



VIVID VISION 2021



SNAPSHOT

The following is our 2021 Vivid Vision. Creating a Vivid Vision brings the future into the present, so we can have clarity on what we are building now. It is a detailed overview of what our business will look like, feel like, and act like three years out—by December 31st, 2021.

Our hope is that, by sharing this vision with you, you will feel a sense of ownership and jump on board to help make this vision our reality. The first time you read this, simply let the information sink in. The second time, start to bring yourself into the picture.

The third time, think about the first action step you can take to help bring this vision to life.

This document depicts where we are headed. The next three years will mark a pivotal time of growth and success, where our synchronized stride is essential to arriving at our destination.

I'm ready. Are you?

Let's take a ride into the future...

VALUES

ACT WITH **INTEGRITY**

Do the right thing. Do what you say you are going to do and do more than expected when no one else is looking.

SHOW RESPECT *TO EVERYONE*

To earn respect, we must first give it. No matter who you are or what position you fill, do to others what you want them to do to you.

Have A Positive **'CAN DO'** *ATTITUDE*

Enter every situation and interaction with positive energy. Positivity in the workplace is contagious and spreads into our personal lives.

Take *OWNERSHIP* **AND PRIDE**

Leave things better than you received them. The work we produce and improve daily is a reflection of our character.

CLARIFY & VERIFY *ALL COMMUNICATION*

In all interactions, clarify communication by repeating back what has been said to demonstrate that everything is clear and understood.

EXCEED *EXPECTATIONS*

Underpromise and overdeliver. We don't simply accomplish a task, we go above and beyond to create a delightful experience for everyone involved.

DELIVER SOLUTIONS. *NO EXCUSES, NO PROBLEMS*

We live on the solution side of problems. If there is a problem, come up with three solutions, in which you play an active role in at least one of them.

OUR MISSION

TO **EMPOWER** *INTERNET
RETAILERS TO SELL EVERYTHING*
TO **EVERYONE.**

TEAM

*OUR TEAM IS COMPRISED OF
HIGHLY SKILLED A-PLAYERS
WHO ARE IN **COMPLETE**
ALIGNMENT WITH OUR
COMPANY VISION & VALUES.*

Strategic lead roles include CEO, COO, IT, VP of Operations, VP of Finance, and Success Managers. Our CEO paves the path to our vision and cultivates company culture. Our COO ensures we stay true to our path by building a strong, scalable foundation through the management of daily operations.

As a technology company that does fulfillment, our inhouse IT team consists of highly-esteemed developers who maximize efficiencies by automating an exceptional customer and client experience. VP of Operations ensures we are upholding our high standards through consistency and quality control across facilities.

VP of Finance helps us reduce the time it takes for clients to understand and pay for services by creating a transparent and easy-to-use, fully-automated billing system.

Our Success Managers are the face of our company and direct line of contact for clients. They lead with a high touch model to truly understand clients' frustrations, challenges, goals, and dreams and go above and beyond to delight our customers. Through their in-depth interactions, they witness what brings our clients the most success and share those key insights internally, which empowers us to do better.

By balancing automation, key insights from our clients, and an exclusive selection of top talent, we are continuously optimizing systems, processes, and experiences for everyone involved.

CULTURE

The success of a company depends on the success of its people. We're always thinking of ways to better serve our team and never outsource culture. We take pride in creating a fun and productive environment from within. At FDC, every team member feels valued and appreciated by their co-workers and management team. We have been called the Zappos of fulfillment and featured on the list of the Top 100 Great Places to Work.

We're a family where people depend on each other both in and outside of work. We are a culture of giving fueled with positive self talk—you won't hear or see any negativity, complaining, or gossiping.

TRUST, TEAMWORK, AND HIGH-ENERGY ARE AT THE FOREFRONT OF EVERYTHING WE DO.

To keep energy up, we've implemented our FIT-fillment Program. This is a fun and interactive way to empower each other to be healthier, happier, and more efficient. We have a Director of Enthusiasm who comes into our facilities with music for a quick 7-minute motivational movement after lunch, bringing joy and energizing us for the second half of the day. We provide healthy meal options and support our team through daily tips and motivation.

We are serious-minded and light-hearted. We dedicate time to work hard and take time to play, rest, and refuel. **We encourage each other to stretch and reach our potential everyday.**





OUR SERVICES

WORLDWIDE FULFILLMENT MADE EASY!™

WHO WE ARE: We are the #1 Fulfillment solution to internet retailers in the United States.

WHO WE SERVE: B2C and B2B internet retailers.

Our holistic approach to fulfillment makes it easy for retailers to expand into new markets anywhere in world.

There are clear benefits to working with us for e-commerce companies. By choosing Fulfillment.com as their fulfillment provider, they gain access to a worldwide network of warehouses, a simple, powerful user interface that provides unprecedented transparency, and data to take control over their products and make better business decisions.

