



Your Next Move.

A MESSAGE FROM OUR CEO:

HALO is honored to have recently been recognized by Advertising Specialty Institute's *Counselor Magazine* as the largest branded merchandise distributor in the U.S. As much as this award recognizes our size and growth, we did not set out to be the biggest company in the industry. Our goal has always been to be the best. We have been driven by the needs of our sales teams who have built strong partnerships with their clients and we have met these needs by hiring high-performing professionals and striving to make HALO a top employer, leading the industry as a great place to work.

As the complexity of client needs has changed, HALO has invested to meet these new demands. The capabilities and solutions we now offer are unparalleled. We are not only the leader in the promotional products industry, but in uniform solutions, recognition and incentive programs. We have made significant investments in critical areas of support including talent and leadership, our new 360k square foot, state-of-the-art warehouse, technology and the relaunch of our HALO brand to generate growth opportunities.

We recognize that these last 18 months have not been easy on any of us and we have all endured personal hardships. Our industry has had to navigate a pandemic and supply chain disruptions. Sales teams have had to manage through one of the toughest sales cycles this industry has ever seen with many of us pivoting to sell PPE and new solutions for virtual events and hybrid work environments.

As HALO goes forward, I am confident that together we can achieve great things and I look forward to the potential opportunity of partnering with you. I invite you to learn more about HALO, set up time with our leadership team and come visit us at a time that is right for you. We have brought together a great HALO team and I encourage you to discover how we are continuing to make HALO the best place to work and do business anywhere in the industry.



MARC SIMON
CHIEF EXECUTIVE OFFICER

Your Next Move.

You've achieved substantial success in our industry, but if you're looking for more opportunities to grow and increase your earning potential, make your move to HALO.

We Offer:

- Distributor solutions to take your business to the next level
- Marketing and promotion to break through the competition
- Complete business support to earn more and administrate less



Take Your Business to the Next Level.

We have the solutions to help you grow your existing accounts and win new business. We've made significant investments to give all of our distributor partners the tools, teams and resources required to provide your customers a break through experience.

- Online Platforms
- Custom Kitting
- Fulfillment & Logistics
- Sustainability & Product Safety
- Data Security Compliance
- Financial Stability



Business Requirements & Compliance.

Organizations today require not only strict adherence to supplier branding standards, but also protocols and reporting to ensure their suppliers align with their commitment to social and environmental issues.



INSURANCE & LIABILITY

We maintain more than \$20 million in liability coverage to protect you and your customers.

FINANCIAL STABILITY

HALO's financial position leads the industry, backed by TPG Capital, one of the world's largest private equity firms, with more than \$100 billion in assets.

SUSTAINABILITY

Our program helps you meet your client's sustainability goals and reduce any negative impacts on the environment and the people who produce our products.

SUPPLIER DIVERSITY

Our supplier diversity program promotes business opportunities for diverse suppliers with certified Tier 2 reporting for your customers.

PRODUCT SAFETY

Our Secure Source protocol ensures all suppliers adhere to all state, federal, and international standards.

DATA SECURITY

We provide the safest and most secure solution in the marketplace. We've passed key audits from major fortune 500 clients.

Break Through the Competition.

We are your creative powerhouse. There isn't anything our creative teams can't or won't do to help you grow your business. Our team of marketing specialists work in unison with our sales partners to deliver promotional strategies for you and your customers.

We Offer:

- Marketing Strategies
- Promotional Tools
- Creative Support
- Sales Tools
- Customer Events

