

# CoolBot Introduction

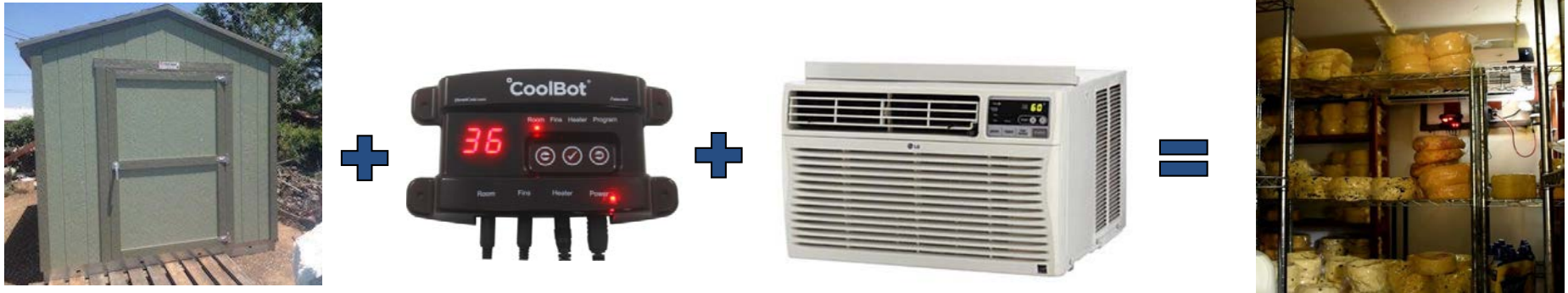
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December, 2016

The logo for CoolBot, featuring a blue degree symbol (°) above the word "Cool" in blue and "Bot" in dark grey.

## Overview

- The CoolBot is a patented electronic controller that enables our clients to turn any insulated room into an affordable walk-in cooler using only a CoolBot and an off-the-shelf air conditioning unit. Save \$1000s over traditional walk in coolers!

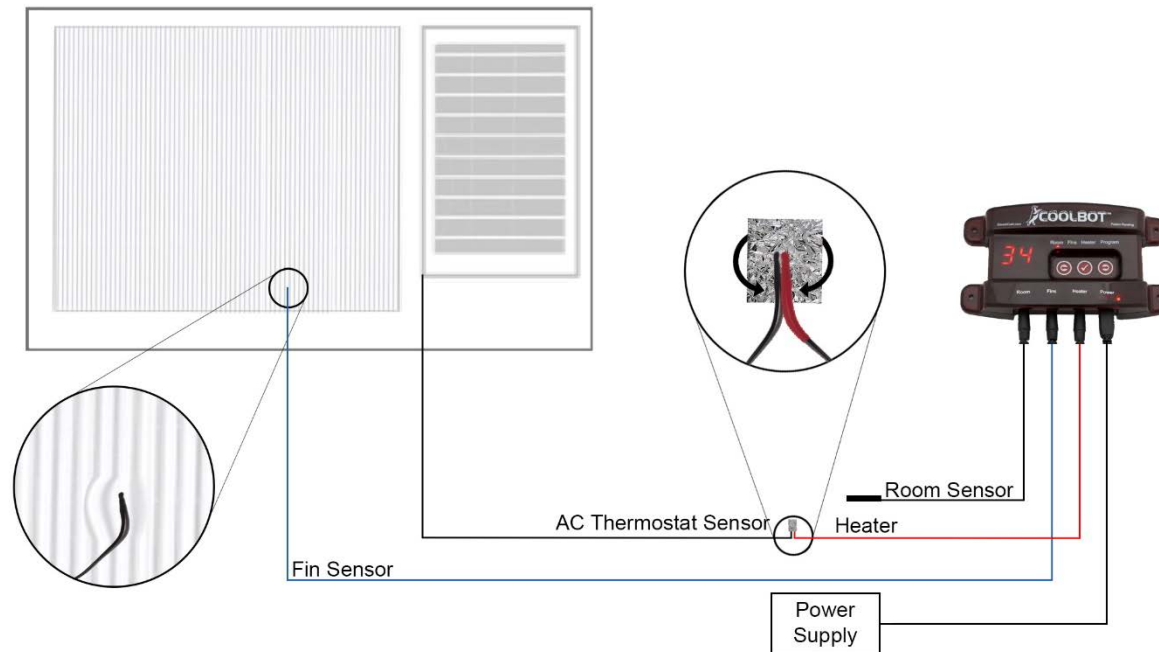


**Affordable Cooler**

- CoolBots are designed to help Cheese & Dairy enthusiasts affordably build their own walk-in cooler to store their inventory
- We help you save money and work more efficiently
  - Customers save up to 83% in upfront costs vs. a traditional walk-in cooler refrigeration system
  - Customers save up to 42% on monthly electricity bills
  - Easy do-it-yourself (DIY) installation in minutes
  - No expensive repair technicians

