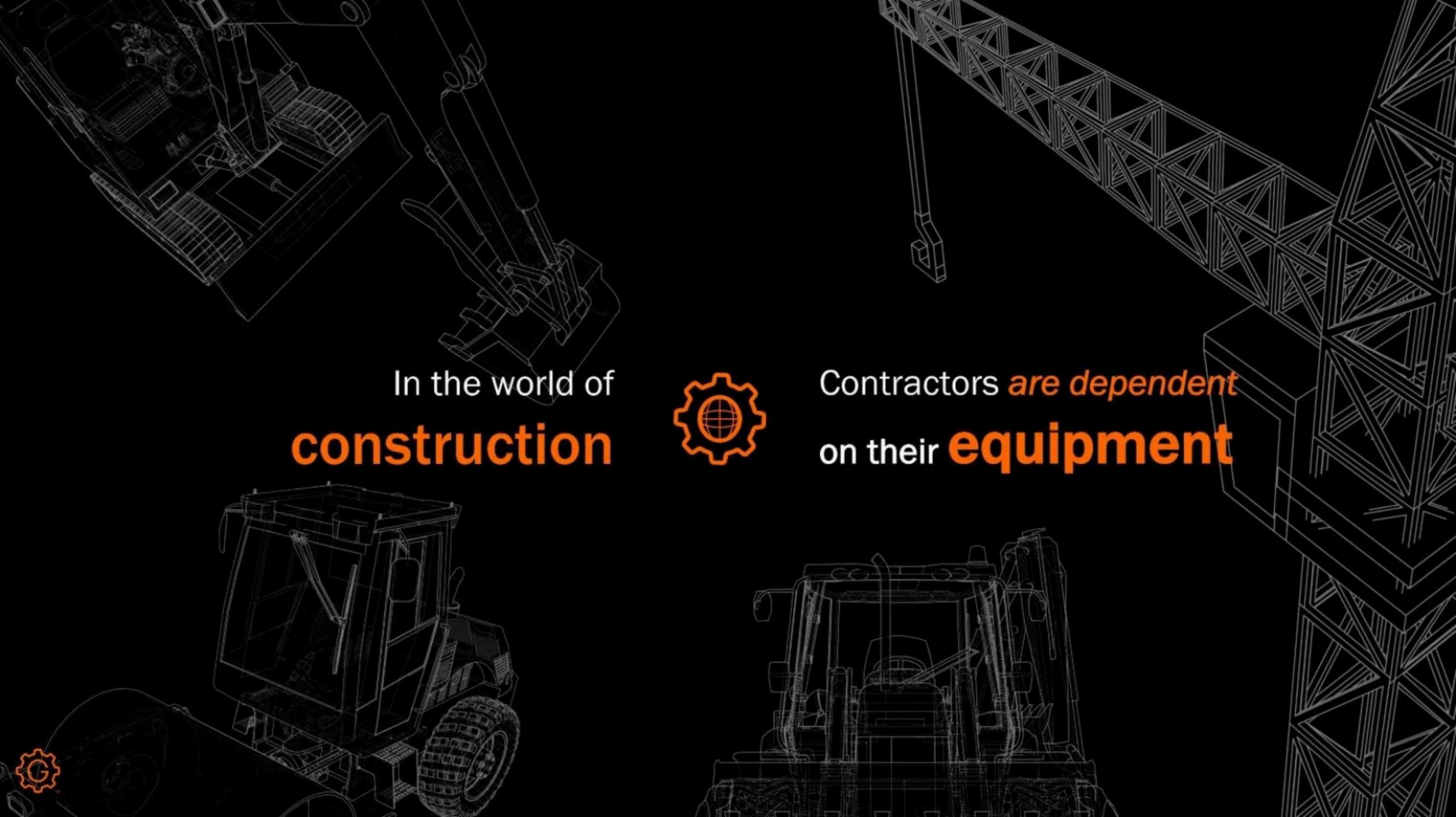




Gearflow.com™

*The equipment parts marketplace
built for the construction industry*



In the world of
construction

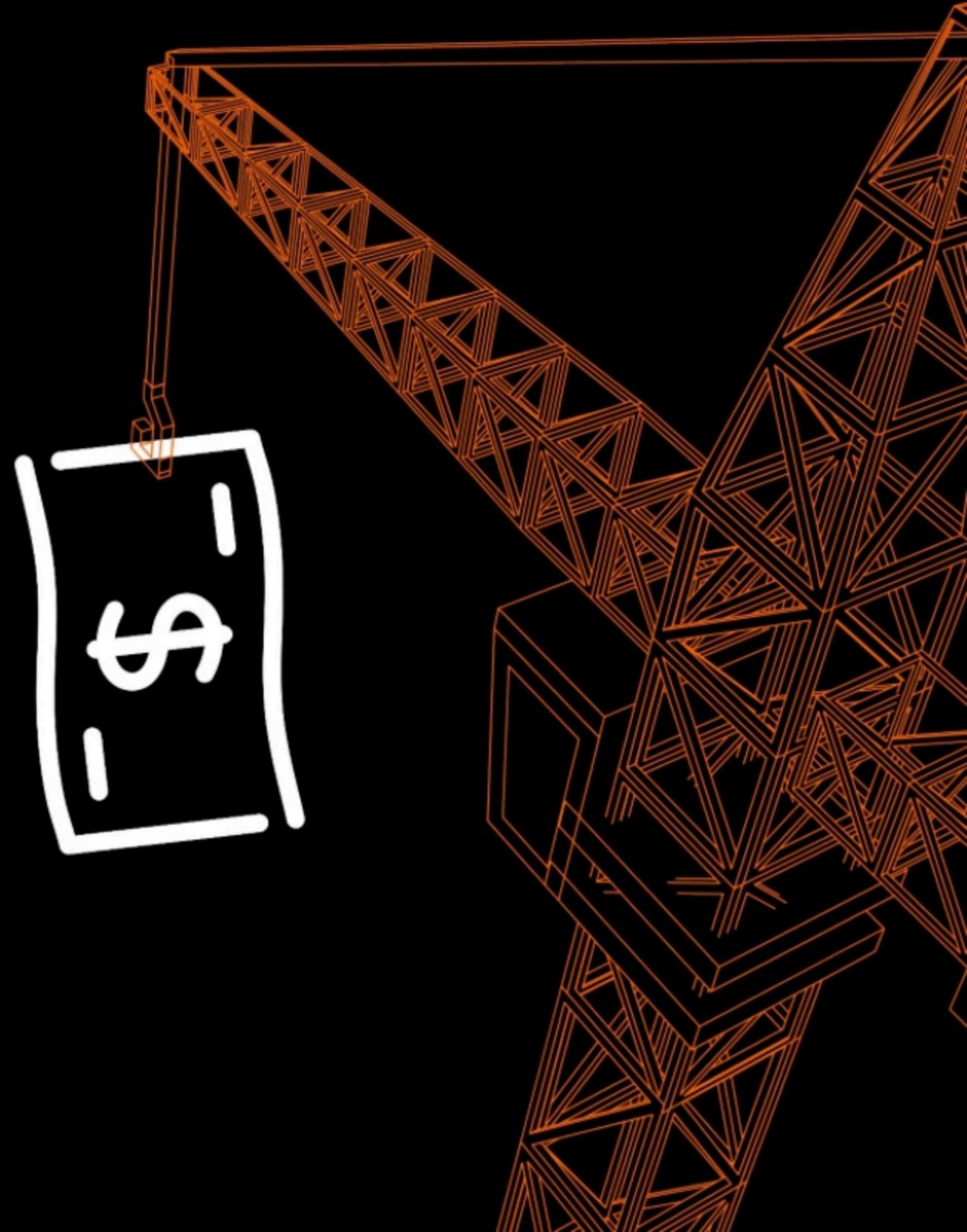


Contractors *are dependent*
on their **equipment**



The cost of a broken down crane
to a contractor in Chicago:

▼
\$ **1M**
/hour



Productivity is wasted chasing parts

“What drives me nuts is that (suppliers) all make you call and sit on hold...

