

2021 Summary

This past year came with its challenges for everyone. Including, but not limited to 234 days of lock down in Victoria (home of our HQ) - 64% of the total year. Though limited we pushed through, working from home and from a newly minted warehousing and distribution center. Daily Zoom meetings and catching up when we could - we are proud of our socially distant achievements and are glad we were all able to remain safe.

For a 2021 snapshot; we successfully designed, engineered, manufactured and launched more than 20 brand new products to market - supporting new ranges of Apple devices. We completely redeveloped and published a brand new e-commerce experience as well as established a Designed in Australia brand mark we will be expanding on next year. Furthermore the team worked on more than 10 custom projects for clients across the USA, UK and Australia.

A great outcome from a lean team. And certainly not covering all of the work that happened over the last 12 months!

We take pride in our efforts and want to thank all of our customers, suppliers, partners, distributors, wholesalers, retailers and resellers for being a part of our journey for 2021. We couldn't have done it without you and can't wait to launch into 2022 with a lineup of close to 15 new projects we can't wait to share with everyone!



**More than 20
brand new
products
launched**



**Designed in
Australia**

**Over 10 custom
projects for global
customers from
AUS, USA, CAN, UK**

**234 DAYS OF
LOCK DOWN**

**Thousands of new
customers globally**

Celebrating 11 years



Proper has exponentially grown since 2010 and it's exciting to celebrate 11 years in business. Since day one we have fostered our distinctive call to action 'Designed to do more', which has been the constant for driving value and differentiation in our markets. We have seen retail growth, international B2B partnerships and matured operational systems help establish us as a leader of our industry.

Since the launch of the first Apple iPad on January 27th, 2010 we have been market leading experts in creating new experiences for Apple devices. It's in our DNA to create amazing products that are designed to last, and outperform. We have had the amazing opportunity to manufacture and share our designs with hundreds of thousands of people over the years and we look forward to many more.

Looking to 2022, we are set to scale our customers within ecommerce, retail and wholesale by expanding our market verticals and opportunities, all while maintaining a core partnership with Apple products.



Who we are

We're a team of designers endlessly inspired by the timeless elegance and innovative thought leadership of Apple. We created a destination that combines beautiful technology, with accessories we design to enhance your enjoyment with your favorite Apple tech.

Our products are designed in-house in Melbourne, Australia and are cleverly functional whilst showcasing elegant simplicity. We produce using high quality materials and processes, creating products that we hope you will enjoy using for many years. In a world of fast technology, we create slow products designed to last.

To remain internationally successful, we foster our DNA and method of rapidly creating products that improve technology for real world environments. Contrary to slow moving conglomerates, we have the ability to quickly and successfully launch into new verticals. We have a strong position in retail, wholesale and ecommerce across Point of Sale, Premium Accessories, Charging, Education, Apple Authorized Reselling and now Pets.



Our verticals

Apple Authorized Reseller



We stock a wide range of Apple products to allow us to curate the customer journey through all of their technology needs.

By becoming the retailer for the customers Apple purchase, we can share our range of accessories with them at purchase, and as we launch new products as well. Every existing customer of our accessories can also upgrade their Apple products along with their accessory all in one place.

Point of Sale



The use of Apple devices in business is exponentially growing due to the high performance, low investment and class leading security and support.

Supporting both stationary Point of Sale such as counter-top or check-outs and Mobile Point of Sale including mobile card payments controlled by iPhone's or iPad applications, we provide a wide range of solutions for every business need.

Premium Apple Accessories



In a market where there is always a cheaper option, we stand out by providing higher quality and considered design solutions for Apple users looking for accessories.

Our ranges include modular case and stand systems for a multitude of uses, from desk stands to wall mounts. We have also created a broad range of charging solutions and recently entered into the Pet market.