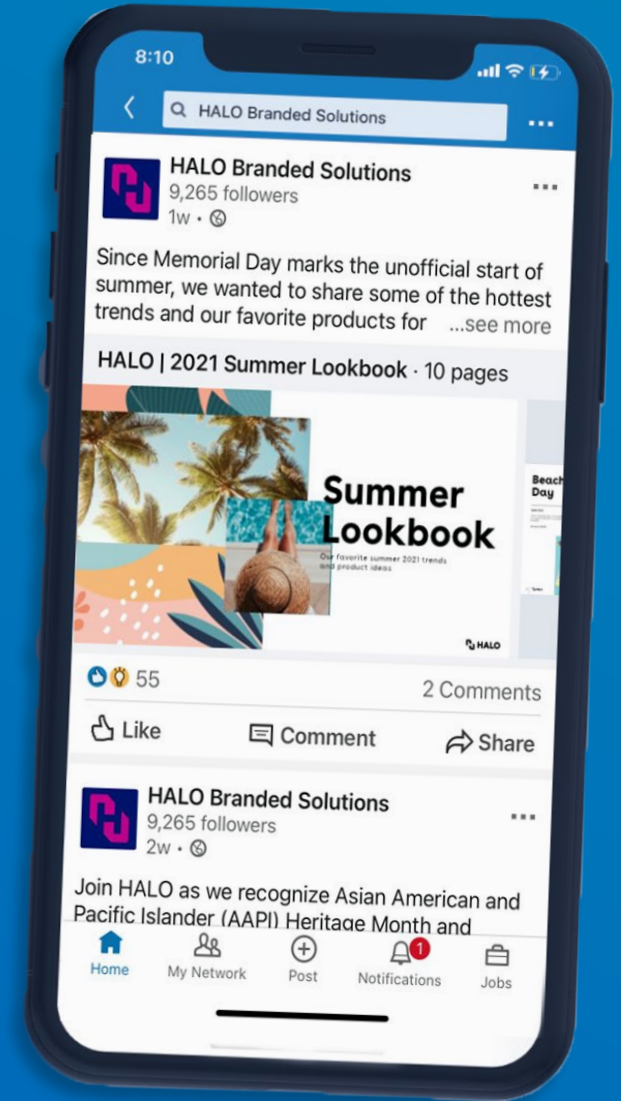
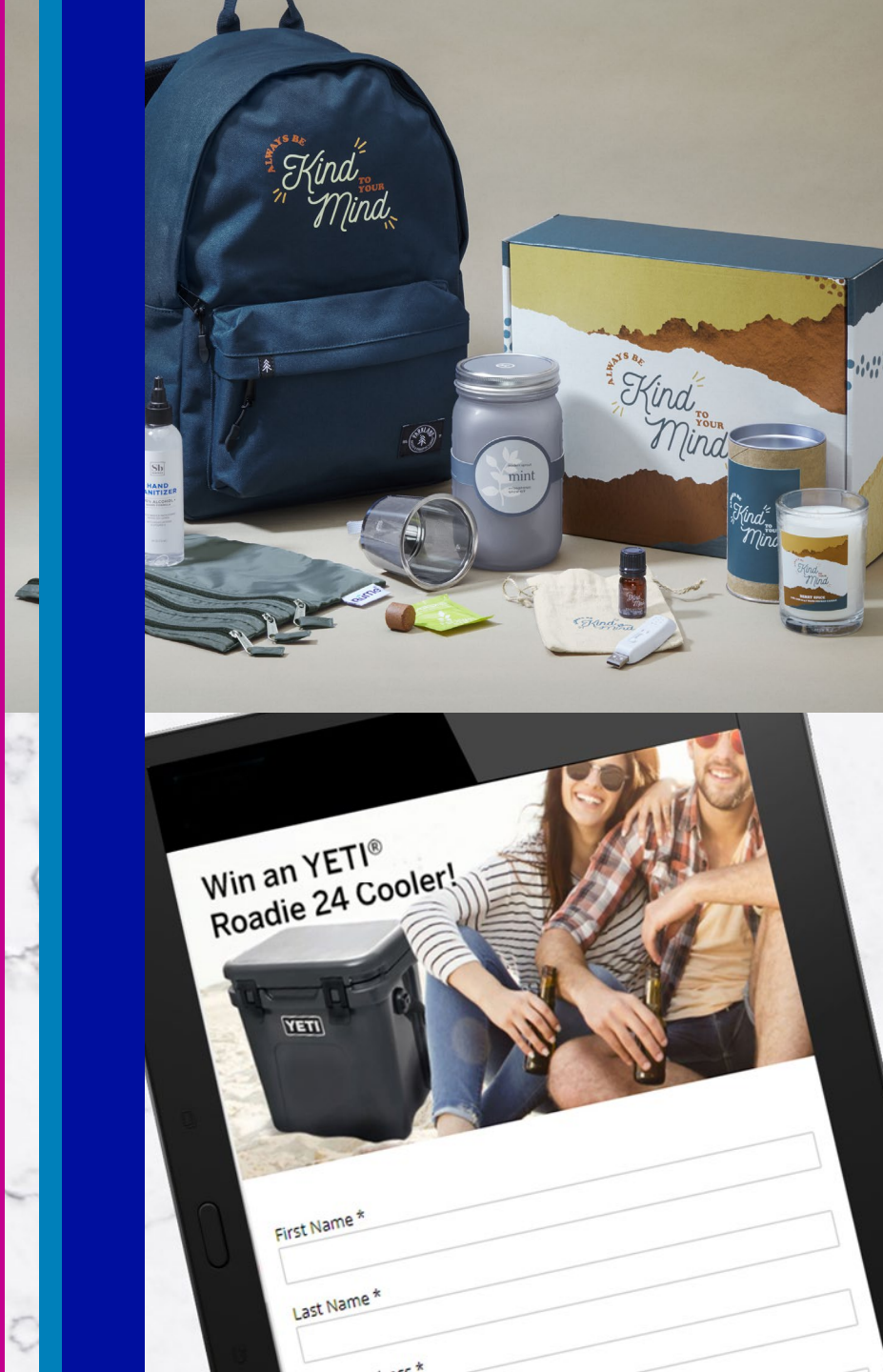


