

COMPANY OVERVIEW

# GO DIRECT SUPPLY CHAIN SOLUTIONS

WE DO LOGISTICS,  
WE DELIVER FULFILLMENT

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



THE CLEAR PATH  
BETWEEN YOU AND  
YOUR CUSTOMERS.



# OUR MISSION

**Go Direct** operates as a world-class 3PL provider and we are 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 strive for 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.



# 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



## IN OUR CLIENT'S WORDS...

"We're thrilled to have Go Direct as our retail and eCommerce partner in both US and Canada. We needed a top notch 3PL, with temperature control capabilities; we conducted a RFP and they were, by far, our first choice. We're thrilled with the team and also with the Real-Time Bidding for the freight as this takes this off our hands and ensures us best pricing."

**Suzie Yorke, Co-Founder & CEO, FourX Better Chocolate™**

"When another provider dropped the ball on an important national E-commerce rollout, Go Direct sprang into action to help out. Not only was Go Direct able to fast-track item and system setups, but also picked up inventory, and packed and shipped hundreds of orders without delay. The program was a complete success based on Go Direct's quick action and excellent service."

**Trevor Wojick, Sr. Director, Operations, Chickapea**





## Fastest-Growing Emerging Brands

2022



# FASTER, STRONGER, BETTER!

**GO DIRECT WANTS YOU!**

Go Direct is proud to be partnered with some of the hottest, fastest growing brands today. We excel at providing 3PL solutions to aggressive tier-1, fast scaling companies. These are just a few of our current and upcoming partners recently showcased on INSTACART'S Fastest Growing Emerging Brands 2022 list.





## NORTH AMERICAN ORDER MANAGEMENT CROSS-BORDER EXPERTISE

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

REGIONAL DEMAND PLANNING

ROUTING FLEXIBILITY

CROSS-BORDER INVENTORY FLEXIBILITY

TRADE, TARIFF, DUTY EXPERTISE

REAL-TIME RATE SHOPPING

Columbus OH, Calgary AB, Mississauga ON, Reno NV



COLUMBUS  
OHIO



RENO  
NEVADA



MISSISSAUGA  
ONTARIO



CALGARY  
ALBERTA

# 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.

### “STOP SHIP”

We can support specific end dates, shelf-life variables, and 'stop ship' requirements for any destination or customer.

### REVERSE LOGISTICS

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



# GO DIRECT

## OPERATIONS EXPERTISE

### CASE, PALLET, EACH

No matter your product requirements, our experts can handle it. You tell us how you need it, and our Operations team will make it happen.

### SHOPPING CARTS & MARKETPLACES

Whatever your eCommerce platform or end marketplace, we have flexible solutions to reach your customers and grow with you.

### BOUTIQUE RETAIL / GLOBAL WHOLESALE

No destination is too big or small; from “Mom & Pop” to the “Walmarts” of the world, we’ll deliver according to routing guides.



# GO DIRECT CUSTOM KITTING & ASSEMBLY

## WHAT CAN WE KIT?

Medical Devices	Cosmetics
Toys and Games	Gift Boxes
Sporting Equipment	Subscription Boxes
Product Samples	Home Gardening
Cellular Devices	Electronics
Consumer Goods	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
- ➡ ROUTE GUIDE EXPERTISE



## 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.

## 24 – 48 HOUR N.A. FULFILLMENT

Our North American coverage with key locations in Canada and the US provides 48 hour coverage, east to west, north to south.

## 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.

# 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** 

# GO DIRECT TECHNOLOGY WE ADAPT TO YOU

## SEAMLESS INTEGRATION / ONBOARDING HYPERCARE

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 across all e-storefronts including Shopify, Skubana, Woo Commerce and Magenta.

