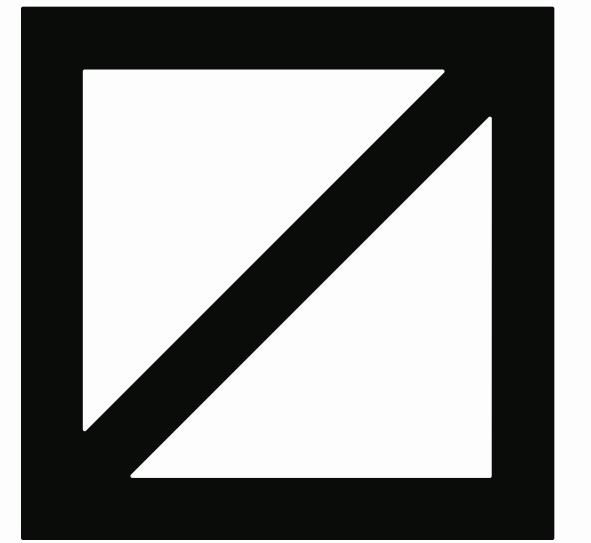
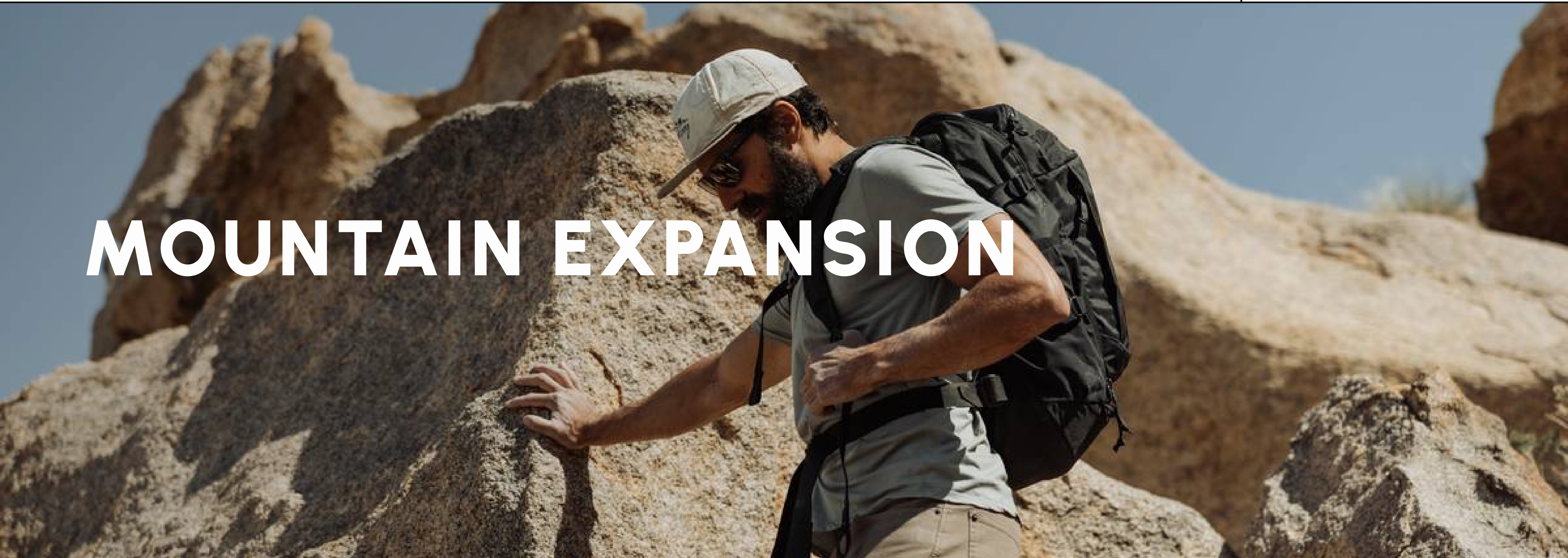
 **EVERGOODS**

DESIGN. FEEL. FUNCTION.



