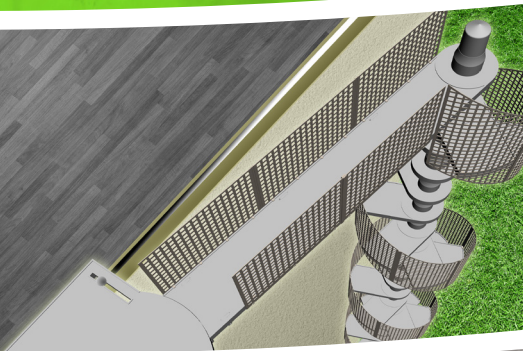




BUSINESS PLAN



welt der wunder



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CATWALK INTEGRAL cat stairs, the innovative solution for domestic cats

Dear investor,

In this brochure I would like to introduce you to a solution that guarantees cats the most flexible freedom of movement from now on.

As a professional supplier of cat stairs in Europe, with the experience of well over 1,000 cat stairs in Switzerland alone, I have now developed a new variant as a plug-in kit, which will set new standards both outdoors and indoors.

I and everyone else involved in this extraordinary project would be delighted if you would take part as an investor.

Best regards



welt der wunder



TV report for internal viewing only as it has not yet been broadcast



...with kind initial support from



Mynri & Amadeus





REFERENCES

Over 1,300 realized
CATWALK cat stairs throughout Europe



The Initial Situation

The CATWALK ONE represents the basis of the entire know-how and serves as a basis for experience with over 1,000 stairs in Switzerland alone.

Here are the most important features, which are also part of the CATWALK INTEGRAL in terms of functionality:

Stair treads Made From Weather-Resistant Wood

Only wood with a durability class of 1-2 is used for the steps and the walkway.

Very Space Saving

With a diameter of just 20 inches and a spiral staircase design, the CATWALK cat staircase can be used almost anywhere, even in tight spaces.



Retrofittable

CATWALK can be retrofitted by 2 meters at a time. Simply reorder.

Plain Design

Thanks to its very plain design, the CATWALK can be used almost anywhere without ruining the view of the house. A real plus for every homeowner.

Individually Tailored To Customer Requirements



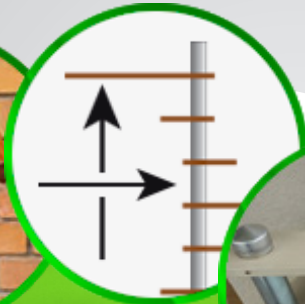
Pipe Color

Uncoated or in your desired color



Height & Wall Distance

Up to 12 meters high and 2 meters from the wall



Step Color

Oiled, untreated or in your desired RAL/NCS color



Fastening

Individual clamping technology without screwing to the facade



Ground Attachment

Base to prevent movement



Intermediate Platform

Can be mounted on any step as a stop-over or viewing platform



V.I.P. Housing

The "private access" as protection from strange cats - below or above



Separation/protective grid

Mesh cover as a safe route or spatial separation



Example: CATWALK ONE

This 9 m high cat staircase is colored to match the facade. CAT-WALK cat stairs are therefore particularly popular with owners, managers and landlords.



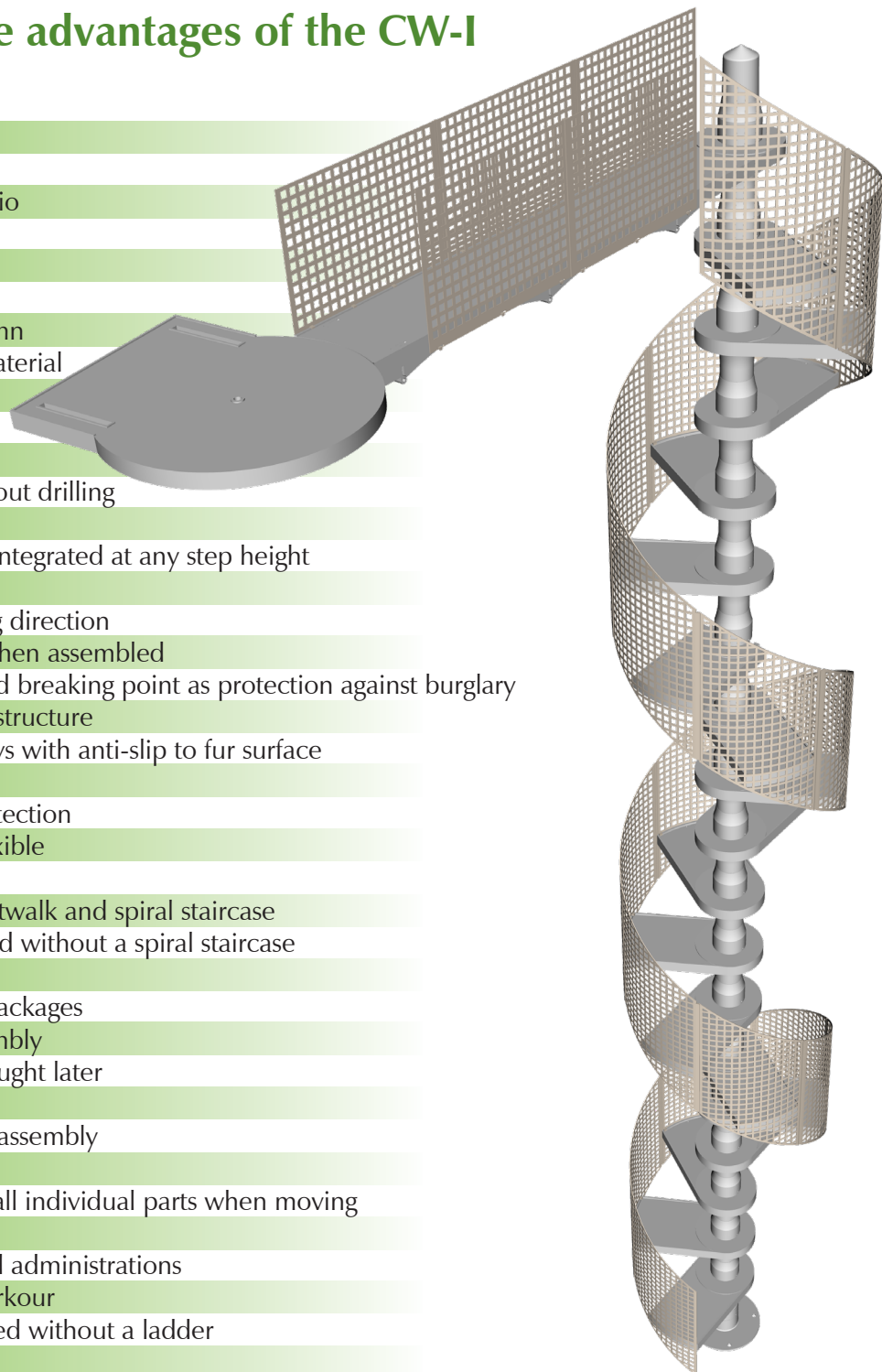


Product Offering

The CATWALK INTEGRAL cat staircase is a further development of the CATWALK ONE, which has been enriched with many additional features that cannot be achieved with the CW-O. The experience gained from the over 1,300 stairs cannot be overestimated.

Overview of all the advantages of the CW-I

- 1 Suitable for outside
- 2 Suitable for indoor use
- 3 Aesthetic
- 4 Best price/performance ratio
- 5 High quality materials
- 6 Weatherproof
- 7 UV resistant
- 8 Dimensionally stable column
- 9 Colorfast, because solid material
- 10 Colors can be combined
- 11 Durable
- 12 Flexible height
- 13 Clamping technology without drilling
- 14 Easy self-assembly
- 15 Intermediate exits can be integrated at any step height
- 16 Free grading levels
- 17 Free adjustment of running direction
- 18 Steps can be exchanged when assembled
- 19 Steps with a predetermined breaking point as protection against burglary
- 20 Step surface with anti-slip structure
- 21 Interchangeable tread inlays with anti-slip to fur surface
- 22 Railings
- 23 Complete cover as fall protection
- 24 Stair positioning to exit flexible
- 25 Space-saving in use
- 26 Switch between sloping catwalk and spiral staircase
- 27 Footbridge can also be used without a spiral staircase
- 28 Space-saving storage
- 29 Simple postal delivery in packages
- 30 Direct purchase with assembly
- 31 Additional parts can be bought later
- 32 Immediate shipping
- 33 Very easy, damage-free disassembly
- 34 Can be reused many times
- 35 Colors can be adjusted in all individual parts when moving
- 36 No moving costs
- 37 Accepted by architects and administrations
- 38 Perfect for installing cat parkour
- 39 Stairs can mostly be installed without a ladder
- 40 Comfortable step height
- 41 No manual skills required



