

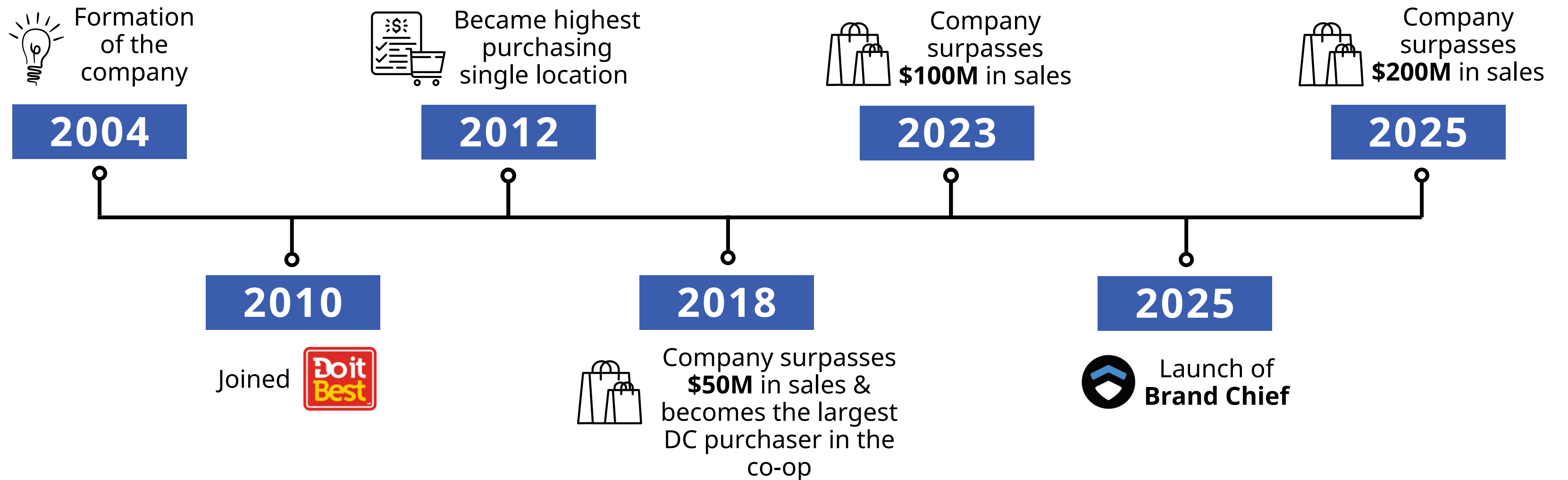


powered by



**YOUR PARTNER IN ECOMMERCE SMALL PARCEL DISTRIBUTION**

# TIMELINE



Family Owned & Operated

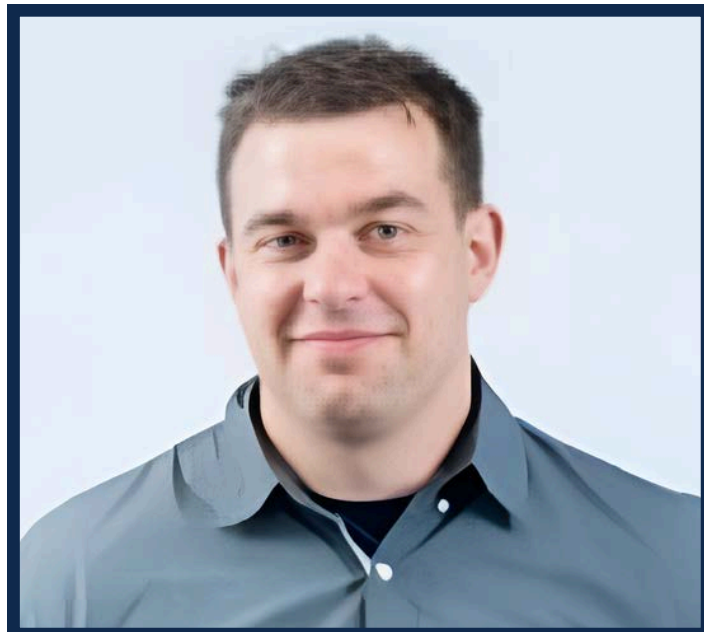


Privately Held With No Investors



No Long Term Debt

# Leadership Team



**Vincent Bogucki**

Chief Executive Officer



**Anthony Bogucki**

Chief Operating Officer



**Kyle Harrje**

Chief Strategy & Innovation  
Officer



**Chaz Macklin**

Chief Brand Officer



**Shawn Haubois**

Chief Financial Officer



**Sarah Krey**

Business Development Manager

# 🏠 Company Overview

## What We Do

### Sales Channels



A TOP 100 Retailer



A TOP 10 Retailer

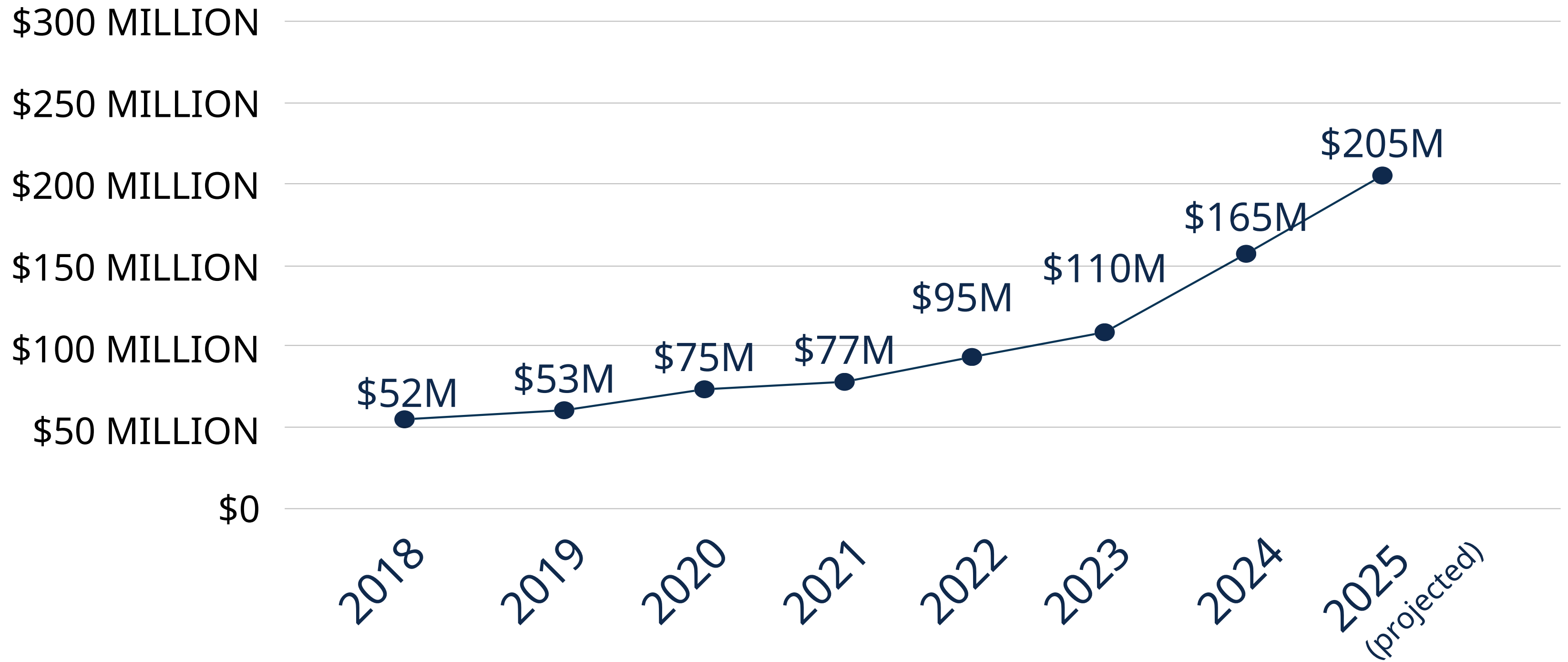


Manufacturer's website



*We have shipped over 25 million parcels to date and are shipping millions more each year*

# Top Line Sales Trend



2024 year end sales  
**\$165,500,000**

2025 year end sales estimated  
to be over **\$205,000,000**