Promotional Tools.

We offer a complete suite of multichannel marketing tools designed to keep you top of mind with all of your clients.

Marketing Tools Include:

- Direct Mail
- Email Marketing
- Social Media
- Custom Content
- Online Forms



Strategic Planning.

We market you and your brand to keep you in front of your clients with targeted campaigns.

You are assigned a marketing professional to help you plan and execute self promotions and customer campaigns. They will assist you with developing a promotional calendar for the entire year called a Marketing Action Plan (MAP).

SELF PROMOTION	Automated Emails	Direct Mail	Events	Social Media
	Opted Into bi-weekly automated email program for full contact list with weekly reporting.	Feb: Essentials catalog mailings to full list. Q2 & Q3: Inbox direct mailings Nov: Holiday gifting mailers for top 50 clients.	JULY: Annual end-user show, corporate clients only AUGUST: Local chamber event	Following HALO corporate content reviewing share strategy to reach customers.

CUSTOM PROJECT SCHEDULE	2021											
	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC
		Spring Polos						2022 Calendar Program	Customer Service Conf. Special	Customer Appreciation/ Holiday Gift Box		
	Ice Scraper/ Snow Brush		Spring Sale	Eco/ Reimagined Collection		New Collection Launch			New Fall/ Winter		Holiday Collection/ Cyber Monday	Holiday
			Spring Sale	Eco/ Reimagined Collection			Road Trip Ready		New Fall/ Winter			Holiday

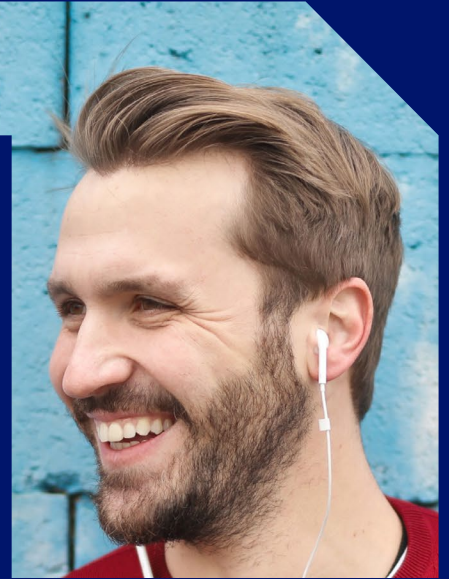
Client Specific Form	Client 1 Custom Eblast	Client 2 Custom Eblast
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Earn More. Administrate Less.

We've built the most successful promotional, uniform and recognition company anywhere. Everything we do is designed to help our sales partners grow their business, earn more and administrate less.

We Offer:

- The Best Teams in the Business
- Business Technology
- Collaborative Sales Culture
- Increased Income Potential



The Best Teams in the Business.

Support Teams

HALO's experienced and dedicated support staff allow you to **be in business for yourself, not by yourself**. Sales professionals who partner with HALO are backed by a support staff of over 1300 across the United States.

Legal	Warehousing Fulfillment	Web Services	Supplier Relations
Lean Six Sigma	Kitting	Information Security	Merchandising
Financial	Customer Service	Enterprise Programs	Sourcing
Accounts Receivable	Billing	Account Management	Product Safety
Accounts Payable	Order Processing	Program Implementation	Sales Management
Payroll	Sales Onboarding	Program Technology	Business Development
Accounting	Sales Support	Program Sales	Marketing
Operations	Information Technology	Inventory	Creative



Collaborative Sales Culture.

Sales Culture

We are a company of entrepreneurs, thought leaders, and business builders who have come together to create a global corporate merchandise and recognition company that combines the best people, the best ideas, and the best execution.

Collaborative Opportunities:

- Destination Events
- Town Halls
- Regional Idea Sharing Events
- HALO Ideas Mail
- Sales Advisory Council
- Social Media Groups



Buying Power.