We often drive 75 miles one way to get our parts. *It's a huge headache.*”

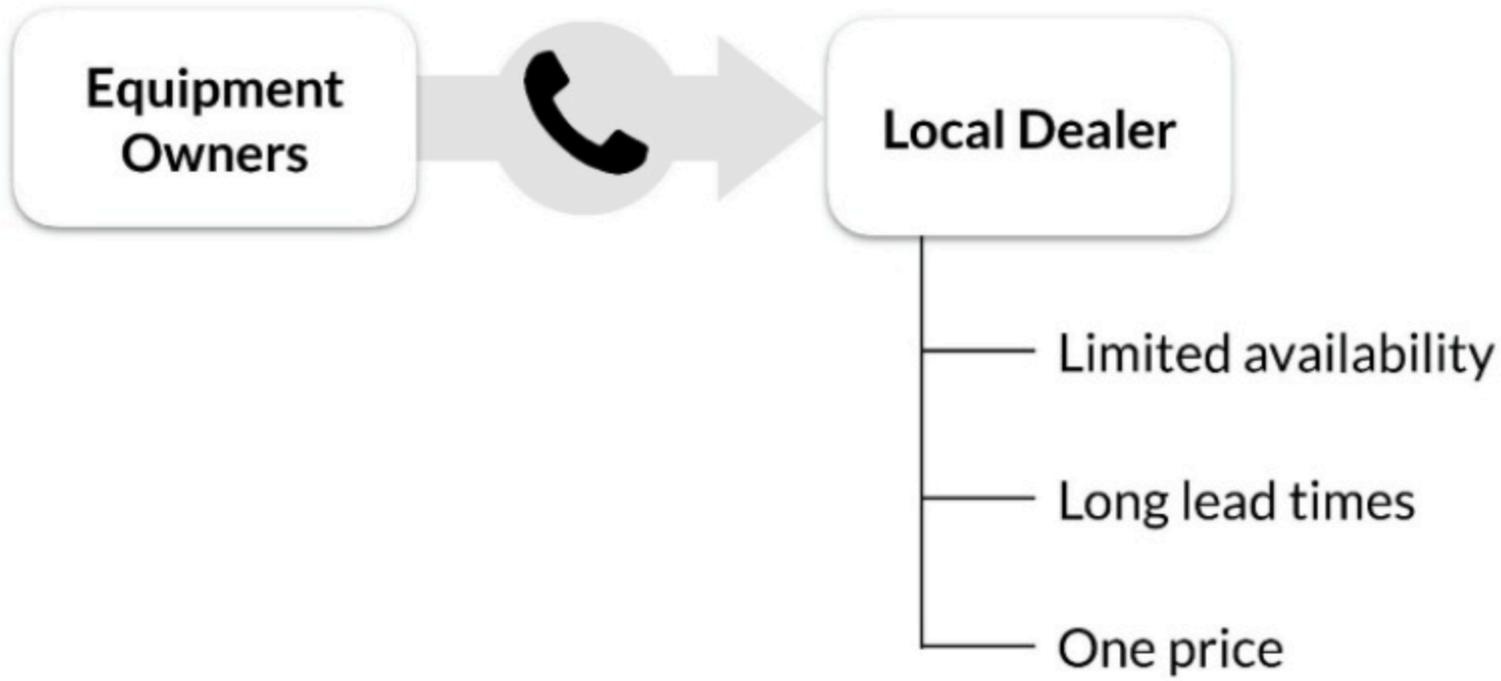
– Marshal Bowman,
Owner at Bowman Excavating



THE PART SUPPLY CHAIN IS LOCKED OFFLINE

No *Visibility* in Construction Parts

Contractors are beholden to one source of parts today:



