





“Since switching to ProFit, my volumes went up 200% and my margin 300%....

....you can quote me on that”

Arjan Witte | Bouwcenter RAB

Who's ProFit



IN THE WORDS OF THE AWARD COMMITTEE:



KVK
Dutch Chamber of Commerce

Snel verwijderen van vervelende zaagprop

De zaagprop met een schroevendraaier uit de centreerboor pulken is een terugkerende ergernis van elke klusser, omdat het vaak meer tijd kost dan het boren van het gat zelf. Het gepatenteerde Click & Drill systeem lost dit probleem op.

Met één druk op de knop

Met een druk op de knop wordt de zaag naar achteren getrokken en komt de prop vrij. Het systeem kan worden gebruikt op ieder ProFit apparaat, waardoor buiten de centreerboor geen additionele houders nodig zijn. Verder kan de Click & Drill bestaande gaten vergroten en onder een extreme hoek boren.

Quick plug ejection

Removal of the plug is a returning nuisance to craftsmen around the world when using a hole saw. The lengthy process of using a screwdriver to try and lever out the plug often taking more time than sawing the hole in the first place. The patented Click & Drill system instantly solves this challenge.

At the push of a button

It only takes one push of the button to draw back the hole saw on the center drill to release the plug. The system can be used on all ProFit hole saws without the need of additional adapters or arbors. Furthermore Click & Drill allows you to enlarge existing holes as well as drill under extreme angles.





87

Co-workers (fte)



1,520

Warehouse
floor space (m²)



