUR CUSTOMERS.**

The background of the slide is a close-up, slightly blurred image of the American flag, showing the red and white stripes and the blue field with white stars. The flag is draped and appears to be waving, creating a sense of movement and depth. The colors are vibrant, with the red stripes being a deep red and the white stripes being a clean white. The blue field with stars is visible in the upper left corner.

# CROSS-BORDER EXPERTISE

## NORTH AMERICAN COVERAGE

Columbus OH, Calgary AB, Mississauga ON, Reno NV Q4 2022

REGIONAL DEMAND PLANNING

ROUTING FLEXIBILITY

CROSS-BORDER INVENTORY FLEXIBILITY

TRADE, TARIFF, DUTY EXPERTISE

REAL-TIME RATE SHOPPING

With strategically located fulfillment warehouses across Canada and the U.S. we can provide flexible, cross-border inventory management and fulfillment solutions that meet all your needs.

MISSISSAUGA  
ONTARIO



TEMP & HUMIDITY  
CONTROLLED

65,000 SQ. FT

24/7 SECURITY MONITORED

FEFO/FIFO ALLOCATION

40,000 SQ. FT ADDITIONAL  
OFF-SITE STORAGE

# COLUMBUS OHIO



250,000 SQ. FT

TEMP & HUMIDITY CONTROLLED

FLEXIBLE + SCALABLE  
INVENTORY ALLOCATION

CROSS-BORDER EXPERTISE

ADVANCED WAREHOUSE &  
INVENTORY SYSTEMS

**CALGARY**  
ALBERTA



50,000 SQ. FT

4600+ PALLET CAPACITY

TEMP & HUMIDITY  
CONTROLLED

ADV. WAREHOUSE  
MANAGEMENT SYSTEMS

FEFO/FIFO ALLOCATION

RENO  
NEVADA



NORTH AMERICAN ORDER  
FULFILLMENT

99,000 SQ. FT

21 DOCK-HIGH DOORS

ESFR SPRINKLER RATING

HVAC CONDITIONED

FLEXIBLE + SCALABLE  
INVENTORY ALLOCATION

# RICHMOND, B.C.

## TECHNOLOGY HUB



IN-HOUSE DEVELOPMENT TEAM

SEAMLESS MARKETPLACE INTEGRATION

DEDICATED ONBOARDING TEAM

DASHBOARD CLIENT PORTAL

REAL-TIME REPORTING

ADVANCED METRICS & BUSINESS INTELLIGENCE

**ACCESS** The logo for ACCESS GD, featuring the word 'ACCESS' in green and 'GD' in black with a green arrow pointing right.

# GO DIRECT TECHNOLOGY WE ADAPT TO YOU

## SEAMLESS INTEGRATION

A dedicated onboarding team that will lead you step-by-step through the integration process. From D2C to B2B, storefront retail or subscription sales, we can integrate with you.

## PLATFORM AGNOSTIC

We integrate with Shopify, Walmart, Magento or any other storefront or marketplace.

## SITE PLANNING + SCALING

Do you have FEFO or FIFO requirements? Anticipate season fluctuations in demand? Can your current 3PL scale with your demand? We'll build a plan with you that sets you up for today and the future.



## OMNI-CHANNEL / DASHBOARD PORTAL

Our advanced omni-channel middleware – **ACCESS GD** – is designed as a universal ordering and reporting portal providing a turn-key solution to onboarding and brand management.

Enables fulfillment of all FBA, B2B and eCommerce storefronts, while being able to track orders and inventory across borders and fulfillment centers from one all-inclusive dashboard system.

**ACCESS GD**, along with our expert in-house tech team, allows for seamless integration with your existing tech stack and one-stop-interface to view all of your sales channels across North America.

