

OX GROUP

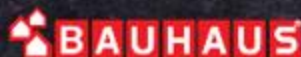
BUILDING THE BEST PRO BRANDS

OX

BORA

TRACER

DISTRIBUTION PARTNERS:



TODAY WE ARE GLOBAL

35

COUNTRIES

25

OFFICES

225

EMPLOYEES

OX

BORA.

TRACER[®]

**EUROPE
OPERATION**



2025
GLOBAL
FOCUS



60M
TURNOVER

60M
TURNOVER

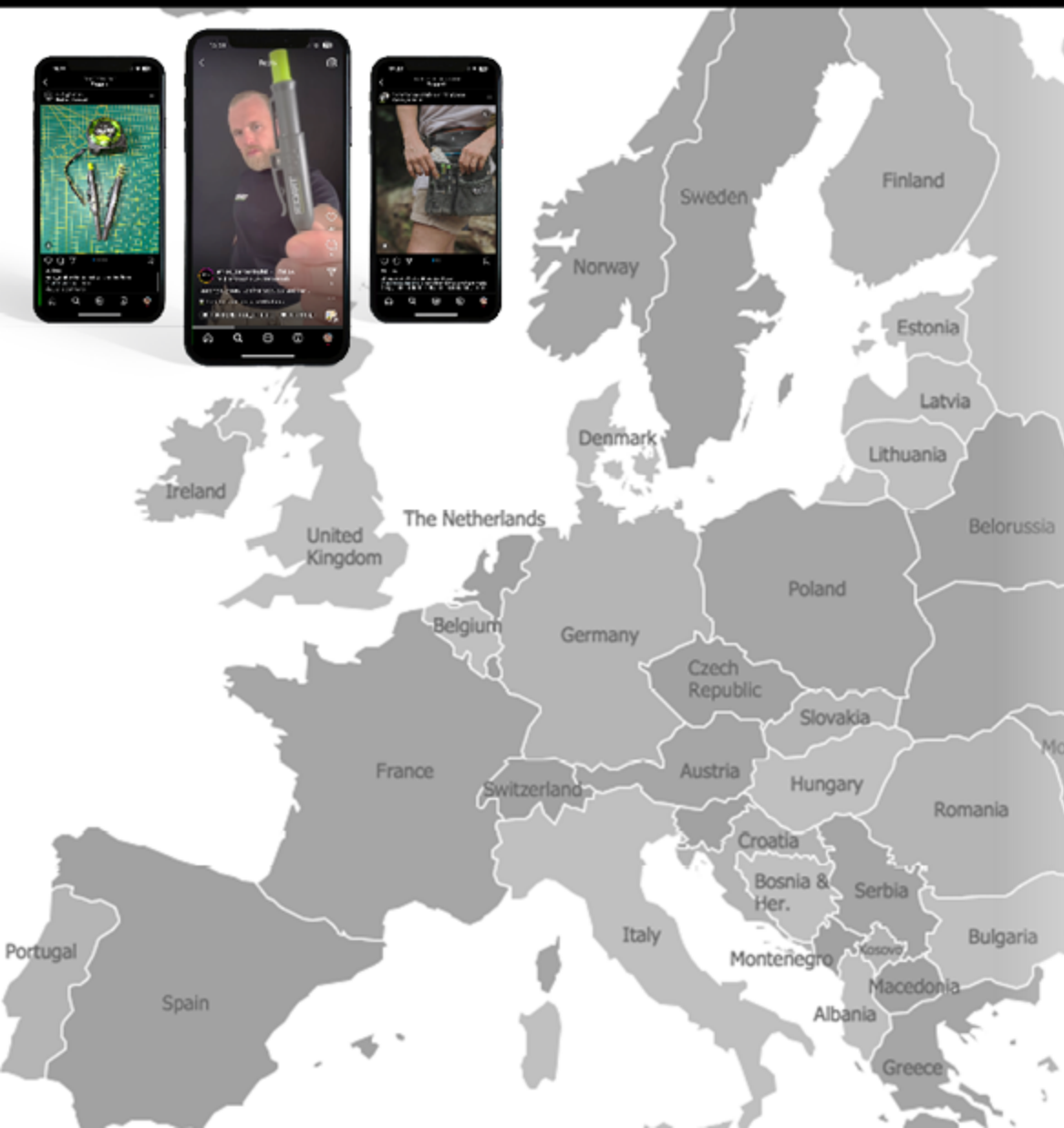
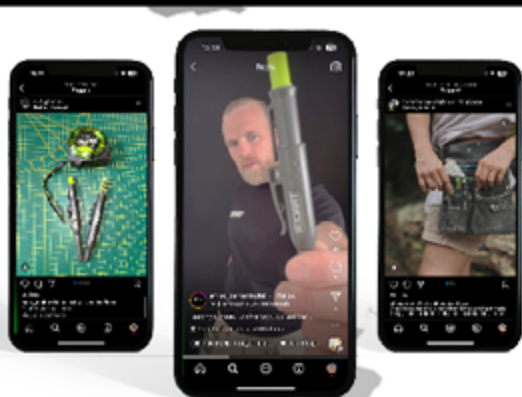
20M
TURNOVER