## SITE PLANNING + SCALING

Manage inventory levels and set forecasts and planning through through the accessGD dashboard

## ACCESS DASHBOARD PORTAL

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

### Forecast

#### Quarterly Sales Forecast

Region	Total Sales Budget	Verbal	Most Likely	Most Likely % Budget	Most Likely % YoY Growth	High	Closed Won (Total ACV)	Probable	Win + Commit + Probable	WCP % of Verbal	Upside from Deal Growth	Pipeline	Total Pipeline	Commit + Probable Coverage to Verbal
Corporate	\$10,581,936	\$9,860,000	\$10,585,000	100%	23%	\$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	\$1,272,112	\$7,115,875	0.6X
Livingston	\$3,785,625	\$3,480,000	\$3,770,000	100%	128%	\$4,350,000	\$1,219,425	\$375,388	\$1,631,063	47%	\$1,253,888	\$1,339,332	\$5,497,115	0.2X
Enterprise	\$13,849,990	\$8,700,000	\$9,425,000	68%	-11%	\$14,500,000	\$2,181,555	\$4,318,821	\$8,036,123	92%	\$7,021,122	\$6,04		
Bradley	\$2,639,177	\$990,350	\$1,078,800	41%	-14%	\$1,280,350	\$73,437	\$456,863	\$823,617	83%	\$1,842,837	\$1,15		
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	\$9K		
Crandall	\$3,690,307	\$2,537,500	\$4,350,000	118%	77%	\$7,250,000	\$361,050	\$1,094,025	\$1,769,508	79%	\$2,352,321	\$1,23		
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	\$2,77		
EMEA	\$4,521,732	\$2,610,000	\$2,900,000	64%	23%	\$3,335,000	\$57,029	\$0	\$2,592,485	99%	\$965,729	\$81		
APAC	\$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	\$1,95		
Japan	\$4,154,508	\$2,175,000	\$2,900,000	70%	29%	\$3,625,000	\$643,913	\$466,656	\$1,334,970	61%	\$366,740	\$1,38		
Total Regional Rollup	\$37,194,255	\$24,795,000	\$27,585,000	71%	6%	\$35,960,000	\$5,071,668	\$9,129,336	\$19,976,425	81%	\$16,283,213	\$14,9		
CRO Judgement	\$550,017	-\$145,000	-\$870,000	0%	0%	-\$3,335,000	\$0	\$0	\$0	0%	\$0	\$0		
CRO Forecast	\$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	\$14,9		

#### Monthly Sales Forecast by Month



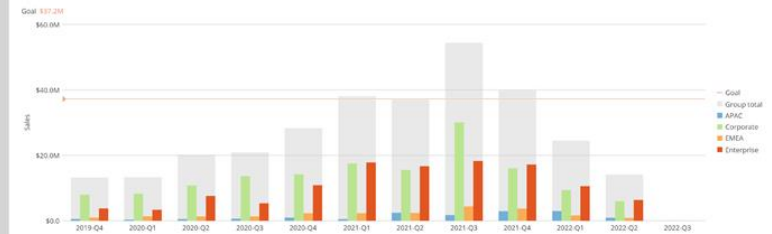
#### Top 20 Opps



### Global Sales

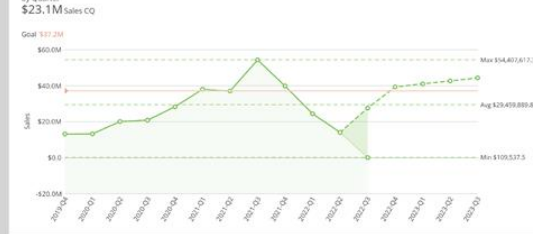
#### Sales by Team by Quarter

\$23.1M Sales CQ



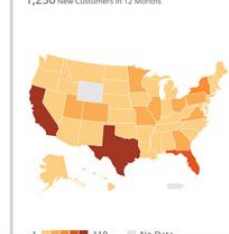
#### Quarterly Sales Projection by Quarter