MOUNTAIN EXPANSION



GOALS

IDENTITY MAINTENANCE

ESTABLISH CREDIBILITY IN THE ADVENTURE/OUTDOOR SPACE WITHOUT REPOSITIONING THE BRAND AWAY FROM ITS CORE IDENTITY

CAPTURE THE GEARHEAD

THE ADVENTURE/OUTDOOR REPRESENTS AN OPPORTUNITY TO CAPTURE THE GEARHEAD PERSONA

EXTEND TRAIL TO TOWN POSITIONING

BUILD A COHERENT ADVENTURE/OUTDOOR BRAND STORY PRODUCT SERVED THE CUSTOMER WHO WENT OUT THE TRAIL BEFORE WORK, COULD CAPTURE AFTER, AND WENT TO THE OFFICE

PROVE THE MARKET BEFORE EXPANDING

BUILD CREDIBILITY THROUGH CONTENT, COMMUNITY, AND NETWORKING BEFORE EXPANDING PRODUCTS THEN EXPAND PRODUCT OFFERING ONCE THE BRAND HAS GAINED PERMISSION TO PLAY IN THIS SPACE

CROSS-SELL BETWEEN LINES

THE IDEAL CUSTOMER OWNS PRODUCTS ACROSS CATEGORIES, SOMEONE WHO BUYS AN HIKER FOR WORKING GEAR SHOULD SEE THE CYCLIST AS THEIR WEEKEND OPTION AND THE CYCLIST AS THEIR TRAVEL SOLUTION



POSITION CHALLENGES

IDENTITY MAINTENANCE

THE RELOCATION OPPORTUNITY MUST MAINTAIN OUR CURRENT BRAND POSITIONING

- A DESIGN-LED BRAND FOCUSED ON LONG-LASTING, HIGH-PERFORMANCE PRODUCTS THAT SEAMLESSLY INTEGRATE WITH YOUR LIFE
- WE CREATE PRODUCTS THAT INTEGRATE WITH LIFE AND ARE VERSATILE, DURABLE, AND REFINED

WE SHOULD NOT COMPETE DIRECTLY WITH COMPETITORS OFFERING OR TRADITIONAL OUTDOOR BRANDS ON THEIR TERMS. INSTEAD, THE STRATEGY SHOULD LEVERAGE OUR STRENGTHS:

- TIME-TO-TIME VERSATILITY
- PREMIUM MATERIALS AND CONSTRUCTION QUALITY
- CLEAN, REFINED AESTHETIC THAT WORKS IN URBAN ENVIRONMENTS
- TIME-LESS DESIGN PHILOSOPHY APPLIED TO OUTDOOR USE CASES



STRATEGIC FOUNDATION

TARGET CONSUMER:
THE GEARHEAD

THE GEARHEAD PERSONA SHOULD FUNCTION AS OUR INITIAL TARGET DEMO WHILE WE ESTABLISH BRAND POSITIONING.

THE GEARHEAD:

- HAS EVOLVED FROM DEMO ACQUISITION TO DEMO CURATION
- VALUES INTENTIONALITY, CRAFT, COMFORT, AND VERSATILITY
- APPRECIATES MINIMALIST AESTHETICS WITH FUNCTIONAL BENEFITS
- OPERATES IN BOTH URBAN AND OUTDOOR ENVIRONMENTS
- DOES SO AS BEING OPEN-MINDED, OPEN TO CREATING TECHNOPROFESSIONAL RELIES

THE GEARHEAD WANTS BETTER THINGS THAT EACH SERVE A CLEAR PURPOSE

WE SHARE COMMONALITIES BECAUSE WE CARE BECAUSE THE DESIGN PHILOSOPHY IS CONSISTENT AND THE QUALITY IS HIGH

THE GEARHEAD WANTS TO BELIEVE THEY ARE BUILDING A COMMITMENT SET FROM A BRAND THAT UNDERSTANDS HOW THEY LIVE



STRATEGIC FOUNDATION

CONSUMER EXPANSION

THE OUTDOOR-CURIOUS URBAN PROFESSIONAL

THE PERSON WHO LOVES A NEW HIKE & TRAIL, BUT NOT UNTIL IT'S DURING THE WEEKEND. THEY LOVE CONCEPTS, BUT ONLY IF THEY'RE IN THE CITY. AND THEY'VE GOT A LOT OF IDEAS FOR HOW TO MAKE THEM BETTER. THEY WANT SOMETHING THAT'S BOTH URBAN AND OUTDOOR.

THEY DON'T WANT TO LOOK LIKE A HIKER. THEY'RE NOT LOOKING FOR A NEW COLOR OR A NEW MATERIAL. THEY WANT SOMETHING THAT'S BOTH URBAN AND OUTDOOR.

THEY WANT SOMETHING THAT'S BOTH URBAN AND OUTDOOR. THEY WANT SOMETHING THAT'S BOTH URBAN AND OUTDOOR.