Meanwhile there are *thousands* of part suppliers offline:



Micro delays has led to a *Productivity Problem*

PRODUCTIVITY IS DOWN

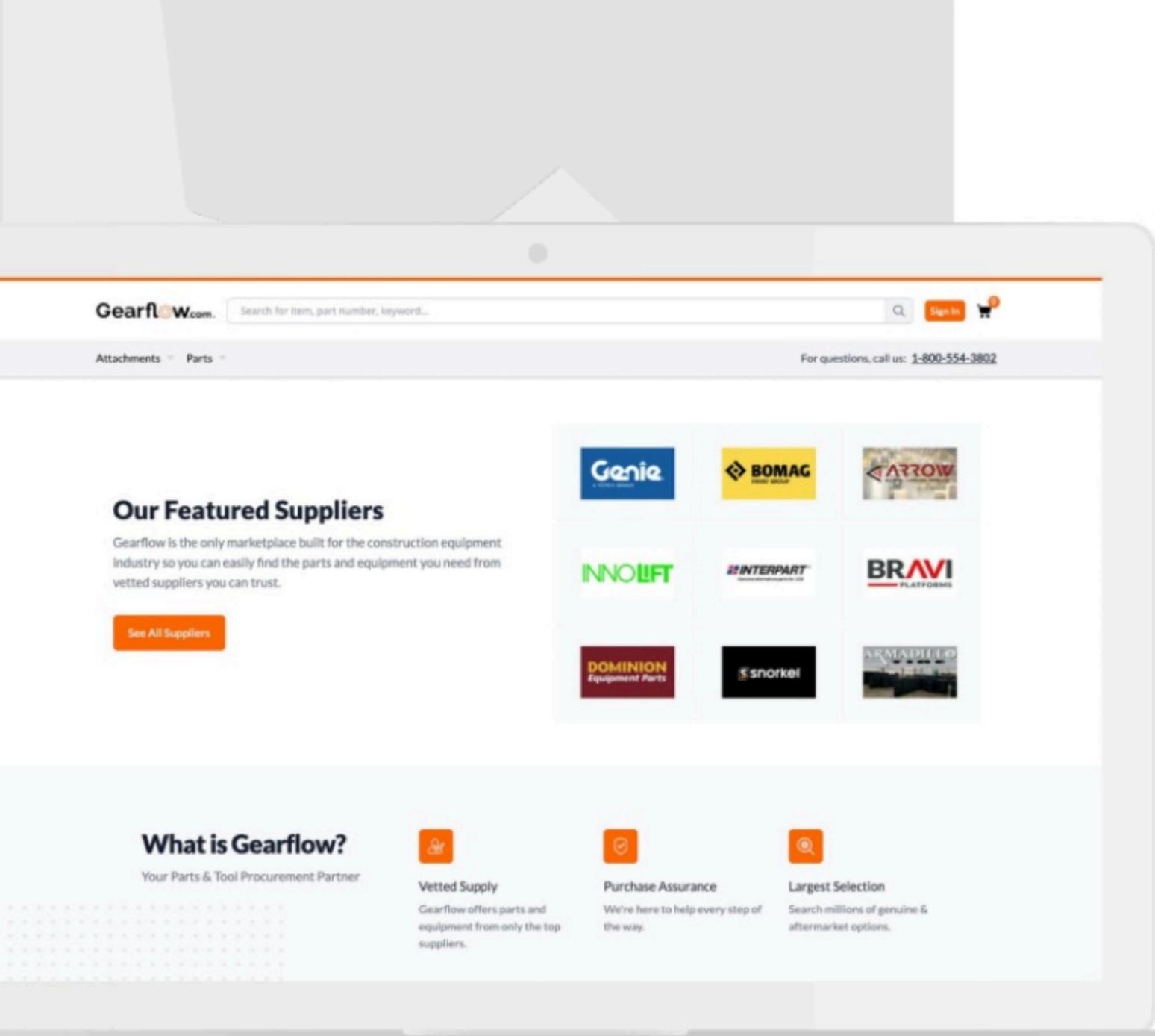
-23%

IN CONSTRUCTION SINCE 1990

COMPARED TO

