

# BEAR BRANDS - FUTURE PLAN STRUCTURE

Strategic Growth, Partnerships, Product Expansion & Corporate Structure

## I. Executive Overview

Bear Brands Inc. is a diversified holding company focused on bringing premium products and services to the U.S. market. The organization operates across luxury outdoor living, consumer goods, technology, housing solutions, and entertainment, with a strategic emphasis on brand integrity, scalable partnerships, and longterm value creation.

## II. Strategic Partnership Discussions

### A. True Innovative - Dallas

- Prefabricated outdoor kitchen manufacturer producing 600+ grills annually.
- Actively seeking a luxury grill partner.
- Dealer footprint across TX, NM, AZ, and CA.
- Strong opportunity for multistate, highvolume distribution.
- Distributor Brandon Stillwell requested Bear Brands marketing materials to support dealer expansion.

### B. South 40 Specialties - Jim Engles

Website: [www.s40s.com](http://www.s40s.com)

#### Overview

- Provider of garage cabinetry, mancave systems, and outdoor living solutions.
- Includes JoLee Collection luxury outdoor furniture.
- Expanded footprint through Tony's Furniture acquisition.
- Strong roadshow presence and manpower to support Bear Brands activations.

#### Engagement Status

- Met at BarrettJackson with Jim Engles, team, and legal counsel.
- Contracts exchanged and redlined; pricing pending.
- Bill & Josephine returned from China with samples and pricing.

#### Channel Consideration

- Potential overlap with Proslat (Canada) requires strategic channel management.

## III. National Sales Expansion - AMA Group

- National rep association with regional targeting capability.
- Coverage across the U.S.
- Commission structure: 8-15% depending on region and product.
- Focus on highend brands, aligning with Bear Grill positioning.

## IV. Product Development & Pipeline

### A. Utensil Program

- Decision trending toward 4pack utensil set.
- Includes proprietary Bear Grill hook designed by Bill Marsh.
- Unique, defensible accessory with strong branding potential.

### B. Upcoming Products

- Baby Bear Grill
- Flat Top
- Pizza Oven

## V. Digital Infrastructure & Sales Enablement

### Enigmatic Labs × Bear Brands

#### Objectives

- Increase monthly revenue and unit sales.
- Deliver verified, qualified leads.
- Implement disciplined followup systems.
- CRMready lead delivery and reporting.
- Strengthen marketing and technical operations.

## VI. Real Estate & Builder Market Strategy

- Targeting builders, developers, and luxury contractors.
- Integration into:
  - Spec homes
  - Outdoor kitchen packages
  - Builder upgrade programs
  - Luxury remodels
- Aligns with turnkey outdoor living demand.

# VII. Bear Brands Inc. - Corporate Structure

## Holding Company

Bear Brands Inc. Focused on acquiring, developing, and scaling premium brands and services in the U.S. market.

## Subsidiaries & Divisions

### 1. Bear Grill, LLC

- Luxury outdoor kitchen systems.
- 304 stainless steel construction.
- Products range \$420-\$4,980 USD.
- Culinary and NHRA sponsorships.

### Bear Baller

- Highend razors and grooming products.

### 2. Machado Inc

- Martial arts branding in film.
- Energy drinks sold internationally to dojos and pharmacies.

### 3. Bear Paws, Inc

- Pet products and custom name tags.

### 4. Loco Oso, Inc

- Crazy Bear Spirits tequila:
  - Añejo
  - Reposado
  - Blanco

### 5. Axxis Global, LLC

#### Housing Solutions

- Disaster relief
- Homelessness transition shelters
- Student housing
- Workforce housing
- Refugee and Indigenous housing
- Military rapiddeployment shelters

## Additional Divisions

- LED digital screens for studios and design
- Home Health: luxury saunas and spas

## 6. VODXS CMS

- DOOH advertising via smart faucets.
- 7inch HD screens with motion detection.
- Blockchainverified impressions.
- Target venues: airports, stadiums, casinos, universities.
- QRcode engagement and demographic targeting.

## 7. JoLee Collection

- Modern luxury outdoor furniture by Summerset Casual.
- Cast aluminum frames, Sunbrella cushions.
- Modular seating, dining sets, fire pit tables.

## 8. Yu Long

- Traditional Chinese snacks.
- Preserved foods and duck eggs.
- Longgrain white rice.
- Dehydrated vegetables.

# VIII. Strategic Takeaway

Bear Brands is positioned as a multivertical premium platform with scalable partnerships, proprietary products, and diversified revenue streams. The integration of luxury outdoor living, technology, housing solutions, and consumer brands creates longterm leverage and brand defensibility.