# ACCESS

## CLIENT DASHBOARD

### Example Sales Dashboard

Includes 35 Cards  
Sent by Mark Dos Santos

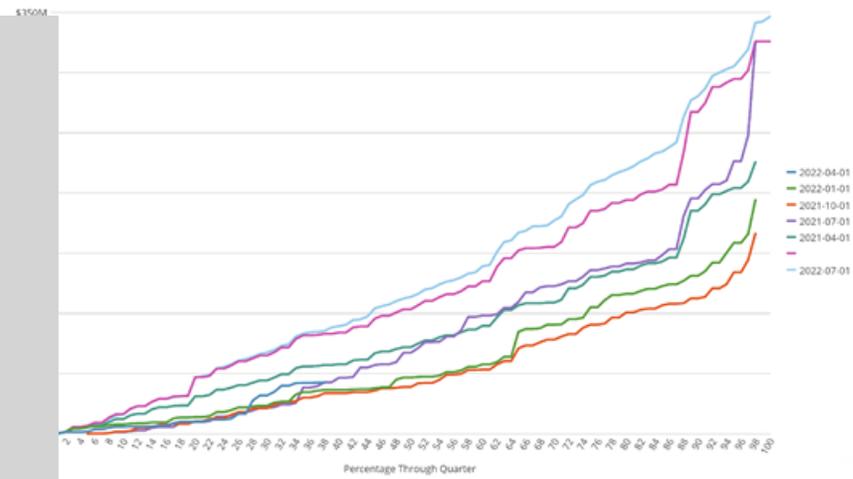
# SALES OPS

## EXECUTIVE SUMMARY



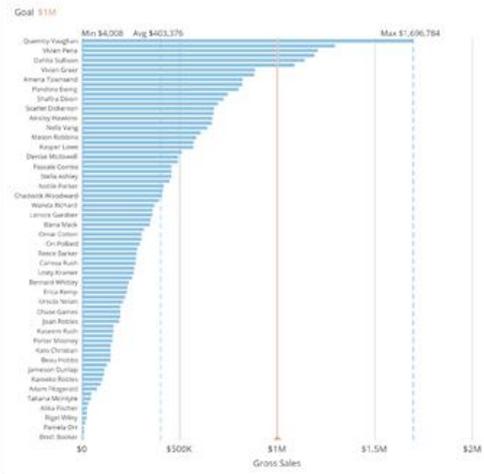
## PACING

Sales Target Pacing  
53% of Target

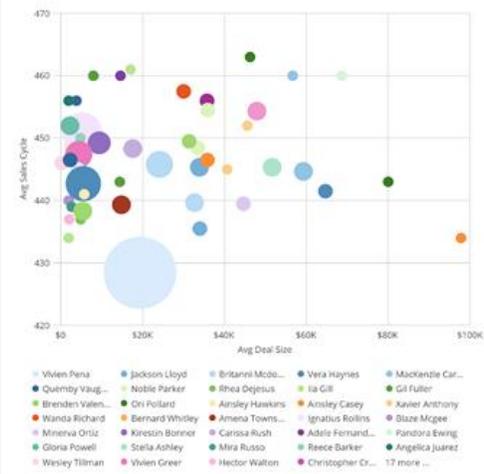


### Sales Reps

#### Annual Rep Ranking



#### Sales Rep Efficiency



# ACCESS

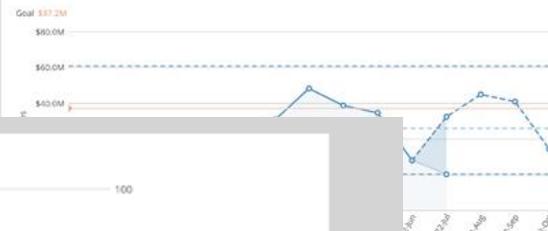
## CLIENT DASHBOARD

### Forecast

Quarterly Sales Forecast

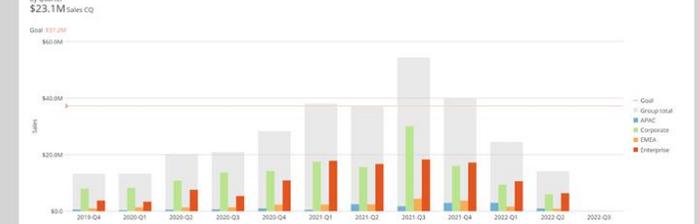
Region	Total Sales Budget	Verbal	Most Likely	Most Likely % Budget	Most Likely % YoY Growth	High	Closed Won (Total ACV)	Probable	Won + Commit + Probable	WCP % of Verbal	Upside from Deal Growth	Pipeline	Total Pipeline	Commit + Probable Coverage to Verbal
<b>Corporate</b>	\$10,581,936	\$9,860,000	\$10,585,000	100%	29%	\$11,600,000	\$2,126,212	\$3,232,001	\$6,192,779	63%	\$5,143,892	\$4,733,357	\$23,117,254	0.5X
Bybee	\$2,351,542	\$2,175,000	\$2,610,000	111%	-4%	\$3,277,000	\$519,289	\$1,064,735	\$1,760,750	81%	\$907,464	\$1,309,785	\$4,545,037	0.7X
Chamberlain	\$2,403,204	\$2,320,000	\$2,610,000	109%	45%	\$2,900,000	\$253,373	\$746,605	\$1,400,804	60%	\$1,562,098	\$807,128	\$5,959,227	0.6X
Porter	\$2,315,912	\$2,175,000	\$2,320,000	100%	-5%	\$2,610,000	\$134,125	\$1,045,273	\$1,400,161	64%	\$1,420,442	\$1,277,112	\$7,115,875	0.6X
Livingston	\$3,785,625	\$3,480,000	\$3,770,000	100%	128%	\$4,950,000	\$1,219,425	\$375,388	\$1,631,063	47%	\$1,253,888	\$1,339,332	\$5,497,115	0.2X
