

simpliworks™

Where eCommerce Breaks, We
Execute.



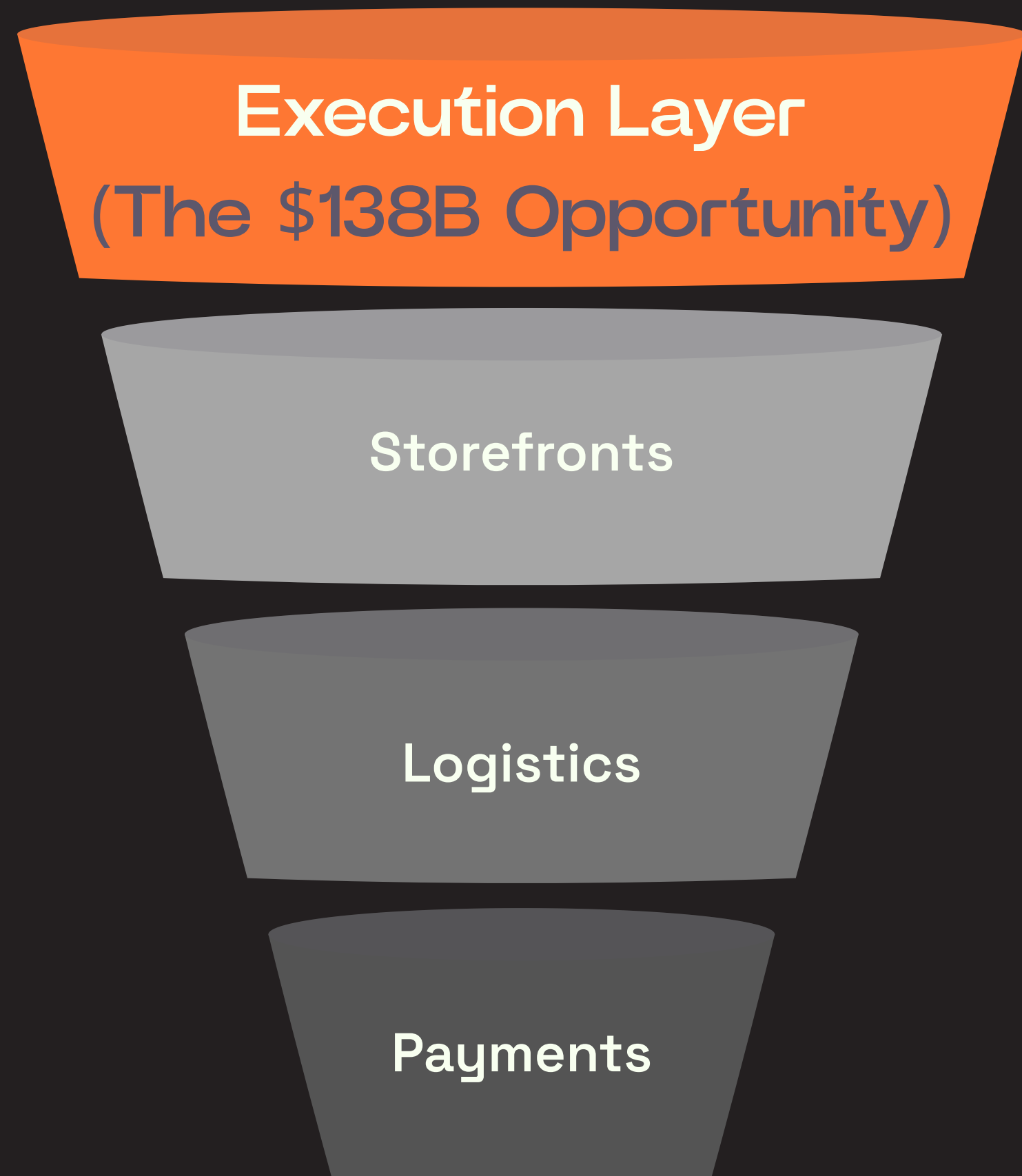
Safe-Harbor Statement

Safe Harbor Statement under the U.S. Private Securities Litigation Reform Act of 1995 – Various statements contained in this document constitute “forward-looking statements” as that term is defined under the U.S. Private Securities Litigation Reform Act of 1995. Words like “believe,” “anticipate,” “should,” “intend,” “plan,” “will,” “expects,” “estimates,” “projects,” “positioned,” “strategy,” and similar expressions identify these forward-looking statements, which involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements or industry results to be materially different from those contemplated, projected, forecasted, estimated or budgeted whether expressed or implied, by these forward-looking statements. These factors include: potential adverse developments with respect to our liquidity or results of operations; potential adverse competitive, economic or regulatory developments; our debt payments and other contractual commitments; our ability to fund and execute our business plan; our ability to generate cash sufficient to service our debt; interest rate and currency exchange rate fluctuations; the impact of new business opportunities requiring significant up-front investments; our ability to attract and retain customers and increase our overall market penetration; our ability to compete against other digital marketing businesses; our ability to maintain contracts that are critical to our operations; our ability to respond adequately to technological developments; our ability to develop and maintain back-up for our critical systems; our ability to have an impact upon, or to respond effectively to, new or modified laws or regulations and our ability to sustain or increase shareholder distributions in future periods. We assume no obligation to update these forward-looking statements contained herein to reflect actual results, changes in assumptions or changes in factors affecting these statements.

The **silent killer** of eCommerce profit?
*The work no one sees—and no system
owns.*

**\$10 billion vanishes every year in
eCommerce—lost to slow fixes,
broken tools, and invisible complexity.**

Commerce has a
payment layer.
A shipping layer.
A storefront layer.
But no *execution layer*.