Earning Potential

HALO is the #1 client for 85% of the top suppliers in our industry. Our size and reputation provides us with the leverage to negotiate for you best pricing, priority production, and early access to products.

Preferred Supplier Network

- Over 600 Suppliers offering EQP and more
- 200+ Preferred Suppliers with negotiated best pricing
- All special pricing is shared with every Account Executive



Preferred Plus

- | | | |
|---------------------------------|-------------------------------|------------------------|
| • alphabroder | • HUB | Journalbooks, TriMark) |
| • AZX Sport/Simplified Sourcing | (Beacon, Best Debco, Hub Pen, | • Sanmar |
| • Chocolate Inn- Lanco | Origaudio, Handstands, Webb) | • Showdown Displays |
| • Cutter & Buck | • Outdoor Cap | • Sweda |
| • Fields Manufacturing | • Primeline | • Toddy Gear |
| • Gemline | • Polyconcept | |
| • Hit Promotional Products | (PCNA, Bullet, Leed's, | |

Preferred Level 1

- | | | | |
|--------------------------|----------------------|------------------------|----------------------------|
| • 3M Promotional Markets | • Gordon Sinclair | • Maple Ridge Farms | • Stormtech USA, Inc. |
| • AAA Innovations | • GMG Pen | • Moderne Glass | • Terry Town |
| • AAkron Rule Corp. | • Headwear USA | Company, Inc. | • Tervis |
| • Bag Makers, Inc. | • Head To Toe, HTT | • Pacesetter Awards | • Tomaxusa |
| • Bambams | Apparel | • Peerless Umbrella | • Tri-Mountain |
| • Koozie Group | • High Caliber Line | • Perry Ellis | • T-Shirt Tycoon Solutions |
| (formerly BIC Graphic) | • iClick | • Picturesque Graphics | • TWINTECH INDUSTRY, |
| • Black Forest Ltd. | • Imagen Brands | • Pop! Promos | INC. |
| • Blue Generation | (Crown and Vitronic) | • PowerStick.com Inc. | • Vantage Apparel |
| • CAP AMERICA | • Illini | • Pro Towels | • Victorinox Swiss Army, |
| • Caps Direct | • Innovation Line | • PXP Solutions, LLC | Inc. |
| • Edwards Garment | • KTI Promo | (Pony Xpress Printing) | • Visual Promotions / VP |
| (Bishop Garments) | • LarLu Promotional | • S&S Activewear | Brand |
| • ERB Industries, Inc. | Products | • Sanford (Newell) | • Visionary Partners |
| • Garyline | • The Magnet Group | • St. Regis Group | (Visions/Awardcraft) |
| • Goldstar | (Castelli) | • Starline USA | |

Business Development.

Earning Potential

We have the teams, strategies, and tactics to help you grow your accounts and win more business.

"Mile Deep" Account Penetration Program

- Review your accounts with more than \$100k in growth potential
- Deep one-on-one review of existing business and buyers in the account(s)
- Comprehensive account research process and referral practice
- Defined account penetration tactics
- Review process for continued success

Business Development Team

- Dedicated RFP/RFI Team
- Project Management
- Response and Presentation Development
- Presentation Team
- Over \$40MM Revenue 2020
- 2020 and 2021 50% Win Rate



Earning Potential.

We offer our sales partners a generous commission split, the best net pricing in the industry and several bonus programs allowing our partners to maximize their earning potential.

Our flexible compensation model allows you to partner with us as an employee or as an independent contractor. As an independent contractor you receive incentive based bonuses paid on orders above a 37% margin. Employees receive insurance and 401K.



BI-WEEKLY COMMISSIONS

Get paid bi-weekly on booked orders.

ACCOUNT PENETRATION

Strategies and tactics to go deeper into accounts and grow your business.

MARKETING AND PROMOTION

Our strategies result in a 10-15% sales increase year over year with an annual company-matched marketing fund of up to 6% of commissions.

GLOBAL SOURCING

Our in-house sourcing team delivers a 15% cost savings on average over industry importers with no prepayments.

HALO GLOBAL ART

We offer a dedicated outsourced art resource for digitizing, vector conversion, and virtuals at up to 1/10th of market cost.

BUYING POWER

Purchase better, increase margins, and reduce costs for your customers.

BUSINESS DEVELOPMENT

Our BD team is ready to assist you with RFPs and presentations when an opportunity arises.

BONUS & INCENTIVES

Up to 3% bonus on Preferred Suppliers' sales and 5%-10% bonus on products sold from our Essentials Program.



Your Next **Move.**