GLOBAL
GROWTH
JOURNEY

OX GROUP GLOBAL

OX **TRACER** **BORA**

EU MARKETING FOCUS & INVESTMENT



2025 TOTAL

BORA.

26M
IMPRESSIONS

TRACER

24.5M
IMPRESSIONS

OX

12M
IMPRESSIONS

46M IMPRESSIONS

*Targeting over
20M Video
Views*

*20+ Active
Influencers
Across Europe*

*6 People
EUK Based
Marketing Team*

*6-figure
investment into
brand building and
demand creation*

WHY TRACER® ?

MARKING TOOLS FOR **PRO** USERS



Marketing and
Brand Building

28.6M

Reach to Tradespeople in 2024

11.4M

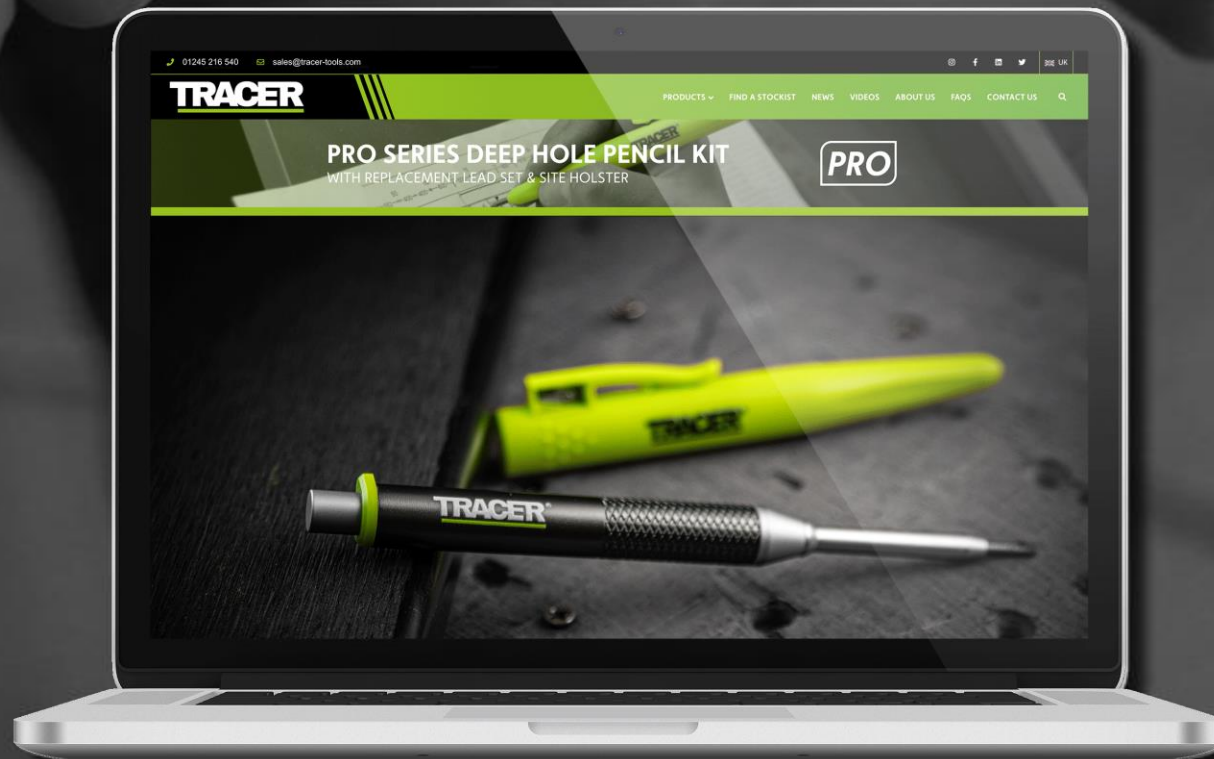
Engaged with TRACER brand

61,000 +

Tradespeople follow globally

60 +

Trade influencers globally



TRACER
Brand Growth

1,000,000

Pencils Sold in 2024

7000 +

Stockists Worldwide



SCAN OR CLICK
TO WATCH VIDEO

TRACER®

TOOLSTATION



GROWTH WITH



5,500

Employees (2022)