# Logistical Strength Fueled by the Power of Do it Best

10  &  Eligible Locations



Over 5 Million Parcels Shipped Annually

**Operational capacity: Up to 150,000 parcels shipped per week**  
(with scalability to process and ship over 450,000 parcel per week)



**Same Day Delivery** - 55 Million People (beta)

**1 Day Delivery** - 230 Million People

**2 Day Delivery** - 99% of All US Zip Codes

**SAME DAY SHIPPING ON ALL ORDERS PLACED BY  
3PM LOCAL TIME**

**On Time Ship Rate - 99.98%**

**On Time Delivery Rate - 99.70%**

# Over 1500 Brands Supported



# The 4 Pillars of eCommerce Marketplace Retail

**Brand Chief** is a full service eCommerce retailer that provides complete support for our partnered brands



Logistics & Fulfillment



Content & Catalog Management



Brand Protection

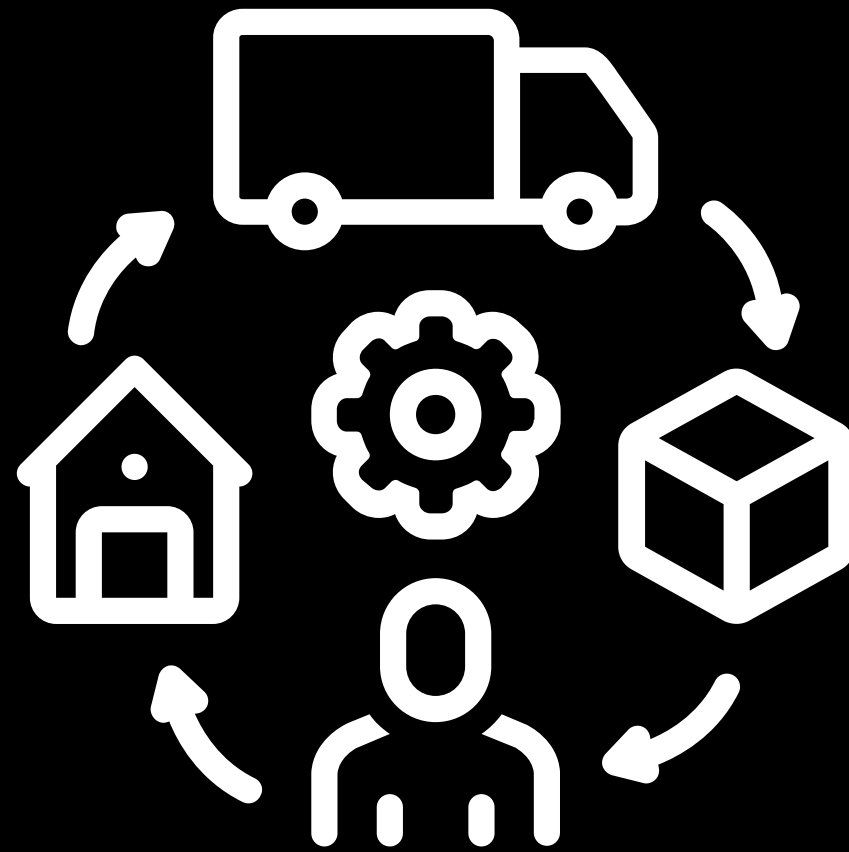


Result Focused Advertising



# Logistics & Fulfillment

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# The Critical Impact of Delivery