Custom Developments

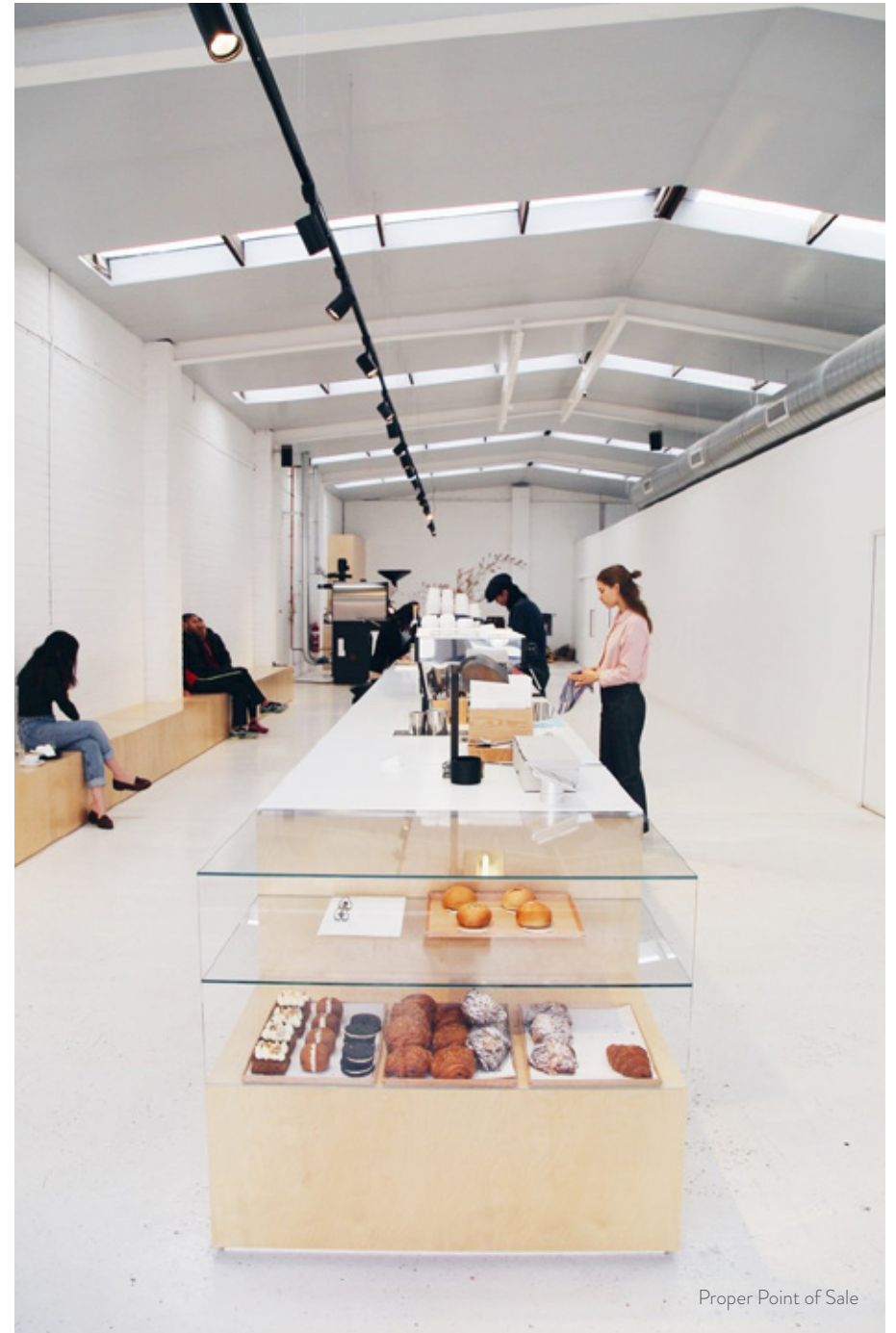


Our growth has been perpetuated by the strength of our relationships. Many ranges and products have been created through collaboration with partner companies.

Although most businesses will find solutions that meet their needs through our existing range, there are often companies looking to change the status quo, or implement a brand new method - this is where we deliver custom solutions that exceed expectations.



Apple AirPods Wireless Charger



Proper Point of Sale

Our approach

Ecommerce

By selling Apple products we capture new customers at the start of their Apple / accessories journey



We can recommend our accessories, or advertise new launches to them after their purchase



As customers upgrade devices or accessories, they're encouraged to return to us.



Retail

We're stocked in over 100 Officeworks stores in Australia within the small business section



As part of the retail strategy, our packaging aligns with payment systems available in store, including Square



This creates a full experience that's simple to understand and allows quick purchasing decisions



Wholesale

Our wholesale strategy is built on relationships with the largest distributors of POS solutions globally.



Which fosters long term partnerships with the POS Software customers.



And connects us with the end users of our products on a global scale.