<b>Enterprise</b>	\$13,849,990	\$8,700,000	\$9,425,000	68%	-11%	\$14,500,000	\$2,181,555	\$4,318,821	\$6,036,123	92%	\$7,021,122	\$6,066,229	\$28,775,982	0.9X
Bradley	\$2,639,177	\$990,350	\$1,078,800	41%	-14%	\$1,280,350	\$73,437	\$456,863	\$823,617	83%	\$1,842,837	\$1,153,463	\$5,664,106	0.8X
Olsen	\$3,427,217	\$2,465,000	\$2,465,000	72%	35%	\$3,480,000	\$366,850	\$2,206,685	\$2,696,785	109%	\$786,625	\$902,551	\$6,519,252	1.1X
Crandall	\$3,690,307	\$2,537,500	\$4,350,000	118%	77%	\$7,250,000	\$361,050	\$1,094,025	\$1,769,508	70%	\$2,352,321	\$1,259,180	\$9,376,956	0.6X
Whitlock	\$3,690,698	\$2,610,000	\$2,900,000	79%	-31%	\$3,625,000	\$1,380,219	\$561,247	\$2,746,213	105%	\$2,039,341	\$2,771,034	\$7,215,668	1.1X
<b>EMEA</b>	\$4,521,732	\$2,610,000	\$2,900,000	64%	23%	\$3,335,000	\$57,029	\$0	\$2,592,485	99%	\$965,729	\$810,060	\$7,942,854	1.0X
<b>APAC</b>	\$4,086,088	\$1,450,000	\$2,175,000	53%	-16%	\$2,900,000	\$62,959	\$1,111,859	\$1,820,068	126%	\$2,785,731	\$1,950,758	\$9,124,915	1.3X
<b>Japan</b>	\$4,154,508	\$2,175,000	\$2,900,000	70%	29%	\$3,625,000	\$643,913	\$466,656	\$1,334,970	61%	\$366,740	\$1,368,744	\$6,058,786	0.5X
<b>Total Regional Rollup</b>	\$37,194,255	\$24,795,000	\$27,985,000	71%	6%	\$35,960,000	\$5,071,668	\$9,128,836	\$19,976,425	81%	\$16,283,213	\$14,947,145	\$75,019,793	0.8X
CRO Judgement	\$550,017	-\$145,000	-\$870,000	0%	0%	-\$3,335,000	\$0	\$0	\$0	0%	\$0	\$0	\$0	0
<b>CRO Forecast</b>	\$37,744,271	\$24,650,000	\$27,115,000	72%	3%	\$32,625,000	\$5,071,668	\$9,129,336	\$19,976,425	81%	\$16,283,213	\$14,947,145	\$75,019,793	0.8X