## Delivery Speed Expectations



**86%**

of shoppers define fast delivery as 2 days or less



**63%**

expect delivery in 2 days

## The Cost of Slow or Expensive Shipping



**63%**

switched retailers because of slow delivery



**60%**

never bought again

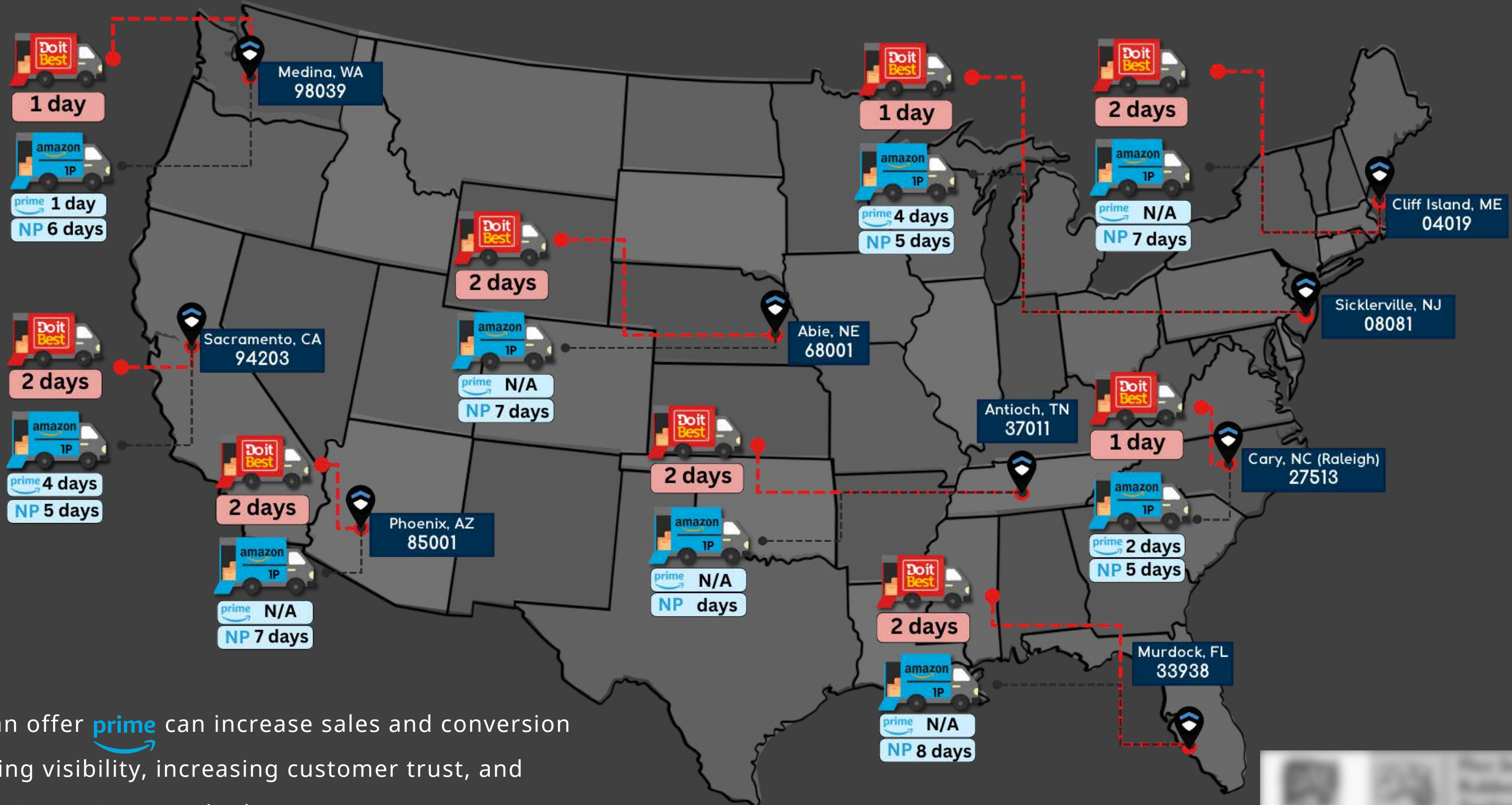


**43%**

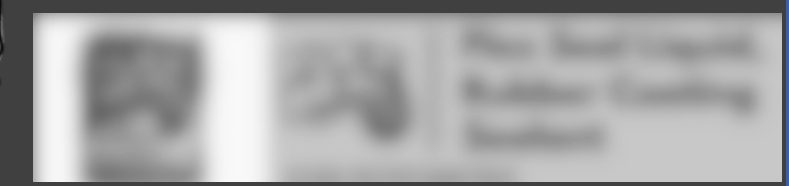
abandoned cart

Maintaining a delivery time of 2 days or less is paramount to ensuring continued growth online and avoiding giving up market share to competitors who can meet those demands

# 📍 Logistical Analysis as of Dec. 1, 2025



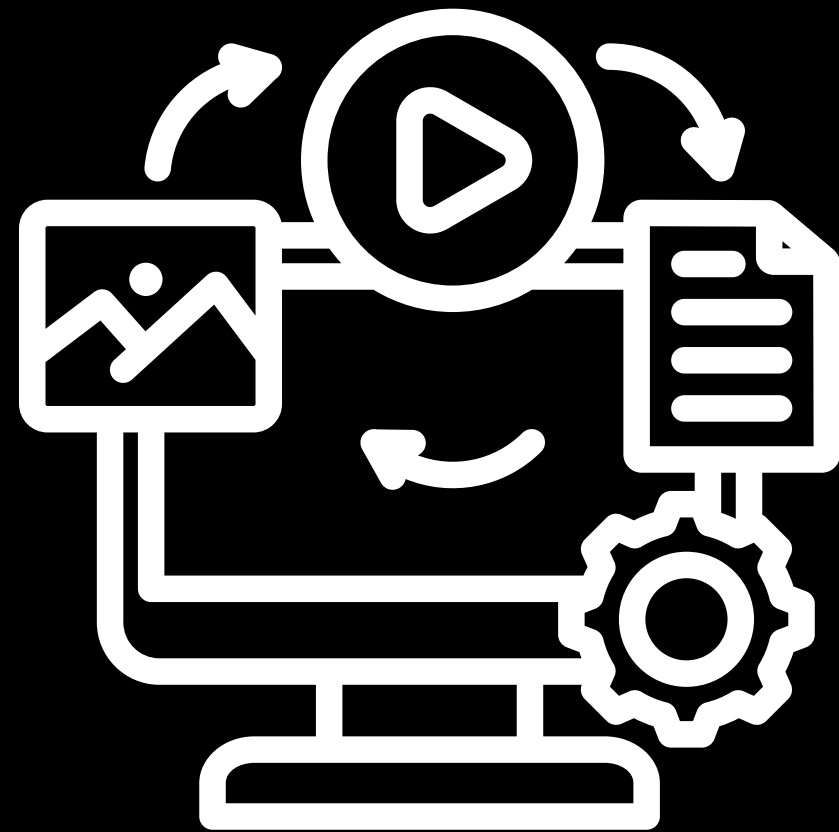
Making an offer **prime** can increase sales and conversion by boosting visibility, increasing customer trust, and positively impacting search placement





# Content & Catalog Management

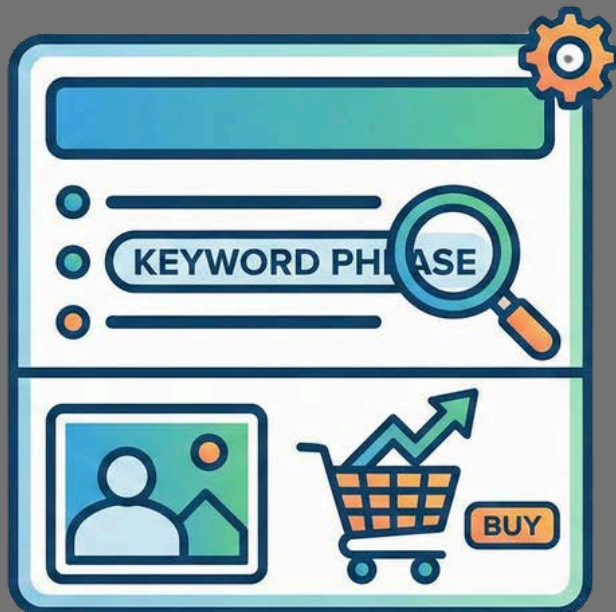
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# Content & Catalog Management

Product detail pages are the digital salesman advocating for your brand and products online. Optimizing your pages will lead to:

-  More favorable search result placement
-  Lower ad spend
-  Higher conversion rates
-  Lower return rates
-  Less negative customer feedback



Optimized pages require well structured titles and bullet points with explicit product information that contains specific words and phrases that customers use to seek out products.