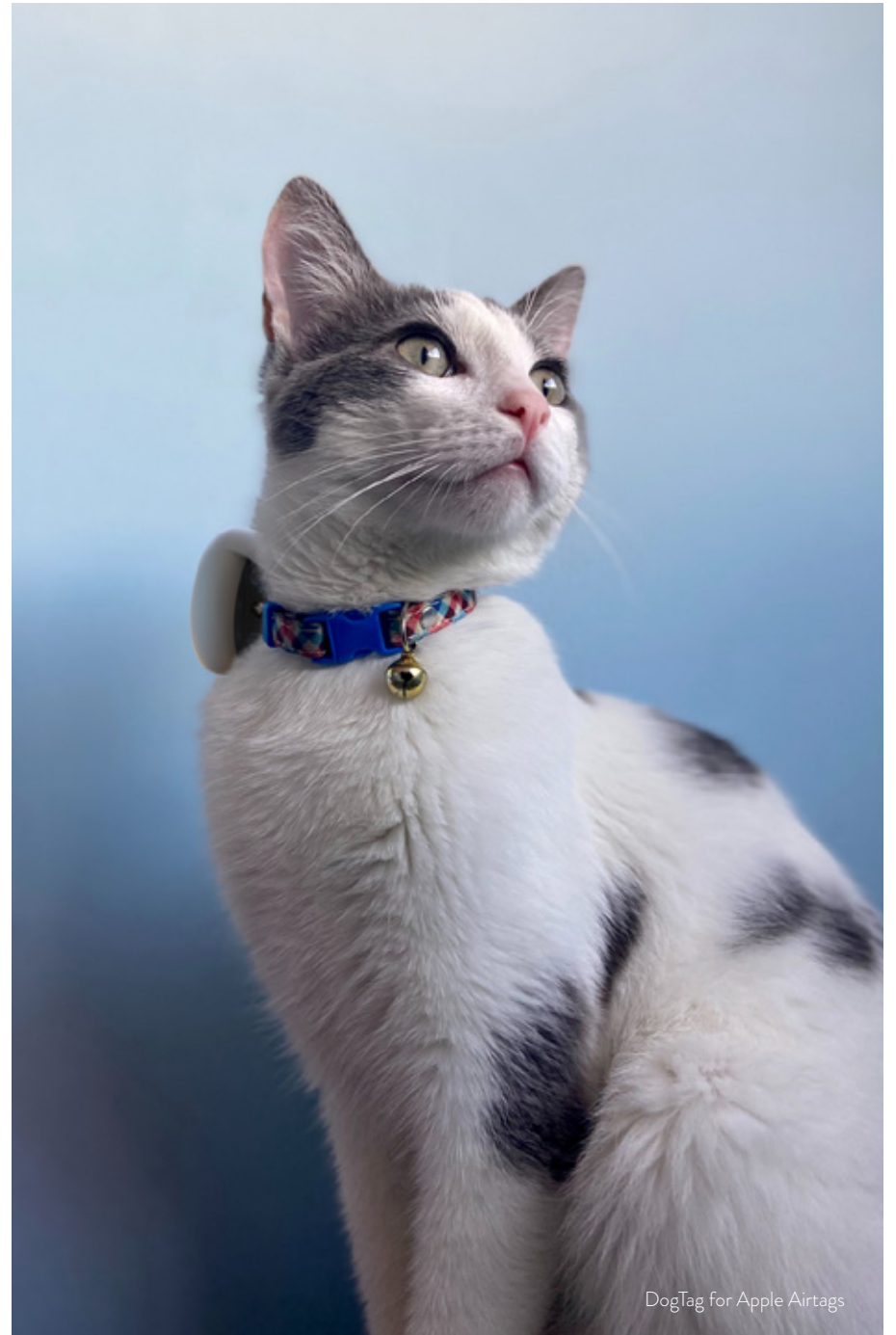
Universal Pivot Stand



iPhone 12 Clear Case



DogTag for Apple Airtags

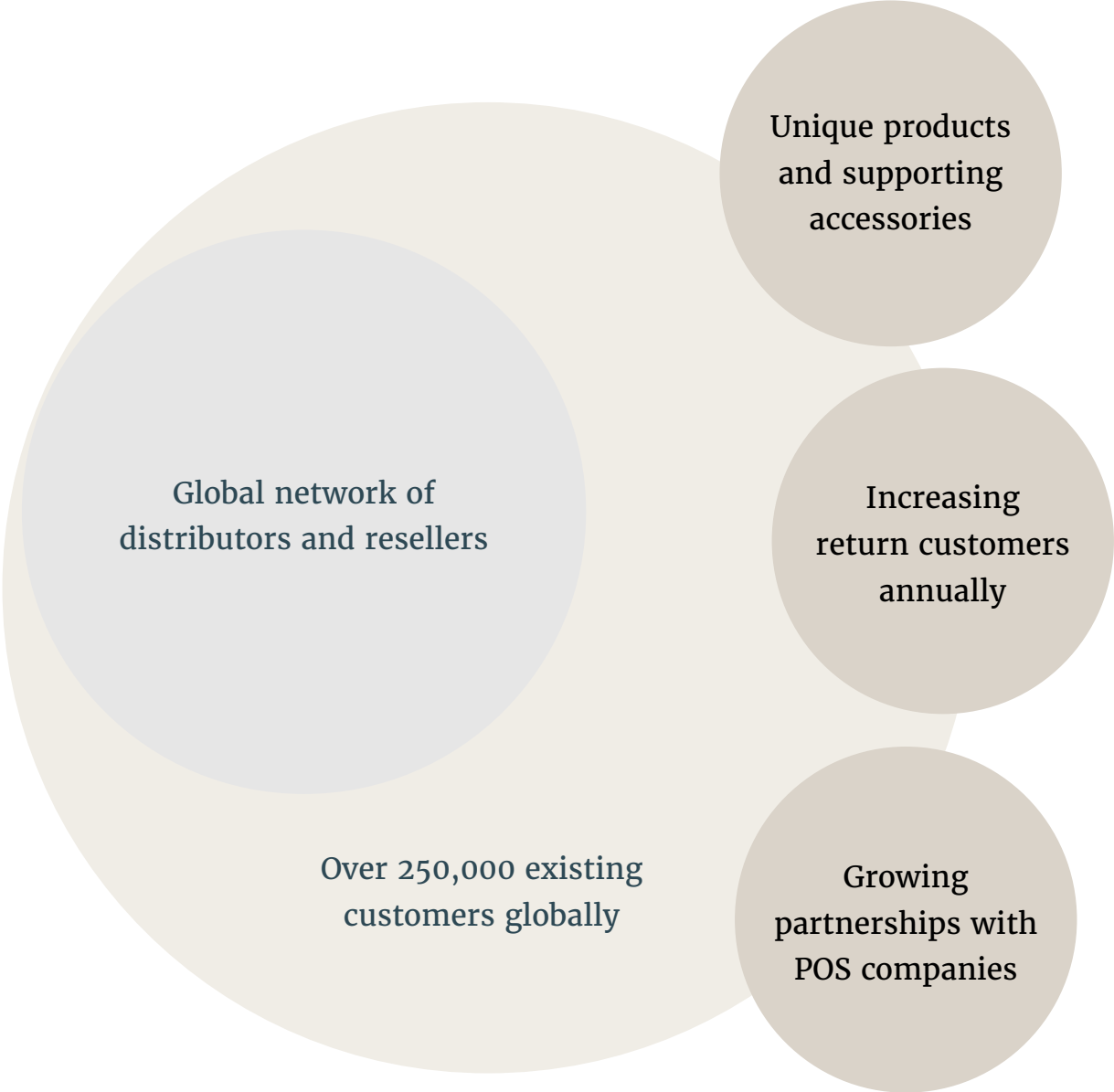
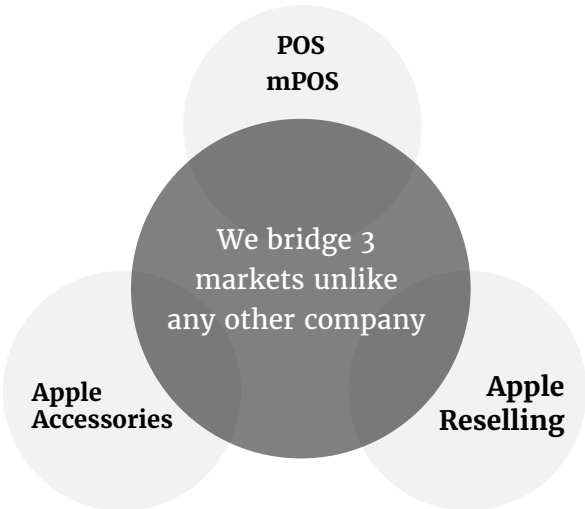


DogTag for Apple Airtags

Customers and reach

Notable customers include

- Aesop
- Apple
- McDonald's
- Tiger Airways
- Max Brenner
- Lightspeed
- Kounta
- Outdoor voice
- The new black
- Amaro
- Sneakerboy
- Michael Kors
- Decathlon
- Sephora
- The Yamazaki
- Intersport
- Pirate Life



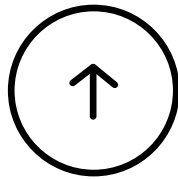


Powered iPad Swivel Stand



TidyCase for Airtag

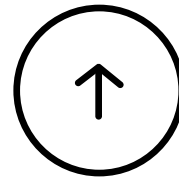
Moving forward



Increased Marketing

Ramping up marketing efforts outside of traditional advertising model to build customer relations.

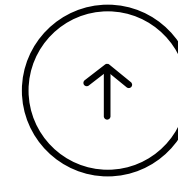
Measures include but not limited to Video content across YouTube and Vimeo, influencer partnerships, podcasting and design leadership content.



New product Releases

Expanding on our model of Point of Sale for Apple iPad / iPhone / iPod, we will be releasing products to enable a seamless purchase and shortened TTT metric.

Partnerships and internal development will accelerate time to market and capitalize on existing customers.



Market Expansion

While maintaining within the accessories for Apple Ecosystem, we are going to expand our presence in existing verticals through new stockists and new product ranges.

Supporting the growth of our universal product ranges, we see great new opportunities to support all tablets for multiple functions.



iPad Pivot Stand



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