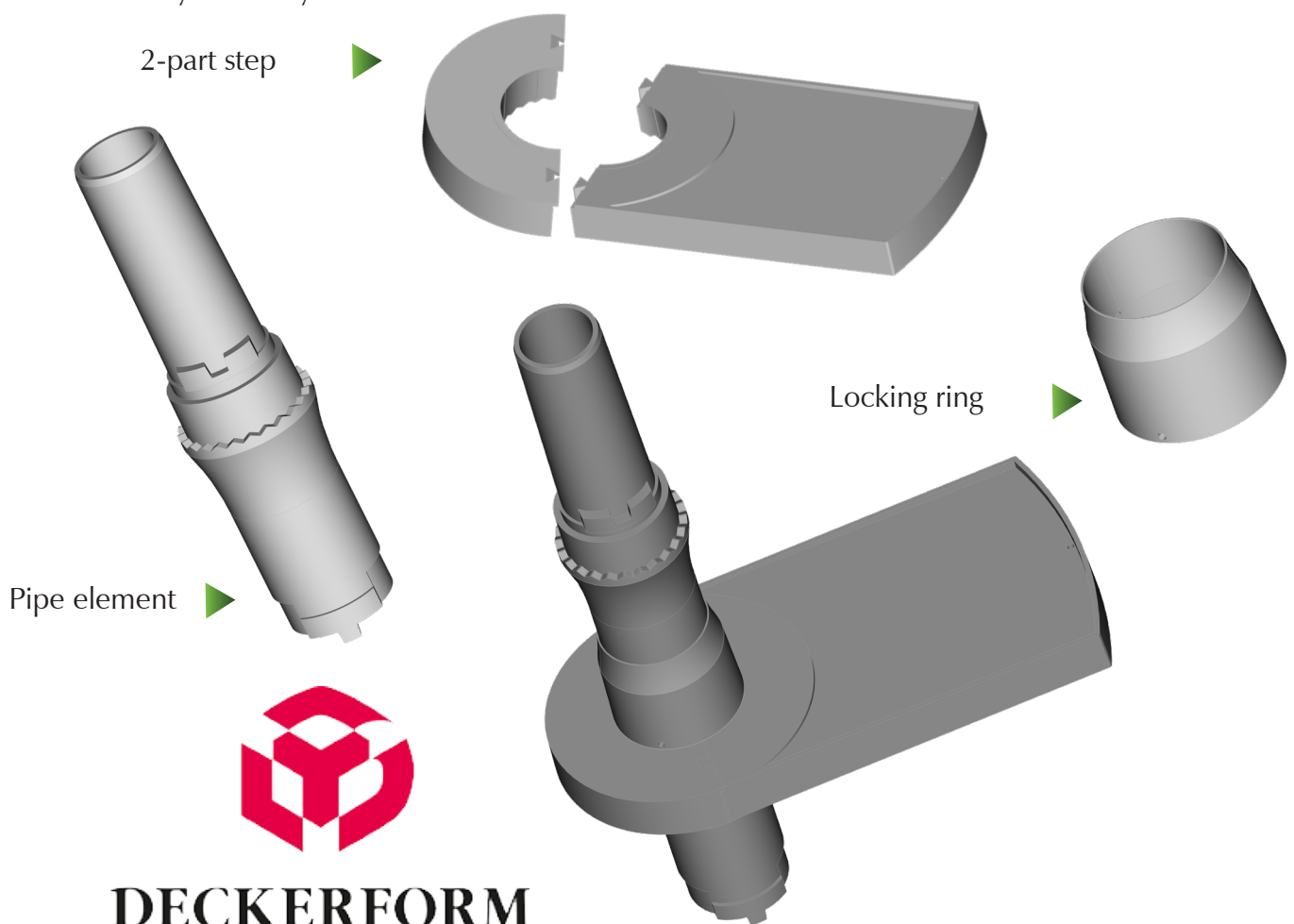
The Main Components



The new plug-in kit, which is manufactured using the plastic injection molding process, is based on 4 elements. These are designed so that the staircase can be sent in small parts by package, assembly is very easy by plugging and turning, and replacement is also effortless.

The components are the pipe element, the 2-part step and a locking ring that firmly connects the parts together.

A simple assembly video (even without text) is completely sufficient for a self-explanatory assembly.



The components are manufactured by DECKERFORM in Aichach (DE). The highly professional team and its “idea factory” take on the important part of finalizing and perfecting the components.

Furthermore, DECKERFORM is responsible for the production of the injection molds and the entire manufacturing process of the components.

Outdoor & indoor stairs

The CATWALK INTEGRAL follows the motto

“Stability for the outside, design for the inside”

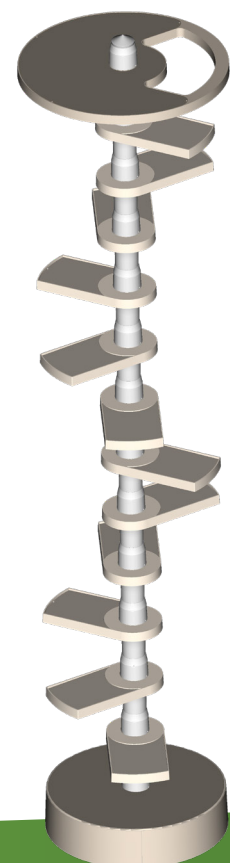
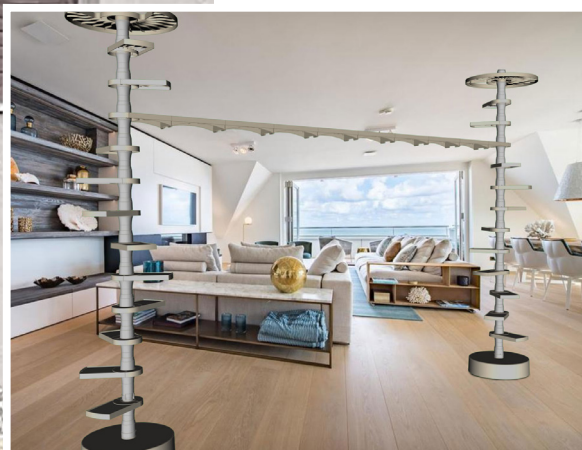
This essentially means that the staircase will be wind and weather resistant, but will be designed to fit aesthetically into interior spaces.



The components have long-lasting UV protection and the parts that are important for overall stability have a glass fiber content of 30% in the plastic.

Various parts are manufactured using a new process (foamed plastic), which saves up to 30% material and is even more stable. DECKERFORM has developed outstanding expertise specifically for this process.

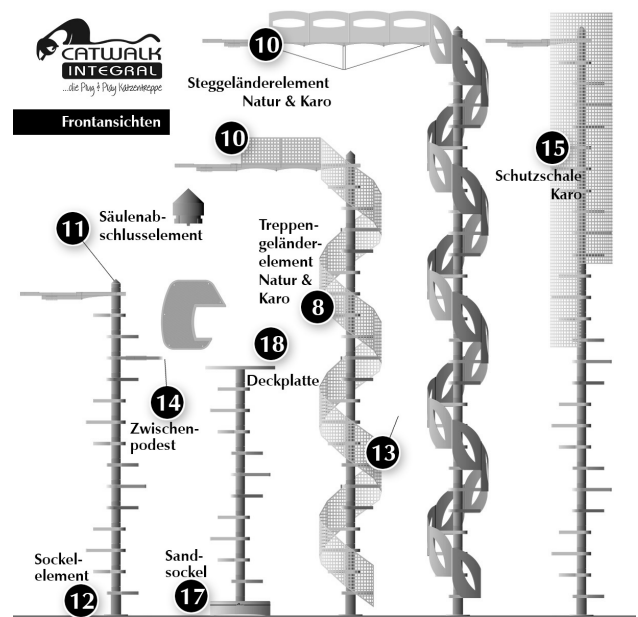
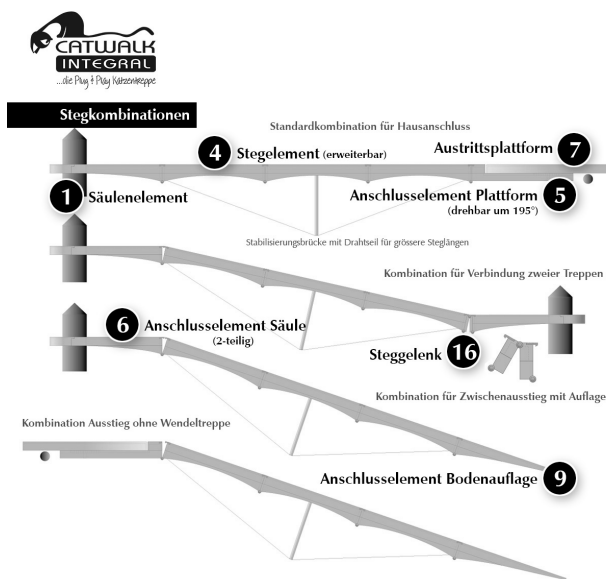
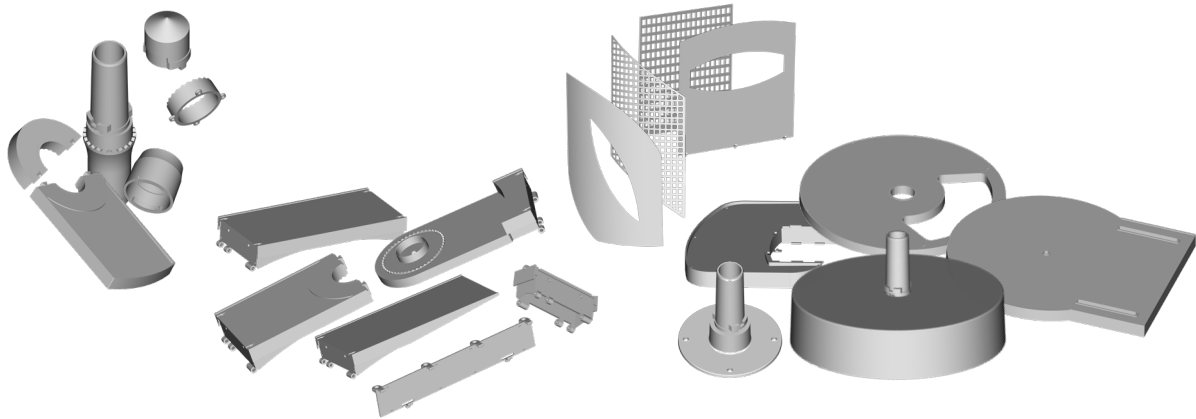
The components will be available in a few colors (mostly pastel), so that there are great design options in this regard too.



Individual Design



At the beginning, around 34 components will be produced, with which entire parours can be created. Columns, steps, footbridge elements in various shapes, railings, protective cover and sand base, as well as various connecting elements have already been worked out in detail.



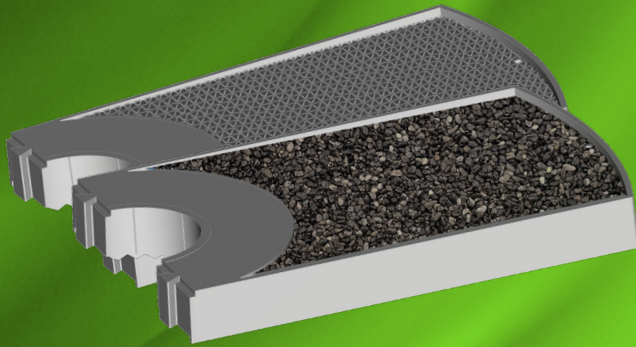
Additional highlights are also being planned for these elements, such as:

- Illuminated column in RGB
- Step heating
- Hammocks
- Column covers made of sisal for scratching
- Clamp holders for toys
- Tread inserts (INLAYS), as described below
- etc.

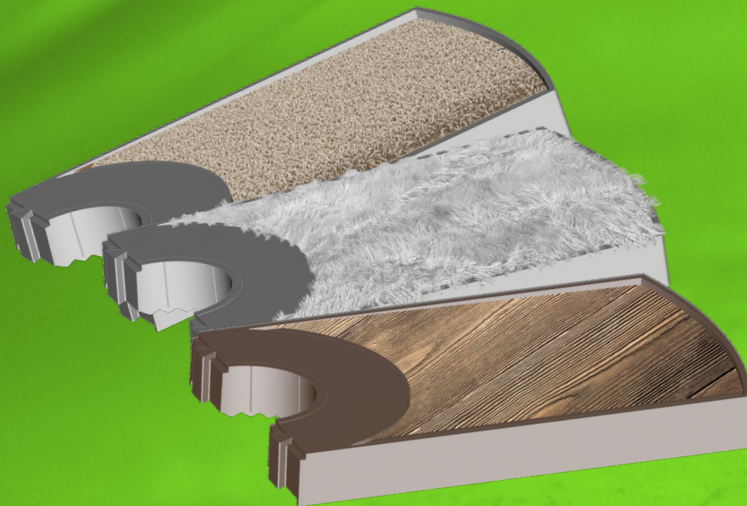
Inlays For Tread Surfaces

The CATWALK INTEGRAL can be ultimately upgraded with inlays. These can be made from a wide variety of materials.