In addition to the text, proper product imagery is crucial to securing sales and increasing your conversion rate.



Another vital aspect of your product listing is **A+ Content**; where you can significantly expand on your company mission and product features. According to Amazon, Basic A+ Content can increase sales by up to **8%**—and well-implemented Premium A+ Content can increase sales by up to **20%**.

# Content & Catalog Management

## ORIGINAL AMAZON LISTING:



Roll over image to zoom in



Marine Seal Wood Dock Stain & Sealer - Semi-Transparent Stain for Marinas, Boat Docks, & Piers, Natural Pine 5 Gallon

Visit the DEFY Store

4.6 55 ratings

\$269<sup>15</sup> (\$0.42 / Fl Oz)

Get a \$80 Amazon Gift Card instantly upon approval for the Amazon Store Card. No annual fee.

Size: 5 Gallon

1 Gallon

2.5 Gallon

5 Gallon

Color: Natural Pine



Color	Natural Pine
Brand	DEFY
Surface	Wood
Recommendation	
Material	Wood Based
Model Name	Marine sealer

### About this item

- Sunblocking Technology Protects Wooden Docks from Damaging UV Rays
  - Both a Stain & Sealer for Your Wooden Dock, Deck, Pier or Marina
  - Available in Semi-Transparent Finishes That Dry to a Flat, Natural Looking Finish
  - Low VOCs (<250 g/L) - Water-based, Easy Cleanup & Safe for Marinas
  - Rapid Dry Time - Won't Track Footprints Onto Boats - Clean Your Dock in the Morning, Stain it in the Afternoon, Dry Before Evening
- See more product details

## OPTIMIZED AMAZON LISTING:



Click to see full view



DEFY Marine Seal Semi-Transparent Exterior Wood Stain and Sealer - Waterproof Sealant for Wood Docks, Boat Piers, Marinas, Boardwalks, & More - Natural Pine - 5 Gallon, Made in USA

Visit the DEFY Store

4.4 84 ratings

Amazon's Choice

\$259<sup>14</sup> (\$2.02 / fluid ounce)

Get \$60 off instantly: Pay \$199.14 upon approval for the Amazon Store Card.

Size: 5 Gallon

1 Gallon

2.5 Gallon

5 Gallon

Color: Natural Pine



Color	Natural Pine
Brand	DEFY
Surface	Wood
Recommendation	
Material	Wood Based
Model Name	Marine sealer

### About this item

- **ADVANCED MARINE-GRADE PROTECTION WOOD SEALANT:** DEFY Marine Seal is a high-performance stain for wood that prevents graying and weathering while extending the life of docks, piers, and other waterside wood exposed to fresh or saltwater
- **LONG-LASTING WATER BASED WOOD STAIN:** This natural pine sealer protects against moisture damage using zinc nano-particles and UV-unblocking technology to shield wooden docks from sun exposure and help preserve their natural beauty in any weather
- **EASY APPLICATION & CLEANUP:** This semi-transparent waterproof coating sealant applies easily with a sprayer, brush, or pad; dries in 2-6 hours above 45°F; clean up spills or tools with mild soap and water, no harsh chemicals needed
- **WATERPROOF WOOD SEALER COLORS:** This natural pine stain protects pressure-treated wood, composite lumber (weathered 12+ months) & exotic hardwoods; available in 5 different color wood stains: cedar, light walnut, natural pine, driftwood gray, & clear
- **MADE IN THE USA:** Marine Seal is an outdoor wood stain and sealer in one that's made in America with quality ingredients and innovative technology; it provides dependable and lasting protection for docks, piers, & other outdoor wood surfaces