3

Production
locations



12

Export agents



21

Export markets



10

Times longer

#Inventors

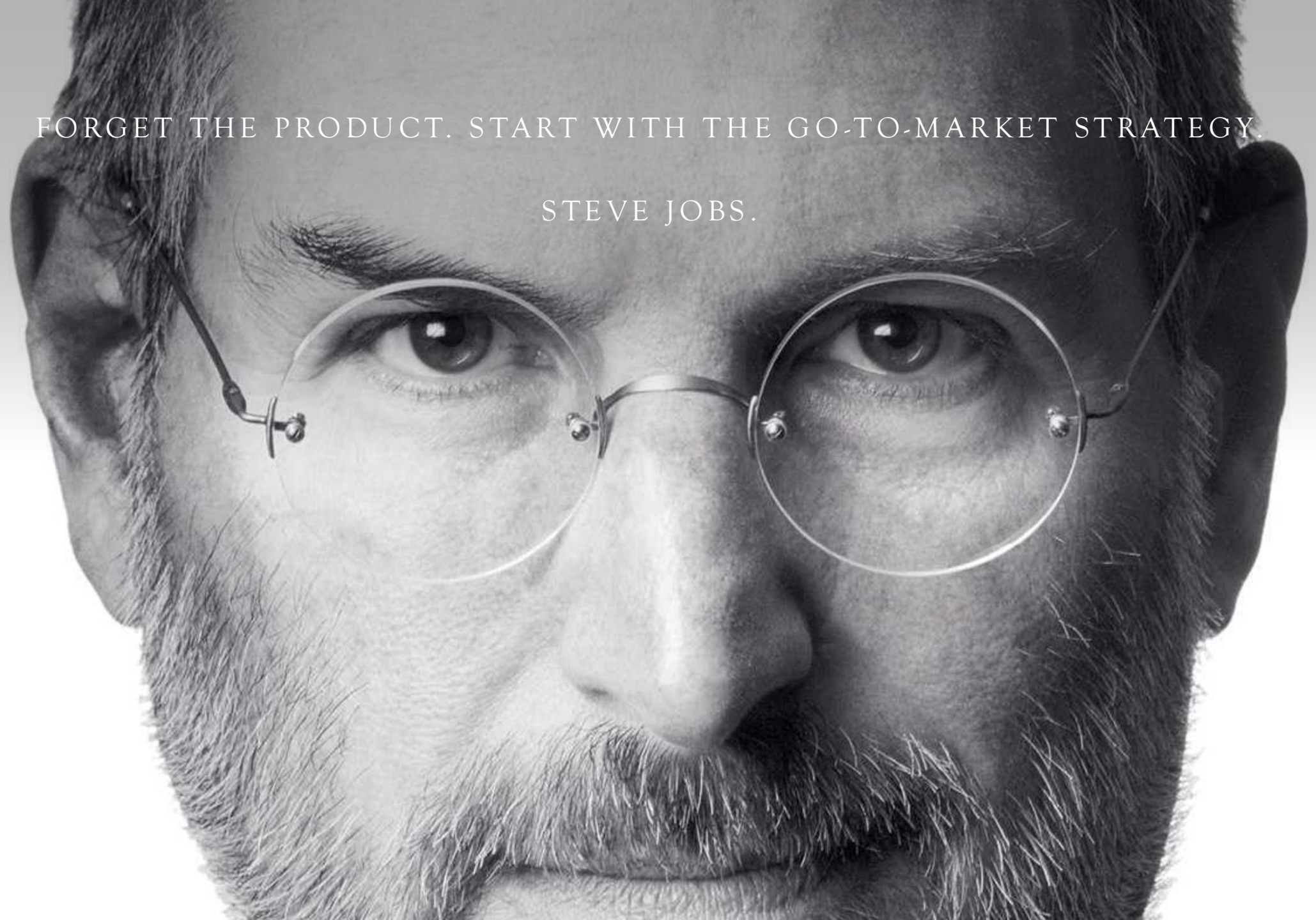
OFTEN IMITATED: NEVER EQUALLED

PROFIT MP – THE WORLD'S FIRST MODERN TCT HOLE SAW

MADE IN
EU
The Netherlands

FORGET THE PRODUCT. START WITH THE GO-TO-MARKET STRATEGY.

STEVE JOBS.

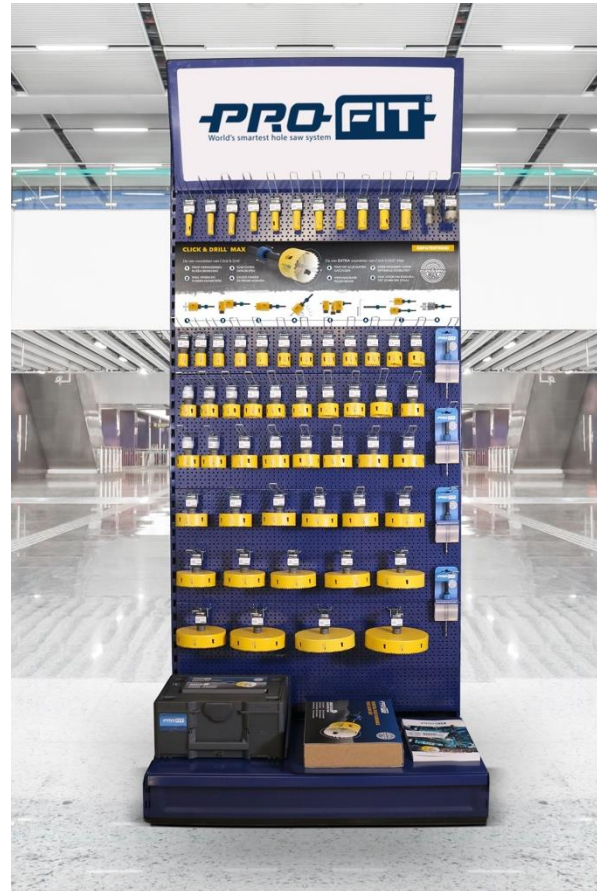


The ProFit **Concept** – our Value Proposition

- 1 **Understand:** our individual clients, the target groups they focus on, their strategic challenges and targets
- 2 **Data driven approach:** i.e. create wall concepts that optimally suits the situation including volume and margin projection
- 3 **Communicate:**
 - Shop employees are main source of end-user communication -- > train them
 - POS -- > yield 14.6% higher volumes with proper communication
 - Brand -- > make end-users know and love our brand as a service to our clients -- > make sure they can turn this love into action
 - Traffic -- > make end-users come and visit the sales location -- > coupled with a great sales offer when there
 - Promote -- > help end-user adaptation with quarterly promotions
- 4 **Team up:** make our clients part of the process, they have access to a lot of end-users and they have more to win than just ProFit
- 5 **Risk:** don't be a sales guy, we put our money where your mouth is. We're prepared to do proof of concepts, buy-back stocks, pilots...
- 6 **Invest:** have our clients experience that we are in this together
- 7 **Plan:** sales meetings + activity planning, adapt the **7-P's** , make annual strategic growth plans with our clients

