

PURPOSE

Mission >

Mission Statement

Values >

Value 1	Value 2	Value 3	Value 4	Value 5
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DIRECTION

Vision >

3 yr	3-year vision statement	80%
5 yr	5-year vision statement	10%
10 yr	10-year vision statement	7%
20 yr	20-year vision statement	3%

'25 Goals >

Goal 1	Goal 2	Goal 3
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PROGRESS

'25 Outcomes >

Outcome 1	Outcome 1	Outcome 1
Outcome 2	Outcome 2	Outcome 2
Outcome 3	Outcome 3	Outcome 3

PURPOSE

Mission >

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Values >

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DIRECTION

Vision >

3 yr	80%
5 yr	10%
10 yr	7%
20 yr	3%

'25 Goals >

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PROGRESS

'25 Outcomes >

PURPOSE

Mission >

To Create a Better Tomorrow For People & the Planet

Values >

Believe in Better

One Team One Dream

DIRECTION

Vision >

3 yr	Build the most beloved retail experience in Montana.	80%
5 yr	Use health knowledge to build massive online audience.	10%
10 yr	Use momentum to open 10+ stores in synergetic markets.	7%
20 yr	Become a top 10 retailer in the health & wellness space.	3%

'25 Goals >

Double Down on Downtown

Spread the Haskill Word

PROGRESS

'25 Outcomes >

Add healthy cafe by June

10,000 Instagram followers

\$1M+ New Sales

5,000 newsletter subscribers

Full year break even

1,000+ Google Reviews

Financing Happiness through the power of *Home*.

PURPOSE

Mission >

Values >

Lead with Passion	Own It	Build Better	Results Driven	The Golden Rule
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DIRECTION

Vision >

3 yr	Build the most preferred manufactured home chattel lender in the nation.	80%
5 yr	Deliver the full digital infrastructure on which manufactured homes are sold, bought, financed, and insured.	10%
10 yr	Become the #1 financial services platform in factory built housing, built on our industry defining technology platform that is the rails of the modern manufactured housing industry.	7%
20 yr	Promote offsite construction as the primary housing solution, making Zippy the dominant technology & financial services platform in all housing.	3%

'25 Goals >

Top 3 MH Community Lender	Sharpen & Refine the Origination Flow	Establish a Standard of Excellence
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PROGRESS

'25 Outcomes >

2,200+ loans originated	50% contribution margin	100% loan sales, 90% audit pass
\$110M in total purchase vol.	60% conditions pull through	4% DQ rate
\$10M annual run rate	20 days app-to-booked	NPS 8+

PURPOSE

Mission >

To empower women.

Values >

Product-obsessed

Bold/Passionate (socially-minded)

Welcoming

Sustainably-Minded

Fun

DIRECTION

Vision >

3 yr Own cycling for women & become a major player in snowsports **80%**

5 yr Expand internationally & solidify our place outdoor active lifestyle **10%**

10 yr Be THE women's Outdoor Brand of Choice across categories **7%**

20 yr Acquired, but be the leading women's brand across outdoor and action sports, globally **3%**

'25 Goals >

Optimize DTC

Outerwear Launch

Specialty Growth

PROGRESS

'25 Outcomes >

Minimum 40% growth DTC

Successful retail sell-in (need KPI)

XX of new doors

Increase AOV to \$xyz

Return rate below %xx

Rep coverage in PNW, Rockies, SW, MW, NE, CA

Increase CVR to xyz%

Average Review Rating of xx

% revenue growth

Our Values

- › We think like an underdog, even when we're not;
- › We persevere - and even thrive - in the face of adversity;
- › We operate with a steady hand through the inevitable ups and downs of building something that lasts.