How brands are patching what should be **built-in**

	Before	After (Performance Ops)
Tool Overload	✗ Dozens of disconnected tools, siloed workflows	✓ One system for visibility and execution
Agency Dependency	✗ Human bottlenecks, reactive fixes	✓ Autonomous task resolution, no headcount scaling
Fragmented Ops	✗ Ad issues, listing flags, stockouts in disconnected silos	✓ Unified task intelligence — catalog, ads, and logistics aligned
Hidden costs	✗ Profit lost in the chaos	✓ Efficiency compounds into margin and growth

SellerOS: The First Performance Operating System for eCommerce

Not a dashboard. Not an agency. A system that executes.

What SellerOS Ingests

Channels
(Amazon, Shopify, Walmart)

Operational Workflows
(Support, Ads, Catalog, Logistics)

Brand Assets
(Content, Policies, SOPs)

AI Agents

Performance Goals



What SellerOS Delivers

Autonomous Execution

Campaign & Catalog
Optimization

Margin Recovery /
Revenue Impact

Workflow Automation

Results & Learning

We take brands from this...

COMPARISON PERIOD	\$	% INCOME	\$ PER UNIT
INCOME			
Shipped product sales	\$240,785.71	107.2%	\$36.64
Refunds	-\$3,549.28	-1.6%	-\$0.54
Reimbursements	\$532.32	0.2%	\$0.08
Promotions	-\$19,176.92	-8.5%	-\$2.92
Other income	\$5,957.43	2.7%	\$0.91
Net revenue	\$224,549.26	100.0%	\$34.17
EXPENSES			
Advertising	\$68,439.31	30.5%	\$10.41
Selling fees	\$35,457.14	15.8%	\$5.40
Fulfilment and shipping	\$44,210.40	19.7%	\$6.73
Cancellations and Refunds	\$105.90	0.0%	\$0.02
Cost of goods	\$31,898.93	14.2%	\$4.85
Other expenses	\$12.00	0.0%	\$0.00
Total expenses	\$180,123.68	80.2%	\$27.41
PROFIT	\$44,425.58	19.8%	\$6.76
Profit %	19.8%		

April 16th, 2025 - May 15th, 2025

to this (in 30 days).

CURRENT PERIOD	\$	% INCOME	\$ PER UNIT
INCOME			
Shipped product sales	\$252,772.23	105.3%	\$36.33
Refunds	-\$4,024.97	-1.7%	-\$0.58
Reimbursements	\$3,077.32	1.3%	\$0.44
Promotions	-\$18,253.72	-7.6%	-\$2.62
Other income	\$6,492.45	2.7%	\$0.93
Net revenue	\$240,063.31	100.0%	\$34.51
EXPENSES			
Advertising	\$58,492.97	24.4%	\$8.41
Selling fees	\$37,703.41	15.7%	\$5.42
Fulfilment and shipping	\$43,584.01	18.2%	\$6.26
Cancellations and Refunds	\$117.72	0.0%	\$0.02
Cost of goods	\$32,923.36	13.7%	\$4.73
Other expenses	\$310.14	0.1%	\$0.04
Total expenses	\$173,131.61	72.1%	\$24.89
PROFIT	\$66,931.70	27.9%	\$9.62
Profit %	27.9%		