+309%

IN THE OVERALL ECONOMY



Gearflow.com™

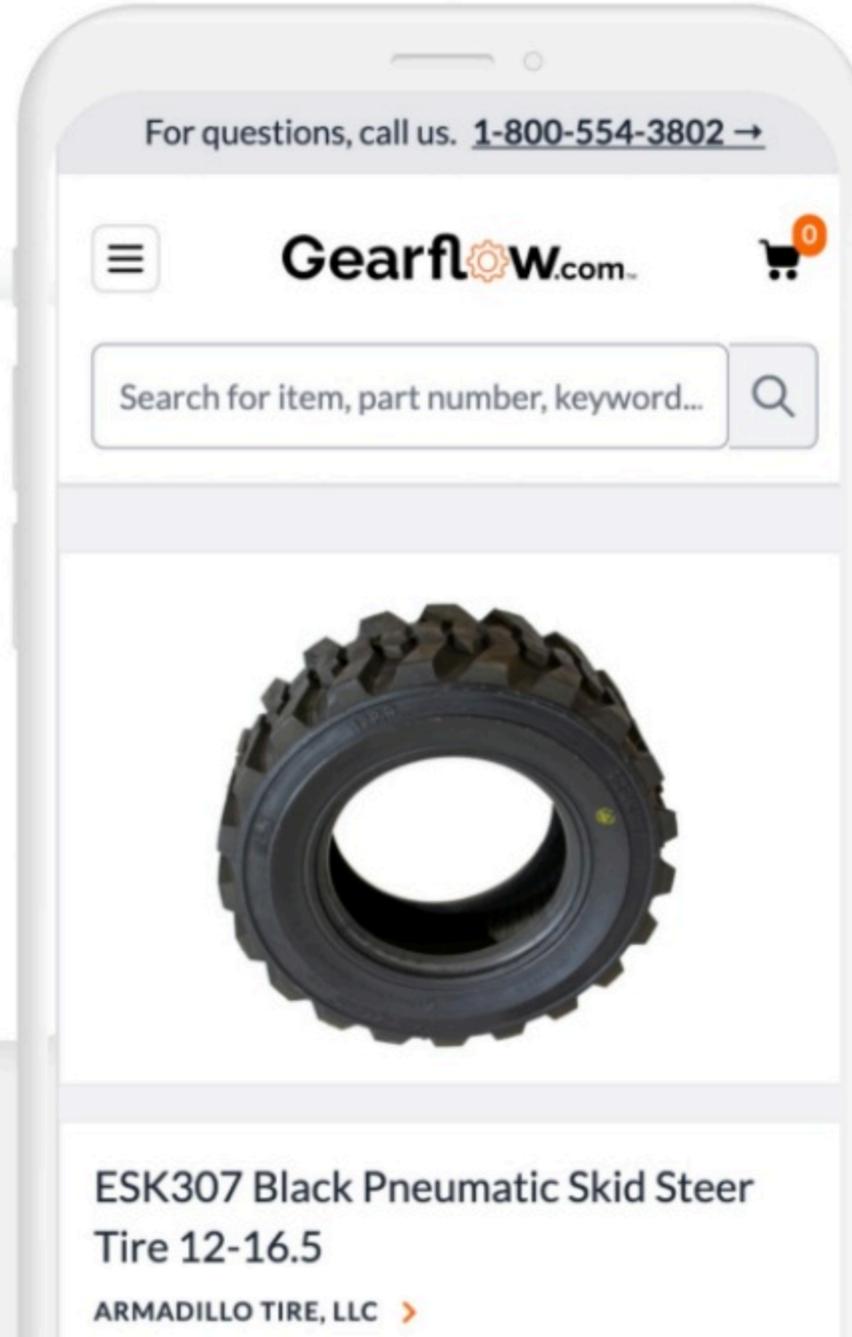
We streamline parts procurement for construction's majority

Through the *only transparent parts marketplace* built for construction.