550

UK Stores (2022)

5

Distribution Centres

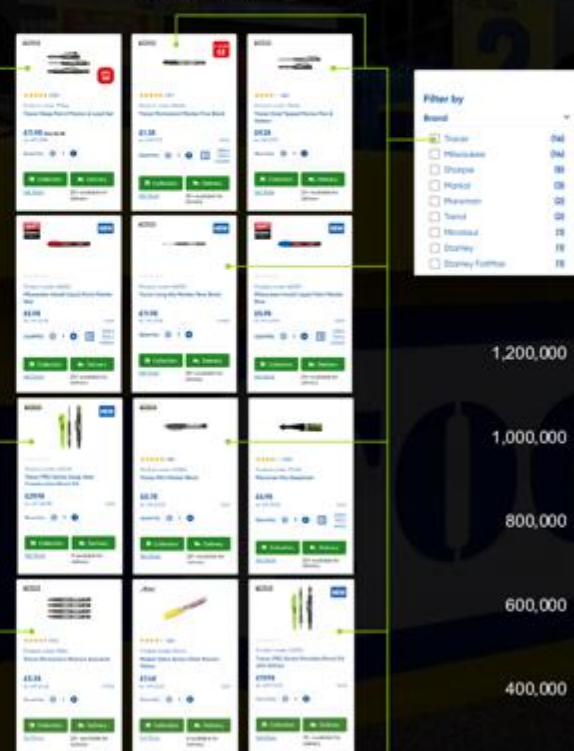
826

(£) Million Revenue

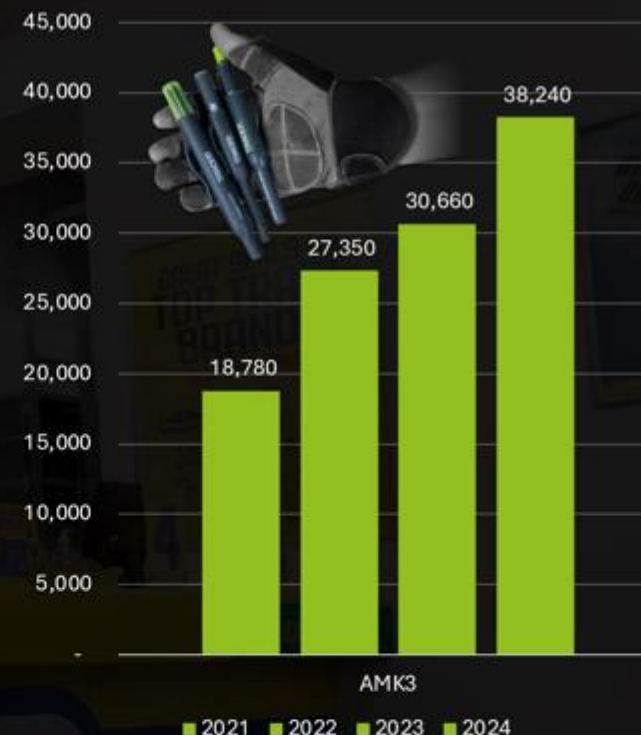
RANGE PROGRESSION

THEN

NOW



ANNUAL SALES VOLUME



TOOLSTATION GROWTH



MINOTAUR MARXMAN Sharpie
Milwaukee TRACER trend

Milwaukee MARXMAN
TRACER

34 1 DRY GRADED X SÖDRÄ H

PRODUCT INNOVATION AND AWARDS

- Product designed in the UK.
- Unique designs and inventions.
- Top Product Award 2020 (Professional Builders Magazine)
- Eisen Award 2022 Nominee (International Hardware Fair)



TRACER



PRO SERIES



PRO

WHY BORA?