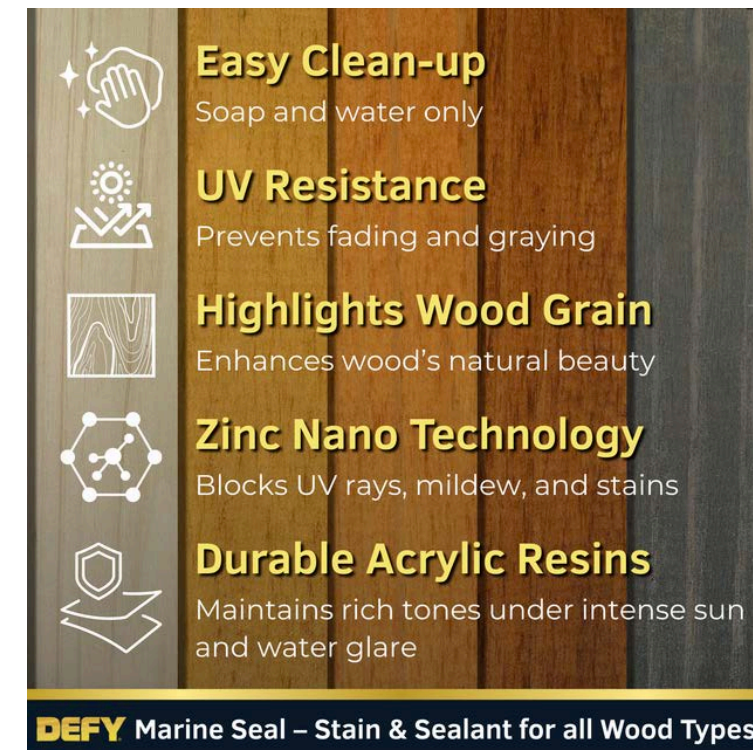
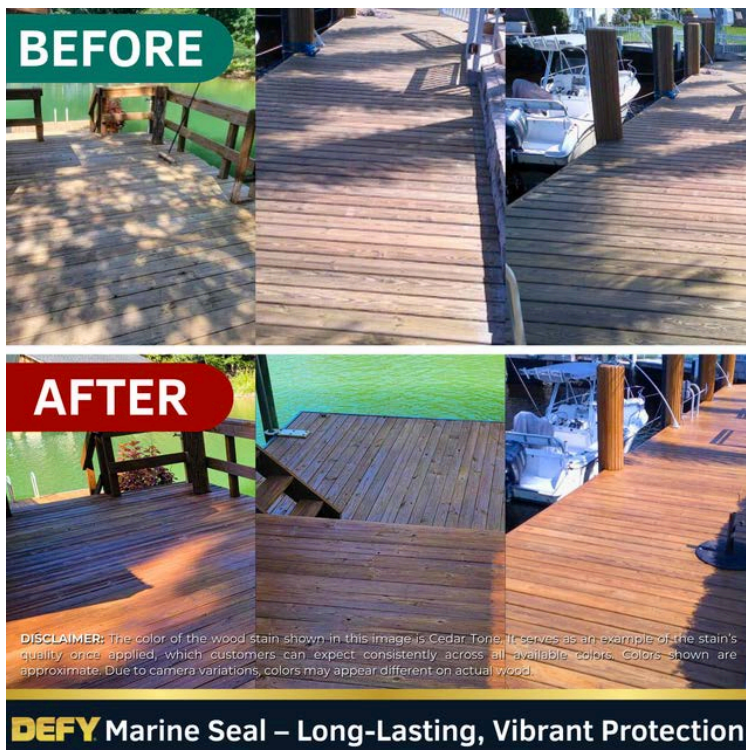
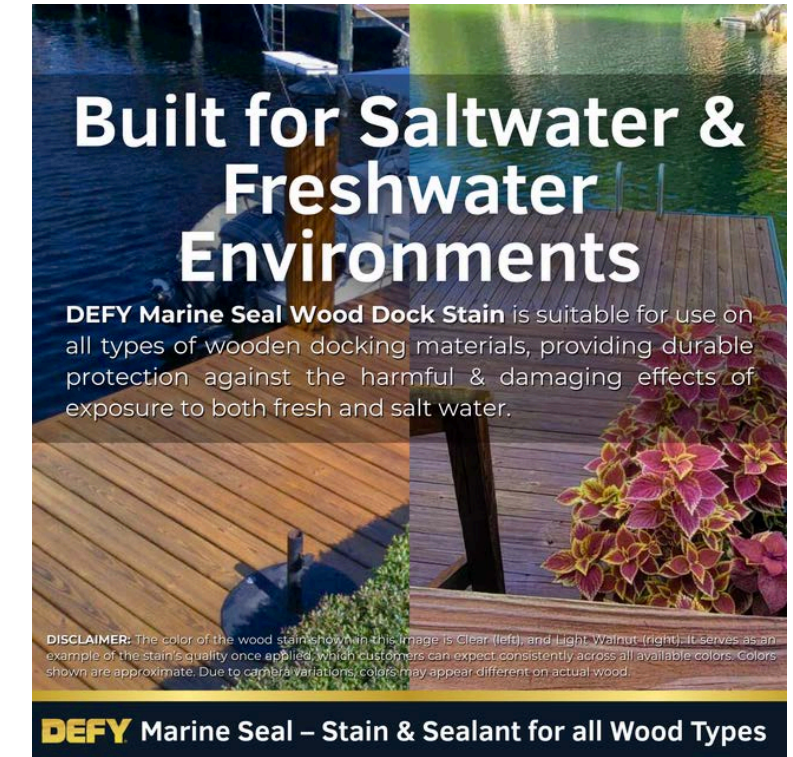
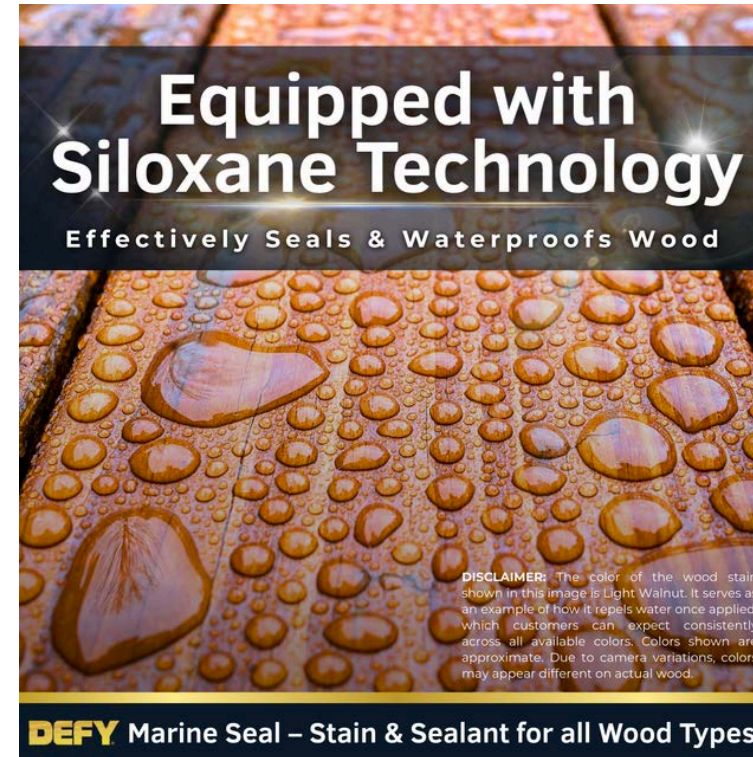
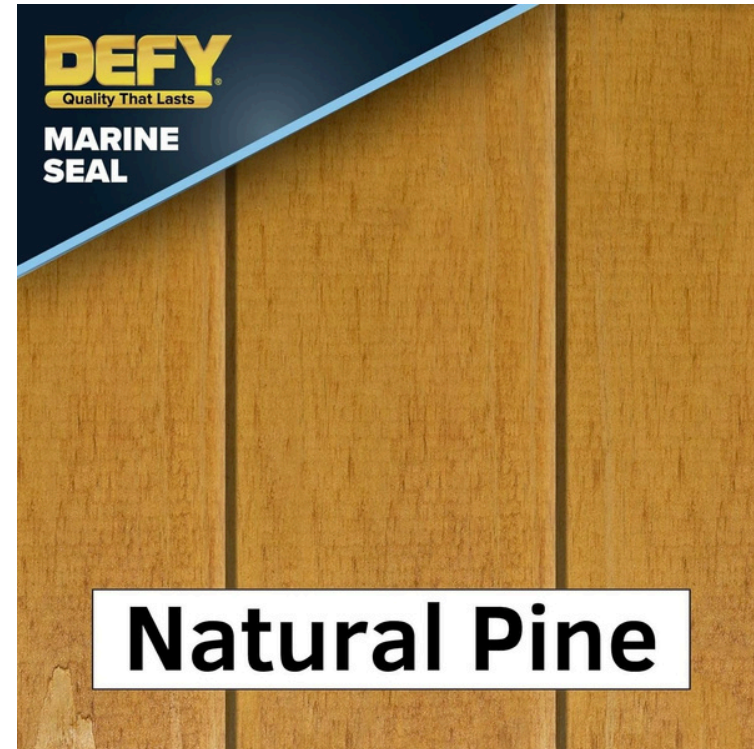
See more product details



By working with the vendor on strategy and optimizing the pages for this brand we were able to attract new customers, increasing market share and tripling sales on this line of products.