“ Find your part and *get back to work!* ”

WHY SUPPLIERS LOVE US

- ✓ Seller aligned model
- ✓ Turnkey e-commerce
- ✓ Unparalleled Online Exposure

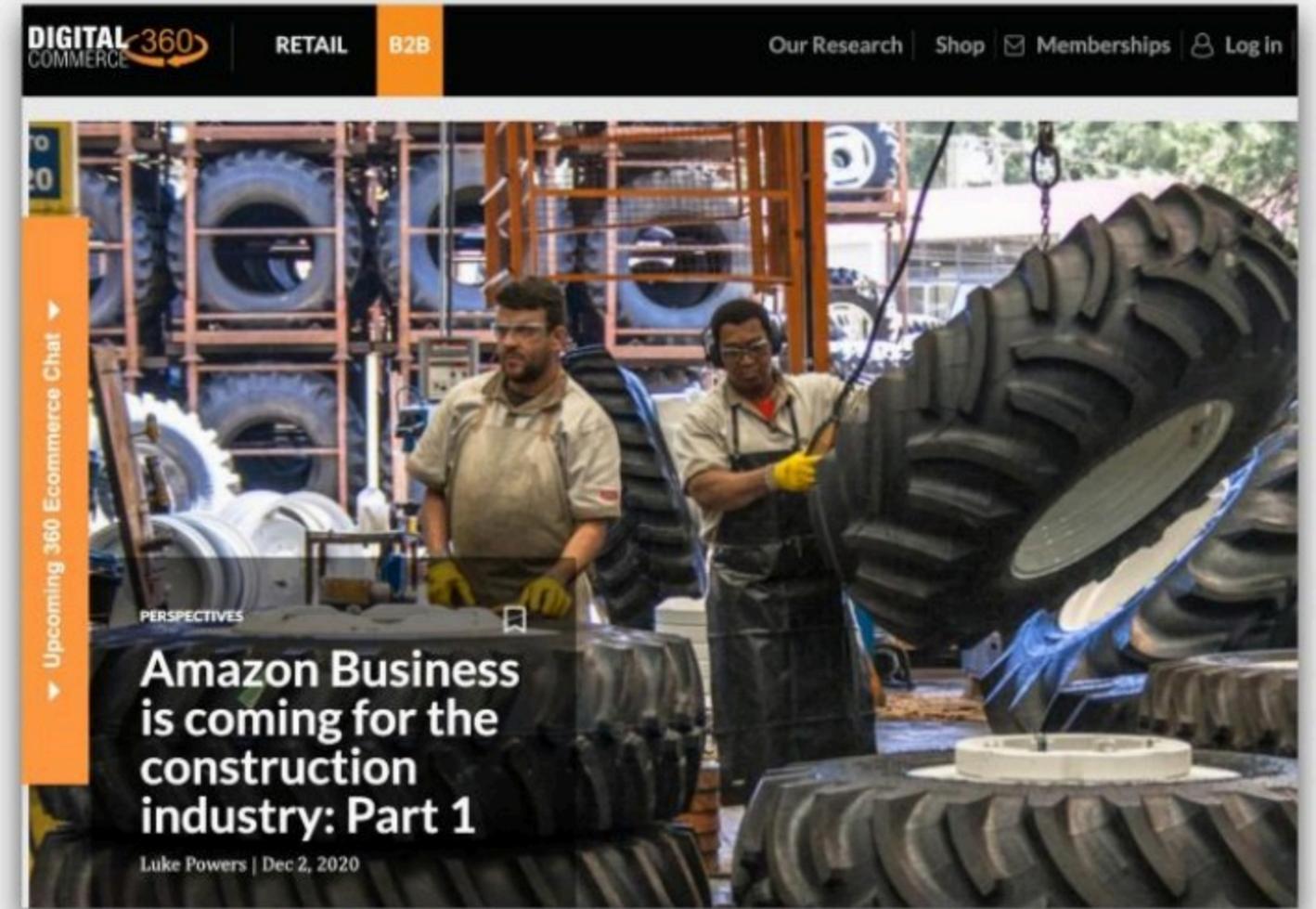
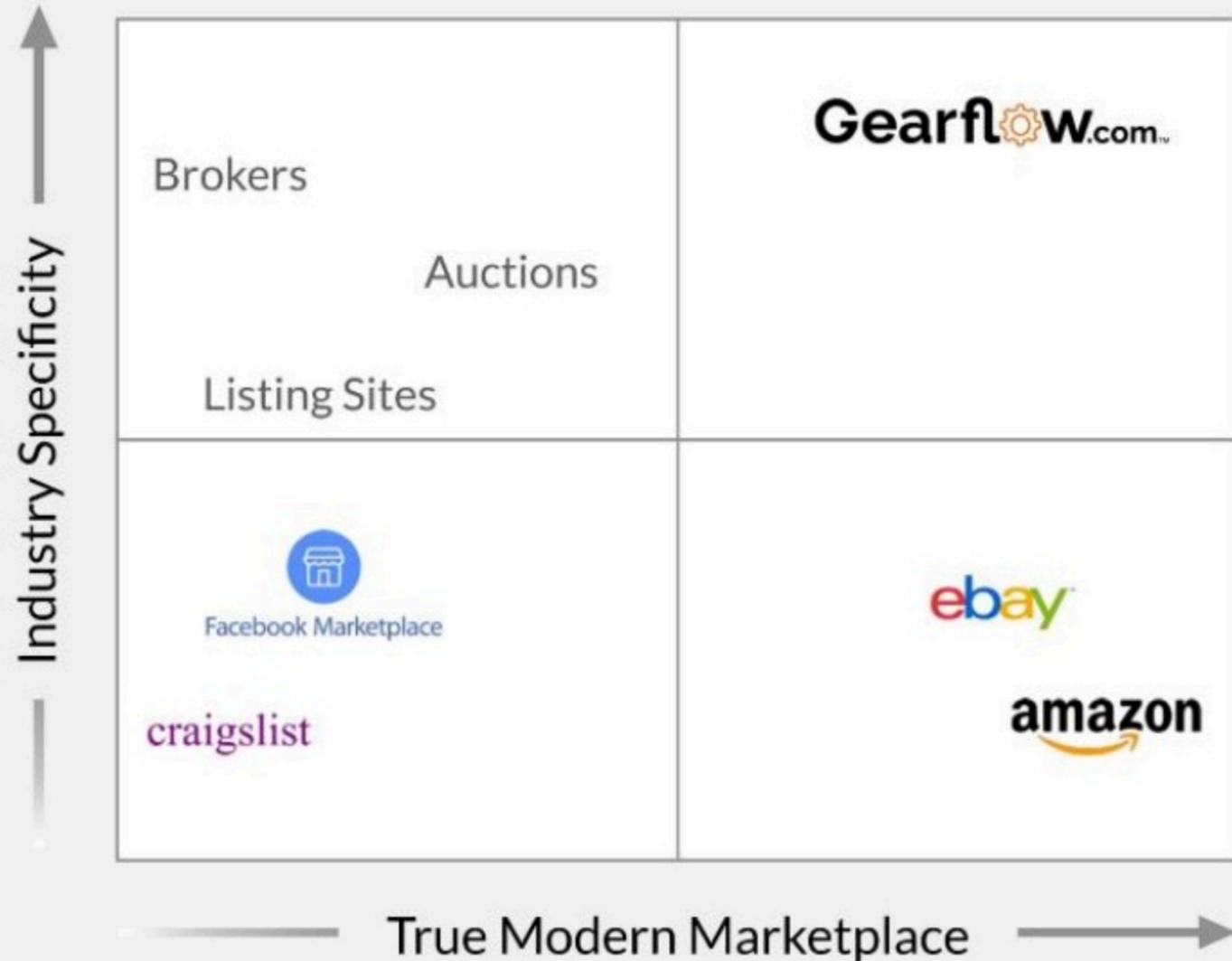


