


Parch and Posey Acquisition

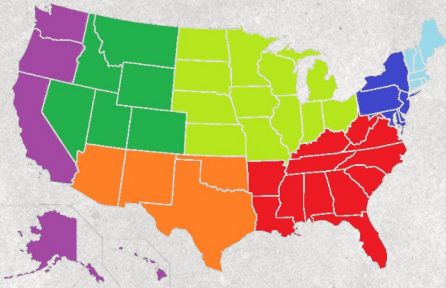
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State of Parch and Posey

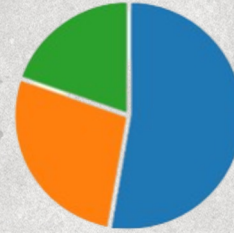


351 Accounts



7 Regions

- Northwest
- Midwest
- Southwest
- West
- International
- North
- South



Sales by Volume

standard paper: 52.7%
gloss paper: 27.6%
poster paper: 19.7%



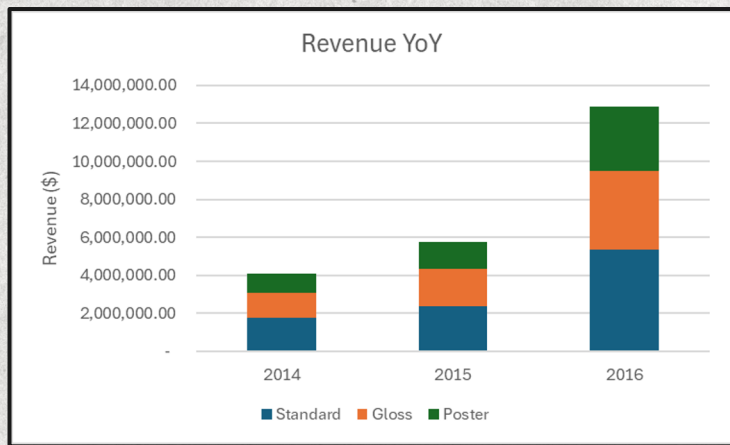
Sales by Revenue

standard paper: 41.8%
gloss paper: 32.8%
poster paper: 25.4%

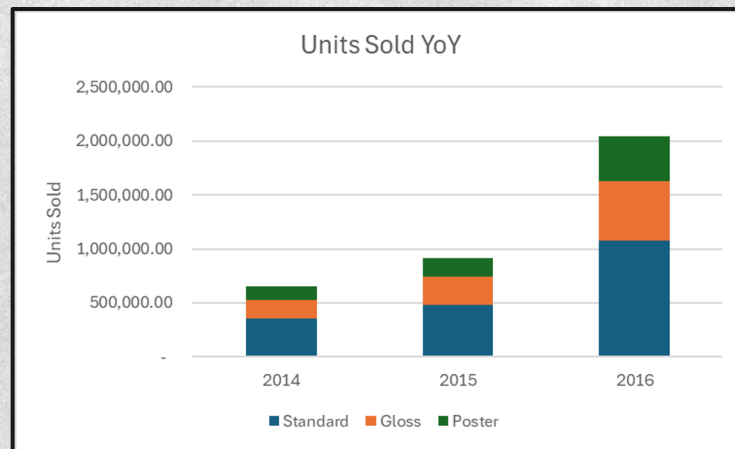


Year-over-year Growth

	year numeric 🔒	revenue numeric 🔒	rev_growth_percent numeric 🔒
1	2014	4069106.54	[null]
2	2015	5752004.94	41.36
3	2016	12864917.92	123.66



	year numeric 🔒	units_sold bigint 🔒	units_sold_growth_percent numeric 🔒
1	2014	650896	[null]
2	2015	912972	40.26
3	2016	2041600	123.62



Current Regions and New Regions

Sales Rep Per Region:

region_name character	number_of_sales_reps bigint
International	1
Midwest	9
North	0
Northeast	21
South	0
Southeast	10
West	10

region_name character	total_num_orders bigint	num_reps bigint	num_accounts bigint	total_revenue numeric	avg_revenue numeric
Midwest	483	9	41	1711747.25	3543.99
Northeast	1196	21	97	3999036.82	3343.68
Southeast	1110	10	86	3545487.49	3194.13
West	968	10	93	3608646.36	3727.94

region_name character	avg_orders_per_rep numeric	avg_accounts_per_rep numeric	avg_revenue_per_rep numeric
Midwest	53.67	4.56	190194.14
Northeast	56.95	4.62	190430.32
Southeast	111.00	8.60	354548.75
West	96.80	9.30	360864.64

-18
reps

- 11 sales reps from Northeast
- 5 reps from Midwest
- 1 rep each from South and North



region_name character varying	avg_orders_per_rep numeric	avg_accounts_per_rep numeric	avg_revenue_per_rep numeric
Midwest	121	10	427936.81
Northeast	120	9	399903.68
Southeast	123	9	393943.05
West	108	10	400960.71

Then split the 18 reps
evenly amongst 3 new
regions

Customer Analysis and Outlook



Conglomerates or Groups do not necessarily constitute bigger accounts

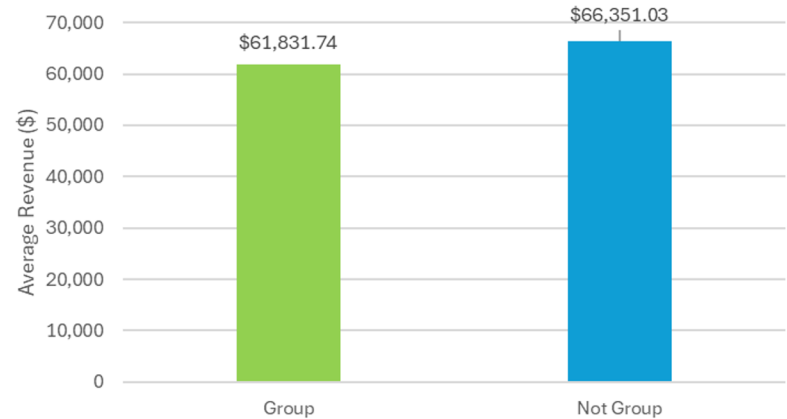


Suggestions for Future Analysis

Understand Customer Needs





- Segments that may require paper
 - Retail - Print Receipts
 - Media - Newspapers
 - Travel - Tickets/Labels

Average Revenue Company Groups vs. Not Groups





Channels to Deactivate

	Region	Channel	Channel Count (per Region)	Channel Count (% per Region)
	Southeast	Twitter	127	4.81%
	West	Banner	116	5.26%
	Midwest	Banner	59	5.05%
	Northeast	Twitter	154	5.03%



More Directions to Explore



Parch & Posey's Strength

Deeper look into the Company's financial, management, and product strengths



Synergies

See the value-added: target customers, market, company cultures, story, $1 + 1 > 2$

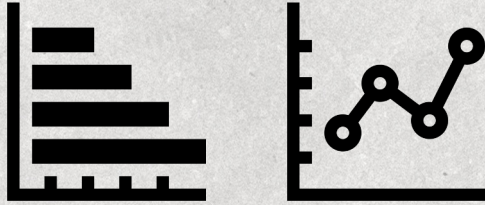


Cost and Regulation

Cost of the acquisition, additional investment, legal and regulatory landscape

Recommendation

There are other factors to be taken into account



Despite Parch and Posey's strong revenue and sales growth...



Target customers



Economic condition



Due diligence and risk assessment