# Content & Catalog Management

## ORIGINAL INFOGRAPHICS WE CREATED:





### FROM WEATHERED TO REVITALIZED

DEFY Protects & Restores

Specially formulated to withstand the harshest waterfront conditions, resisting fading, peeling, and graying even under constant exposure to sun, water, and salt.



**Easy to Use**  
DEFY is easy to use and easy to maintain. You can use a pump sprayer, brush and roller, or airless sprayer to apply the stain. It's also easy to clean with soap and water.

**Advanced Siloxane Technology**  
With Siloxane Technology, this stain penetrates deep to seal and waterproof wood from the inside out, keeping it stronger and more beautiful for years.

**Easy Clean Up**  
Clean tools and equipment with simple soap and water. Specially formulated to be safe for marine environments, ensuring reliable protection without harm to waterways.

**Made in the USA**  
All DEFY Wood Stains are proudly made in the USA by an employee-owned company in Richmond, Indiana.

### NATURAL COLORS, QUALITY PROTECTION



**Zinc Nano Particles**  
Provides superior resistance against UV rays that cause color fade, graying, & peeling.

**Marine-Grade Defense**  
Protection against stains caused by mold or mildew.

**Powered by Nano Particle Technology**  
DEFY Marine Seal is engineered to extend the life of your dock, pier, or deck—even in the toughest marine environments.

### DEFY Marine Seal – Stain & Sealant for all Wood Types



**CLEAN**  
If the wood is weathered, dirty, graying, or already has a worn-out stain on it, use DEFY Marine Seal Wood Dock Cleaner.

**STRIP**  
If there is an existing, weathered stain that is still holding up, use DEFY Stain Stripper instead. These products help prepare your wood to receive the maximum amount of new stain and give the entire surface a consistent color.

**BRIGHTEN**  
Once the wood has been cleaned or stripped, use DEFY Wood Brightener to neutralize and brighten the surface. Our brightener also opens the wood pores, so that they can receive the maximum amount of stain.



**DEFY Marine Seal Wood Dock Stain** is a long-lasting, semi-transparent dock stain specially formulated for use in the harsh marine environment. It is suitable for use on all types of wooden docking materials, providing extreme durability against the harmful effects of exposure to both fresh and salt water. Marine Seal has been specially formulated using state of the art nano-particle technology to provide superior resistance against ultraviolet color fade as well as siloxane additives that seal and waterproof the wood.

Let all wood weather 3-6 months prior to application. To achieve optimum results, Marine Seal should not be applied over previously stained surfaces, painted surfaces or varnished surfaces. When staining composite lumber and exotic hardwoods, allow materials to weather for no less than 12 months. Prior to staining, clean all surfaces with Marine Seal Wood Dock Cleaner per label instructions. For all composite wood and exotic hardwoods, apply only one coat of stain. Note: The "wet" color of Marine Seal has a cloudy/milky appearance but will dry to a beautiful, semi-transparent finish.

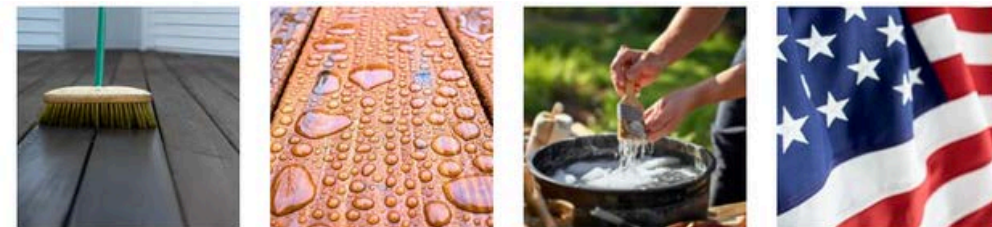
*Note: Actual color may vary from on-screen representation.*



### FROM WEATHERED TO REVITALIZED

DEFY Protects & Restores

Specially formulated to withstand the harshest waterfront conditions, resisting fading, peeling, and graying even under constant exposure to sun, water, and salt.



**Easy to Use**  
DEFY Essential is easy to use and easy to maintain. You can use a pump sprayer, brush and roller, or airless sprayer to apply the stain. It's also easy to clean with soap and water.

**Advanced Siloxane Technology**  
With Siloxane Technology, this stain penetrates deep to seal and waterproof wood from the inside out, keeping it stronger and more beautiful for years.

**Easy Clean Up**  
Clean tools and equipment with simple soap and water. Specially formulated to be safe for marine environments, ensuring reliable protection without harm to waterways.

**Made in the USA**  
All DEFY Wood Stains are proudly made in the USA by an employee-owned company in Richmond, Indiana.

### NATURAL COLORS, QUALITY PROTECTION



Clear    Natural Pine    Cedar Tone    Light Walnut    Driftwood Gray

**Zinc Nano Particles**  
Provides superior resistance against UV rays that causes color fade, graying, & peeling.

**Marine-Grade Defense**  
Protection against stains caused by mold or mildew.

### Powered by Nano Particle Technology

DEFY Marine Seal is engineered to extend the life of your dock, pier, or deck—even in the toughest marine environments.



### DEFY Marine Seal – Stain & Sealant for all Wood Types

### Before You Stain Consider Cleaning or Stripping, and Brightening



**CLEAN**  
If the wood is weathered, dirty, graying, or already has a worn-out stain on it, use DEFY Marine Seal Wood Dock Cleaner.

**STRIP**  
If there is an existing, weathered stain that is still holding up, use DEFY Stain Stripper instead. These products help prepare your wood to receive the maximum amount of new stain and give the entire surface a consistent color.

