

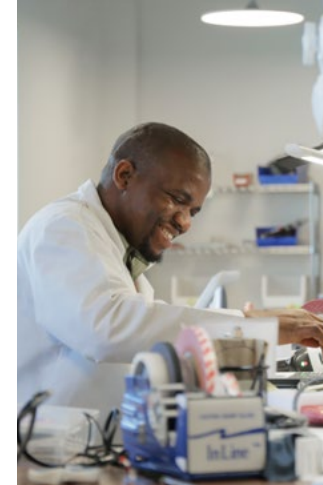
WELCOME TO A NEW ERA OF AMERICAN MANUFACTURING.

bak  usa

We are the voice that whispers "yes" when the rest of the world shouts "no." We are the furrowed brows on the face of a new generation that refuses to be ignored. We are raising our hands from the back row and questioning the answers in the back of the book. We will not stand for a system that favors the few. We will break our backs to build a bridge for the many. We came out of nowhere to forge new beginnings and dust off the American dream. We are pioneers. We are explorers. We are survivors. We understand that the road less traveled leads to a life worth living. We understand that the best lessons are lived, not lectured. We believe that learning is more than memorization—it is exploration. It is inspiration. It is scratching the itch, lighting the fire, and riding the storm. We believe that every person has the potential to make breakthroughs, break barriers, and bury stereotypes. Why? Because we're used to rocky roads and uphill battles. We know what it takes to rise up and move forward. We will not be silenced, held back, or dismissed. We're driven by the drumbeat of human ingenuity. We're made up of the nuts and bolts of a new revolution. We're breathing life into an industry desperate for fresh air. We are changing the face and faces of American manufacturing. We are building computers, empowering people, and changing lives. **Together, we are reinventing what it means to make it in America.**

Doing it differently.

Asmaa Almajidi puts the finishing touches on a Seal rugged tablet in the production workshop at Bak USA.



Salah Macheremo smiles as he assembles a computer in the production workshop at Bak USA.

Most computer companies are driven by billion-dollar bottom lines, overseas assembly lines, and faceless exchanges. That system might work for some people, but not for everyone—and that's a problem.

The solution? *Do it differently.*

At Bak USA, we're relocalizing the creation of technology and closing the gap—in speed, quality, and cost—between American manufacturing and Asia-based production. We're not just building computers. We're leveling the playing field for the overlooked and the underserved. We're creating opportunities for people to spark innovation in their own world.



Our origin story.

Bak USA is relocating American manufacturing to create jobs and make tech accessible around the world.

When we opened our computer manufacturing facility in Buffalo, New York, in January 2015, people said we were crazy. They said it would never work. They said we couldn't compete. Now they don't know what to say.

Since then, our workforce has grown from just a handful of people to more than 100. We've more than doubled our footprint. We've built, sold, and delivered thousands of computers worldwide. And we're doing it with a people-centric production process in urban America. Are we "upending" the tech industry? Maybe. We're certainly doing things differently.

But this is our origin story. So let's start from the beginning.

Desiree Loh learns how to build a Bak Board during her first week at Bak USA in March 2016.



Eva Bak laughs with schoolchildren in Port-au-Prince, Haiti, during her family's work to rebuild the community's infrastructure.

Getting it started.

In 2010, a catastrophic earthquake in Haiti claimed 300,000 lives and affected millions more. In response to the tragedy, the Bak family—J.P., Ulla, Christian, and Eva—traveled to the nation's capital of Port-au-Prince to help rebuild the community's infrastructure. As relief efforts flourished, the Baks realized that true prosperity would come from sustainable job creation.

Making it happen.

By 2013, the Baks established Sûrtab S.A., a tablet manufacturing facility that taught valuable skills to women, created meaningful jobs in the city, and produced affordable devices for otherwise underprivileged schools. From the rubble rose hope, and a social entrepreneurial spirit was born.

Bringing it home.

With the opportunity to recreate their business model anywhere in the world, the Bak family chose a city in need of its own resurrection: Buffalo, New York, USA. A former paragon of economic and industrial prosperity, Buffalo would be reborn as the epicenter of a new era in American manufacturing.

A dream come true.

A large group of diverse employees are gathered in a modern office lounge, cheering and raising their hands. In the foreground, a man in a yellow t-shirt with the 'bak' logo is cutting a red ribbon. Other employees in blue and orange t-shirts are also visible, some with the 'bak' logo. The atmosphere is celebratory and energetic.

Matt Malloy cuts the ribbon on a new company lounge during a 100th employee celebration in 2018.

We've abandoned the assembly line for a more personal touch on American manufacturing.