Non-slip ones are recommended for outdoor use Insoles, but also inlays made of pebbles, so-called stone carpets, which are permeable to water.



Various wooden decors and, above all, a wide variety of carpets can be used indoors. From sisal to high-pile flokatis.



Furthermore, there are no limits to your own ideas set.



When it comes to design and visual appearance, we work with the LEONHARD KURZ Stiftung & Co. KG.

KURZ is a world-leading expert in the field of thin film technology with more than 5,500 employees, great innovative strength and numerous international locations. The world's largest brands and companies are among their customers - from the automotive industry, consumer electronics, health & beauty as well as product and counterfeit protection.

As innovation leaders and service providers, they provide creative solutions for very different challenges: It is their employees, their commitment and extensive know-how that make the difference.

The KURZ Group is present at more than 30 locations worldwide and manufactures in Europe, Asia and the USA according to uniform quality and environmental standards. With a global network of branches, representatives and sales offices, they ensure short distances, reliable delivery and individual support on site.

Some of the inlays and various design upgrades are taken over by KURZ.

Design enhancements are mainly achieved using hot stamping foils. Here some examples.



The third motif in particular should be well known. Both Mercedes and other car manufacturers use the technology to upgrade, for example, the radiator grille and the interior. Sensible refinement variants for the CW-I are currently being examined.

KURZ can also play a decisive role in terms of internationalization, especially with the planned market launch of CATWALK INTEGRAL in the USA, where both a location and component production are to be built.

With KURZ, CATWALK has a partner who guarantees a significant technical lead for the future.

Live your creativity to the fullest

However, the use of cat stairs or parkour is far from over for the CW-I.

The first designs showed that the plug-in system could also be used in other areas, such as a herb tower in the kitchen, a product stand at the point of sale or a bar table at a party. Entirely in the spirit of sustainability.

When deciding on a cat staircase, it often plays a role for customers how long they can continue to use it when their cats are older. Thanks to alternative usage options, this no longer plays a role.



When it comes to sustainability and environmental awareness, it should also be mentioned that these topics are taken into account throughout the entire production process.

From the machines to logistics.





With the CATWALK ONE, a website was put online, which, with the support of Google advertising (CHF 900 per month), ensured and continues to generate very good sales.

In 2022, sales of CHF 272,262 were achieved with 220 stairs assembled and/or delivered in Switzerland. As a one-man company, mind you.

Cat stairs are a niche product, so CATWALK has been listed at places 1-4 on Google for many years. If the advertising budget were increased, significantly more stairs could be sold. However, this could only be achieved with additional employees, which would entail far too high costs for occupational safety reasons.

With the CATWALK INTEGRAL this is completely different. The plug-in kit is of interest to a wide range of audiences due to its area of application, including indoors. The CW-I can also usually be installed by the buyer themselves without a ladder, so that a larger landing can be achieved.

Essentially, the CW-I will be sold via a web shop, which will be created by Klickpiloten in Stuttgart. They also take on various advertising activities on social media platforms and relevant channels.

Sales via retail chains are not planned for the time being.

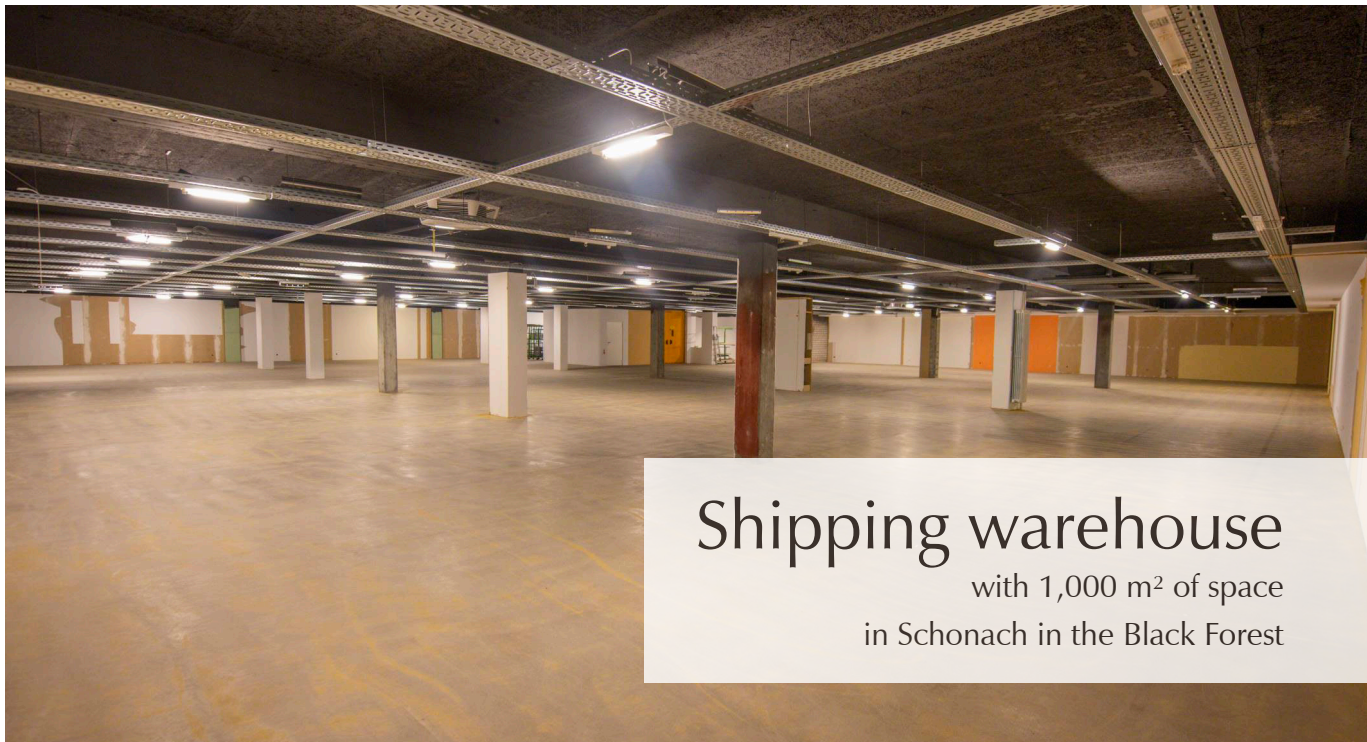
Sales and shipping will be limited to D-A-CH in the initial phase and later expanded to Europe. Furthermore, after a successful launch and well-established processes, the USA is added.

Shipping will take place from the Black Forest, where there is already a delivery warehouse. The shipping warehouse is handled by an independent GmbH, which is managed by my brother Bernd Gehring as managing director and his team.

The components are delivered by DECKERFORM to the shipping warehouse and from there shipped throughout Europe. Shipping to Switzerland also takes place from there, as the additional costs for shipping are offset by the savings of a warehouse in Switzerland.

Clerks and accountants are hired to ensure smooth customer support. These are employed at CATWALK ADVENTURE TOYS AG in Nidwalden.

All sales are billed through this company. The logistics are invoiced by the German CATWALK LOGISTICS GmbH.



Shipping warehouse
with 1,000 m² of space
in Schonach in the Black Forest

Assembly partnerships

Since it cannot be ruled out that customers want to use an assembly service, a network of tradesmen is set up before the market launch. For the acquisition work, I was able to recruit a tradesman with many years of experience who had the best skills and contacts.

Initial discussions have already been held with a company in Liechtenstein, which already has a network of tradesmen of more than 160 carpentry and joinery workshops in Switzerland and also various international contacts.



According to current analyses, there are around **49 million households with cats in Europe**.

This potential should be used to its full extent, as the CATWALK INTEGRAL has a very large unique selling point due to its design and functionality.

There are currently no relevant competitors for indoor or outdoor use, as no other company found online sells a plug-in kit. Other cat stairs do not have a similar quality in terms of materials.

The CW-I is offered as a simple basic staircase, but also receives various inlays and accessories that enhance the product and even transform it into luxurious models, almost furniture.

This means that the majority of the requirements and wishes of all cat owners can be met.

5.1 Target group analysis

CW-I cat stairs can be used inside and outside and can also be used as a replacement for a scratching post due to their design. Whether as a simple version or a design-optimized version with, for example, special coatings or skins. The variability makes the CW-I a product that can potentially serve every cat owner. Consequently, around 49 million cat households in Europe. In addition, there will be an estimated 31 million cat households in the USA at a later date.

5.2 Trend analysis

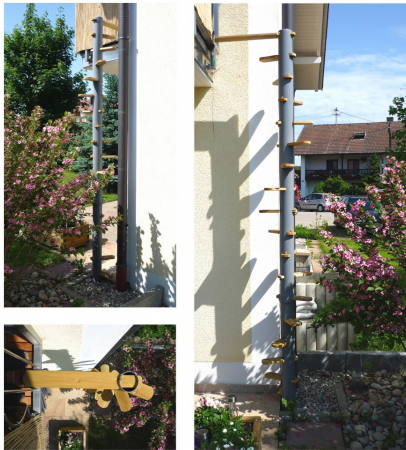
Cats are on the rise.

Example Germany:

While in 2010 there were 14 cats per 100 inhabitants, according to the latest statistics there are almost 20 cats per 100 inhabitants. The numbers vary depending on the statistics, but the core message remains that cats are generally becoming more popular and the number of dogs is declining because they require more care than cats and this is often not compatible with the job.

Competition

In both Switzerland and Germany there are 2 relevant competitors who offer cat stairs for outdoor use.



CATTRIP - DE

Cattrip's stairs consist of a plastic column made from sewer pipes through which wooden steps are inserted.

Disadvantage: Very inflexible construction, average quality wood with a lifespan of less than 10 years. Plastic pipe can bend.

Price for a 4m staircase: approx. EUR 400 including assembly accessories



FALTKATZENLEITER - DE

This outdoor staircase consists of plates with a hole, suspended on ropes, through which the cats have to climb.

Disadvantage: Very wobbly and uncomfortable to climb on (had to be replaced by a CATWALK many times)

Price for a 4m staircase: EUR 289



RAMSEYER - CH

The stairs consist of a square post made of spruce wood with recessed steps.

Disadvantage: Very inflexible construction, average quality wood with a lifespan of less than 8 years, poor design, the cat has to jump from step to step in a zigzag manner.

Price for a 4m staircase: Min. CHF 400.-



RANK DESIGN - CH

These stairs are also made of spruce or larch as a spiral staircase, with steps and spacers that are alternately placed on a threaded rod.

Disadvantage: Complicated construction, average quality wood with a lifespan of less than 8 years, poor design, steps rotate in all directions when the screw tension is relaxed and the column becomes unstable.

Price for a 4m staircase: approx. CHF 540.-

Countless CATWALK customers have already had cat stairs from competitors and then switched to a CW-O.

