

# Executive Summary – Voxred International LLC

## **The Company**

- Voxred International LLC began operations in 2003 to design, develop and market consumer electronic products to be sold in the worldwide market place.
- The Company was founded by Norman Docteroff who has more than 30 years of experience in the electronics industry. Norman had previously founded Gemini Industries, one of the largest suppliers of electronics accessories in the United States, which he built into a \$200 million dollar a year business. It was sold to Merrill Lynch Capital Partners and is now a Philips Electronics subsidiary.
- Voxred has assembled a management team of industry veterans who can rapidly commercialize new products in the consumer electronic product sector.
- From the initial launch of the TurboCharge line only in mid-2006 it achieved almost \$5 million in sales by the end of 2006.

## **TurboCharge**

- The TurboCharge is a re-usable portable charger for cell phones.
- Has been developed using a special PCB/chip technology modified into a powerful yet affordable portable cell phone charger that can be used throughout the world and is universally adaptable to almost every cell phone available.
- Uses patent pending technology that includes a proprietary chip designed to work with almost every portable electronic device.
- Is fueled by either a single AA battery or two AA batteries (depending on model) and is handy, light-weight, and easy to carry.
- Provides up to 2 hours of additional cell phone power, a no-worry down time and will never over-charge or damage any cell phone.
- Voxred is an official Made for iPod licensee and its iTurbo for iPods can add hours of playing time.
- Voxred has also recently launched a two-battery TurboCharge which supplies a longer lasting charge and charges higher energy use products such as PDAs and portable game players.

## **Business Strategy**

- Become a recognized brand in the consumer electronics sector.
- Position in the US first and then expand internationally including emerging markets.
- License and acquire new cutting edge consumer electronic technology.
- Use management's rich and deep industry contacts to develop, market and distribute new consumer electronic products on a global level.
- Outsource manufacturing and distribution where it is cost effective.

## **The Market**

- Ultimately this could be every cell phone, every iPod, every PDA, and every other portable device that requires charging.
- There are more than 2.5 billion cell phones around the globe, growing to over 3 billion in 2008, and Apple recently sold its 100 millionth iPod.
- Telephone companies and cell phone manufacturers are racing to add new features which are increasing power demands much faster than advances in battery technology can cover, resulting in ever faster depletion of cell phone power.

## ***Investment Merits***

- **Large market.** In 2007 there will be 2.5 billion cell phones growing to 3.5 billion in 2008, with current growth rates of 3 million new cell phones each day.
- **Strong growth in revenue and EBITDA.** Voxred is far along in placing the TurboCharge with many major US retailers and had almost \$5 million in sales in 2006 after only launching in mid-year. Profits from sales of a '*consumer must have*' electronic accessory are generally higher than normal and the strong orders from major retailers assure the Company of strong revenue and EBITA growth.
- **Intellectual Property.** The Company's has patents pending, licenses and trademarks for the TurboCharge, iPod and iPhone chargers and related products.
- **Experience and Established Relationships.** The team at Voxred has over 200 man years of combined consumer electronics experience with extensive contacts and relationships developed over 30 years.
- **Business model and future opportunities** - Voxred's business model is based on acquiring premium products on an exclusive basis and developing and exploiting those products using management's rich and deep industry relationships. Future opportunities are extensive as Voxred expands its product offerings to service virtually every handheld portable consumer electronic device that becomes available.

The Company has recently entered into an arrangement with The Susan G. Komen for the Cure Foundation whereby the Komen logo and look will be featured on a line of special pink TurboCharge products. Susan G. Komen is one of the largest cancer cure organizations in the US. Several major women oriented retail chains have special Susan G. Komen arrangements and the Company is in discussions with them for an early 2008 launch of the "Charge for Hope" TurboCharge line.

The Company is in the process of acquiring or developing further premium products. It currently has two new products for which it will begin preliminary marketing in the fourth quarter of 2007 and will formally introduce at the Consumer Electronics Show in Las Vegas in January 2008:

**TurboCharge Sound Sender** -- The TurboCharge Sound Sender is a cell phone based, Bluetooth activated speakerphone. It offers high quality sound comparable to the familiar brand of hard-wired tabletop speakerphone found in most corporate conference rooms. The Sound Sender will come in two models (conference table and desktop) and will also feature a memory stick that will record calls for archiving and later replay. It is anticipated that the Sound Sender will retail at a substantially lower price point than the familiar brand.

**The Power Buddy** -- The Power Buddy features a full lithium ion battery which is rechargeable using a built-in AC plug. It will store enough energy to supply many charges to cell phones, iPods, iPhones and most MP3 players. This product is light and very portable and can easily fit in a woman's purse or an attaché case

Voxred International LLC.  
777 Passaic Avenue  
Clifton, New Jersey 07012  
Phone: 973-472 6666  
Fax: 973-472-0033  
[www.turbocellcharge.com](http://www.turbocellcharge.com)