



STREAM2SEA®

— EcoConscious • Biodegradable —

# 4<sup>th</sup> Quarter Update



# Fourth Quarter Highlights

- We utilized our marketing dollars to participate in 2 tradeshow, increase our social media presence, establish strategic collaborations and open new retail partnerships
- Our social media presence more than doubled during fourth quarter
- We continued our aquatic toxicity testing, proving that our products ARE the safest on the market.
- We moved our offices onto Main Street – hired an additional inside Sales Representative.

# OUR PRODUCTS ARE ON THE MARKET!

Wholesale accounts with retailers nation-wide are being established – we opened MORE than 70 new accounts 4<sup>th</sup> quarter.



Rainbow Reef Dive Center



MacArthur Beach State Park



Dive BVI, Virgin Islands

# Amazon.com is Rockin'

The screenshot shows the Amazon.com search results for "stream2sea" in the Health & Personal Care department. The search results are displayed in a grid format with four product listings. A mouse cursor is pointing at the top of the first product listing.

**Search Results:** 7 results for Health & Personal Care: "stream2sea"

**Refine by:**

- Amazon Prime
- Any Product
- Health & Personal Care
  - Conditioner (1)
  - + See more
- Avg. Customer Review
  - ★★★★☆ & Up (1)
  - ★★★★☆ & Up (1)
  - ★★★★☆ & Up (1)
  - ★★★★☆ & Up (1)
- International Shipping
  - AmazonGlobal Eligible
- Price
  - Under \$25 (7)
  - \$  to \$
- Seller
  - Amazon.com (7)
- Availability
  - Include Out of Stock

**Shop for "stream2sea" in our Beauty Store (3)**

**Product Listings:**

- Sunscreen for Face and Body Sport SPF 20**  
\$16.95
- Stream2Sea Leave-in Conditioner**  
\$12.95
- Stream2Sea Sun Protect Lip Balm SPF 13**  
\$6.95
- Conditioning Shampoo & Body Wash**  
\$12.95

# Jobs & Opportunities

- 7 currently filled positions including Wholesale Account Executives, Logistics Manager, Bookkeeping, part time admin
- Based on units of output, at census 2.8 of the 4 employees at the fill line have been allocated to Stream2Sea production, inventory management and shipping.
- Upcoming postings: Inside Sales Account Executives/ Customer Service / Consumer Outreach
- Reached 2015 end of year contract Commitment!

# Trade Shows

- **Dive Equipment & Manufacturers Association, Orlando, FL Nov 4-7**
  - Exposure in a new market
  - Opened accounts, and secured exciting new Partnership opportunities with SSI/TDI, NAUI Green Initiative
  
- **SOHO – Natural Products Southern Regional, Orlando, FL December**
  - Re-established relationships with key Industry players – brokers, media relations
  - Presented and closed new health food store accounts



# Testing/ EcoTox Team



# Summary

- Grateful for the support of Hardee County
- Wholesale accounts with retailers nation-wide are being established.
- Jobs ARE being created – we met our 2015 commitment.
- SPRING 2016 – HOLD ON!
- Questions?

