

# The Road Ahead

September 18, 2013

## What's Inside

Letter from the President  
Special Announcement  
2013 Decoration Numbers

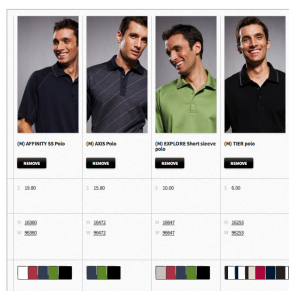
## WEB 2.0 Features



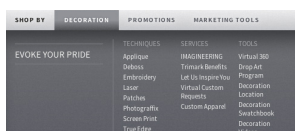
### Responsive Design

- AHEAD
- ☐ Elevate
  - ☐ Landmark
  - ☐ Other
  - ☐ Nexus

### Refine By Search



### Product Comparison



### Mega-Navigation

## To Our Partners,

As the summer of 2013 makes its way into Fall, we would like to share with you the progress we have made during the first half of 2013.

Let me begin with the results for the first half of the year. The Canadian market appears to be somewhat volatile and unpredictable. While we have had considerable growth year-over-year in some months, we have also had softer months, leading us to believe it is inconsistent. Within these first half-year results we are very encouraged by the underlying trends as they support our key strategic initiatives. We will continue to combat these market conditions with our own set of ambitious initiatives. To validate your feedback we are now commencing our annual survey to gather further insight into your challenges, so that we can build more tools and services that address your issues. (See our website shortly for more details).

During the summer many of us recharge our batteries, however at Trimark we have been busy building further infrastructure to support you during the upcoming Fall 2013 selling season. Below are some of the key projects we have completed during the first half of 2013.

## › Increased Inhouse Decoration



This year we completed our first decoration acquisition and then integrated Talking Threads into our facility. The timing could not have been better, as we were able to support the exponential demand internally with record speed and reliability. Our simplified ALL-IN Pricing continues to make the sales process simple and yet incredibly dynamic and creative, which has been winning business for our distributors. The added support from our partners at Leed's has also made this a scalable and a profitable venture.

## › Our Web 2.0 Launch

We are excited to launch our new website, which enables a number of incredible features, most notably the responsive design. As you know a responsive design reacts to your browser size, whether it is a 30" screen, or a host of mobile devices, which effectively renders a mobile app static. Now with complete functionality you can send ideas, transact, check stock, or create style comparisons right on your iPhone, iPad, iPad Mini, or Android device. Fast, responsive and reliable, just like you.

## SPECIAL ANNOUNCEMENT

### TRIMARK IS PLEASED TO ANNOUNCE A PROMOTION FOR LIANA TESAN TO DIRECTOR OF FINANCE AND OPERATIONS.

Liana has been with Trimark for over 8 years and heads up our Financial and IT Departments. She has successfully led our team through significant upgrades to our ERP system, enhancements to our warehouse and has led the due diligence process during our acquisition with Polyconcept.

Effective immediately, Liana is further expanding her responsibilities, and will add the Operations group to her scope. In her new role as Director of Finance and Operations, Liana will oversee the Customer Service and Warehouse Operations. Liana's high performance over the past 8 years, her ongoing education and dedication to Trimark makes her a perfect fit for this newly expanded role.

**"As a leader, there is nothing more satisfying then the development of your team and it is great to be in a position to promote Liana from within the company."**

– Will Andrew.

Our number one focus remains our decoration innovation. To date we have had great success, which has been followed by an increase in both the adoption rate of new customers using our innovative services, and of existing customers growing within this service. While we continue to work hard 'in' the business, we are now moving towards working more 'on' the business to build the infrastructure required to support the increased demand this coming fall.

## › 2014 Catalogue Innovation



The Website is certainly one of the coolest tools we have launched this season, however it is important to comment on our latest enhancements to our catalogue. We redesigned our icon treatment to make it easier for you to highlight the product benefits along with the key features. Accompanying the catalogue is our 'Look Book' and 'Distributor Guide', which is a perfect selling tool for our latest styles and coordinates with our online 'Virtual Fashion Show'.