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THE "I DON'T WANT TO LOOK LIKE A HIKER" HIKER

SOMEONE WHO ACTUALLY ENJOYS OUTDOORS, BUT NOT THE OUTDOOR-RELATED AESTHETIC.

THEY DON'T WANT TO LOOK LIKE A HIKER. THEY DON'T WANT TO LOOK LIKE A HIKER. THEY DON'T WANT TO LOOK LIKE A HIKER.

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2026 SURVEY LEARNINGS PART 1

THE HARD TRUTH

NO MOUNTAIN PRODUCT LINED UP THE TOP 10 FOR ANY CATEGORY. THE HIGHEST RATED MOUNTAIN PRODUCT (EXAMPLE: TRAIL BACKPACK) AT 80% 5-STAR RATING IN OTHER B&B, THREE.

MEANWHILE, SOME MOUNTAIN CATEGORY LINED UP 1-3, WHICH WERE THEN DOUBLE THE TOP MOUNTAIN OPTION.

CONSUMER NOTE: IS CORRECT. THERE ARE FEEDBACK THAT WILL BE IMPORTANT REGARDING THE MOUNTAIN CATEGORY. SOME HIGHER AND OTHER, WHICH IS ESSENTIALLY WHAT THE EQUIPMENT TYPE IS.

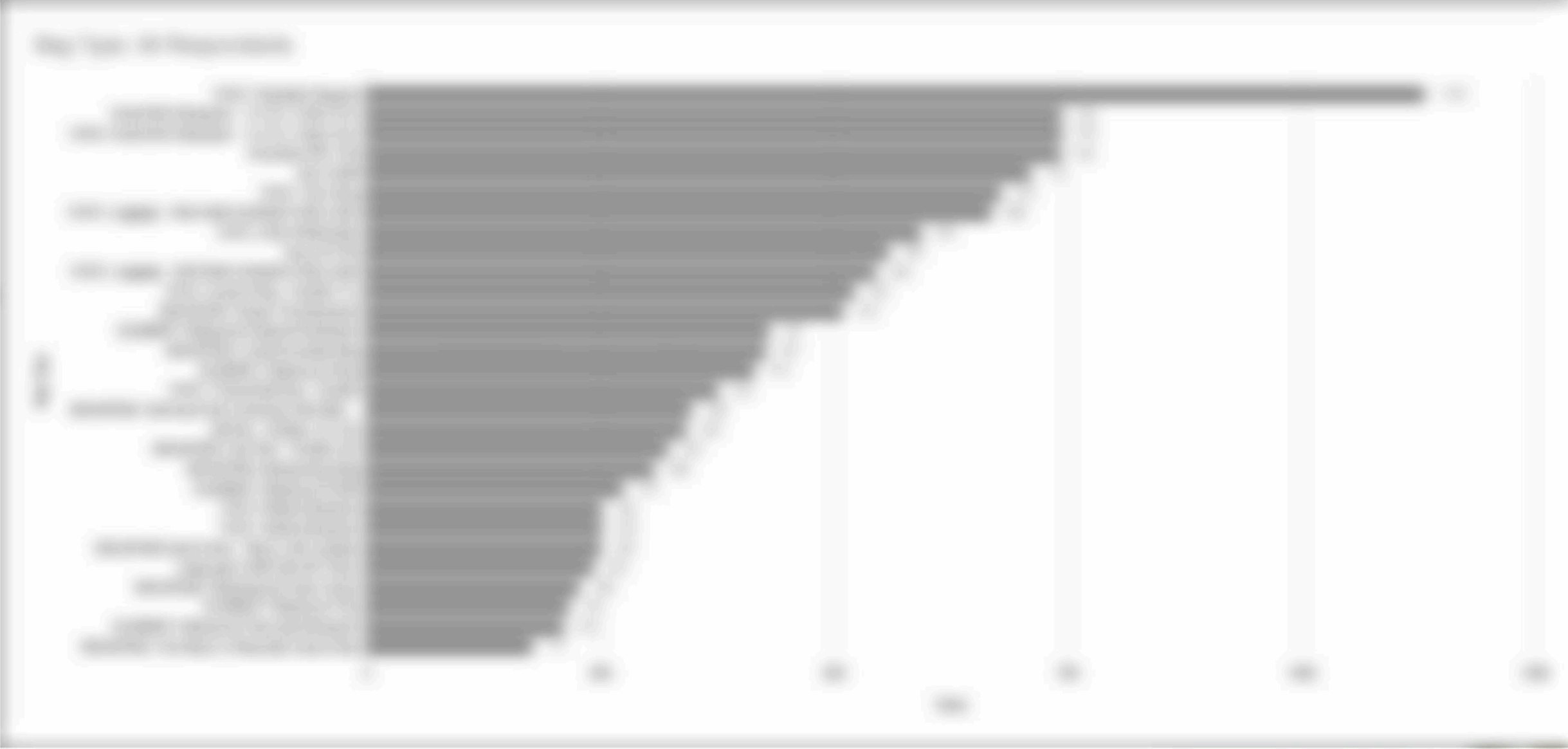
IMPLICATIONS

THE EXISTING CUSTOMER BASE OF MOUNTAIN PURCHASERS WHO ARE ENGAGED ENOUGH TO COMPLETE A SURVEY ABOUT MOUNTAIN MOUNTAIN PRODUCTS.

THEY WANT SOME MOUNTAIN CATEGORY, SMALL AND MOUNTAIN CATEGORY TYPE, SOME CATEGORY, THEN SOME. THE DEMAND SIGNAL, IS ESSENTIALLY MOUNTAIN CATEGORY, NOT TRAIL.

THE EXISTING MOUNTAIN CATEGORY IS MOUNTAIN, BUT IT DOES MOUNTAIN CATEGORY IS A NEW CUSTOMER MOUNTAIN CATEGORY, NOT A NEW EXISTING CUSTOMER CATEGORY.

THE DEMAND SIGNALS WERE TRYING TO CAPTURE MOUNTAIN CATEGORY IN THIS SURVEY POPULATION THEY HADN'T MOUNTAIN TRAIL FROM MOUNTAIN CATEGORY.



2026 SURVEY LEARNINGS PART 2

WPL22 POSITIONING