WHY CUSTOMERS LOVE US

- ✓ Best value & availability
- ✓ Mind blowing support
- ✓ One stop shop

INCUMBENTS ARE CAUSING THE PAIN

We Are The *Only Outlet* For Part Suppliers



6x Growth Driven by Strong Organic Demand

Annual GMV Run Rate

10%

Take Rate

April '21 GMV

MVP
Launch

Market validation and
customer research

Angel
fundraise

Replatform

POWER BUYERS HAVE A PERPETUAL PARTS NEED

Customers Are Pledging To *Go Nowhere Else*

Power Buyers Are Developing

OF CUSTOMERS

MAKE UP

50%

OF GMV

Gross Merchandise Value

AOV

One Time Customers

Repeat Customers

■ GMV ■ AOV

THE ONLY ONE STOP SHOP ON THE INTERNET

Major *Acquisition Advantages*

1. We win SEO for the long tail supply of parts

JCB Bush Part 332/K8544

About 19,700 results (0.77 seconds)

gearflow.com › itm › jcb-bush-part-332-k8544

JCB Bush Part 332/K8544 - Gearflow - Gearflow.com

This aftermarket bush, part 332/K8544, goes to the JCB Tracked Excavator models JS200LCBT2, JS200NLCT2, JS200LC T2, JS200S T2, JS240 USA, JS260, ... \$227.92

R **Raymond Dubiel**
★★★★★ 11 weeks ago

Started using them when I couldn't find a couple parts for skidder. Never go anywhere else now. Hastle and headache free

2. We have the best value on commoditized parts

Jeff Feight Any reviews on dealing with this vendor
Like · Reply · Message · 1w

Chris Edwards **Jeff Feight** bought skid loader tracks from them Saturday and they were shipped to my door this morning and cheapest by far! Called customer service and they were great. I was a skeptic too but they have my business at this point.
Love · Reply · Message · 1w

Jeff Feight **Chris Edwards** they have the best prices hands down. Was just skeptical. I'm gonna buy steel OTT
Like · Reply · Message · 1w

David Marsh **Jeff Feight**, I give all my business to Gearflow. They are great and super easy to deal with.
Like · Reply · Message · 1w

INDUSTRY OUTSIDERS FACE BARRIER TO ENTRY

Trust is a Prerequisite

We acquire suppliers in three ways

- ① Pre-existing industry relationships
- ② Editorial authority on e-commerce
- ③ Facilitating off-platform transactions

Current Supplier Pipeline

126

Suppliers Active &
In Queue

700k

SKUs Live

14.4M

SKUs in Queue

THE LARGEST CONCENTRATION OF SMALL TO MID SIZED BUSINESSES

Empowering the Underserved *Contractor*



US CONSTRUCTION INDUSTRY



SEED ROUND UNLOCKS MASSIVE OPPORTUNITY

Building Into the *Core* of the Businesses We Serve

Deepen Supplier Reliance

Entrench Buyer Dependence

Own Fleet Maintenance



UNLOCK NATIONAL SUPPLIERS

Increase available inventory and improve product data by building supplier self-sufficiency tools

PERSONALIZE BUYING EXPERIENCE

Enable *more effective parts buying* informed by parts attribution database

UNLOCK LOCAL SUPPLIERS & OEMS

Allow transactions to route through local dealers to accommodate OEM suppliers and local pickup

STREAMLINE FLEET MAINTENANCE

Streamline the entire parts procurement process through buyer dashboard and tools

INFORM FLEET MANAGEMENT

Inform fleet management decisions with fleet maintenance reporting

ENABLE AUCTION AVOIDANCE

Empower buyers with fleet valuation data to make informed selling decisions