## How It Works

- The CoolBot helps its customers save by utilizing the cooling power of a standard air conditioner to drop the room temperature as low as 35°F without freezing up the air conditioner fins
- Unlike traditional coolers, the CoolBot installs in minutes and does not require expensive technicians



- Customers must have well-insulated cold rooms and follow our guidelines on A/C sizing and brand selection
  - Most CoolBot customers are building their own coolers rather than purchasing a pre-built system or hiring a contractor
- CoolBots are best suited for coolers that are opened less than 6 times per hour; accordingly it is a great solution for many: dairy enthusiasts, farmers, hunters, brewers, tap rooms, storage rooms, wine cellars and more

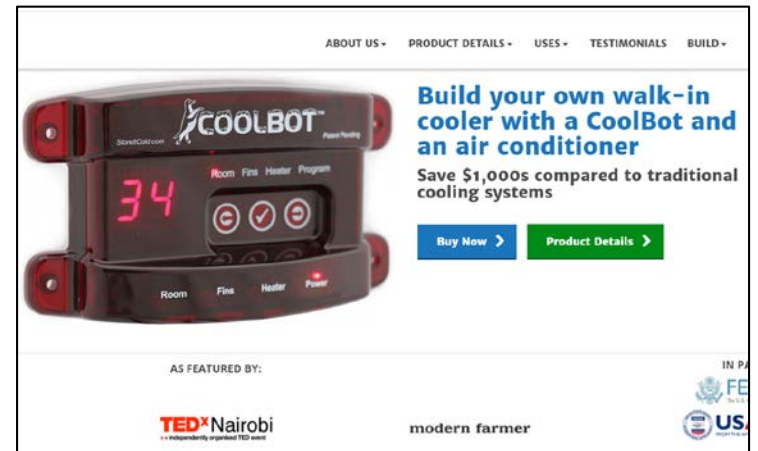
### CoolBot Applications

- **Store It Cold's customer base spans across the full Cheese & Dairy making spectrum:**
  - Cheese
  - Dairy
  - Yogurt
  - Retail / Wholesale
  - Mobile
  
- **Carrying the CoolBot offers a wide range of benefits:**
  1. Cheese & Dairy makers with a CoolBot walk-in cooler work more often, as they can store inventory and work without worrying about inventory spoilage from high temperatures
  2. Customers purchasing CoolBots are well-positioned to purchase high margin ASP equipment and accessories as they invest in the full range of activities.
  3. The CoolBot will deliver a strong value proposition to – customers as it will save them thousands of dollars vs. the traditional technology



## CoolBot in the Market

- **Store It Cold currently sells CoolBots through 2 primary channels:**
  - Direct via [www.storeitcold.com](http://www.storeitcold.com) and over the phone (888-871-5723)
    - Price: \$315
    - Free domestic shipping
  - Via Amazon.com as a 3<sup>rd</sup> party seller
    - Price: \$329
    - Eligible for Amazon Prime shipping
    - 5 star reviews
  - We also sell through select agricultural and brewing distributors
- **Support and Warranty Information**
  - We offer thorough support and advice on the cooler construction process, CoolBot installation and technical support via phone, email, and a ZenDesk online help center
  - Full 1 year warranty; we double the warranty upon submission of set up pictures and feedback
  - We have < 1% return rate
- **Manufacturing**
  - We work with a sophisticated contract manufacturer which allows us to quickly flex up our manufacturing capacity
  - We have the ability to manufacture 40,000+ units per year



