We operate and grow residential services businesses across the US
What kind of businesses are we talking about?

- Essential home services (HVAC, plumbing, roofing etc.)
- Cash flow greater than $500k/year
- Expandable via digital marketing
- Recession resistant (the product/service will still be needed during a recession and can’t be easily DIYed)
  - A great indicator are businesses that are still operating during this pandemic
- Owner is ready to retire and has often under-invested in growth
Business model

- Build trust by training owners to optimize their business and step away from the day-to-day operations (hire/train a CEO, invest in technology)
- In exchange, get option to buy their businesses on favorable terms (strong seller financing, etc)
- We then operate and scale portfolio of these systematized businesses under a unified brand
- Aim to take the business public or sell to a strategic buyer
The 10-trillion-dollar opportunity

60% of US business owners will retire in the next 10 years

This represents over 10 trillion dollars worth of small businesses that need to switch hands

These businesses are unloved and undervalued (they sell for less than 3x annual cashflow)
This presents a major opportunity for us to provide stability to businesses owners by helping them optimize their business and then retire on their own terms by exiting their business to us.
## Our secret sauce is a combination of front-facing and invisible business optimizations

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>TEAM</th>
<th>CUSTOMERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing systematic frameworks and training for running each key business process</td>
<td>An obsession with treating our employees well (health benefits, retirement plans, flexible time off, cash bonuses, etc)</td>
<td>An obsession with delighting our customers (above and beyond just solving their problem)</td>
</tr>
<tr>
<td>A data sharing platform for each company and team member to share their learnings across the entire portfolio</td>
<td>Attracting and motivating strong leaders and managers to manage the day to day of our businesses</td>
<td>Empowering our portfolio companies to methodically give back to their communities - and including their entire team in the process</td>
</tr>
</tbody>
</table>

---

Contact us at investors@kingmakers.co
**Traction: In the last 6 months, Kingmakers**

**Kingmakers Ops has:**

<table>
<thead>
<tr>
<th>Evaluated 850+ deals in the home services space, put in 9 offers to buy residential services businesses on the west coast</th>
</tr>
</thead>
<tbody>
<tr>
<td>We have 2 accepted letters of intent as of July 2020 (with 1 set to close this month)</td>
</tr>
<tr>
<td>This company generates $500k+ of cash flow per year</td>
</tr>
<tr>
<td>We put a down payment of $270k to buy the business (with the rest structured as seller financing)</td>
</tr>
<tr>
<td>We expect this transaction to make the company 9.4x its original investment over 5 years</td>
</tr>
<tr>
<td>We plan to do 4-5 transactions of this type with the capital we raise</td>
</tr>
</tbody>
</table>

Contact us at investors@kingmakers.co
Deven Soni
Co-Founder
Hayden Miyamoto
Co-Founder
Our track record since 2015

- 20 acquisitions
- 8 exits to date
- Over $10mm invested
Valuation & terms

- $1mm Raise (Regulation Crowdfunding)
- SAFE Note (Simple Agreement for Future Equity)
- $7mm cap
Why Kingmakers Ops

- Millions of business owners ready to retire. Covid-19 making it even harder to exit
- Win-win model: Helping business owners retire in exchange for acquiring their business on great terms
- Talented team: Building systems to optimize portfolio