\$23.1M Sales CQ



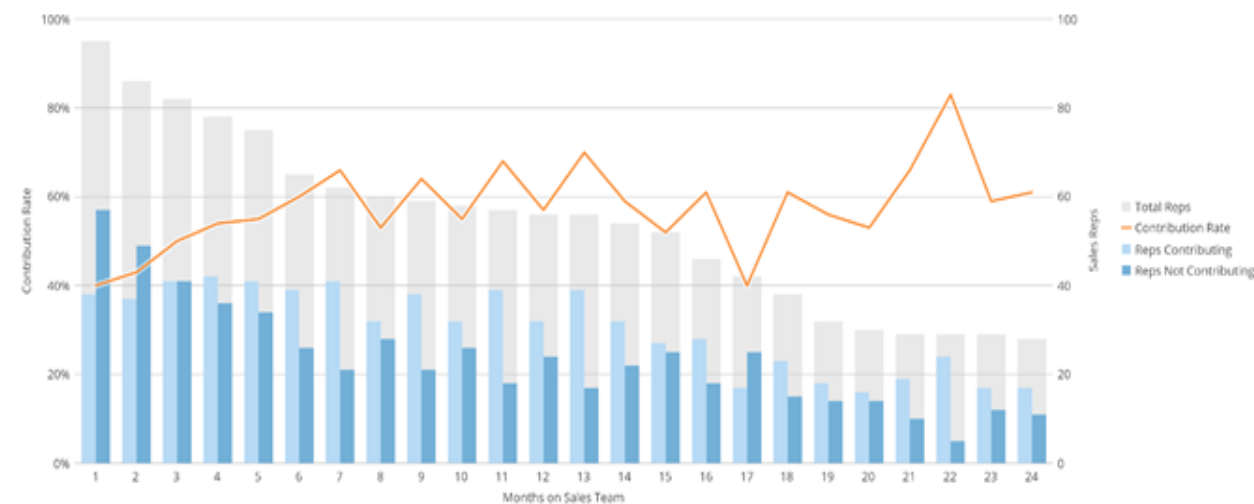
#### New Customers by State

1,250 New Customers in 12 Months

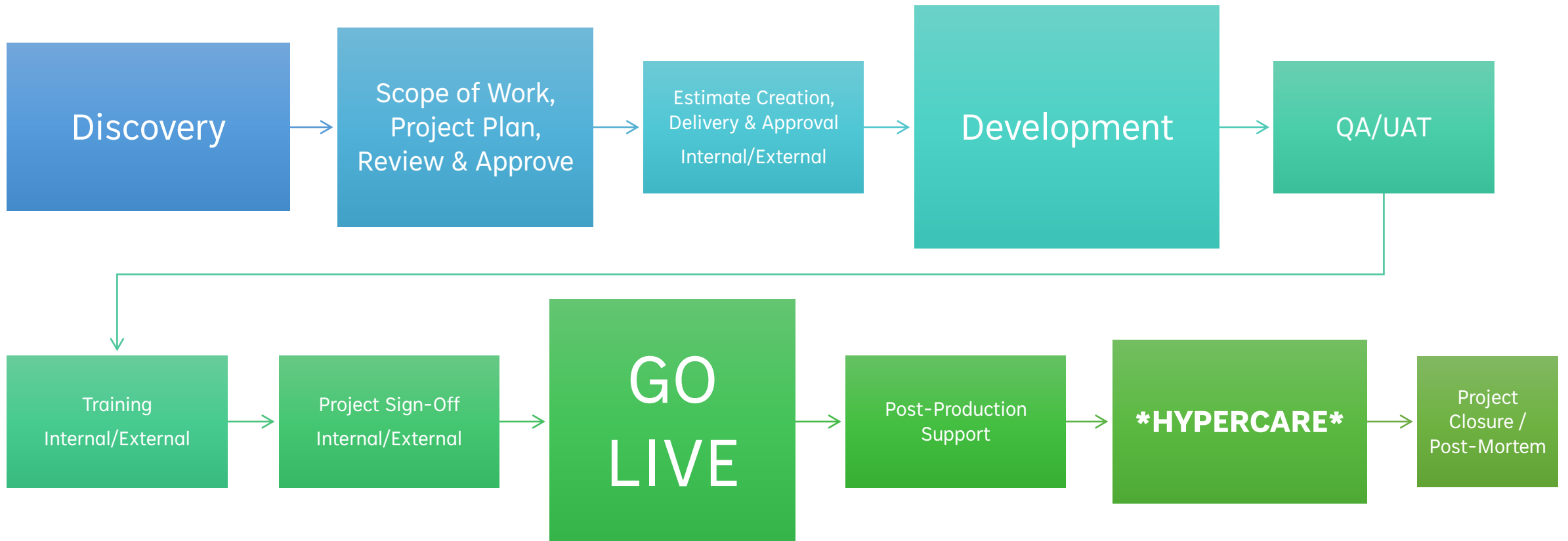


#### Average Deal Size by Type and Team

### AE Contribution Rate



**GO DIRECT**  
**ONBOARDING**  
PROVEN PROJECT LIFECYCLE



# GO DIRECT

## SERVICE LEVEL AGREEMENTS

### MEASURE, REPORT, REVIEW

We believe that Service Level Agreements are the blueprint for success.