THE SAMPLE THAT BACKPACK DEMAND WAS SUGGESTS THE WPL22 HAS A POSITIONING PROBLEM. CUSTOMERS WANT SOMETHING SIMPLE FOR TRAILS, BUT OTHERS DON'T KNOW WPL22 EXIST OR DON'T PERCEIVE IT AS SIMPLE. AT THE END, IT WAS TOO COMPLICATED FOR WHAT THEY'RE WANTING.

WATERPROOF DEMAND

THE WATERPROOF CLUSTER WATERPROOF DEMAND BACKPACKS ARE WATERPROOF SLING AND HAVE STRONGER DEMAND THAN MOST RECREATION-ORIENTED PRODUCTS. THIS MEANT WE'RE FORGIVING BEING THE VEHICLE FOR OUTDOOR USE LONGER RATHER THAN CONSIDERING THE RECREATION USE ITSELF.

EQUIPMENT TOTE CHALLENGE

WATERPROOF DEMAND VALUED AT 20% AND LONGER THAN SLING, 10% AT 20% AND BOTH IN THE BOTTOM THIRD. THE EQUIPMENT TOTE CONCEPT LIVED IN THIS TERRITORY. THIS SURVEY SUGGESTS EXISTING CUSTOMERS AREN'T ACTIVELY SEEKING THIS PRODUCT. THE TOTE MAY NEED TO BE POSITIONED AS SOLVING A PROBLEM CUSTOMERS DON'T KNOW THEY HAVE OR IT NEEDS TO REACH A DIFFERENT CUSTOMER SET-POINT.



2026 SURVEY LEARNINGS PART 3

THE BIG QUESTION

AS A CUSTOMER, HOW DO YOU WANT TO BE SERVED? HOW DO YOU WANT TO BE SERVED? HOW DO YOU WANT TO BE SERVED?



CURRENT OFFERING

MOUNTAIN PANEL LOADER 22L

- PRICE: \$120
- POSITION: LOAD AND GO TRAIL AND WITH TRAIL TO TRAIL ADAPTIVITY
- KEY FEATURES
- PANEL-LOADING DESIGN DIFFERENTIATES FROM TOP-LOADING OUTDOOR BAGS
 - BREATHABLE BACK PANEL
 - WATER-RESISTANT, abrasion-resistant, dust-repellent
 - EXPANDED INTERNAL UPPER SLIDE WORKS FOR BOTH USE CASES
 - STRAP-IN POCKETS FOR WATER BOTTLES
 - SOLIDITY OVER WITH PROBABLY POSITIONING
 - EXPANDED YELLOW COLUMN FOR ADJUSTABLE STABILITY
- NOTE: SMALL, TIGHTLY CHANGING TO USE IN SUMMER 2024. THIS TRANSITION SHOULD BE POSITIONED AS PRODUCT EVOLUTION REASONING.