The ProFit Concept – data driven approach

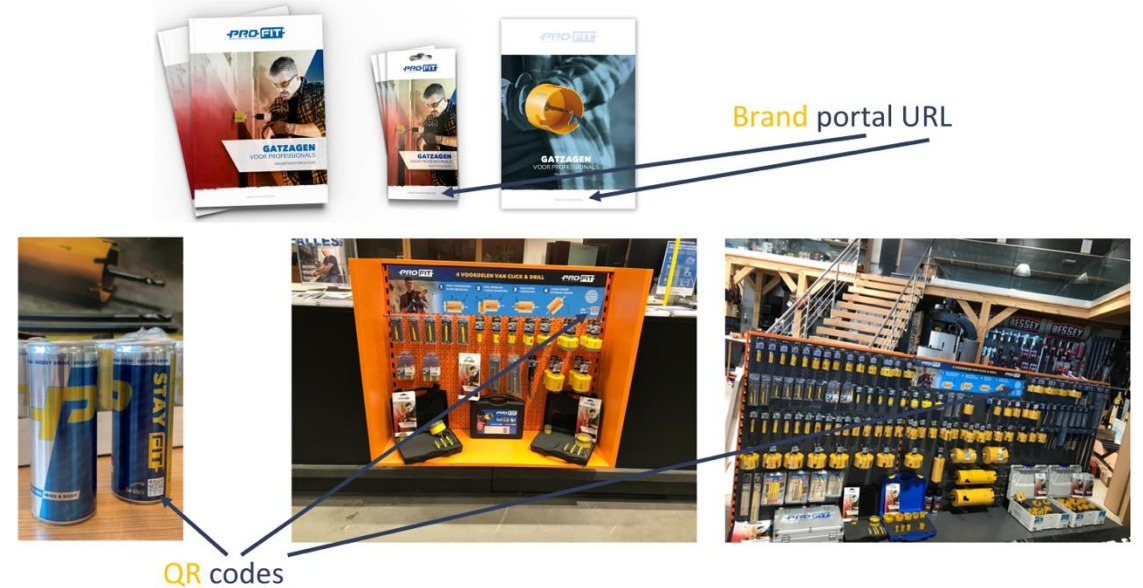
- ✓ Custom wall concepts that optimally suit the situation and audiences targeted, including volume and margin projection



The ProFit Concept - Communicate



Cross channel example



The ProFit Concept - Training

- ✓ Dedicated online portal for certified ProFit expertise
- ✓ Various live training options

The image displays three overlapping screenshots of the ProFit Academy Portal, illustrating the training process. The portal has a blue header with the ProFit logo and a yellow navigation bar.

Screenshot 1 (Left): ProFit exam diamond family

Welcome

Welcome to the ProFit Bronze Level Expert Training for the ProFit diamond hole saw family.

We have developed this training to be as practical and insightful as possible. The main purpose is of course to take your knowledge to the next level, allowing you to give even more focused client advice and have more fun in the process!

Earn your certificate in 15 minutes

At the end of the training, when showing enough skill you will be awarded an official certificate stating your expertise in the relevant ProFit product or product family. Nice to display in the store, in order for all your customers to see the level of true skill your recommendations are based upon.

And let's be honest, at ProFit we have a far greater passion for tools than we have for studying so for this training there will be no studying involved. To keep things as practical as possible, we will simply take you through 12 questions and 1 bonus question.

No studying required

All the answers to the questions can be found in the ProFit main catalogue and/or our video's that form an integral part of the training as you will see in a moment. You are free to look up anything you want, or watch the video's as often as you like to answer the questions in the best possible way.

On average the training will take between 15-25 minutes. With a score of at least 80% correct, you will automatically receive the official certificate with your name in the email.

When finishing the training we guarantee you will have more fun in helping your customers to make the right decisions.

Good luck!

Screenshot 2 (Middle): Question 1 / 14

Please watch the video first. For which material is the ProFit Diamond Dry hole saw suitable?

ProFit Diamond Dry

All types of wood

Metal including stainless steel

Composite, natural stone and (ceramic) tiles

Wall tiles

Screenshot 3 (Right): Question 3 / 14

How much more holes can a ProFit Diamond Dry drill compared to other well-known brands?