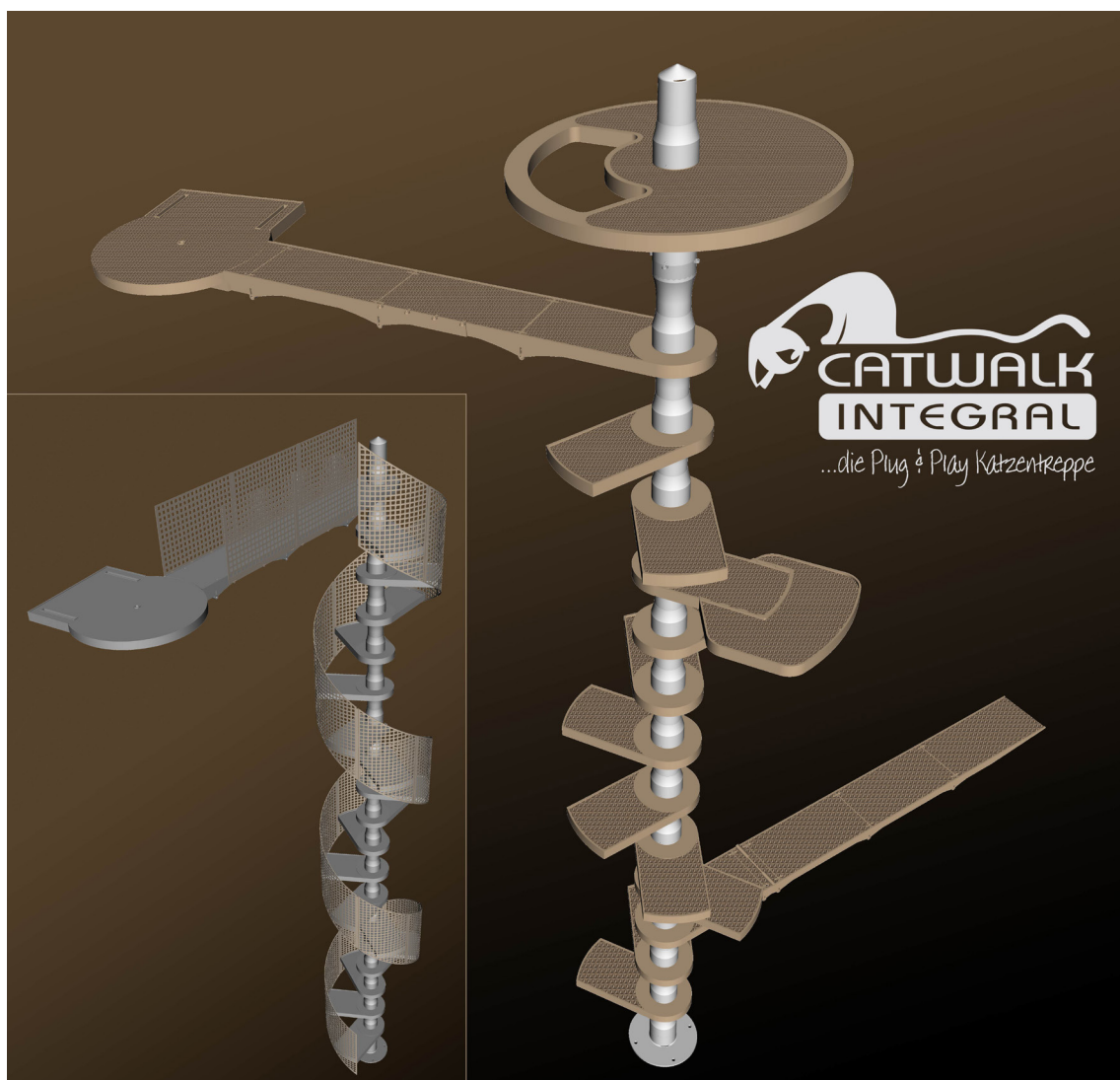
The CATWALK ONE is not yet prepared for all eventualities, which is technically not possible (despite the high-quality materials used), but the CW-I is convincing in all respects, because many things can be achieved with the implementation using the injection molding process.

5.3 Positioning and market share

The pioneering design of the CATWALK INTEGRAL with its various possible uses makes it possible to revolutionize the cat stairs and scratching post market.

It is therefore impossible to estimate what market share the CW-I can achieve. In fact, the staircase can be compared with the iPhone and the GOPRO camera, which have set new standards in their areas and thus achieved an irrevocable market position.

The misuse of the CW-I for other applications (e.g. bar table or herb tower) opens up the possibility that the CATWALK INTEGRAL can be further developed into a really usable, "LEGO"-like furniture system, which will open up new markets. While LEGO simply represents a toy, the CATWALK INTEGRAL can have a real use in every household.



5.4 SWOT analysis

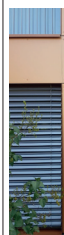
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • High-quality technology • Durable materials • Cost-effective parts production • Multifunctional • Easiest assembly for everyone • Can be sent worldwide in packages • Cost-effective marketing, because niche product • Already established brand in Switzerland • Many years of experience in the specialist area • In-depth know-how from over 1,000 cat stairs • In-depth knowledge of product claims 	<ul style="list-style-type: none"> • High investment costs, especially for injection molding tools • Higher price compared to competing products
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Market growth due to increasing cat numbers • Expansion of offerings through horizontal, vertical and also lateral diversification • Opportunity to increase reach through targeted social media marketing and influencer campaigns, especially through testimonials with a high affinity for cats 	<ul style="list-style-type: none"> • Economic instability or recessions • Increased competition from established or emerging companies, explicitly from China • Potential regulatory changes in the legal provisions and regulations of the construction and plastics industries • Risks such as natural disasters, political instability or pandemics that could affect operations

Cat stairs comparison according to properties

FALTKATZEN-LEITER

CATTRIP

RA



1	Suitable for outside	✓	✓	
2	Suitable for indoor use	✓	✗	
3	Aesthetic	✗	✗	
4	Best price/performance ratio	*✳	*✳	
5	High-quality materials	✗	✗	
6	Weatherproof	✗	✗	
7	UV-resistant	✗	✗	
8	Dimensionally stable column	✗	*✳	
9	Colourfast, as solid material	✓	✓	
10	Colors can be combined	✗	✗	
11	Durable	✗	✗	
12	Flexible height	*✳	*✳	
13	Clamping technology without drilling	✓	*✳	
14	Easy self-assembly	*✳	*✳	
15	Intermediate exits can be integrated at any step height	✗	✓	
16	Free grading levels	✗	✗	
17	Free adjustment of running direction	✗	✗	
18	Steps can be exchanged when assembled	✗	✓	
19	Steps with predetermined breakingpoint as burglary protection	✗	✗	
20	Step surface with anti-slip structure	✗	✗	
21	Interchangeable tread inlays with anti-slip to fur surface	✗	✗	
22	Railing	✗	✗	
23	Complete cover as fall protection	✗	✗	
24	Stair positioning to exit flexible	✗	✓	
25	Space-saving in use	*✳	✓	
26	Switching between inclined walkway and spiral staircase	✗	*✳	
27	Footbridge can also be used without a spiral staircase	✗	✗	
28	Space-saving storage	✓	✗	
29	Simple postal delivery in packages	✓	✗	
30	Direct purchase with assembly	✓	✗	
31	Repurchase individual parts	*✳	✓	
32	Shipping immediately	✗	✗	
33	Very easy, damage-free disassembly	✓	✗	
34	Can be reused many times	✓	*✳	
35	All individual parts can be adjusted in color when moving	✗	*✳	
36	No moving costs	✓	*✳	
37	Accepted by architects and administrations	*✳	*✳	
38	Perfect for installation cat parkour	✗	✗	
39	Stairs can mostly be installed without a ladder	✓	✗	
40	Step height comfortable	✗	✗	
41	No manual skills required	✓	✗	

* conditional

Marketing and Distribution

The marketing strategy is divided into 2 areas. These concern, on the one hand, cat stairs for outdoor areas and, on the other hand, parkours for indoor areas.

While purely passive advertising makes sense for outdoor cat stairs, active advertising is also intended for indoor areas. The justification for this comes from the customer's requirements.

A customer needs an outdoor cat staircase at a certain point in time when a cat needs to be able to go out and the property management or the homeowner also approves of the stairs. Thus, the customer looks for a solution, which leads to a pull market. An active application leads to a very low response here.

This was already evident in 2017 at a consumer trade fair in Lucerne, when the customer response to the cat stairs was very good, but only one order resulted from it and more than 2 years after the trade fair.

On the other hand, a cat owner can purchase and use an indoor parkour at any time and is therefore always ready to buy. The customer can also be actively advertised. Marketing here can be aimed at both a push and a pull market.

To advertise outdoor stairs, we rely heavily on passive search engines such as Google or Bing, so that an interested party can very quickly come across CATWALK (ranks 1-4 on Google).

There will also be active advertising for the indoor stairs and parkours, which will primarily take place on social media channels using videos, reels and advertisements. With the KLICKPILOTS from Stuttgart, we have specialists as partners who control all activities in this direction.

In addition, testimonials and influencers are recruited to increase awareness and better convey the brand name.

There will also be exhibition stands at consumer fairs for this area of application. We have already been able to acquire staff for this.

6.1 Potential website visitors

Approximately 15,000 visitors visit the website catwalk-katzentreppen.ch every month. This visitor potential currently results in around 20 orders.

This corresponds to 0.133%. This in turn suggests that visitors to CATWALK in Switzerland can currently only find stairs for outdoor use, apart from the STANDALONE, but not anything relevant for indoor use.

With the CATWALK INTEGRAL, every cat owner can now find a variant for themselves. With a normal minimum buyer share of 1%, that would be 7 times as many buyers, hence 140 buyers per month.

6.2 Findability on the WWW

Important domains have been registered to make it very easy to find on the Internet. The most important one is catstairs.com. It is inevitably the TOP! domain worldwide in this product area. The domain could be purchased for \$2,395. Alternatively, catstairs.com was also registered. Various domains for the search term cat stairs are also secured for the European market, as can be seen in the following list.

SWITZERLAND	GERMANY
<ul style="list-style-type: none"> • katzenleiter-kaufen.ch • katzentreppe-kaufen.ch • catwalk-katzentreppen.ch • catwalk-katzentreppe.ch • catwalk-katzenleiter.ch • catwalk-katzenzaun.ch • catwalk-kratzbaum.ch • kratzbaum-kaufen.ch • katzenzaun.ch • cattower.ch • katze-kaufen.ch • katze kaufen.ch 	<ul style="list-style-type: none"> • katzenleiter-kaufen.de • katzentreppe-kaufen.de • catwalk-katzentreppen.de • catwalk-katzentreppe.de
EUROPE	INTERNATIONAL / USA
<ul style="list-style-type: none"> • escadas-de-gato.com (PO) • escaliers-de-chat.com (FR) • katten-trappen.com (NL) • katttrappa.com (SE) • kattetrapper.com (DK) • escaleras-de-gato.com (ES) • kissan-portaat.com (FI) • kocici-schody.com (CZ) • scale-per-gatti.com (IT) • schody-dla-kota.com (PL) 	<ul style="list-style-type: none"> • catstairs.com • cat-stairs.com • catwalk-catstairs.com • catwalk-adventuretoys.com • catwalk-adventuredevices.com • catwalk-integral.com • catwalk-katzentreppen.com



welt der wunder

Report on “Welt der Wunder” (famous magazine and television channel)

In July 2023, at the request of the magazine WELT DER WUNDER, a report was filmed, which will be broadcast in the near future.