CURRENT OFFERING

MOUNTAIN HIP PACK 3.5L

- PRICE: \$39
- POSITION: IDEAL FOR HIKING AND ACTIVE LIFESTYLES
- KEY FEATURES:
- BREATHABLE MESH PANEL
 - IS PRE-FORMED FOR COMFORTABLE FIT DURING MOVEMENT
 - U-SHAPED ZIPPED POCKET FOR PHONE ACCESS
 - WATER STAIN RESISTANT FOR EASY MAINTENANCE



COMPETITIVE POSITIONING

Brand	Positioning	Strength	Our Difference
Patagonia	Technical outdoor	Fit, durability	Classic aesthetics, ultra durability
Arcteryx	Performance outdoor	Comfort, options	Form-fitting, access, modern design
North Face	Technical/Workday	Materials, value	Approachable premium, ultra practical
Mountain Hardwear	Technical/outdoor	Durability, heritage	Less technical aesthetics, durability
Peak Design	Technical	Organization, design	Trail proven performance, versatility

EVERGOODS MOUNTAIN POSITION STATEMENT

EVERGOODS MOUNTAIN LEADS DELIVERS TRAIL PROVEN PERFORMANCE IN A PACKAGE DESIGNED SPECIFIC FOR OUTDOORS. YOUR CAR, YOUR TRAIL, YOUR LIFE.

WE BUILD FOR PEOPLE WHO WANT GET THE TRAIL BEFORE WORK, LEAVE COFFEE AT HOME, AND HEAD STRAIGHT TO THE OFFICE. NO COMPROMISE REQUIRED.



PHASE 1:
ESTABLISH CRED Q2-Q4

FOCUS ON PROVEN CHANNELS BELONGING TO THE MOUNTAIN SPACE BEFORE EXPANDING THE PRODUCT LINE

PRODUCTS

- BRUSH BACK LAUNCH
- **ULTRA PRODUCT**
- **WE WILL BE HANDLING ALL THE ULTRA PRODUCTS BEING IN THE TARGET & CORE LINE**

CONTENT & CREATIVE STRATEGY

WE'VE BEEN LACK AUTHENTICATING SPONSORED CONTENT OFFERING ON BEING IN LOYALTY CAMPAIGNS BASED ON THAT WE SHOULD PROTECT

AUTHENTIC MOUNTAIN CONTENT

- PARTNER WITH MOUNTAIN GUIDES, TRAIL RUNNERS, AND EXP. HIKERS FOR REAL-USE CONTENT
- CAPTURE BRUSH AND MAPS IN ACTUAL TRAIL CONDITIONS
- DOCUMENT TRAIL TO TRAIL TRANSITIONS INCLUDING HOW A CLIMBER SHED A BEAR

LONG-TERM CONTENT

- MOUNTAIN USE TRAIL LOGISTICS INCLUDING ORGANIZATION CAPABILITIES
- AND LOGISTICS & TRAIL USE COMBINATION SETUPS
- BEHIND-SCENARIOS INCLUDING

COMMUNITY BUILDING

- TARGET MOUNTAIN USE, HIKING, AND OUTDOOR RECREATION COMMUNITIES
- RECENT ENGAGEMENT INCLUDING ENVIRONMENTAL, BIODIVERSITY, CLIMATE, RIVERS
- PARTNER WITH OUTDOOR-RELATED CREATORS WHO ALSO WORK IN URBAN ENVIRONMENTS



MPL22 RE-POSITIONING PART 1

WHEN WE PEOPLE SAY THEY WANT A SIMPLE TRAIL BACKPACK, THEY'RE PROBABLY WANTING SOMETHING UNCOMPLICATED. THE CUSTOMER ASKING FOR SIMPLE, WON'T SEE MPL22 AND THINK IT'S TOO MUCH BUT FOR WHAT THEY WILL OR NOT SEE IT AT ALL BECAUSE THE LANGUAGE DOESN'T MATCH THEIR SEARCH.

MESSAGING ADJUSTMENTS

CURT: FROM PLAYSIDE FORWARD TO USE CASE FORWARD INSTEAD OF OVERLAPPING WHAT THE BAG IS, SHOW WHAT IT DOES.