ULTIMATE PORTABLE WORK STAND SOLUTIONS



Marketing and
Brand Building

1M

Reach to Tradespeople in 2024

9,813M

Engaged with BORA brand

162,280 +

Tradespeople follow globally

30+

Trade influencers globally



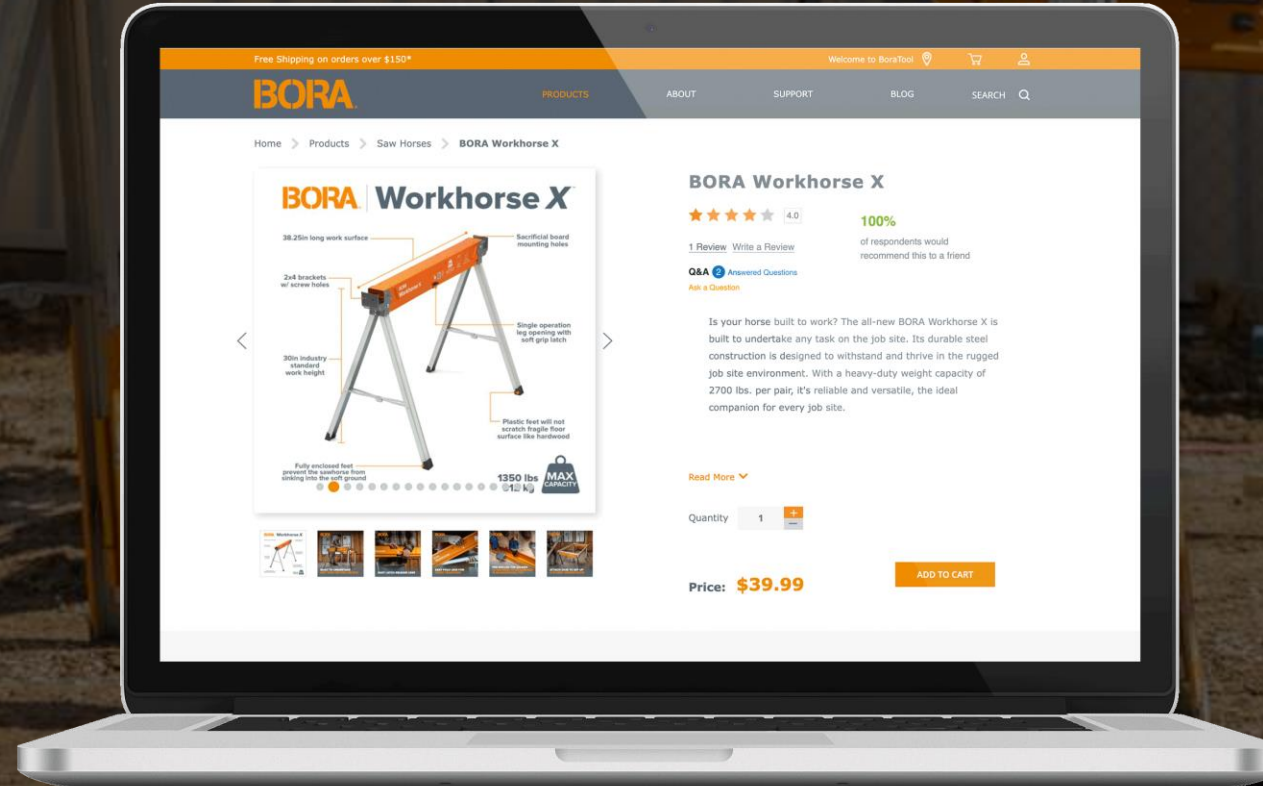
BORA
Brand Growth

300%

Brand growth since 2019

150,000

Sawhorses sold Worldwide in 2024



**BRING THE TOOL TO
THE JOB NOT THE
JOB TO THE TOOL!**



JEWSON

STARK
GROUP



THE ACTIVITY

- Rapid design and execution of **350 branch rollout**
- **Fastest selling product** of the period
- Sold in as **WIGIG** became permanently ranged due to the success
- Over **2000 Speedhorses sold**



THE ACTIVITY

5 INFLUENCERS

7.5M VIEWS

1.6M IMPRESSIONS
(INTERNAL CAMPAIGNS)

57K CLICKS

4 EDM CAMPAIGNS

AVG. 32% OPEN RATE

THE POS RESULTS:

- Before: 1000 units/week (0.58)
- During: 1700 units/week (1.00)
- Ongoing: 1500 units/week (0.88)

LOWE'S



OUR VISION

Create **innovative** tools that **simplify** tasks and deliver **professional** results. And enable our users to increase **productivity** and **expand** their capabilities and **workspaces**.

