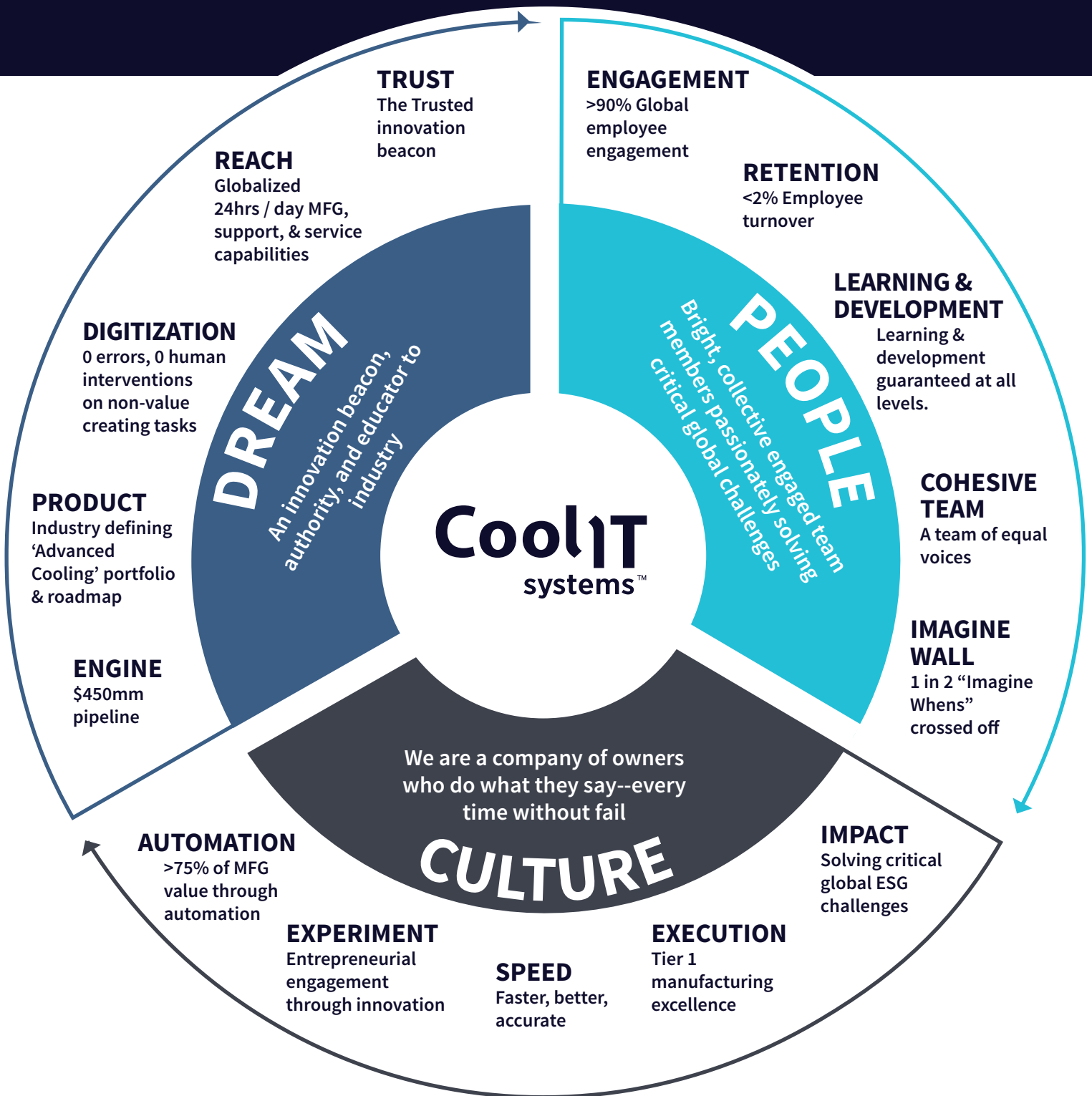


Forward
Thinking
Liquid
Cooling

Our Vivid Vision

Business Results

- 20% YOY Organic Revenue Growth
- 15% YOY Acquisitive Revenue Growth
- 20% EBITDA Margin



The Next 3 Years Till 2027

“At CoolIT, our Vivid Vision is perhaps the most important document we possess, and we reference it daily.

The Vivid Vision brings us together and aligns our efforts, intentions, and definitions of success. As we grow, the need to have a unified cause and direction is more vital than ever, and the Vivid Vision is exactly that.

This is where we are going, and this is how we will know when we get there.”



Steve Walton,
CEO & President

DREAM

We facilitate conversation on the convergence between innovation and execution, and in doing this, we ensure our clients are not left behind.

We proactively position ourselves as the most innovative brand while facilitating conversations and providing innovative solutions. We are more than a company - We are the thought leader, educator, and innovation partner deploying information to thousands each week.

For CoolIT's internal brand we are discovering more savvy ways of obtaining input from our staff on how we can improve and build a culture enviable to anyone on the outside— and we have truly become a company of owners.