CURRENT: "ALL TRAIL, LOADING UPWARD FOR EVERYTHING & NOTHING TO COMPROMISE"
REVISED: "EVERYTHING STABLE, NOTHING BLIND, LEAVE YOUR WATER WITHOUT STOPPING"

CURRENT: "STRETCH BETWEEN SLIDING, INTERNATIONAL LIFT"
REVISED: "CLIMB, YOUR WATER BLAZING ON GETTING, YOUR LIFT ON MOUNTAIN"

CREATIVE DIRECTION

FOR THE SIMPLE TRAIL REPOSITIONING, THE CREATIVE SHOULD BE AUTHENTICALLY FOCUSED ON ONE THING: GET YOUR WATER UP.

LONG-OUT CONTENT SHOULD BE MINIMAL AND APPROACHABLE: WATER BOTTLE, TRAIL, SIMPLE, FUNCTIONAL, RELIABLE LIFT, TRAIL, 2019.

NOT: NOT SEEN AND CLIMBING EQUIPMENT



MPL22 RE-POSITIONING PART 2

CAMPAIGN STRUCTURE

THE CUSTOMER HEARD THEY WANT A TOOL BAG BUT THEY DON'T KNOW WHO'S IN THE MARKET. THIS MESSAGE REVEALS LOCAL PROBLEM & SOLUTION AWARE MESSAGING.

PROBLEM AWARE: MOST CUSTOMERS HAVE TO DO FOR EVERYTHING

SOLUTION AWARE: THE TOOL BAG THAT OPENS UP A SOLUTION

WE SHOULD HAVE TECHNICAL JARGON. THERE'S SOMETHING ABOUT BEING ANYTHING TO THREE PEOPLE BUT SAYING SOMETHING ALONG THE LINES OF "TOOL BAG" FOR EVERYBODY UNDERSTANDS THE SAME MESSAGE WITHOUT OVERLOADING PEOPLE.

CHANNEL CONSIDERATIONS

WITH TRAFFIC, CAN TEST THE REPOSITIONED MESSAGING AGAINST THE EXISTING TECHNICAL POSITIONING. IF THE SAMPLE TRAINING GROUPS INCLUDE CTR AND CONVERSION, TRAFFIC SIGNAL TO SHIFT MORE BEHAVIOR.

THE WORD IS ALTERNATING THE TECHNICAL BANNER WORDS UNDER THE DETAILLED SPEC LANGUAGE. HOWEVER, THIS CAN BE USED TO CLARIFY THAT WITH SIMPLE MESSAGING FOR ACQUISITION & TECHNICAL DETAIL FOR CONSIDERATION AND PRODUCT PAGE.

WHAT STAYS THE SAME

THE PRODUCT DOESN'T CHANGE. THE PRICE DOESN'T CHANGE. THE FEATURES DON'T CHANGE. THIS IS PURELY A COMMUNICATION SHIFT.



PHASE 2: PRODUCT EXPANSION Q1-?

ONCE CREDIBILITY IS ESTABLISHED, CONSIDER STRATEGIC ADDITIONS

PRODUCTS

MOUNTAIN EQUIPMENT TYPE

A GENERAL PURPOSE EQUIPMENT WAS IN THE MOUNTAIN CATEGORY. THIS WAS HELD WITH THE APPROACH OF USE OF MOUNTAIN RATHER THAN FLATLIFT. SO IT WAS AT MORE IN-TOWN, VERTICAL-BASED ACTIVITIES RATHER THAN BACKCOUNTRY OR MOUNTAINOUS ENVIRONMENTS.

THIS PRODUCT IS STRATEGICALLY THE LINE OF MOUNTAIN AND FLATLIFT. HOW ARE WE CHANGING WHEN TO CALL THESE MOUNT?

POTENTIAL PRODUCTS

MOUNTAIN SPECIFIC ACCESSORIES

THE CAP SYSTEM COULD EXTEND NATURALLY INTO A MOUNTAIN SPECIFIC ACCESSORY FOR TRAIL USE. A STAFF HORN CAP SYSTEM THAT INTEGRATES WITH THE MOUNTAIN EQUIPMENT TYPE.

WOULD BE A STRATEGIC ADDITION TO MOUNTAIN EQUIPMENT

WATERPROOF

A SMALLER OFFICE USE AT THE OFFICE WOULD BE AN IDEAL ADD IN THE CURRENT MOUNTAIN LINE

WATERPROOF

WATERPROOF OFFICE EQUIPMENT AND WATERPROOF GEAR AND OUTDOOR USE MOUNTAIN SPECIFIC PRODUCTS

HOW DO WE CHANGE THESE AND WANT TO POSITION THEM IN MOUNTAIN? WHAT WOULD BE CONSIDERED FLATLIFT?