Diamond Dry makes as many holes as any other diamond tool

Up to 1.5 times more (15 holes with 8 mm Diamond Dry)

More than 2 times more (25 holes with 8 mm Diamond Dry)

More than 5 times more (50 holes with an 8 mm Diamond dry)

New business Case



- ✓ 6 shops
- ✓ Y1 2023: € 58K turnover
- ✓ Y2 2024: 110%

Client **Case** A: existing client large size

- ✓ 50+ shops
- ✓ Developed from €185K in 2018 into € 550K client in 2024
- ✓ 2025 YTD: 139% *highest growing portfolio*
- ✓ 3 yearly promotional activities in their magazine
- ✓ Supported by demo-calendar of 2 demo's per shop per year
- ✓ Dedicated branded webshop within client domain
- ✓ Top 5 supplier status



Client **Case** B: existing client mid size

- ✓ 10 regional shops
- ✓ Developed from €45K in 2018 into € 330K client in 2023
- ✓ 2024 YTD: 110%
- ✓ 3 yearly promotional activities in their magazine
- ✓ Supported by demo-calendar of 2 demo's per shop per year
- ✓ Top 5 supplier status



Client **Case** C: existing client small size

- ✓ 3 regional shops
- ✓ Developed from €17 K in 2018 into € 65K client in 2023
- ✓ 2024 YTD: 137%
- ✓ 3 promotional activities in their magazine
- ✓ Supported by demo-calendar of 2 demo's per shop per year
- ✓ 4 meter wall
- ✓ Introduction of MAX in july



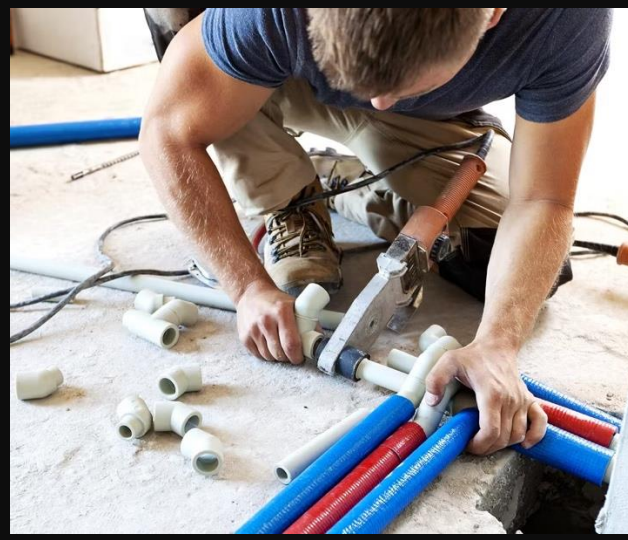


A satisfied **customer** is the best business strategy of all.

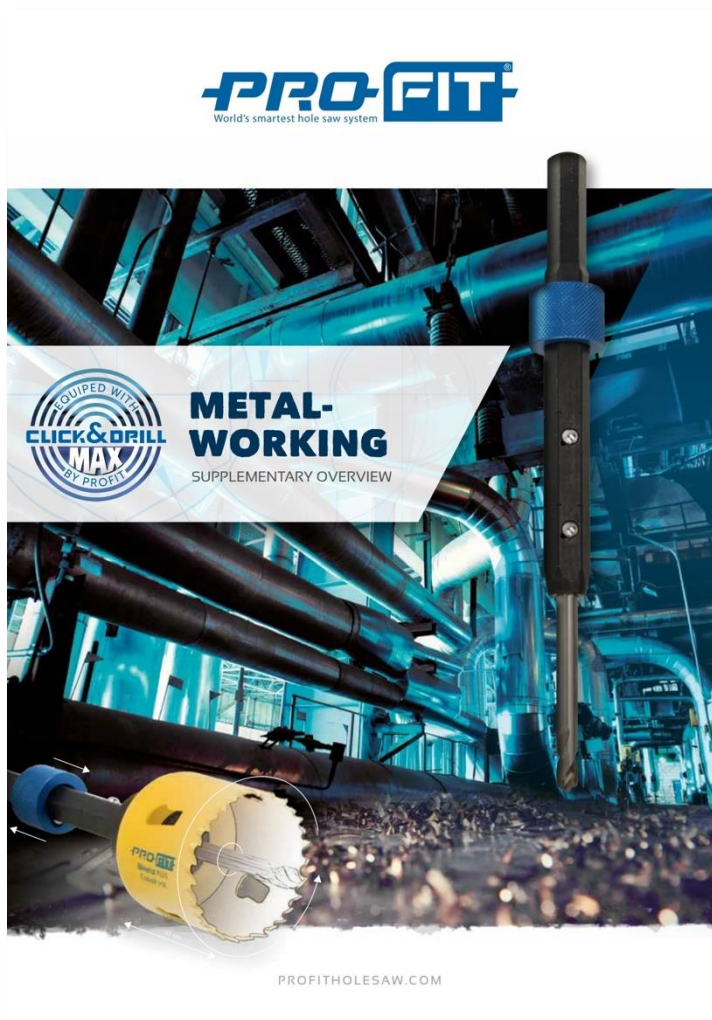
Richard Boske, President & owner | ProFit