For our external brand, we are investing into the building of a community that promotes learning, education and conversation on the innovation topics that matter. And for our client experience, we work hard to bring them along for the ride, helping them transform their organizations to retain their competitive edges.

RESULTS

Trust

We redefined the advanced cooling industry roadmap and once again shaped an industry through our thought leadership. Our partners embraced us, believed in us, and engaged with us on this journey. It wasn't easy, but by doing what we say we will, on time, every time our trust levels are at unprecedented highs.

Reach

Hyperscale changed the way we met our clients needs; global reach with localized service thrust our global footprint expansion into overdrive. Today, partners have requirements executed in real-time, 24hrs a day with our team regardless of location. Our digitized platforms created a collaboration network never seen before. Solutions and products are deployed before our competition has even confirmed the need and our clients are loving it.

Digitization

We knew a linear business model wouldn't work for our growth objectives. We needed to be ready for exponential growth and boy did our digitization initiatives drive growth. Our digital systems facilitate decision making across our organization while data collection and interpretation through AI is shaping our thought processes.

An innovation beacon, authority, and educator to industry.

FOCUS:

Industry defining 'Advanced Cooling' portfolio & roadmap

We have transformed the industry and how are our partners' solve their cooling needs. Linear meetings do not exist—our 'modular' approach has created an end-to-end digital experience where we are educating and leading the industry.



PEOPLE

With technology being deployed at every front, it's easy to think the age of the robots has finally arrived. However, now more than ever CoolIT places people as our number one asset and top priority.

We have become a place for those who think too different for large companies and too big for small ones to thrive. We seek creators and not maintainers, people who are obsessed with finding a better way. We build and have automation follow behind, freeing us up for the next challenge. We are not for everyone and we love it that way.

Our employees know our simple principles: we live our code; we manage our processes; we exercise leadership. We are known throughout our industry as a tough place to work and that makes us proud.

We have a highly reliable profile of individuals who are more likely to succeed in our company. We relentlessly seek those who fit that profile and make sure to help those who don't, prosper elsewhere.

RESULTS

>90% Engagement

The right mix of technology, communications, and face to face straight talk has yielded a huge leap forward in trust and engagement. Over 90% of our employees are responding to surveys, with a 20% year on year improvement on survey results. Most importantly, each and every team member knows where they stand in the company.

Learning & Development

Great people grow at the pace of their talent and once again we knocked it out the park. Our Learning & development programs set our teams up for success and employees take the opportunity to evolve their careers at levels unheard of. We do not offer employees jobs—we create careers while facilitating dreams. Our industry took note and every day its reflected in the number of applicants we have for our open positions.

1 in 2 “Imagine Whens” crossed off

CoolIT is about making dreams happen, for us individually and collectively. Our ‘Imagine Whens’ has grown to cover most of our facility entry walls, and we take each one of them seriously. The dreams written upon them are core to who we are and will become. Each is part of our strategy, and we have gotten damn good at bringing them to life.

Bright, collective engaged team members passionately solving critical global challenges.

FOCUS: Cohesive Team

Our culture is magnetizing. We are a team of dreamers, collaborators, and owners. Every team member knows where they stand within the company, that they have an equal voice, that their colleagues care, what career paths are available to them, and most importantly they see the value that even the simplest of tasks creates.



CULTURE

Owners think differently! Owners have passion, they demand excellence, they go the extra mile, and they are relentless.

Since creating the OwnIT program our team has risen to unprecedented levels. The engagement throughout the organization can be seen in every action we do—just walking through our facilities you see the energy, the focus on execution, and the unwavering drive to deliver what we promise, on-time, every time.

We raised our sights as high as possible and shot for perfection. Quality, operational excellence, and team performance were all attacked with ruthless discipline and dogged perseverance. What we built was nothing short of amazing and we hit our goals in less than three years. Boy was it noticed by our clients.

As nice as client recognition is, however, the real value was in the transformation on both the operating system and people who operate it. Streamlined and airtight processes were built by people who wanted it badly enough.

The results were amazing: not a single client ‘incident’ in the last twelve months.

RESULTS

Automation

The robots came, and with their deployment we changed how we build products—75% of our value is now derived from automation. Our modular robotic cells are deployed across the world and clients love the real-time flexibility it gives them. We have become a tier one manufacturing partner to the worlds’ most demanding customers and our best practices are defining and shaping the industry.

Speed

Automation, digitization, world class manufacturing, and in-house prototyping capabilities has catapulted us into a rarified stratosphere. Through digitization and machine learning, cooling solutions are ideated and created in real-time exceeding even the most demanding clients requests.

Impact

We make a difference everyday to all of our stakeholders. We solve meaningful challenges across the broad ESG spectrum and are continually receive awards for our impact work.

We are a company of owners who do what they say—every time, without fail.

FOCUS: Execution

Manufacturing 4.0 has propelled us to new heights. We do what we say, every time, and we do it right. We never compromise.