FOUNDED IN 2006

18 Years in Business

2 Million Meters of
Straight Edge Sold

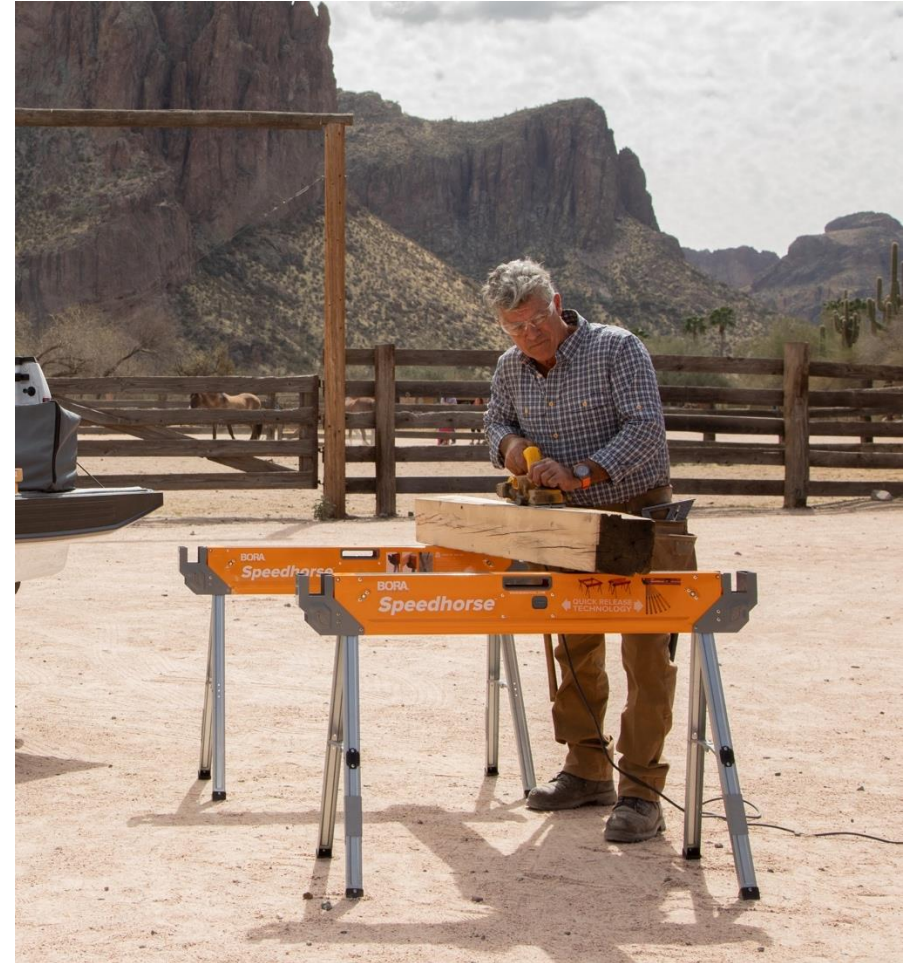
Product at 3500+ Retail
Locations

INNOVATION DRIVER

70 Pending + Issued Patents

9X Winner of the Pro Tool
Reviews Innovation Award

2022 Retailers' Choice Award
– Speedhorse



PORTABLE INNOVATION TO DELIVER SPEED & EFFICIENCY

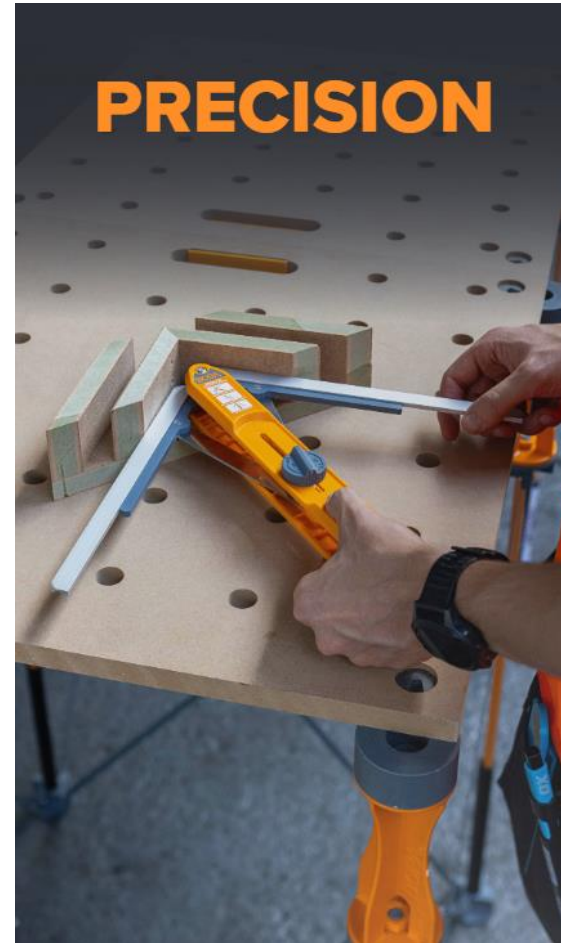
SPEED



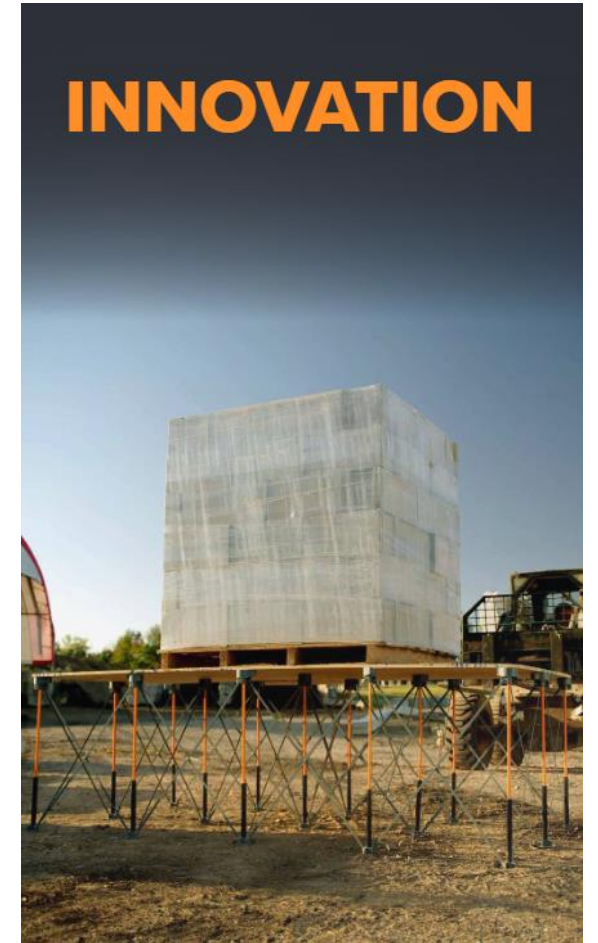
EFFICIENCY



PRECISION



INNOVATION