At FDC, we constantly challenge ourselves to ask,

“

What will I do today to further delight our clients?

”

As a result of this mindset, we've made 4 major accomplishments in the past 3 years:

1. EXPANDED OUR GEOGRAPHIC FOOTPRINT

We've made worldwide fulfillment easy by positioning ourselves as an FBA Onsite partner and strategically placing warehouses around the globe to help clients meet the fast growing demand of global e-commerce with Prime-compliant services.

2. PRODUCTIZED OUR TECHNOLOGY (SOFTWARE)

Our productized Order Management System is now powering other 3PLs to serve their clients at the highest level and empowering manufactures to fulfill directly from their facilities, which cuts off an entire leg in the supply chain.

3. ADDED DROP SHIPPING FOR BIG BOX RETAILERS

Big box retailers have stringent requirements for fulfillment. Many of our clients do not have the capabilities to receive and return EDI signals, or lack the ability to effectively scale order processing per the big-box retailers specifications. By staying on top of the trends, we are able to offer cost-effective and accurate drop shipping services for big box retailers like Walmart and Jet.com to our clients.

4. CREATED THE TOP EDUCATIONAL RESOURCE FOR ONLINE RETAILERS

Our unique position in the industry has provided us with the opportunity to leverage relationships with the top e-commerce influencers in a myriad of categories. Using multiple platforms—video, presentations, and e-learning—we offer resources for the latest information on tools and trends associated with e-commerce.

Having visibility as to who is making their mark in the e-commerce industry allows us to identify who is pushing the boundaries that will rocket them to the top.

We are recognized as the preeminent provider of e-commerce fulfillment services to independent Internet retailers worldwide.

FACILITIES

Safety comes first at our facilities, as demonstrated by our rigorous safety standards, maintenance, and efficiently organized warehouses.

When you enter one of our facilities, every single person greets you with a smile and welcomes you inside. Our office and workstations are ergo friendly. We follow the 5S Program: Sort, Sweep, Shine, Standardize, and Sustain.

When you look around our space, you can see and feel the enthusiasm as people eagerly help one another. The positivity shines through in the bright colors and upbeat attitude of everyone you encounter. We are recognized globally as the best fulfillment center to work at.

We get ship done.



SALES & MARKETING

We operate as if referrals were our only source of business. By going above & beyond to delight our clients, they quickly become raving fans who happily refer us, which makes up 25% of our revenue.

We target internet retailers that use e-commerce platforms such as Amazon, Shopify, Ebay, Magento, ShipStation, and more. We also target internet retailers that need their products drop shipped from big box retailers like Walmart, Home Depot, and Jet.com, among others. Our strategic alliances with major influencers in e-commerce result in win-win relationships. The influencers are incentivized to collaborate with us, and are a major source of lead generation for us.

We've created an exceptional automated client experience and journey, with a constant email drip leading back to our website. By implementing the best and latest SEO practices, we have dramatically increased traffic to our website. We create & share massive value that attracts internet retailers to our educational platform to empower them to sell more with the best resources to grow their businesses.

COMMUNITY INVOLVEMENT

We are committed to serving everyone who interacts with our company. That commitment extends to our community, which has supported us in our growth over the years. To give back, we donate to great causes in support of the tremendous work they do. Our top two initiatives are feeding the hungry and supporting veterans.

We've launched a Full-fulment Program where we serve our community with feeding programs, such as the Savannah-based food bank, Second Harvest.

Our Vet-fulment Program helps veterans near the base of headquarters with job assistance programs.





FOUNDER FEELING

Many people have great ideas.

But not everyone is able to execute and implement their ideas successfully.

This is largely due to the fact that we are living in the age of information overload with an abundance of misleading information and subpar vendors at every corner.

I too have experienced the challenges and frustrations first hand in the world of e-commerce as a young entrepreneur.

I've made it my mission to help driven and hungry entrepreneurs reach their potential faster.

At FDC, we shave down the learning curve by giving clients access to the right resources and helping them navigate them to avoid pitfalls. We empower people to execute their ideas and grow their businesses more efficiently.

My inspiration and motivation comes from servant leadership. This is the heart of our company, and how we continue to grow and thrive. A large

portion of my day is spent strategizing to pave the path to our vision, building strategic win-win relationships with other vendors and industry leaders, while always thinking about how to improve our culture.

I work confidently, knowing that everyone on our team is taken care of, doing the right thing, and working toward a common goal. When I look back on the years past, I feel gratitude and pride for what we have built together.

I wake up everyday feeling fulfilled yet hungry. We have built FDC to be a state-of-the-art pioneer in the fulfillment industry. We work hard everyday to stay ahead of the game so we can leave a lasting positive impact on our team, clients, and global community.

Together, I am confident we will accomplish all of this, and much more, in the years to come.

Thank you for being here and for embarking on this journey with us. By the end of 2021, we will celebrate landing at our destination.

I can't wait to see you there!

JUSTIN SINGLETARY