May 16th, 2025 - June 14th, 2025

We built a better way and **it's working**

\$1m+

Annual Recurring
Revenue (Profitable)

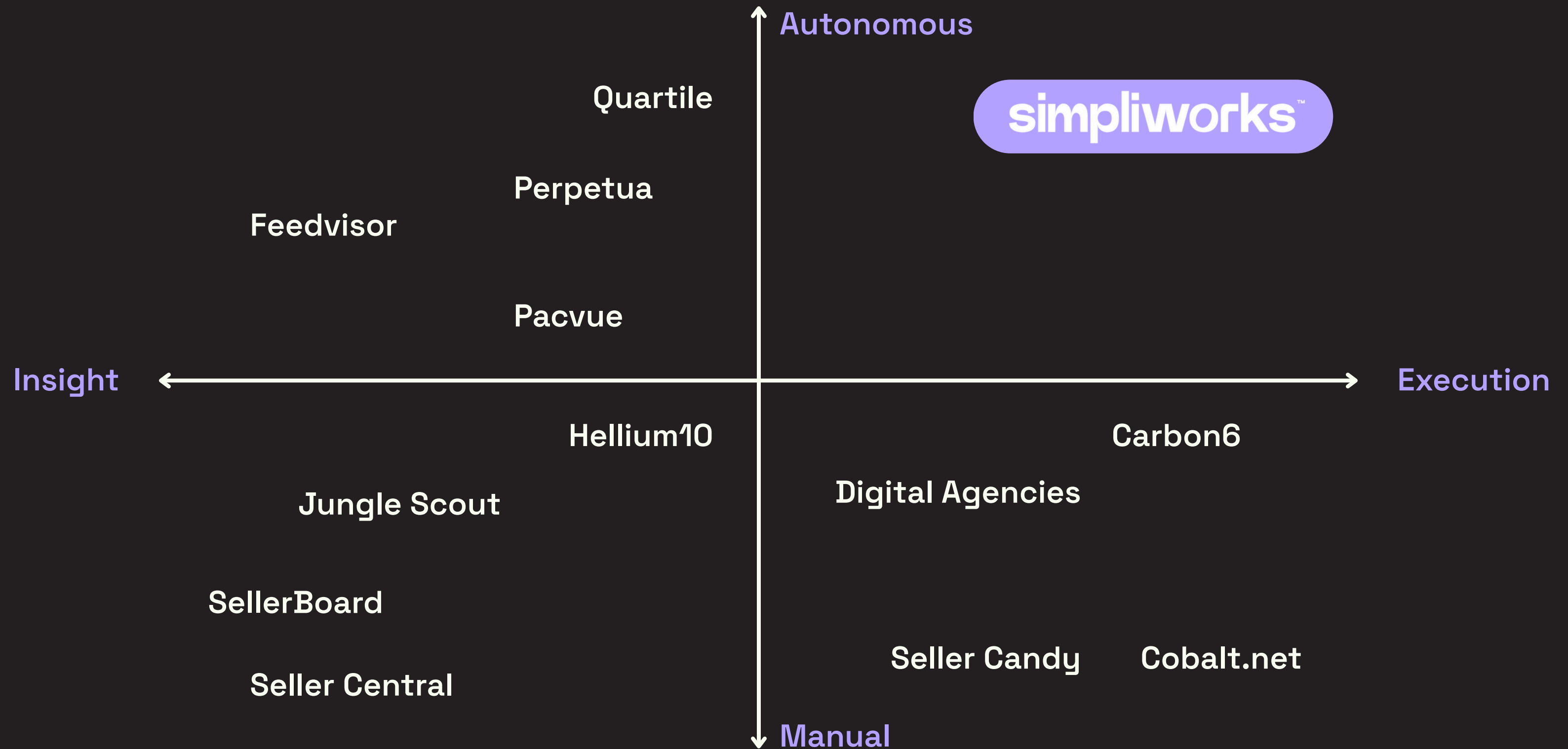
+133%

Year-over-Year
Rev Share Income

+72%

Year-Over-Year
Revenue/Customer

Everyone else builds tools or teams.
We built the system.



