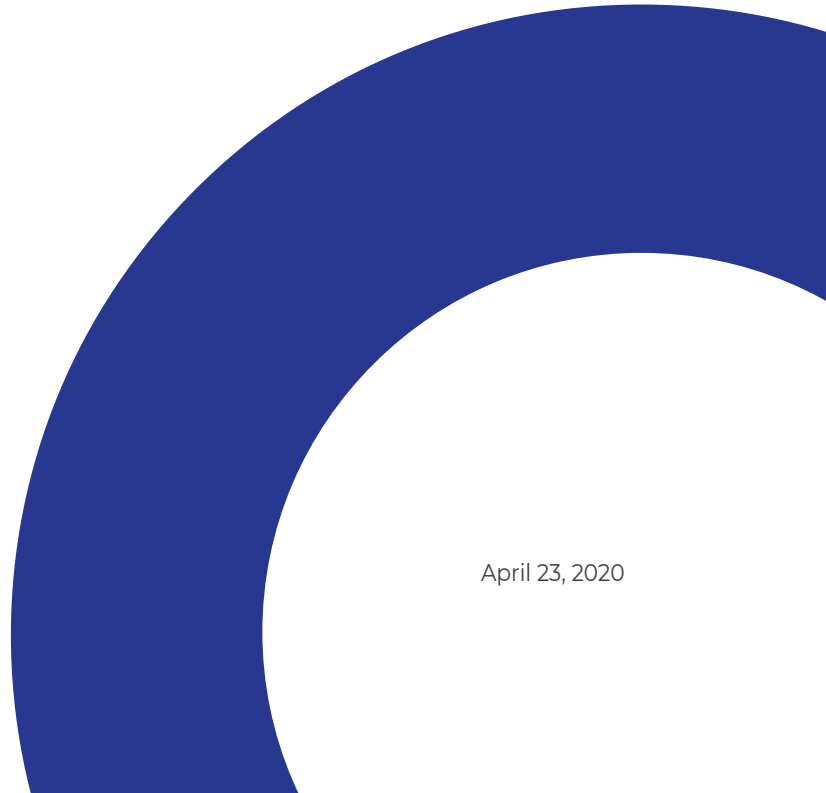




Manifesto

Our manifesto is a guiding principle and a strong set of beliefs for everything we do and where we go, but most importantly -- it defines who we are as PakFactory.





WHERE WE ARE GOING

Decisive 10-Year Vision

*To become the world's go-to packaging
brand and platform for custom packaging.*

Envisioning our Future by 2030

The World's Go-to Packaging Brand

PakFactory will be the first brand that comes to mind when everyone thinks of customized packaging. We will become the world's most trustworthy, well-known online packaging brand.

The World's Packaging Platform

PakFactory will digitize and bring a significant portion of the packaging industry online. We will become the world's packaging platform connecting customers with the right partners, at the right time. We will serve as the central hub of online global packaging commerce that fulfills millions of customers' needs. We will transform the traditional and complicated processes of packaging into an efficient global packaging ecosystem driven by online technology, data intelligence, and automation.

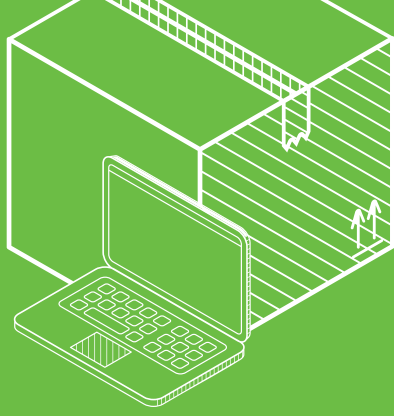
1 Billion Dollars Yearly Revenue

Revenue matters, period. It is the key measure of our success.

It indicates what we are doing is working at a massive scale:

- We are creating true value that our customers love
- We are maximizing accessibility for everyone anywhere
- We are providing leading experience via all touchpoints
- We are achieving total excellence throughout our operations





Customers on our platform

Convenience & Ease

Customers can easily find packaging expertise and a full spectrum of packaging products and services around the world. They can design, place orders, and manage the entire process of packaging in an effortless purchasing experience.

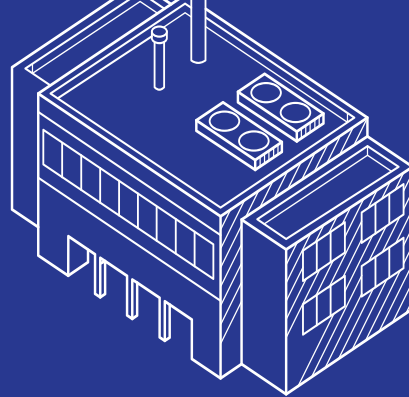
Cost & Time Saving

With our economies of scale and vast network of packaging, customers are able to get the most competitive logistics and production costs. They can essentially minimize time spent on all facets of getting their packaging done.

Quality & Reliability

Every product and service on our platform are always at the highest quality. Customers treat our platform as the most authoritative and reputable source for packaging knowledge and capabilities.





Partners on our platform

Growth & Sustainability

Partners get access to the world's packaging demand by becoming qualified vendors and maintaining their status. They are aligned with our quality and customer satisfaction measures which result in unlimited revenue and growth potential.

