COMPANY OVERVIEW

SureShade® is a U.S. based designer and manufacturer of innovative retractable sunshade systems for the marine and RV industries that enhance and facilitate the outdoor recreational experience.

Utilizing a globally patented self-supported telescoping framework technology, SureShade products feature automated or manual shade systems for factory or aftermarket and are unmatched in design and functionality.

SureShade is run by a team passionate about outdoor recreation... and committed to delivering a quality product that improves the boating experience.

Headquartered in Philadelphia, PA, the SureShade business includes a management team dedicated to growing & servicing the business, along with a talented in-house assembly and production team focused on the manufacturing and distribution of our sunshade systems for OEM, dealer and private boat/RV owner clients worldwide.

MARINE INDUSTRY

SureShade has been equipping boats in the marine industry with retractable sunshade systems since 2009 and has set the standard for shade in the marine industry.

Factory installed worldwide on nearly 200 boat models and 60 different boat brands in 15 countries, boat builders are choosing to feature SureShade as an integral part of their new boat designs worldwide. SureShade can also be added aftermarket on nearly any boat model with an overhead structure, giving boat owners the ability to add additional shade with the same factory quality sunshade systems offered on new boat models.

SureShade’s automated & manual shade systems feature a unique self-supported, telescoping framework design that allows boaters to easily extend or retract shade on bow or aft areas of boats – forever changing how boat builders integrate shade into new boat designs.

Our mission is two-fold:

• To provide marine trade professionals – such as boat builders, boat re-fitters, boat dealers, marine canvas fabricators and marine accessory providers – with cutting-edge shade solutions that increase their value in the market
• To provide private boat owners with a better marine sunshade solution for their boats – offering choice, comfort and convenience

Innovative Design Features - Marine

✔ Self-supported, telescoping framework
✔ Balanced weight distribution
✔ Silent operation on all electric shades
✔ SurePower Intelligent Controller to manage incoming voltage irregularity
✔ Custom fit widths with 4.5-12 ft. lengths

✔ Optimal conformity to boat designs with cambered cross-members & universal coverplate brackets
✔ Cross-bar support to eliminate canvas sag and billowing – even underway
✔ Operates on DC power (electric shades)
**SureShade Products - Marine**

We offer both automated and manual shade products designed for a variety of boat sizes and styles. Each shade product can be installed at the factory or aftermarket and are custom built to fit each boat top’s width.

### SureShade RTX Pull-Out Boat Shade
- Push-in/Pull-out mechanism
- Anodized aluminum framework
- Sunbrella marine fabric
- Shade extends 4.5 feet
- Install on hardtop, T-Top, arch or tower
- Ideal for boats under 27 feet

### SureShade MTX Pull-Out Boat Shade
- Push-in/Pull-out mechanism
- Stainless steel framework
- Sunbrella marine fabric
- Shade extends 6 feet (MTX2) or 9 feet (MTX3)
- Install on hardtop, T-Top, arch or tower
- Ideal for boats under 45 feet

### SureShade MTF Manual Boat Shade
- Manual hand lever
- Anodized aluminum framework
- Sunbrella marine fabric
- Shade extends 6 feet
- Install on hardtop, tower or bridge
- Ideal for boats under 35 feet

### SureShade ATF Automated Boat Shade
- Electrically powered - operates on DC power with remote or OEM digital controls
- Silent Operation & SurePower Intelligent Controller
- Stainless steel framework
- Sunbrella marine fabric
- Shade extends 5-7 feet
- Install on hardtop or bridge
- Ideal for boats over 30 feet

### SureShade M3 Automated Mega Boat Shade
- Electrically powered - operates on DC power with remote or OEM digital controls
- Silent Operation & SurePower Intelligent Controller
- Stainless steel framework
- Sunbrella marine fabric
- Shade extends 12 feet
- Install on hardtop or bridge
- Ideal for boats over 60 feet or larger areas of a boat
As the marine industry leader in retractable sunshade systems, with thousands of installs worldwide, we’re bringing our same market-proven sunshade technology to the RV industry.

Our patented telescoping sunshade systems are overland field-tested & proven to offer more choice, comfort and convenience for sun protection while enjoying the RV life.

SureShade can be fully integrated as a factory accessory or as an aftermarket installation on nearly any RV size or class – from conventional travel trailers to Type A motorhomes and specialty vehicles – outfitting your RV life with a robust outdoor-grade shade system beyond the typical RV awning.

Our Mission is Two-Fold

- To provide RV trade professionals – such as RV builders, re-fitters, RV dealers and RV accessory providers – with cutting-edge shade solutions that increase their value in the market
- To provide private RV owners with a better outdoor-grade sunshade solution for their recreational vehicles – offering choice, comfort and convenience

Innovative Design Features - RV

- Telescoping framework with no support poles to inhibit head clearance
- Outdoor-grade construction
- Ability to withstand winds up to 55 MPH
- Balanced weight distribution
- Silent operation on all electric shades
- SurePower Intelligent Controller to manage incoming voltage irregularity
- Available cambered roller and cross bar components for improved aesthetics & rain run-off
- Operates on DC power (electric shades)

SureShade Products - RV

We offer both automated and manual shade products designed for a variety of recreational vehicle sizes and styles. Each shade product can be installed at the factory or aftermarket – with standardized sizes by vehicle type and the ability to order custom fit.