We're driven by people, purpose-built products, and socially inclusive policies.

Who we are.

Bak USA is a globally diverse team of inspired, talented, and passionate people from all walks of life. We are a family dedicated to doing business with integrity. We are committed to the highest ideals of innovation and craftsmanship. We are Bak USA, and we are breathing life into an industry desperate for fresh air.

What we do.

We sell computers. The difference is that we build ours right here in the United States. How? We're building computers with pinpoint precision and a handmade aesthetic. We're creating opportunities for lifelong learning, empowering students and workers, and sharing prosperity through technology.

Why we do it.

We break down barriers to create jobs for people with the desire to learn, the ability to work, and the drive to succeed. With the opportunity to customize technologies that solve specific needs for specific users in specific communities, we can redistribute the wealth and power made possible by the new economy.

We partner with people like you to reinvigorate American manufacturing, deliver high-quality computers, and change the face of technology forever.

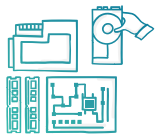
This is how we build it.



Our patent-pending cellular manufacturing process puts people first, eliminating dirty, difficult, dull, and dangerous tasks.

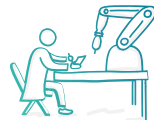
We're pioneering a process that combines cutting-edge cobotics with human ingenuity—and we're doing it in urban America.

Doris Henderson
puts a personal touch on
manufacturing an Atlas laptop.



Built to order.

We receive the order, prepare the components needed to build the computer, and begin manufacturing in our production workshop.



Human & machine.

Product technicians work together with collaborative robots to handcraft each computer with pinpoint precision—from start to finish—in a single sitting.



Quality is key.

Quality technicians conduct Accelerated Life Testing on computers and components to ensure a long-lasting, high-quality user experience.



From us to them.

Logistics and fulfillment teams prepare, package, and ship every computer straight from our home to our customers' hands.

Feel good about supporting a local business.

Better methods.

In-house design, production, fulfillment, and support—paired with advanced manufacturing tools—optimize quality and efficiency.

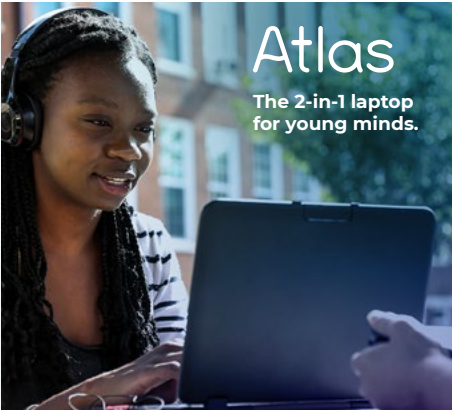
Closer connections.

Local, accessible service gives customers the best possible experience throughout the entire lifecycle of their computers.

Greater impact.

Meaningful careers in tech break cycles of inequality and redistribute the economic returns of innovation outside Silicon Valley.

City Hall shines bright in Bak USA colors on 'Bak USA Day' in the City of Light: Buffalo, NY.



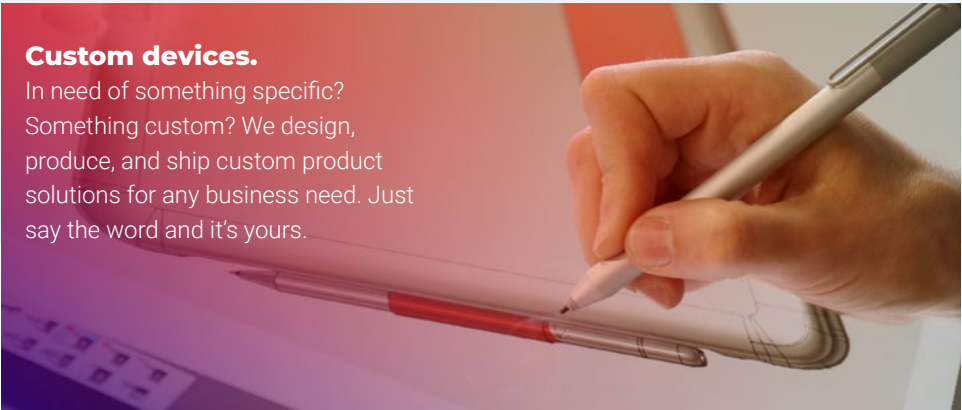
Atlas

The 2-in-1 laptop
for young minds.



SEAL

The rugged tablet for
workers everywhere.



Custom devices.

In need of something specific?
Something custom? We design,
produce, and ship custom product
solutions for any business need. Just
say the word and it's yours.



Building computers. Empowering people. Changing lives.