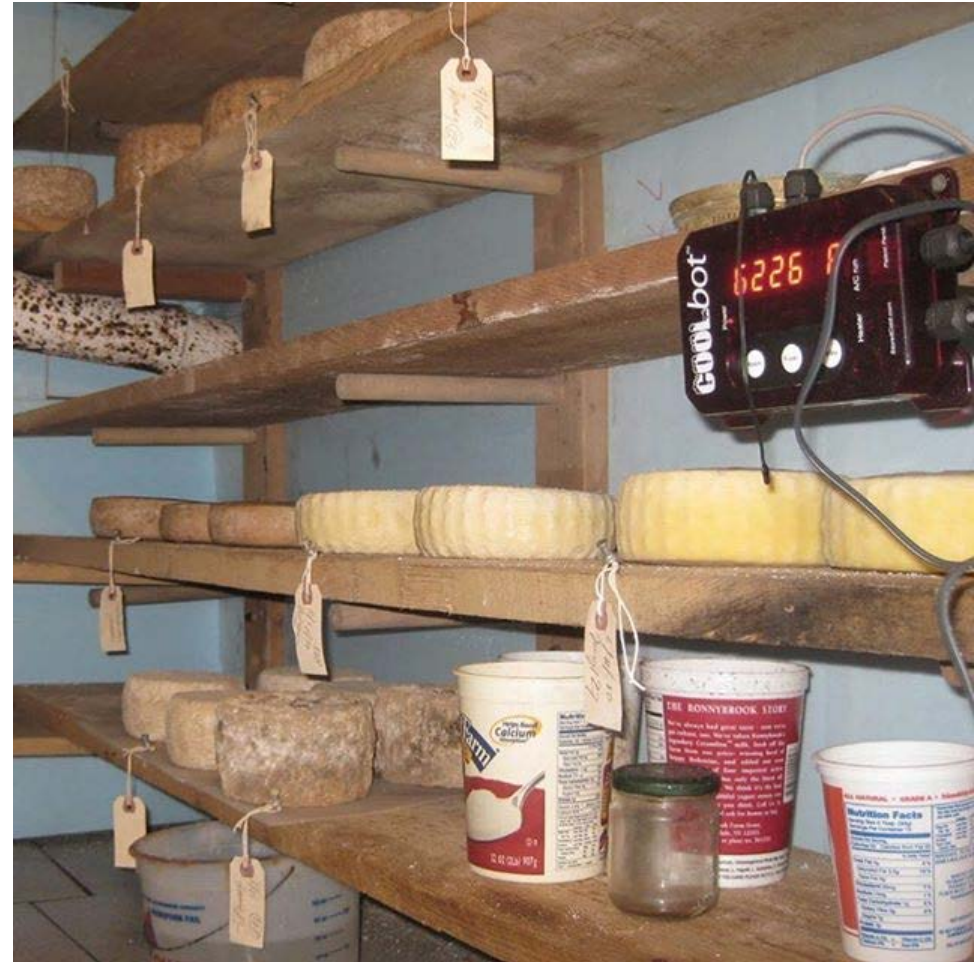
# Store It Cold, LLC

## Customer Highlights – Cheese & Dairy

Our passionate, engaged customer base shares their workday with the CoolBots

[storeitcold](#) #Repost [@bleating\\_heart](#) #coolbot #coolbotcheese

... It's a busy Saturday morning here in the creamery! Cheesemaking & affinage in progress. Hope everyone is having a great weekend, even though it's probably not as cheesy as ours 😊 #cheesehustle #mustcontinue #whatsaweekend #americancheesemonth



Customer Highlights – Cheese & Dairy

*I am really happy to thank you once again about the CoolBot, really a great device! .....  
.....the best part is that, it works simply perfect, definitely over my expectation. I hope to buy  
two more CoolBot as soon as possible (as soon as I'll get more space!).*

Sandro Nepal



Customer Highlights – Cheese & Dairy cont'd)



*There is a great write up on cheese making from Jennifer Betancourt, head cheese maker at Silvery Moon Creamery. To read more about cheese production and the rooms where it takes place, check out her essay at [Silvery Moon Cheese](#). We're proud to be mentioned in the report: "CoolBot with Conventional Air Conditioning – This is the rising star of this list of temperature control options! It is a relatively new device that several cheesemakers are utilizing with success."*





## Store It Cold, LLC

### Company Background

- The CoolBot was invented in 2006 by Ron Khosla, a small farmer who could not afford a traditional walk-in cooler, but wanted to preserve his produce and expand his marketing opportunities for his crops
- Ron founded Store It Cold to sell CoolBots, and word quickly spread in the agricultural community
- Expanding beyond just agriculture, Store It Cold began selling CoolBots to hunters, brewers, bars, restaurants, wine cellars, florists, dairies and even mortuaries – all of whom needed affordable cold storage
- In October 2015, Stoic Holdings LLC led a group of investors to acquire a majority interest in Store It Cold and invest in its growth – building infrastructure and expanding capacity to meet demand
- To date, over 35,000 customers from over 60 countries have trusted CoolBots to keep their harvest and inventory cool ***with over 7,500 CoolBots being sold in the past 12 months***
- We are now actively seeking wholesale and distribution partners who can help us reach our next 30,000 customers



### Wholesale Pricing

- We believe our pricing matrix delivers an attractive margin to Cheese & Dairy suppliers.
- Given the CoolBot's small dimensions (6.5" x 3.5" x 1.5"), we believe the CoolBot represents an attractive sales per square foot proposition for Sportsman's Warehouse

Units per Order	Price per Unit	Per-Unit Discount vs. MSRP (\$315)	
		%	\$
5 - 10	\$220.50	30.0%	\$94.50
11 - 53	\$210.00	33.3%	\$105.00
54 - 107	\$199.50	36.7%	\$115.50
108+	\$189.00	40.0%	\$126.00

### Contact Information

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  - Email: support@storeitcold.com
- **Website**
  - [www.storeitcold.com](http://www.storeitcold.com)
- **Address**
  - 3132 Federal Blvd. | Denver, CO 80211

## About Store It Cold

Store It Cold is a leading provider of cooling technology to the walk-in cooler industry.

Store It Cold's primary product is the CoolBot®, a patented device that enables users to create a low-cost walk-in cooler using a standard window or mini-split air conditioner. Customers use CoolBots to address their cooling needs in a variety of industries, such as the agricultural, floral, brewing, dairy, grocery, seafood, restaurant, hunting, wine and transportation.