Product

Target audience



ProFit portfolio



Our **portfolio** Click & Drill



Our portfolio CLASSIC



**MY TASTE IS
VERY SIMPLE,
ONLY THE
BEST WILL DO.**



Power is nothing without control

ProFit's Click & Drill® MAX holesaw system combines stability beyond the strongest of fixed arbor systems with greater versatility than any available quick change system.

Fitted with our TCT Endura holesaw, MAX brings electromagnetic drill stand performance by being able to cut armor plate steel of up to 25 mm. All through use of a battery powered hand machine, with great flexibility and freedom of use accordingly.



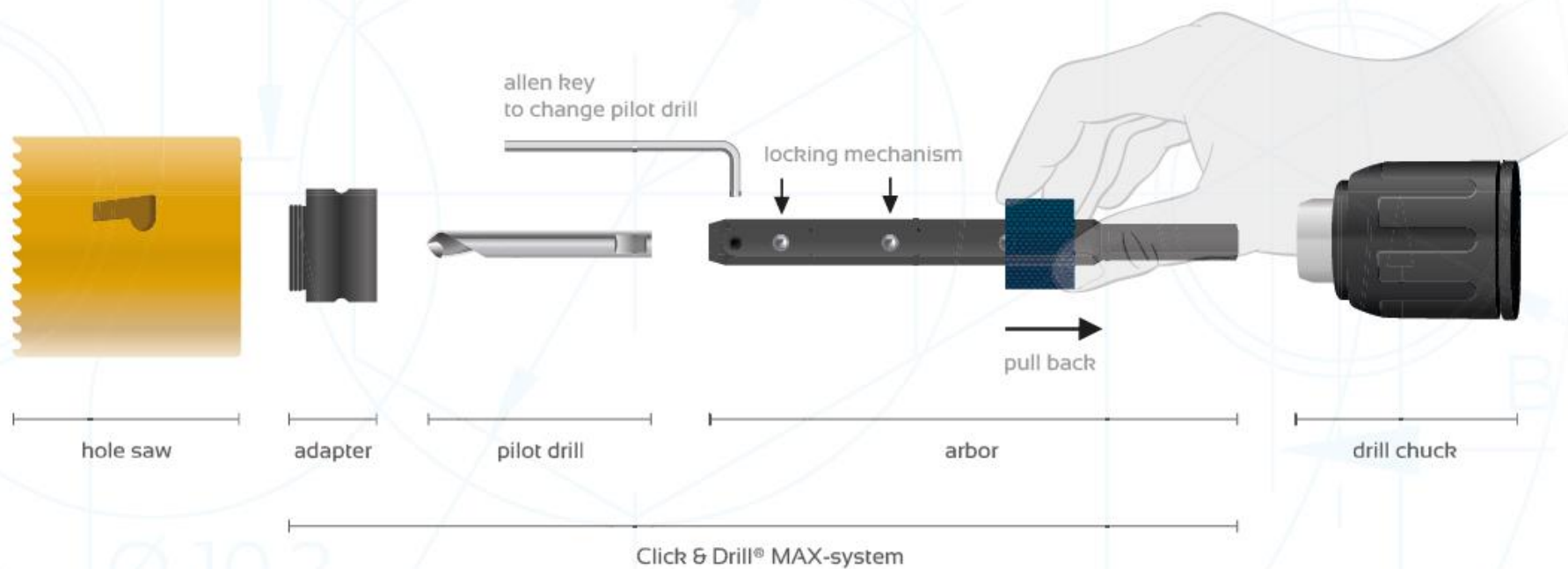
Ø 10.2

The MAX-system defined

Every system is as strong as its weakest link. The entire concept of MAX has been designed in such a way that the professional end user can rely on uncompromised performance under any condition.