**BRIGHTEN**  
Once the wood has been cleaned or stripped, use DEFY Wood Brightener to neutralize and brighten the surface. Our brightener also opens the wood pores, so that they can receive the maximum amount of stain.



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*Note: Actual color may vary from on-screen representation.*






# Brand Protection




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# Brand Protection with Brand Chief & Do it Best



-  All inventory is owned by, stored in, and shipped from a DiB DC until the time of sale
-  Comprehensive forecasting and inventory demand placement abilities (from both online sales and B&M history)
-  MAP Pricing is enforced by DiB and access to inventory can be turned off for violating this policy

-  All returns are processed, inspected and resolved using our proprietary EagleEye™ software - No third parties touch your product and it doesn't end up in gray market channels
-  All customer service requests are handled via our team 24/7-365 in less than 12 hours
-  POS data provided with vendor access to the reports

# Protect your presence online. Your Brand. Our Shield.

Dedicated strategic account managers to grow and support your brand:






amazon

Walmart

LOWE'S

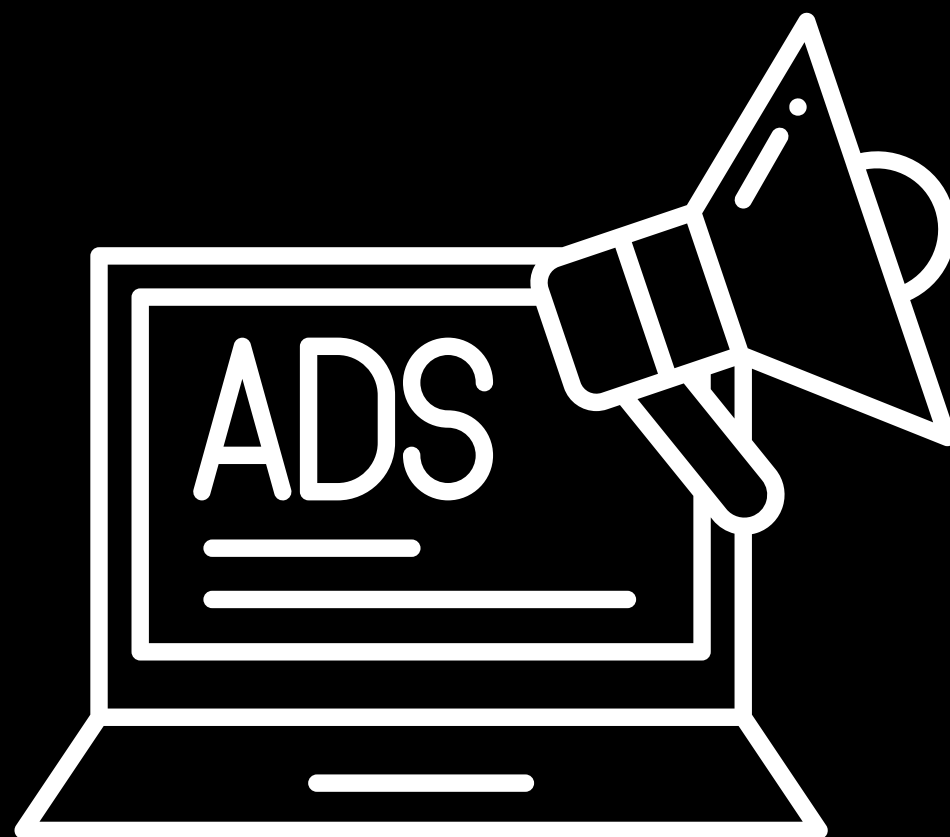
TARGET

Experienced affiliated partners to help you **CONTROL** your brand with:

-  Unauthorized Sellers
-  Unauthorized Listings
-  IP Infringements
-  Authorized Reseller Policies
-  MAP Compliance

# Result Focused Advertising

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## Result Focused Advertising

# ACOS

Advertising cost of sales (ACOS) is a metric that measures ad spend and ad revenue. It's used to help determine the success of a brand's ad campaigns.

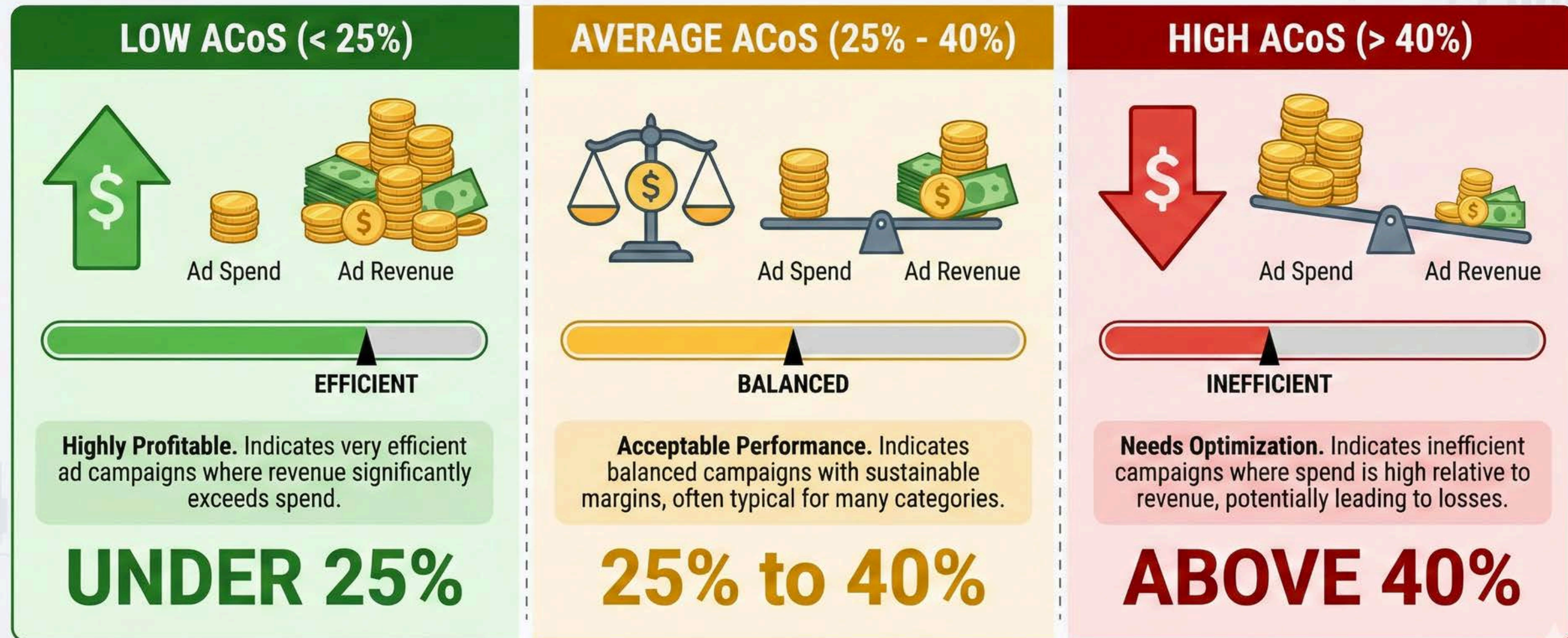
## Formula

$$\text{ACOS} = \left( \frac{\text{Total Ad Spend}}{\text{Total Sales}} \right) \times 100$$

# OUR ADVERTISING STRATEGY LEADS ON CONVERSION, NOT JUST BUDGET

## UNDERSTANDING ADVERTISING COST OF SALES (ACoS)







A key metric measuring ad spend efficiency. Lower is generally better for profitability.