Efficiency & Scalability

Through seamless integration with our system, partners can digitize and automate a significant portion of their manufacturing and delivering processes. Partners can easily scale their operations with predictable resource planning and standardized orders.

Cost Reduction & Profitability

Partners can save money from costs spent on marketing, sales, customer service, order processing, and logistics. They are empowered by a set framework of business models for efficiency and profitability.



HOW WE DO IT

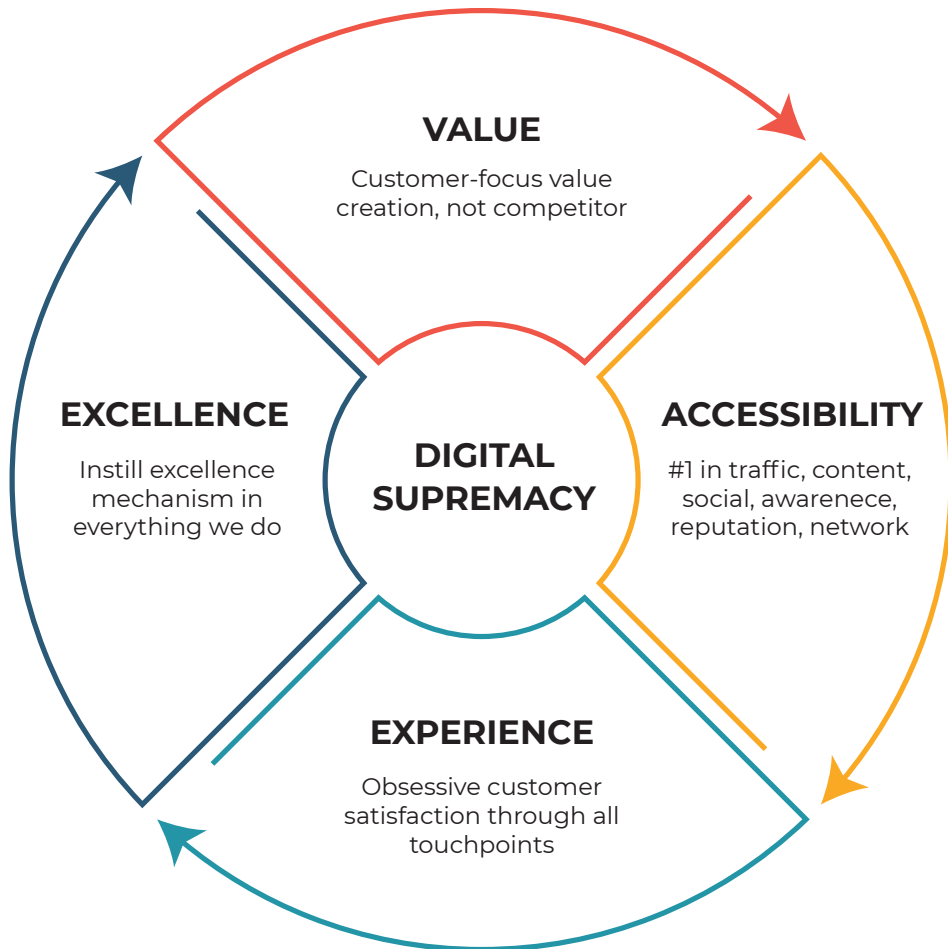
Core Strategy

A journey of a thousand miles begins with a single step. As we progress, it is crucial to understand our boundaries, what we should do and what we shouldn't. Our success relies heavily on **staying focused on our industry and customers.**

Our core strategy is to disrupt and transform the packaging industry by achieving digital supremacy in our **4 pillars** -- Value, Accessibility, Experience, and Excellence. Advancement in each pillar will lead to bigger forward momentum for the next pillar. The pillars accelerate and reinforce one another as **an unstoppable flywheel.**

We will fully carry out our mission and ultimately become the most technologically advanced packaging company through 3 stages:

- 1. Market Leadership
- 2. Operational Excellence
- 3. Technological Dominance





WHO WE ARE

Our DNA

Knowing who we are is more important than knowing where we are going. Our mission and core values form our timeless identity, no matter how the world changes. Rather than relying on any great ideas or our failures and success along the way, we believe that the company “itself” is the ultimate creation and our true focus.

Mission

To make packaging better, easier, and more affordable for everyone, everywhere.

Core Values

CUSTOMER OBSESSION

Our customers are our reason for existence. With unwavering commitment and focus, we start with the customer in every decision and action we make.

EXCELLENCE IS NEVER ENDING

We continuously strive for the highest efficiency and effectiveness in all of our business processes and functions. One success is another beginning.

PARTNERSHIP FOR A SHARED FUTURE

We care for and seek alignment with our customers, employees, vendors, and shareholders for life-long relationships that foster a shared future for mutual success.

CHANGE IS A CONSTANT

The world is changing constantly. The only way to stay relevant is to adapt. We embrace change with a curious mind understanding that every change is an opportunity.

INTEGRITY BUILDS TRUST

Success without integrity is a failure. We either do things the right way or not do it at all. We uphold the highest standards that earn us trust in everything we do.

PASSION FUELS EVERYTHING WE DO

We fuel individual passions to drive innovation and invention. We strive to maximize individual talent and encourage ambitious goals to stimulate continuous progress.