In this report both the CW-O and the CW-I are presented.

Welt der Wunder – Klassische Medienkanäle

Welt der Wunder TV
Frei empfangbarer Sender in Deutschland, Österreich und der Schweiz via SAT, Kabel, IPTV, Online, Mobile

Welt der Wunder HbbTV
Addressable TV:
Ad Server-basierte TV-Kampagnen via HbbTV
Die Zukunft der TV-Werbung:
Die Verschmelzung von digitaler Video-Werbung und linearem TV-Programm.

Welt der Wunder PRINT
WDW Print Marktführer am dt. Kiosk (EV-Auflage)
1.19 Mio. Leser über 99.443 verkaufte Auflage (IVW 1/2022)
Vermarktung über Bauer Verlag

Welt der Wunder TV – Onlinekanäle

OTT (Over-the-Top-Content)
Smart TV
Zattoo
Dailyme
Watch It
Waipu TV
TV.de

ONLINE
www.weltderwunder.de
www.weltderwunder.tv
Streaming und Mediathek
Ø 150.000 Pls
Ø 100.000 UUs

SOCIAL MEDIA
YouTube:
über 445.000 Abonnenten
über 237 Mio. Video Views
Facebook:
über 128.250 Fans

Screenshots of a WdW presentation

RANGE:

Magazine 1.19 million readers	Youtube 445.000 subscribers	Facebook 128.250 fans
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With an average of 20% cat ownership, the real advertising potential is at least 200,000 interested parties.

The report will be broadcast repeatedly over several years.

Legal form and Corporate structure



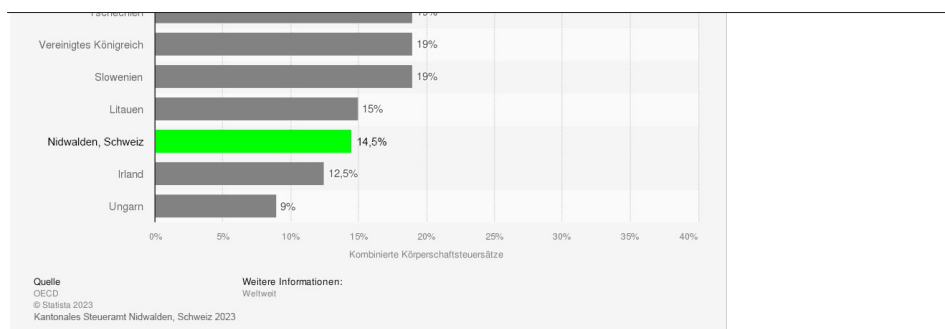
In order to make the expansion efficient both in Switzerland and across Europe and to create a clear structure for corporate management, we have decided on a separate company structure in terms of company structure. While the sales company in Switzerland will (probably) be founded as an independent legal entity as an AG, a German logistics company will be founded in parallel, which will be responsible for warehousing and shipping goods. For employee cost reasons, it is possible that a social media department will be created here.

Establishing the sales company in Switzerland makes it possible to benefit from the attractive tax framework and the stable economic environment in this country. Switzerland is known for its international orientation and its reputation as a reliable location for international companies. The distribution company will also be responsible for financing and raising investment capital. As the central unit for financial affairs, it will raise the funds to drive sales expansion across Europe and make the necessary investments in equipment, technology and marketing measures.

CATWALK cat stairs with the CW-O remains a sole proprietorship, as the construction method with the related assembly at the customer can only exist in this form for reasons of occupational safety law.

Tax advantage Nidwalden

The location in Nidwalden is perfect from a tax perspective as there are significant tax advantages here. Nidwalden is well ahead in the world with the third cheapest corporate taxes.



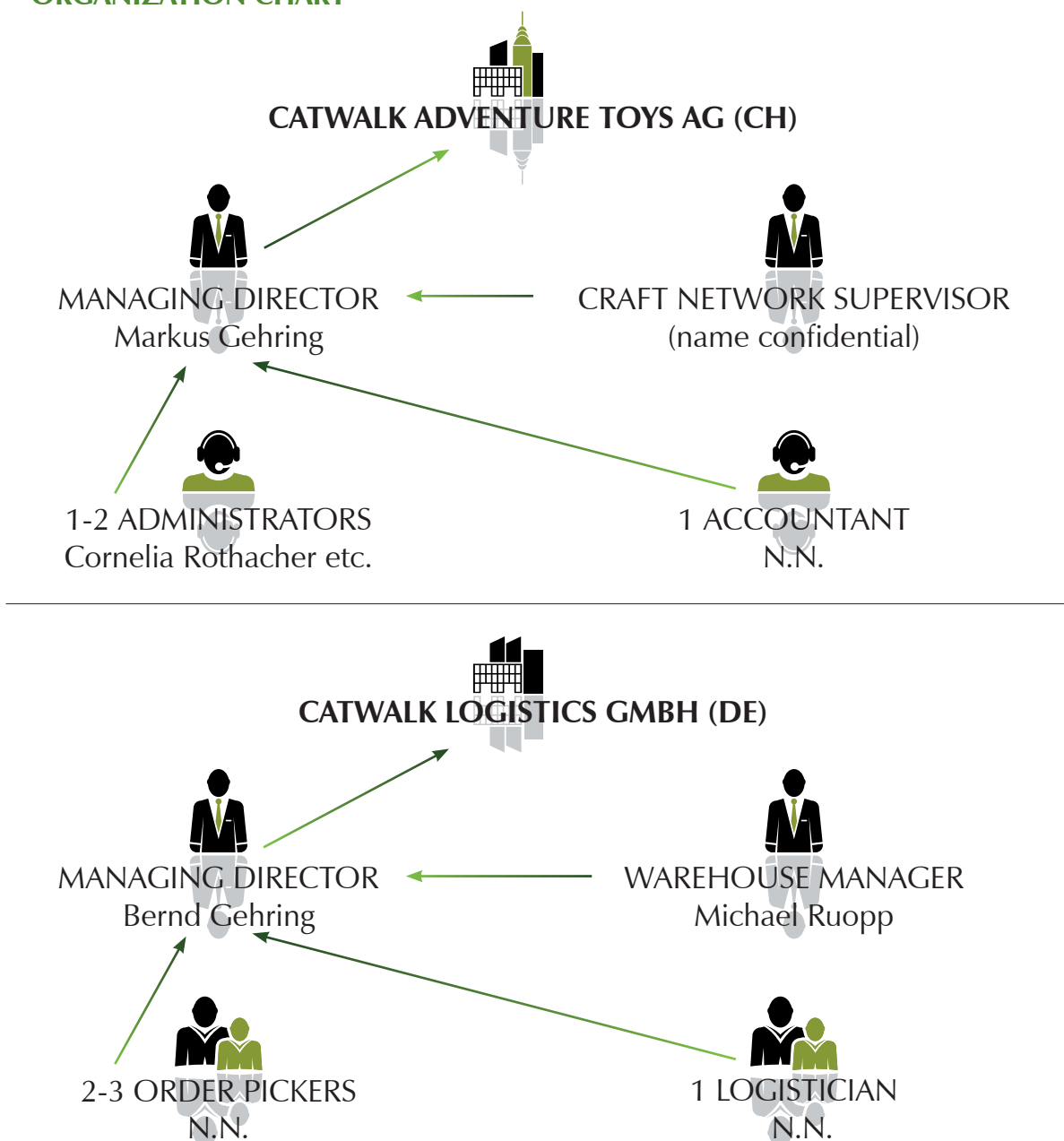
Management & Organization

In order to successfully implement the concept described, a professional management and organizational structure is crucial.

Our team consists of the founder Markus Gehring, as well as qualified specialists in the management team who have extensive experience in the required areas, as well as highly professional partners.

The clear distribution of responsibilities and a well-coordinated team are the basis for CATWALK's success.

ORGANIZATION CHART





The following section contains detailed information about the sales forecast, cost statement, profit and loss statement and break-even analysis, which together paint a complete picture of the companies' financial profitability.

9.1 Sources of Income

Sales of CATWALK INTEGRAL are based on the sales results of the CATWALK ONE cat stairs in recent years and consist of CW-I cat stairs, accessories and license income.

9.2 Average calculation based on current figures

In 2022, 220 outdoor cat stairs were sold with a moderate Goggle advertising budget and recommendations. Based on the increase rates of the last few years, around 240 stairs would be expected in 2023 with the same advertising activities.

With the same activity in Germany and Austria, extrapolated to the population, this would be around 2,900 cat stairs per year. Excl. European secondary countries are expected to produce around 10,000 outdoor cat stairs per year across Europe as a whole.

9.3 Advanced Calculations

What is not taken into account in this average estimate is the use of the CATWALK INTEGRAL indoors!

Issues such as approvals and feasibility (e.g. on high floors) are completely eliminated in the interior. This means that the sales potential here is many times higher. How much that is can only be guessed at, as there are no statistics on how many cat stairs are sold throughout Switzerland each year. 5-10 times the amount is definitely within the real range.

Another essential milestone is active advertising, which explicitly addresses cat lovers via social media platforms. It is currently impossible to estimate what influence these measures may have.

For a very realistic sales forecast, a best-case assessment should be avoided, so that 5,000 - 20,000 INTEGRAL systems per year can be assumed.

Based on statistical experience, an average height of the systems can be assumed to be 5 m. The number of components in the first sale is based on this value. Subsequent purchases are not taken into account.