Our SLA model specifies, in measurable terms, what services the Go Direct will furnish & defines the roles & responsibilities that each party has committed to.

Through our robust, client-facing tech platform – ACCESSGD – we provide integrated, real-time, tailored visibility into your brand's inventory & performance.

Service Levels	Description	Target	Current Month	Year To Date
<b>Customer Service</b>	Consumer Care inquiries addressed within 3 business hours	99%	100%	100%
<b>Receiving</b>	Receipts delivered to Go Direct by noon are entered into stock on the same day.	99%	100%	100%
	Receipts entered into stock within 24 hours of delivery to dock	99%	100%	100%
<b>Non-Compliant Receipts</b>	Receipts entered into stock within 48 hours of delivery to dock	99%	100%	100%
	Non-compliant receipt notification to customer done within 4 business hours	99%	100%	100%
<b>Direct-to-Consumer Order Fulfillment</b>	Orders received by 12 PMPM EST will be picked, packed and shipped on the same day	99%	99.5%	99.5%
	Orders received after 12 PM EST will be picked, packed and shipped within 24 hours	99%	99.5%	99.5%
<b>Direct-to-Retail Order Fulfillment</b>	Orders received by 12 PM EST will be picked, packed and shipped on the same day (unless delivery scheduling is required)	99%	99.5%	100%
	Orders received after 12 PM EST will be picked, packed and shipped within 24 hours (unless delivery scheduling is required)	99%	100%	100%
<b>Wholesale Order Fulfillment</b>	Orders will be picked, packed and shipped within 48 hours	99%	N/A	N/A
<b>Order Accuracy</b>	Orders picked, packed, and shipped accurately The investigation for such issues will be completed and results communicated to JUUL within 48 hrs.	99%	100%	99.99%*
<b>Rush Order Fulfillment for Retail and Wholesale</b>	Rush orders received for Direct-to-Consumer orders by 3 PM EST will be picked, packed and shipped on the same day. The contact center will send an email to the Go Direct customer service team advising them of the rush order.	99%	N/A	N/A
	Rush orders received for Direct-to-Retail and Wholesale orders by 2 PM EST will be picked, packed and shipped on the same day. Extremely large LTL orders may not be accommodated due to scheduling restrictions.	99%	N/A	N/A
	If Go Direct is unable to meet the fulfillment requirements, they will contact JUUL within four (4) business hours to provide a corrective action plan to remedy the situation.	99%	N/A	N/A
<b>Return Processing</b>	Consumer returns sent back to Go Direct will be processed daily, Monday through Friday, within 72 hours.*	99%	100%	100%
<b>Inventory Management</b>	Go Direct will maintain accurate inventory and complete cycle counts on a monthly basis.	99%	99.99%	99.97%
<b>Shipping</b>	Go Direct will hold carriers accountable for on-time delivery based on their published transit times and delivery services	98%	99.97%	99.97%
<b>accessGD</b>	accessGD will be always accessible and available outside of schedule maintenance	99%	100%	99.99%*
<b>Invoicing</b>	The invoices will be sent to JUUL on the 5th business day of each month in PDF and Excel formats.	99%	100%	100%
<b>Monthly Business Reviews</b>	Go Direct will conduct monthly business reviews on the first Friday of each month.	99%	100%	100%

\*SLA EXAMPLE ONLY\*

# 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

## CLIENT SERVICE + HYPERCARE

### ACCOUNTABILITY

#### CUSTOMER SATISFACTION

We know that keeping your Brand's promise means being accountable to your customers. That's why we have an "All Hands on Deck" policy when it comes to client service.

Go Direct ensures your onboarding project team has immediate access to all the information they need to answer any question, any time.

#### ACCOUNT MANAGEMENT

- ➡ SLA measurement, tracking, reporting
- ➡ Assigned Key Account reps
- ➡ Brand-immersive training
- ➡ Dedicated Brand Representatives
- ➡ CSR subject matter expertise
- ➡ On-demand access to reports, audits, tracking tools and up-to-the-minute inventory status.



## 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).



# THANK YOU!

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Calgary, Alberta

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