According to *JungleScout*, a leading Amazon partner app

# Result Focused Advertising

Here is an example of one of our ad campaigns:

Impressions 	Top-of-search IS 	Clicks 	Spend 	CPC 	Orders 	Sales  ↓	ACOS 	ROA
78,297,341	<5%	342,961	\$37,730.95	\$0.11	8,746	\$1,851,20...	2.04%	
8,188,159	<5%	96,723	\$8,896.81	\$0.09	2,511	\$548,079.72	1.62%	
7,423,561	<5%	35,824	\$9,985.87	\$0.28	686	\$153,245.23	6.52%	
9,290,027	<5%	26,100	\$9,498.24	\$0.36	708	\$134,086.63	7.08%	
565,636	—	4,036	\$1,020.76	\$0.25	121	\$24,439.93	4.18%	
103,764,724		505,644	\$67,132.63	\$0.13	12,772	\$2,711,055.50	2.48%	



**\$67,000** in AD spend converting  
**\$2.7 MILLION** in SALES from competitor

-  OVER **103 MILLION** IMPRESSIONS
-  OVER **500,000 CLICKS**
-  ADS LIVE APPROXIMATELY **20%** OF THE TIME



Why does this matter to **YOU**?

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# Ⓢ Servicing All Avenues With A Single SKU - A True Omnichannel Partner

Do it Best Catalog Departments Search Catalog

Home / Lawn & Garden / Lawn & Plant Care / Grass & Weed Control / Weed Killer

**24oz Spray Bottle**

SKU: 123456  
UPC: 01234567891011  
Model: 0123456



Brick and Mortar

E-commerce

Over 9,000 Locations

Free 1-2 Day Shipping

amazon

- 24oz Spray Bottle Pack of 1  
★★★★☆ 1,019  
100+ bought in past month
- 24oz Spray Bottle Pack of 2  
★★★★☆ 736  
600+ bought in past month
- 24oz Spray Bottle Pack of 3  
★★★★☆ 383  
300+ bought in past month
- 24oz Spray Bottle Pack of 4  
★★★★☆ 331  
500+ bought in past month

Walmart

- 24oz Spray Bottle Pack of 1  
+ Add  
\$18.60  
★★★★☆ (3.7) | 352 ratings
- 24oz Spray Bottle Quantity of 2  
+ Add  
\$49.89  
★★★★☆ (4.1) | 853 ratings
- 24oz Spray Bottle Quantity of 6  
+ Add  
\$79.90  
★★★★☆ (4.4) | 587 ratings
- 24oz Spray Bottle Quantity of 12  
+ Add  
\$129.89  
★★★★☆ (4.4) | 1,004 ratings



# THE RISING TIDE RAISES ALL SHIPS



**YOUR  
BRAND**



Catalog Support

Market Share

# 🏠 Fees You Don't Get With Do it Best:



Do it Best receives, stocks, and ships your products without charging the following:

**NO STORAGE FEES**



**NO SUBSCRIPTION FEES**



**NO PLACEMENT FEES**



**NO PREPARATION FEES**



**NO LOW INVENTORY FEES**



**KEEP MORE OF YOUR PROFITS. SIMPLE PRICING, MAXIMUM VALUE.**

# Brand Chief: The Ultimate Steward of Your Brand

## GROW

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- Market share
- Sales
- Vendor Profitability



## POWER

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Logistical capabilities that can handle current and future growth volume with fast delivery and near perfect metrics



**YOUR ONE  
STOP SHOP**

## ASSURE

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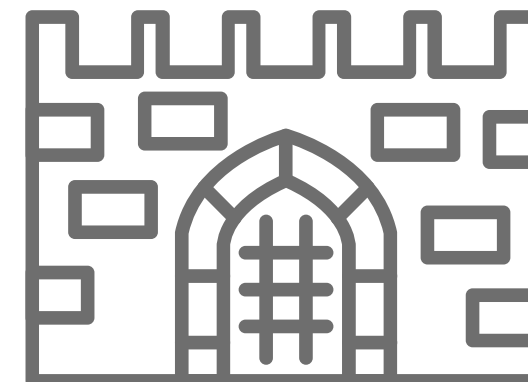
Compliance with your policies online and in store



## CONTROL

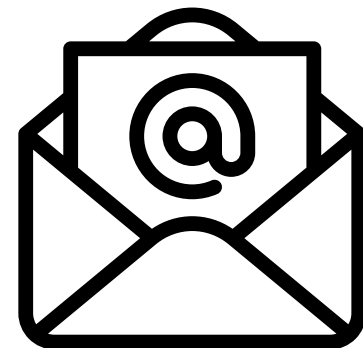
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- Your Brand
- Your Strategy
- Your Way





**You already have a partner in the business**



Visit our website: **Brandchief.com**

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## Grace in Action, Passion in Purpose, Generosity in Spirit.

Introducing our new partnership with **AeroAngel**.

At **Bogucki Enterprises**, we understand the challenges families face when commercial airline travel is not a viable option due to a child's life-saving medical care.

That's why we have teamed up with **AeroAngel**, a national aviation charity, that aims to provide free, safe, and swift air transportation for these children and their families to access crucial medical care across the country.

We remain dedicated to supporting children facing serious illnesses. Together, we can make a difference in the lives of these brave children and their families by bridging the gap to life-saving medical treatments.

The Bogucki Foundation is a registered, 501(c)(3) nonprofit organization. Stay tuned for more updates on our initiatives and how you can support this noble cause.



For More information  
[www.aeroangel.org](http://www.aeroangel.org)  
[www.boguckifoundation.com](http://www.boguckifoundation.com)





THANK YOU

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