9.4.1 Sales forecast for CW-I systems + after-sales - 3 years

Month	CH	GER	AUT	EU	USA	Cat stairs	Daily average	Inflation*	Price**	Total direct sales	Total after sale
1 (JULY 2024)	40					40	2.0	1.0040	640.00 €	25'600.00 €	435.20 €
2	42					42	2.1	1.0080	645.13 €	27'095.47 €	460.62 €
3	44	30				74	3.7	1.0120	647.71 €	47'995.37 €	815.92 €
4	46	50				96	4.8	1.0161	650.30 €	62'627.30 €	1'064.66 €
5	49	80				129	6.4	1.0202	652.90 €	83'976.52 €	1'427.60 €
6	51	100				151	7.6	1.0242	655.51 €	99'016.28 €	1'683.28 €
7	54	105				159	7.9	1.0283	658.14 €	104'382.96 €	1'774.51 €
8	56	110				167	8.3	1.0325	660.77 €	110'040.52 €	1'870.69 €
9	59	116				175	8.7	1.0366	663.41 €	116'004.72 €	1'972.08 €
10	62	122	5			189	9.4	1.0407	666.07 €	125'622.50 €	2'135.58 €
11	65	128	10			203	10.1	1.0449	668.73 €	135'607.71 €	2'305.33 €
12	68	134	15			217	10.9	1.0491	671.40 €	145'978.97 €	2'481.64 €
13	72	141	20			233	11.6	1.0533	674.09 €	156'755.91 €	6'270.24 €
14	75	148	25			248	12.4	1.0575	676.79 €	167'959.23 €	6'718.37 €
15	79	155	30			264	13.2	1.0617	679.49 €	179'610.72 €	7'184.43 €
16	83	163	35			281	14.1	1.0660	682.21 €	191'733.37 €	7'669.33 €
17	87	171	37			295	14.8	1.0702	684.94 €	202'125.32 €	8'085.01 €
18	92	180	39			310	15.5	1.0745	687.68 €	213'080.51 €	8'523.22 €
19	93	189	41	10		332	16.6	1.0788	690.43 €	229'318.31 €	9'172.73 €
20	94	198	43	30		365	18.2	1.0831	693.19 €	253'006.93 €	10'120.28 €
21	96	208	45	50		398	19.9	1.0874	695.97 €	277'294.54 €	11'091.78 €
22	97	218	47	80		442	22.1	1.0918	698.75 €	309'194.94 €	12'367.80 €
23	99	229	49	120		497	24.9	1.0962	701.54 €	348'819.64 €	13'952.79 €
24	100	241	52	170		563	28.1	1.1005	704.35 €	396'282.29 €	15'851.29 €
25	102	253	54	179		587	29.4	1.1050	707.17 €	415'279.57 €	33'222.37 €
26	103	265	57	187		613	30.7	1.1094	710.00 €	435'259.22 €	34'820.74 €
27	105	269	60	197		631	31.5	1.1138	712.84 €	449'653.77 €	35'972.30 €
28	106	273	63	207		649	32.5	1.1183	715.69 €	464'653.22 €	37'172.26 €
29	108	277	66	217		668	33.4	1.1227	718.55 €	480'287.02 €	38'422.96 €
30	110	282	69	228		688	34.4	1.1272	721.43 €	496'586.14 €	39'726.89 €
31	111	286	73	239	10	719	36.0	1.1317	724.31 €	520'826.28 €	41'666.10 €
32	113	290	76	251	40	771	38.5	1.1363	727.21 €	560'400.73 €	44'832.06 €
33	115	294	78	264	90	840	42.0	1.1408	730.12 €	613'568.11 €	49'085.45 €
34	116	299	79	277	130	901	45.0	1.1454	733.04 €	660'360.85 €	52'828.87 €
35	118	303	80	291	200	992	49.6	1.1500	735.97 €	730'163.03 €	58'413.04 €
36	120	308	81	305	210	1024	51.2	1.1546	738.91 €	756'771.90 €	60'541.75 €
Rate of increase start marketing presence						1.050	80% jährlich				
Increase rate of marketing permanent presence						1.015	20% jährlich				
*CW-I price increase rate due to accessories, inflation and price						1.004	4% jährlich				
**Price based on purchase price x RG surcharge (results from the proven sales price of the CATWALK standard cat staircase)											

This forecast takes into account minor sales from the USA. Sales in the USA will later be handled by an independent company billed, or the entire distribution is transferred to someone else Company licensed.

9.4.2 Sales forecast Other income

Other income includes after sales and income from Assembly brokers. The income from assembly operations is difficult to predict. How many assemblies are required only becomes clear when the CW-I is actually handled, and subsequent sales also depend on how interesting the buyers find the stairs they bought and, above all, how the cats react to the stairs.

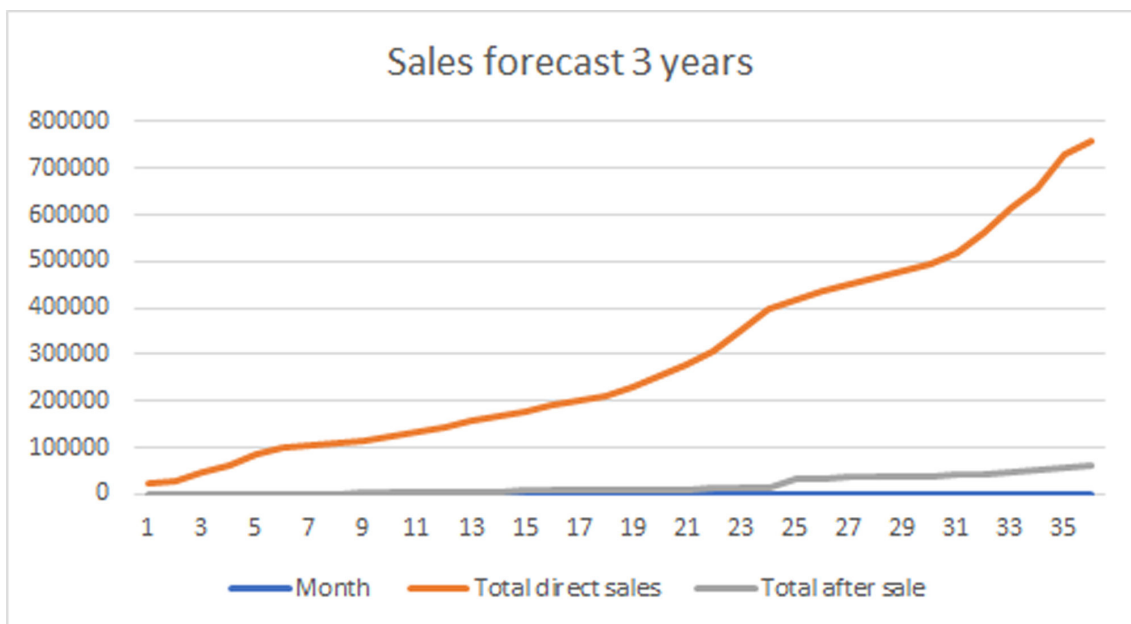
Estimate after sales:

After sales year 1 1.7% of CW-I sales

After sales year 2 4% of CW-I sales

After sales year 3 8% of CW-I sales

The sales forecasts were created based on conservative calculations.



The numbers reflect ongoing interest, indicating successful positioning and customer retention.

9.5 List of costs

9.5.1 Ongoing costs

The ongoing costs are borne by the participating companies CATWALK ADVENTURE TOYS and CATWALK LOGISTICS are divided.

The costs of CATWALK LOGISTICS are covered during ongoing operations via shipping flat rates, which CATWALK LOGISTICS provides to CATWALK ADVENTURE TOYS charges.

Ongoing costs CATWALK ADVENTURE TOYS

Cost type	Source of supply	Monthly charges
Office rent	approx. 100 m ² in the canton of Nidwalden	1'700.00 €
Additional costs	including electricity, water, heating estimated	300.00 €
Staff	3 full-time positions, 1 part-time position	25'000.00 €
Marketing		8'000.00 €
Cleaning company	1 cleaner per week	500.00 €
IT infrastructure	PC maintenance, software	500.00 €
Consulting costs	accounting, lawyer, tax advisor	1'000.00 €
Maintenance and repairs	Regular maintenance	100.00 €
Insurance	Business liability, professional liability, legal protection insurance, etc.	1'000.00 €
Total monthly		38'100.00 €
Equipment depreciation over 5 years	Injection molds	20'000.00 €
Equipment depreciation over 2 years	inventory	1'000.00 €
Total monthly including equipment depreciation		59'100.00 €

Ongoing costs CATWALK LOGISTICS

Cost type	Source of supply	Monthly charges
Storage rent	1,000 m ² in Schonach/Black Forest	4'200.00 €
Additional costs	including electricity, water, heating estimated	300.00 €
Staff	4 full-time jobs	17'500.00 €
Cleaning company	1 cleaner per week	500.00 €
IT infrastructure	PC maintenance, software	500.00 €
Consulting costs	accounting, lawyer, tax advisor	1'000.00 €
Maintenance and repairs	Regular maintenance	400.00 €
Insurance	Business liability, professional liability, legal protection insurance, etc.	1'000.00 €
Total monthly		25'400.00 €
Geräteabschreibung auf 2 Jahre	Inventory	2'000.00 €
Total monthly including equipment depreciation		27'400.00 €

9.5.2 Initial costs

The production of the injection molds and the first production batch are the largest items and are essential.

Initial Cost CATWALK ADVENTURE TOYS

Cost type	Source of supply	Monthly charges
Initial office setup	Costs for furniture and IT	40'000.00 €
Injection molding tools	Tools for creating the CW-I components	1'200'000.00 €
Batch initial production	Production of approx. 1 million components (profitability) with approx. 7000 CW-I on average	1'590'462.83 €
Brokerage fees		2'000.00 €
Training and consulting fees	Costs for, for example, personnel training	15'000.00 €
Web shop development	Costs for creating an international web shop with a cat staircase configurator	50'000.00 €
Operating reserve		100'000.00 €
Total monthly Including equipment depreciation		2'997'462.83 €

Initial costs CATWALK LOGISTICS

Cost type	Source of supply	Monthly charges
Initial setup of warehouse and office	Costs for shelves, tools, transport equipment, furniture and IT	70'000.00 €
Training and consulting fees	Costs for, for example, personnel training	10'000.00 €
Operating reserve		60'000.00 €
Total monthly Including equipment depreciation		140'000.00 €

9.6 Profit and loss statement

Finally, there is the following forecast business result with a view to the first 3 financial years:

Revenue	Year 1	Year 2	Year 3
Direct sales CW-I	1'083'948.31 €	2'925'181.71 €	6'583'809.85 €
After sales CW-I	18'427.12 €	117'007.27 €	526'704.79 €
Total	1'102'375.43 €	3'042'188.97 €	7'110'514.64 €
Expenses CAT			
Purchase of goods	330'712.63 €	912'656.69 €	2'133'154.39 €
Office rent	20'400.00 €	20'400.00 €	20'400.00 €
Extra costs	3'600.00 €	3'600.00 €	3'600.00 €
Staff	300'000.00 €	300'000.00 €	440'000.00 €
Marketing	96'000.00 €	96'000.00 €	150'000.00 €
Cleaning company	6'000.00 €	6'000.00 €	6'000.00 €
IT infrastructure	6'000.00 €	6'000.00 €	7'000.00 €
Consulting costs	12'000.00 €	12'000.00 €	16'000.00 €
Maintenance and repairs	1'200.00 €	1'200.00 €	1'500.00 €
Insurance	12'000.00 €	12'000.00 €	15'000.00 €
Equipment depreciation over 5 years	240'000.00 €	240'000.00 €	240'000.00 €
Equipment depreciation over 2 years	12'000.00 €	12'000.00 €	14'000.00 €
Total	1'039'912.63 €	1'621'856.69 €	3'046'654.39 €
Expenses CL			
Storage rental	50'400.00 €	50'400.00 €	50'400.00 €
Extra costs	3'600.00 €	3'600.00 €	3'600.00 €
Staff	210'000.00 €	210'000.00 €	300'000.00 €
Cleaning company	6'000.00 €	6'000.00 €	8'000.00 €
IT infrastructure	6'000.00 €	6'000.00 €	8'000.00 €
Consulting costs	12'000.00 €	12'000.00 €	16'000.00 €
Maintenance and repairs	4'800.00 €	5'500.00 €	7'000.00 €
Insurance	12'000.00 €	12'000.00 €	15'000.00 €
Equipment depreciation over 2 years	24'000.00 €	25'400.00 €	28'000.00 €
Gesamt	328'800.00 €	330'900.00 €	436'000.00 €
Sum total	- 266'337.20 €	1'089'432.28 €	3'627'860.25 €