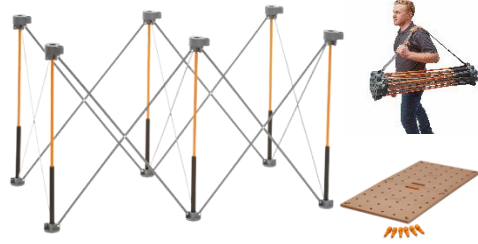
BRING THE TOOL TO THE JOB, NOT THE JOB TO THE TOOL

HISTORY OF INNOVATION

BORA



MITERIX



CENTIPEDE



NGX GEN 1



NGX GEN 2



SAW STANDS



**SAWHORSE RANGE
EXTENSIONS**

2016

2017

2017

2018

2018

2023

2023

2024

2025

2026

2026

PM-8000



SPEEDHORSE



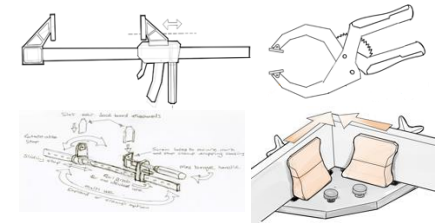
WORKHORSE



**DRILLING GUIDES &
AUTO ADJUST
PRODUCTS**



CLAMPING RANGE



BUILT TO FINISH

Commercial in confidence

BORA[®]

Speedhorse[™] XT





NEW
WORK DAY
FLEX?