SureShade M3-RV for Vans

- Electrically powered - operates on DC power with remote or OEM digital controls
- Silent Operation & SurePower Intelligent Controller
- Stainless steel framework
- Shade extends 8 feet
- Sized for roof install on Sprinter style vans
- Sunbrella marine fabric with boot enclosure

SureShade MTX-RV for Truck Caps

- Push-in/Pull-out mechanism
- Stainless steel framework
- Shade extends 6 feet (MTX2) or 9 feet (MTX3)
- Sized for roof install on truck caps
- Sunbrella marine fabric with boot enclosure

SureShade ATF-RV for Trailers

- Electrically powered - operates on DC power with remote or OEM digital controls
- Silent Operation & SurePower Intelligent Controller
- Stainless steel framework
- Shade extends 8 feet
- Sized for roof install on RV trailers
- Sunbrella marine fabric with boot enclosure

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It all started with an idea. An idea that one of the most basic needs on a boat – protection from the sun – should not be cumbersome for boaters or visually unappealing for boat designs.

As we saw marine technology and boat design features continue to evolve in the industry, the very tangible need of sun protection remained a design afterthought for most builders. Open cockpits remained uncovered and the burden of how to figure out a solution for shade was on the shoulders of the boat owner. The solution usually involved a set of fixed poles drilled into sides of a boat, awkward bimini structures or flimsy add-ons that only provided temporary shade.

Ron Russkioff, SureShade’s inventor and co-founder, set out to invent a shade product that offered boaters something different – eliminating tedious canvas handling and providing shade where once not possible.

In 2007 SureShade introduced their first prototype to the industry at the International Boat Builders Exhibition and Conference (IBEX). By 2009, SureShade launched commercially with the debut of their ATF automated shade on the Boston Whaler 370 Outrage.

In the few years that followed, SureShade gained global patents for sunshade designs and quickly expanded their client base for both factory and aftermarket installations.

**Growth & Innovation**

Our fast and sustained growth in the boating industry has been unprecedented as we have transformed how the industry thinks about shade for outdoor recreation.

Each year we nearly double our number of SureShade-equipped boat models with OEMs and continue to expand on our aftermarket/refit business with dealers and private boat owners.

Today, SureShade is featured on nearly 200 boat models with a variety of automated and manual shade products to provide options for nearly any boat size, style or budget.

SureShade has experienced unprecedented growth over the last 3-5 years nearly tripling OEM demand for their sunshade systems, in addition to product advances and new product introductions.

In 2019, SureShade debuted their outdoor-grade shades to the RV industry, and plans to tap into their 10+ years of marine industry experience working with OEMs, dealers and end users to disrupt the typical RV “awning” category with superior product built for our outdoor environment.

**Company Timeline**

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tr>
<td>2007</td>
<td>Industry Introduction</td>
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<td>2008</td>
<td>OEM Production Begins</td>
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<td>2009</td>
<td>1st Boat Commercial Launch</td>
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<td>2010</td>
<td>Early Adopter Acceptance</td>
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<td>2011</td>
<td>Game Changing Patents</td>
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<td>2012</td>
<td>Increased Production Capacity</td>
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<td>2013</td>
<td>Market Growth &amp; Expansion</td>
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<td>2014</td>
<td>50 Boat Models in 5 Years</td>
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<td>2015</td>
<td>Market Momentum Builds</td>
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<tr>
<td>2016</td>
<td>Industry Accolades &amp; Global Expansion</td>
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<tr>
<td>2017</td>
<td>100 Boat Models &amp; 10 Years Product Introduction</td>
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<td>2018</td>
<td>New Product Development &amp; Advancements</td>
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<tr>
<td>2019</td>
<td>10 Year Product Launch; New Facility Expansion; RV Industry Launch; Nearly 200 boats</td>
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Our Values and Culture

We are a growing and expanding fast-paced startup business that driven by innovation and an entrepreneurial spirit.

We strive to manufacture and deliver a quality product along with the highest level of customer service possible from every level of our organization.

We believe that “Teamwork Makes the Dream Work” and value every individual’s contribution to achieving continued success.

American Made in the Shade

SureShade is proud to be the only maker of retractable marine sunshades that are designed, manufactured and assembled in the U.S., with a strong dedication to growing both manufacturing and the boating industry in the Philadelphia Region.

A product that was inspired and invented on the Delaware River in Philadelphia, SureShade is committed to continued investment in the region through manufacturing job creation and growth of the SureShade as a global business.

SureShade’s business leader, Dana Russikoff, is an active participant in the Philadelphia manufacturing economy and Delaware Riverfront development as a board member with the Delaware River City Corporation (DRCC) and active Chamber member. In July 2016 SureShade was presented with an official citation from the office of Philadelphia City Council for recognition of SureShade’s hard work, dedication and distinguished service to the city of Philadelphia.

In October 2019 SureShade celebrated the grand opening of their newly expanded 11,000 square foot headquarters and production facility on Manufacturing Day. SureShade remains committed to growing manufacturing in Philadelphia and contributing to the $778 billion outdoor recreational industry in the U.S.