Monthly Sales Forecast by Month



### Global Sales

Sales by Team by Quarter



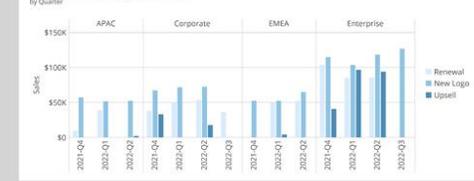
Quarterly Sales Projection by Quarter



New Customers by State



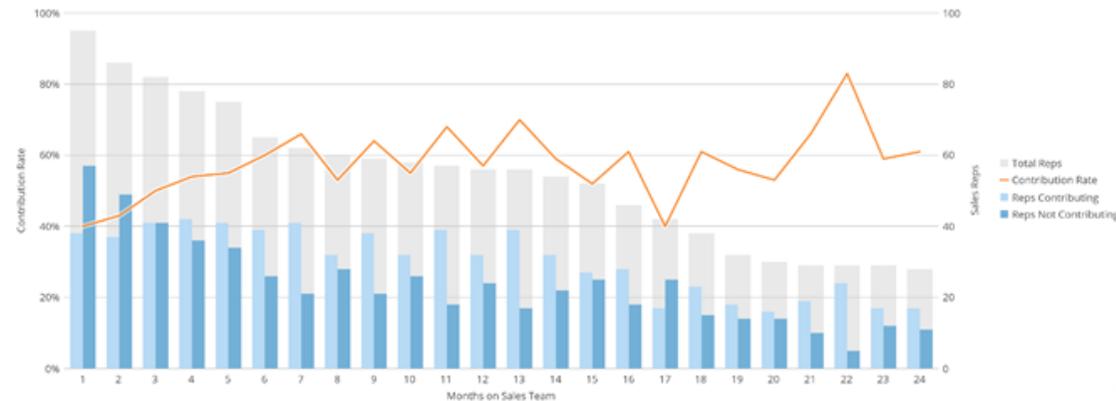
Average Deal Size by Type and Team



New vs Existing Customer Sales PQ



AE Contribution Rate



# GO DIRECT

## WAREHOUSE & INVENTORY MANAGEMENT

### INVENTORY CONTROL

We've invested in our technology to track every item of every client's stock, from the moment it lands on the loading dock to the day it is packed and shipped. Including scheduled cycle counts, dashboard reports, and recall management.

### ORDER PICK, PACK & SHIP

We prioritize optimizing order workflow and picking efficiencies with velocity planning, mapping high-volume route layouts, and clearly defined inventory sitemaps.

### SERIAL# + LOT CODE TRACKING

We can track any and all SKUs and provide Lot and Serial# tracing.

### PRIORITY ALLOCATION

We ensure required allocation methods are build in to your solution, whether it be FEFO/FIFO requirements, or high-volume assembly SKUs.

### REVERSE LOGISTICS

We receive, unpack, inspect and reconcile next steps with accurate and transparent reporting

# GO DIRECT CUSTOM KITTING & ASSEMBLY

## WHAT CAN WE KIT?

Medical Devices  
Toys and Games  
Sporting Equipment  
Product Samples  
Cellular Devices  
Consumer Goods

Cosmetics  
Gift Boxes  
Subscription Boxes  
Home Gardening  
Electronics  
And so much more...

## ➔ KITTING & ASSEMBLY

### COST PLANNING

We conduct meticulous, real-time trial analysis of kitting requirements to lock down the cost. We are meticulous in pre-evaluating labour & time to keep our kitting efficient, accurate and monitored.

## ➔ DEDICATED KITTING ZONES

Designated kitting zones optimized for timely, accurate picks.

## ➔ QUALITY CONTROL

When we pick and pack your SKUs we first make sure we've got the process fine-tuned through our kitting test process.

# GO DIRECT TRANSPORTATION GET THE ADVANTAGE!

- ➔ DIRECT-TO-CONSUMER, D2C
- ➔ BUSINESS-TO-BUSINESS, B2B
- ➔ FULFILLED BY AMAZON, FBA
- ➔ DIRECT-TO-RETAIL, D2R

## REAL-TIME RATE SHOPPING

GoDirect's robust Transportation Management System gets you the best rate, every time. We crunch the numbers so you don't have to.

## ONE-STOP SHIPMENT LOOKUP

24/7 Visibility of delivery estimates and tracking data. No need to visit every carrier's website; our tracking portal does that for you!

## CROSS-BORDER EXPERTISE

Customs and Duties shouldn't scare you away from expanding your customer base across the border.

## AUDITS + ANALYTICS

GoDirect's TMS allows us to analyze the costs and efficiency of every Carrier we use; we share our business intelligence to make sure your business is getting the best from us.

# GO DIRECT QUALITY MANAGEMENT

On-Site Quality Team  
Restricted Access Area  
ISO 13485 certified  
ISO 22000  
Expiry, Lot Code & Serial# Tracking  
FEFO/FIFO Allocation  
Recall Management  
Scheduled Mock Recalls (2hrs)



Humidity Controlled  
Temperature Controlled  
cGMP & GDP Procedures  
Natural Health Product License  
24-Hour Video Surveillance  
Medical Device Establishment  
License (MDEL)  
Pest Control  
Allergen Program  
Incident Tracking  
SQF Audited [www.sqfi.com](http://www.sqfi.com)