## › Our Spring Collection

The 2013 offering is a tremendous success, coast-to-coast and even south of the border due especially to the unique versatility across all product categories. The strategy of combining innovative textile finishes and trend setting color combinations in our polo (Albula Polo), jacket (Oyama) and knit product (Lyell Tee) offerings resulted in a focused 'good', 'better' and 'best' product presentation, that really did satisfy the most varied and discerning customers and their needs.

## › Our New 2014 Collection



Kangari



Whistler



Vernon

This exhilarating offering is no exception; in fact we are seeing increased sample requests and considerable hype from the earlier adopters. The Collection is highlighted with the launch of ONE, a single style that we re-engineered from the sew floor to your door. The First ONE is a collaborative development project with our vendors, their employees, the Imagineering team and of course our in-house decoration team. I encourage you to visit [www.trimarkone.com](http://www.trimarkone.com) to learn more about this revolutionary and collaborative style.

## › Elevate Wins Global Award

This season's collection is also accented by our global Elevate collection. **The Elevate brand** is now growing across Europe, South Africa and of course North America. Already our **Whistler Jacket** (Scotia Jacket in Europe) has won a very prestigious Red Dot Award. [en.red-dot.org](http://en.red-dot.org)



## › US Expansion: Trimark Powered by Leed's

Our expansion into the US market has been very successful, so much so that we have started to build our management team there to support this initiative. Our Canadian team is very much involved to ensure that the styles and marketing is directed to the needs south of the border. Our Canadian team also manages the inventory for both countries to ensure that we are focused on the needs of both markets. The net benefit to you is that we are able to provide seamless, full service programs for opportunities across the North American market.





New Roots Canvas and Leather Bag Collection

## Decoration Growth

**2013** By the Numbers  
Canada Only

### ORDERS

**6,500** Decorated orders this year  
**370,000** Pieces of decorated apparel  
Over **40%** growth year over year

### ADOPTION

Over **500** new decoration customers

### SPEED

Over **2,000** orders decorated in 1 day

### Fastest Growing Decoration Methods

- ↑ Laser
- ↑ True Edge Transfer

## › Roots Expands into new categories:

In addition, this season marks yet again another milestone with our Roots offering. We have expanded the collection with the addition of the North Lake insulated soft shell due to the tremendous success of the Elkpoint. We are also thrilled to introduce Roots Canvas & Leather bags. Designed here in Canada and constructed with Italian hides this collection is for the elite clientele looking to showcase their brand with something very special. Again, we are proud of our Merchandising and Design teams as they have captured the latest trends from around the world and pulled them together in an exciting lineup that will inspire you and your clients.

Lastly, we have had a strong start to the year, exceeding our budgets across a number of months, but our management team continues to drive our standards to higher levels. To that end, we recently completed our annual strategic management offsite, which enables us to plan out the balance of the year, as well as ensure our future investments are aligned with our customers' needs for 2014. Internally we continue to make the necessary adjustments to make sure we evoke your pride and be the best we can be. I am continually stuck by how committed, dedicated and aligned the team is to support our distributors, partners, and clients.

Thank you for your continued support and partnership.  
Let's make the rest of 2013 a success together.

Will

Will Andrew  
President,  
Trimark Sportswear Group

### Management Team Leadership Retreat



Left to Right: Mark Alexander, Will Andrew, Jackie Whitfield, Bill Horst, Rocky Dundas **Photo Credit:** Liana Tesan, Alan Meinstein



## Eversum Reaches New Heights Customer Testimonial

Hey Trimark, I am back from the most incredible experience ever in climbing Kilimanjaro Mountain the highest free standing mountain in the world! Thanks again for the fantastic jacket and as you can see from the photos, it accompanied me all the way to the summit. In any event this jacket was terrific warm, comfortable, easy to wear with great access to all pockets (very important), totally water and wind resistant. I can honestly say that of all the guys I was with, I was the most comfortable on top half of my body! Please tell Derrick and the powers that be, how happy I was.

Cheers!  
Allen