We sell **outcomes**, not hours or seats

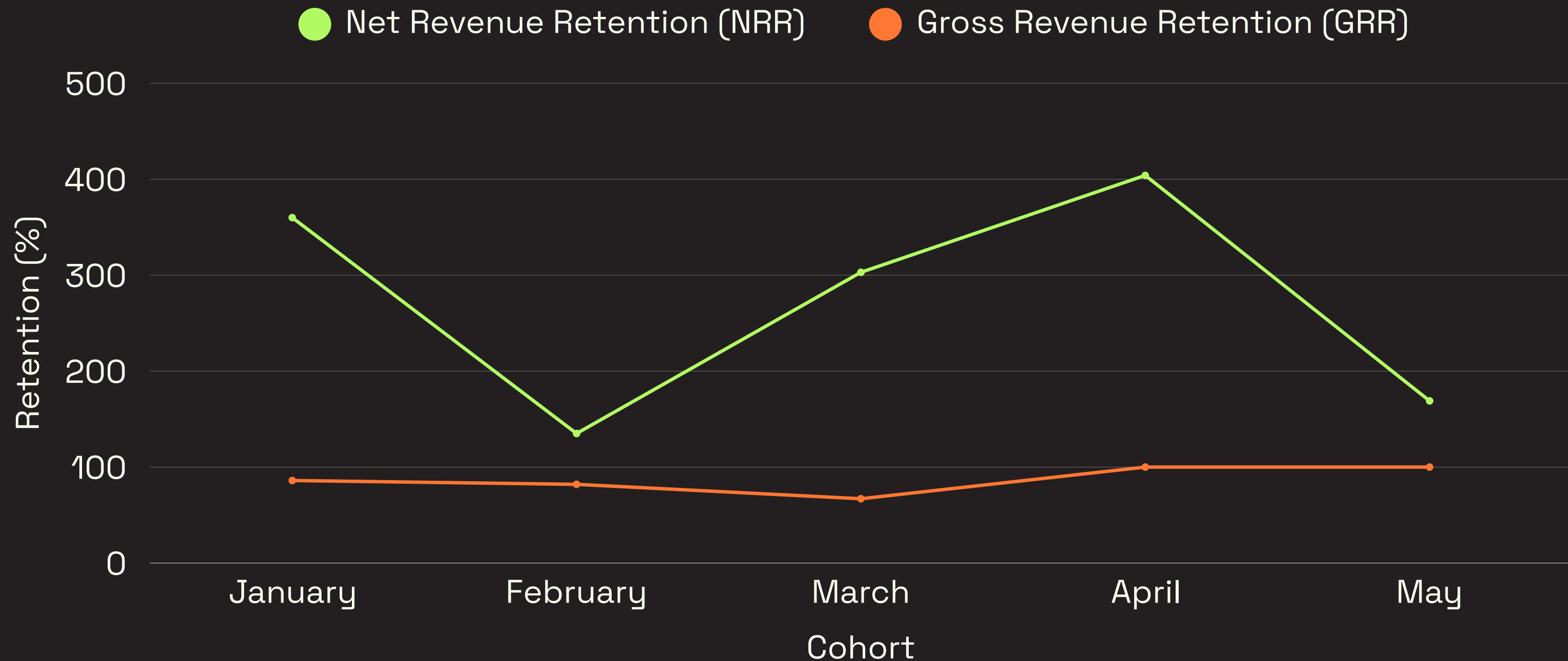
How we get paid

- 1) Revenue Share
- 2) Monthly Subscriptions

How we scale



Cohorts expand fast — averaging **294% NRR** within months



***1.45x the NRR of top SaaS Companies.**

We're not SaaS... we're better.

Why we win

Aligned Incentives

We only win when our partners do.

Our performance-based model ties our success to theirs—from revenue to retention (and they love this).

Automation Where it Matters

Not everything. Just the bottlenecks that matter most.

We automate high-friction workflows to unlock margin, not create noise.

Natural Channel Expansion

More Channels = Shared Upside

We unlock revenue opportunities across Amazon, Walmart, & Shopify—without adding overhead.

“We went from scrambling to Shark Tank-ready. Simpliworks made it happen—fast.”

- Kristen Dunning, CEO, Gently Soap

“We were running in circles before partnering with Simpliworks- now we can focus on what we do best.”

- Kuanny Yin, VP, Panera Coffee

“I came to Simpliworks with a mess on Amazon. They rebuilt it. I invested—and joined the team.”

- Shelby Mason, CEO, Bootights

Built the system. Raising \$2.8M to lead the category.

Investment	% Allocation	Use of Funds
Product & Engineering	40%	Expand SellerOS automation + AI intelligence
Go-to-Market & Sales	25%	Performance team hires, sales ops, partner enablement
Workflow Expansion & Ops	20%	Build out agentic task systems & partner playbooks
Foundational G&A	10%	Legal, finance, insurance, compliance
Runway Buffer	5%	Strategic flexibility, hiring velocity