Specialised Swiss steel is used for the arbor, in combination with a 5% cobalt precision ground pilot drill, as well as a nitride hardened steel adapter. This means even the torque generated by the strongest of industrial column drills does not bring MAX into a sweat.

Unmatched functionality and ergonomics combined with total control, is what defines MAX as a system.

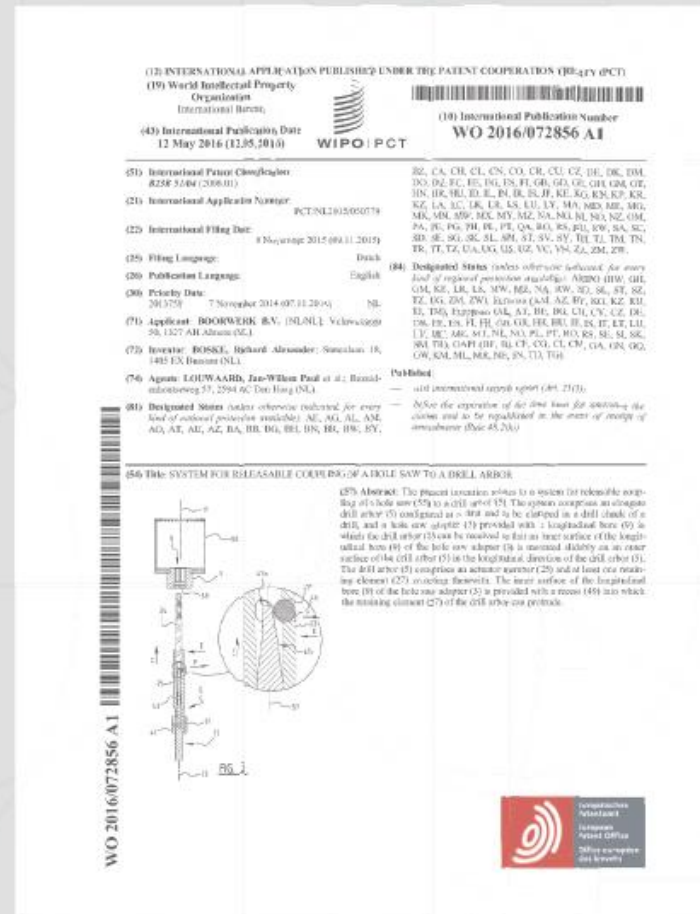


Unique design – worldwide patenting

For any design to qualify for a patent protection, it must be **novel**, have an **inventive step** and be **industrially applicable**.

- **Novelty** means not previously published, disclosed or publicly available
- Inventions must solve technical problems. An **inventive step** means more than just a combination of known features leading to an expected result
- **Industrial applicability** means useful in some practical, tangible, technical sense.

Patent offices around the globe have objectively established that with MAX, we have something pretty special in our hands.





Metalworking can be demanding to the extreme. ProFit's Click & Drill® MAX holesaw system allows craftsmen to be significantly more efficient and effective in this field of application.



MAX combines all 4 unique features of ProFit's well established Click & Drill® quick change system with 4 new features that add speed, stability, ease of use and sustainability.



Twice as strong; MAX's load index of 250Nm allows cutting performance up to three times faster with cutting speeds previously unheard of.

The Boorwerk Patented System – Great in 8



1 SINGLE MOVEMENT
PLUG EJECTION

2 QUICK CHANGES
BETWEEN DIAMETERS

5 FITS ALL HOLE SAW
DIAMETERS

6 TWO POSITIONS FOR
OPTIMAL STABILITY

3 CLEVER HOLE
ENLARGEMENT

4 WORKING UNDER
EXTREME ANGLES

7 REPLACEABLE
PILOT DRILL

8 SUITABLE FOR HM ENDURA:
UP TO 25 MM STEEL

Best business fit ? Depends on **you!**