**REGULATED, CERTIFIED, COMMITTED, AUDITED**

# GO DIRECT QUALITY MANAGEMENT

**QUALITY**  
IT'S  
EVERYONE'S  
RESPONSIBILITY



# GO DIRECT QUALITY MANAGEMENT

- ➔ Medical Device Establishment License (MDEL)
- ➔ Health Canada Site License
- ➔ 5S
- ➔ ISO 13485

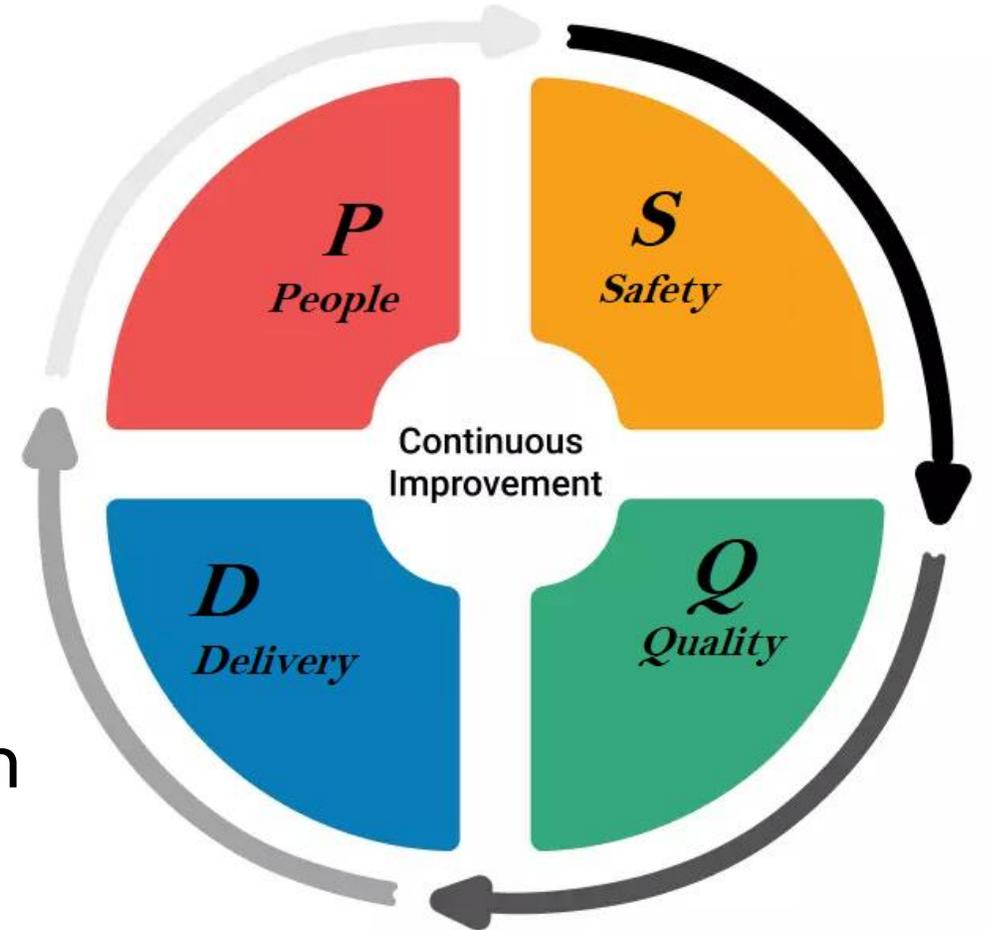
- ➔ ISO 22000
- ✦ Pest Control
- ✦ Allergen Program
- ✦ Incident Report
- ✦ Mock recall (2 hrs)



# GO DIRECT

## KEY PERFORMANCE INDICATOR

- ➔ KPI Daily Analytic
- ➔ Daily Production Meeting
- ➔ KPI Staff Reporting Board
- ➔ Monthly Management Team Review



# GO DIRECT

## ACCOUNTABILITY

### CLIENT SERVICE

#### CUSTOMER SATISFACTION

We know that keeping your Brand's promise means being accountable to your customers. That's why our CSRs have access to all the information they need to answer any customer question any time.

We not only provide fast, friendly answers to the ever-recurring "Where is my order?" question, but we nurture the customer relationship as a whole and believe our job is to serve as ambassadors to your Brand.

#### SUPPORT SERVICES

- ➔ SLA measurement & tracking
- ➔ B2C and B2B industry experience
- ➔ Brand-immersive training
- ➔ Dedicated Brand Representatives
- ➔ Full access to reports, audits, tracking tools and up-to-the-minute inventory status.
- ➔ CSR subject matter expertise



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