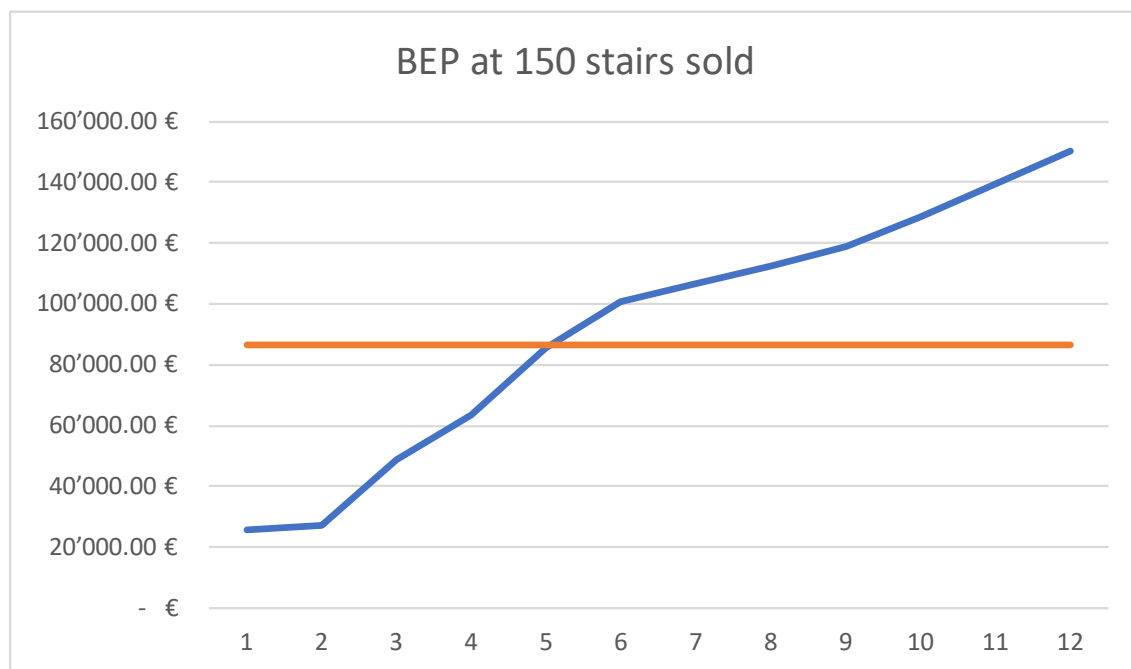
Since only small direct investments have to be made in addition to the tool costs, a very good result can be expected in the second year.

9.7 Break-even point

The break-even point is the point at which total revenues cover total costs, so the company makes neither profit nor loss. This shows up as follows:

Months	Sales CW-I	After sales CW-I	Total revenue	Ongoing costs CAT	Ongoing costs CI	total cost	Profit/loss per month
1	25'600.00 €		25'600.00 €	CHF 59'100.00	CHF 27'400.00	CHF 86'500.00	- 60'900.00 €
2	27'095.47 €	270.95 €	27'366.42 €	CHF 59'100.00	CHF 27'400.00	CHF 86'500.00	- 59'133.58 €
3	47'995.37 €	575.94 €	48'571.31 €	CHF 59'100.00	CHF 27'400.00	CHF 86'500.00	- 37'928.69 €
4	62'627.30 €	876.78 €	63'504.08 €	CHF 59'100.00	CHF 27'400.00	CHF 86'500.00	- 22'995.92 €
5	83'976.52 €	1'343.62 €	85'320.15 €	CHF 59'100.00	CHF 27'400.00	CHF 86'500.00	- 1'179.85 €
6	99'016.28 €	1'782.29 €	100'798.57 €	CHF 59'100.00	CHF 27'400.00	CHF 86'500.00	14'298.57 €
7	104'382.96 €	2'087.66 €	106'470.62 €	CHF 59'100.00	CHF 27'400.00	CHF 86'500.00	19'970.62 €
8	110'040.52 €	2'420.89 €	112'461.41 €	CHF 59'100.00	CHF 27'400.00	CHF 86'500.00	25'961.41 €
9	116'004.72 €	2'784.11 €	118'788.83 €	CHF 59'100.00	CHF 27'400.00	CHF 86'500.00	32'288.83 €
10	125'622.50 €	3'266.19 €	128'888.69 €	CHF 59'100.00	CHF 27'400.00	CHF 86'500.00	42'388.69 €
11	135'607.71 €	3'797.02 €	139'404.72 €	CHF 59'100.00	CHF 27'400.00	CHF 86'500.00	52'904.72 €
12	145'978.97 €	4'379.37 €	150'358.34 €	CHF 59'100.00	CHF 27'400.00	CHF 86'500.00	63'858.34 €

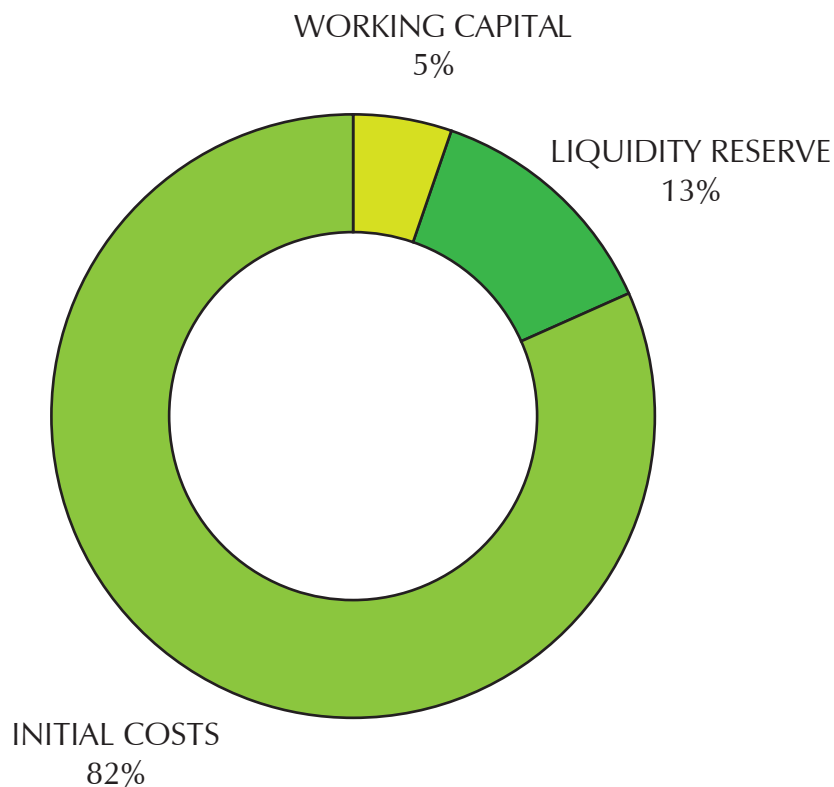
We can see from the table that the break-even point is reached at the beginning of the 6th month, after 150 cat stairs have been sold.



9.8 Capital Requirements

The capital requirement consists of the initial costs, the cumulative costs up to the break-even point and a liquidity reserve of an additional EUR 500,000.

Initial costs	EUR 3,137,462.83
Working capital (up to BEP)	EUR 200,000.00
Liquidity reserve	EUR 500,000.00
<hr/>	
Total	EUR 3,837,462.83

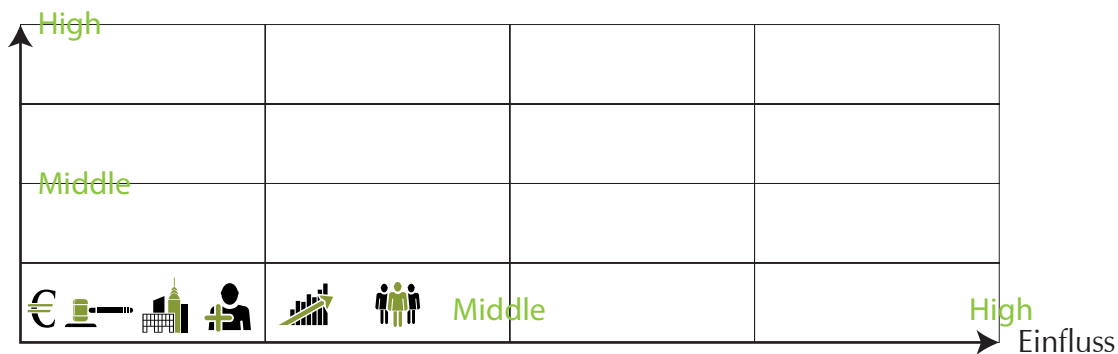


In total we need financing for the project in the amount of:
3,837,462.83 EUR.

So we are raising a total of EUR 3.9 million and are prepared to sell up to 25% of the company.

In this section, the various risks that stand in the way of international distribution of CW-I are identified and the corresponding preventive measures are presented.

Probability of occurrence



Current market participants

Risk: Strong regional ties to existing manufacturers.

Probability of occurrence: low

Impact: low

Reason: The CW-I can be conveniently ordered by post and is very easy to assemble, even for laypeople.

Macroeconomic risks

Risk: Macroeconomic factors could influence the competitive environment.

Probability of occurrence: low

Impact: medium

Reason: Innovation lead and solid surpluses after reaching the BEP.

New market participants

Risk: Established manufacturers could enter the market from abroad.

Probability of occurrence: low

Impact: low

Reason: Cat stairs are a niche product and the CW-I has a major development lead.

Staff

Risk: Difficulties in recruiting staff and possible employee departures.

Probability of occurrence: low

Influence: Moderate

Reason: Attractive working environment, above-average remuneration, further training opportunities and a family environment.

Finance

Risk: Costs could exceed revenues, leading to liquidity shortages.

Probability of occurrence: low

Impact: low

Reason: Statistical sales figures are available as a basis and the reserve is EUR 500,000

Regulation

Risk: The regulations for keeping cats could change.

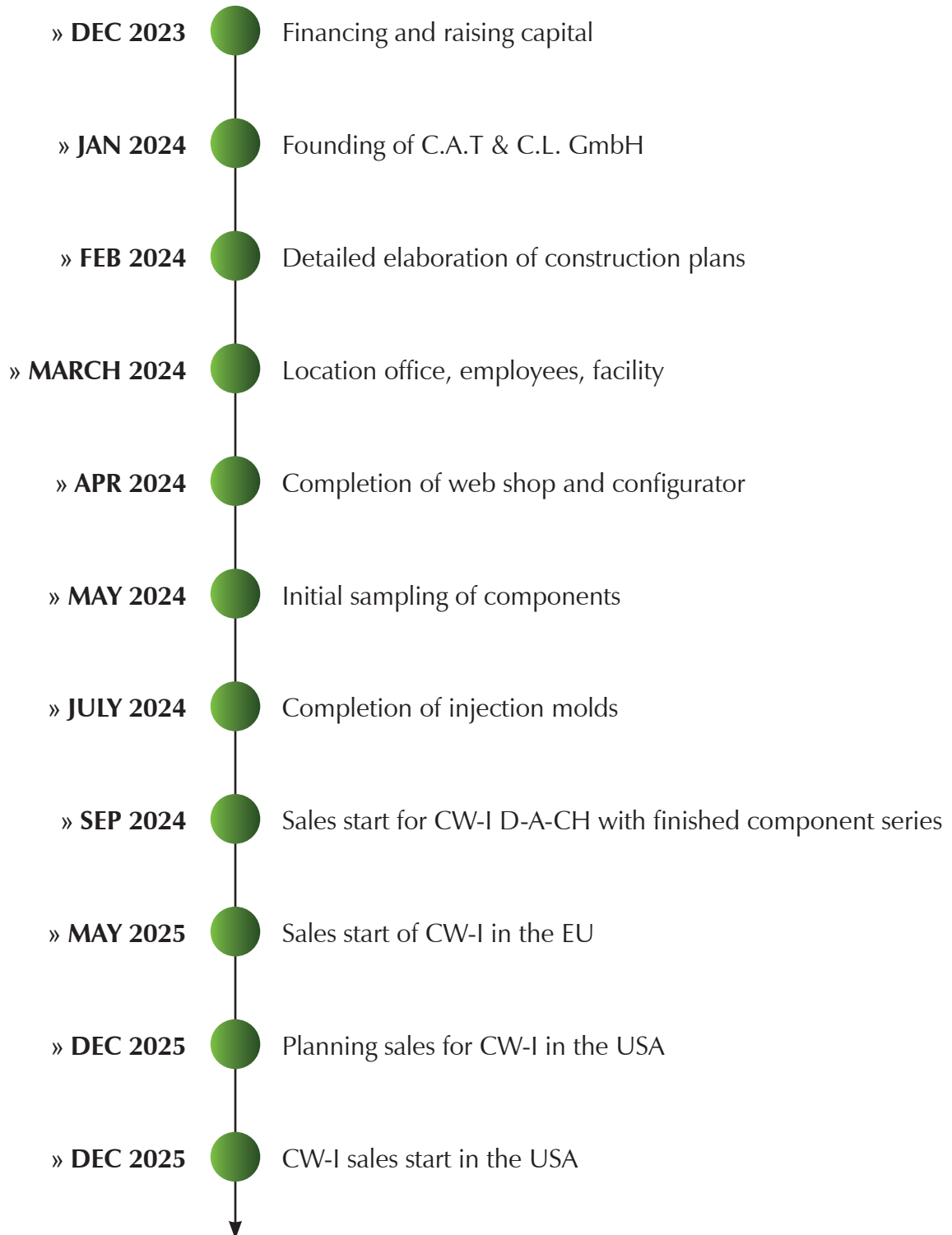
Probability of occurrence: low

Impact: low

Reason: The CW-I can be used in a variety of ways, even for different purposes.

Implementation timeline

The following timeline outlines the strategic steps in implementing the project. From financing to international sales, this plan provides an overview of the key steps and timeline.





Some further developments are already planned for the CW-I. The column elements should also be made from a translucent material so that RGB light can be used throughout the entire column.

Furthermore, it is also technically possible to integrate heating elements into the steps, so that heated cat stairs can later be offered for outdoor use.

As far as the design of the CW-I is concerned, many very interesting options are possible in terms of surfaces, but also the material. With KURZ, various ideas were also brought to the table, such as a special recycled plastic.

With regard to further developments and innovations, we intend to reward every idea that is brought forward and actually implemented, e.g. a component, with a participation in it.

Achieved Goals

- Founded in 2016
- Experience from over
- Collected 1000 cat stairs
- Construction plans CW-I
- Patent filed in FEB 2023
- Brand logo registered in April 2023
- Important domains
- Warehouse 1000 sqm
- Employees defined
- Production process
- High end finishing process
- Technology for lighting
- Technology for step heating
- Technology for wood inlays
- Website and online advertising partner

Participation

We are pleased to now offer you the opportunity to support CATWALK in the production of the CATWALK INTEGRAL cat stairs and Europe-wide marketing in the style of “Höhle der Löwen” and thus become part of the company.

As can be seen from the page --> Achieved Goals (p. 41), the most important steps have already been initiated.

It only takes you as a co-investor to reach the full total capital.

The sales forecasts show that CATWALK INTEGRAL can reach the break-even point after just six months of sales activity.

This means that your first winnings can be paid out to you from the second year onwards, if you wish.

Result of the profit and loss statement (p. 35)

Einnahmen	Jahr 1	Jahr 2	Jahr 3
Ergebnis	- 266'337.20 €	1'089'432.28 €	3'627'860.25 €

INVESTMENT & PROFIT

Required total capital		EUR 3,900,000
Result in	2nd year	3rd year
Profit	1,089,432.28 EUR	3,627,860.25 EUR
Return before taxes	27.9%	93.0%

As a conservative estimate, we assume a return in the second year of around 14% (instead of 27.9%).

However, the future prospects of the CW-I are very good, because not only the demand in recent years speaks for it, but especially the many very positive feedback from everyone who has heard about the plug-in kit.

Rather, the child in everyone is reawakened and ideas for creative possibilities literally bubble over.



The starting point for calculating the potential is the sales statistics for the last 7 years of production of CATWALK ONE outdoor cat stairs in Switzerland.

YEAR	SALES	STAIRS	ADVERTISING
2016	CHF 9,781.-	10	part-time jobs, no advertising
2017	CHF 60,232.-	57	part-time jobs, no advertising
2018	CHF 115,143.-	102	part-time job, no advertising
2019	CHF 163,100.-	138	Part-time job, adv.: CHF 300.- Google
2020	CHF 232,787.-	199	Main job, advertising: CHF 300.- Google
2021	CHF 244,915.-	207	Main job, advertising: CHF 600.- Google
2022	CHF 272,262.-	220	Main job, advertising: CHF 900.- Google
2023	+ - CHF 240,000.-	+ - 170	estimated amount, main job, no advertising from April and very limited Web presence to provide freedom for planning CATWALK INTEGRAL

With normal advertising activity, **250 CATWALK ONE cat stairs** would be realistic in **Switzerland in 2024**. This is the basis for calculating expected future sales.

If you calculate 250 cat stairs for around 800,000 cat households, then extrapolated to the whole of **Europe** with around 50 million cat households in relevant countries, this results in around **15,600 cat stairs per year**.

The average stair height is 4.75 m.

Direct potential CATWALK INTEGRAL

The CATWALK INTEGRAL has decisive advantages to significantly increase the direct potential (based on the 250 CATWALK ONE).

The most important point here is the area of application. The CATWALK INTEGRAL can not only be used outdoors, but especially indoors!

This certainly results in a potential 10 times higher than with purely external stairs. Especially since permits are required for external stairs and the height of use is limited to a maximum of the 4th floor.

The direct potential for external and internal stairs is therefore 156,000 stairs in Europe.



Additional positive influences:

Price	The price of a CATWALK INTEGRAL is approx. 30% less than a CATWALK ONE.
Design type	The CATWALK INTEGRAL offers ultimate flexibility and technical advantage compared to other cat stairs on the market.
Self-assembly	The stairs can be assembled very easily yourself. This means that there is hardly any need for the customer to hire a fitter, which incurs additional costs.
Accessories	There will be a lot of accessories for the CATWALK INTEGRAL, which will contribute to additional sales.
Non-specific use	The CATWALK INTEGRAL can also be used in other areas, as can be seen, for example, as a herb tower, product stand or bar table.
Direct sales	While it makes no sense to advertise directly for a purely external staircase (approval requirement), a customer is completely free to make a purchase decision immediately for an internal staircase. This means the stairs can be advertised pro actively.
After sales	The lifespan of the CATWALK INTEGRAL is set at 15 years, i.e. the life of a cat. There is therefore considerable income from a new purchase.

In the current sales forecast (p. 32), the sales figures are staggered as follows:

Year 1 » 1,641 stairs | Year 2 » 4,229 stairs | Year 3 » 9,084 stairs

Remember: 9,084 stairs only result in around 25 stairs per day.

If you use 4,229 stairs (1/37 of 156,000) to generate a 14% return, it is hard to imagine what return is possible when full potential is used. Do the additional influences also have a significant effect on sales figures?

**The total investment is EUR 3,900,000.
This corresponds to 25% of the company.**

You can participate as a co-owner in CATWALK ADVENTURE TOYS AG with a FREE-
LY SELECTABLE AMOUNT (e.g. as little as 500 EUR) and receive a percentage share
in the company depending on the amount.

Example:

Your investment amount:	EUR 10,000
Share of total investment:	0.2564%
Share in the company:	0.0641%

However, the share in the company is not crucial for you.

Crucial for you:

1. To be part of the success, perhaps even worldwide
2. Your annual return of 14% and more
3. Participation in a possible company sale (if this ever makes sense)

Legal note: The participation is a risk participation.
This includes participation in both profits and losses.
Therefore, only invest capital that you do not need for living expenses.

Beteiligung an Innovationen

Being part of the success also means that your ideas around the CW-I should be wor-
thwhile for you.

Our philosophy is to reward every profitable idea that leads to demonstrable sales
with a permanent participation in the form of commissions. Because CATWALK is
only as good as each and every one of us who has a passion for cats.



As a CATWALK customer, you will receive an exclusive, lifelong discount on all CATWALK INTEGRAL components for your own use by supporting the project as a partner.

Depending on the amount of investment, you will receive a discount on the CW-I.

Mini Support	CHF 250.- +	2.2% discount
Medium Support	CHF 500.- +	4% discount
Large Support	CHF 1'600.- +	12% discount
Pro Active Support	CHF 3'000.- +	20% discount

If you do not need a CATWALK, you can also transfer this discount to someone else.

If you invest more than CHF 50,000, you will also receive a CATWALK Integral free of charge.

And this is how you become a partner

Simply write us an email to kontakt@catwalk-katzentreppen.ch with the content:

REFERENCE:
Shareholding in CATWALK ADVENTURE TOYS AG

Text:
Dear CATWALK team

I would like to contribute EUR XXXX to the CATWALK INTEGRAL cat staircase.

You are also welcome to write more about your reasons for moving. We would be happy about that.

The investment amount is collected after the company is founded. This should happen in early 2024.

Dear investor,
dear investor

If you have any further questions about CATWALK
INTEGRAL or would like a detailed discussion, please
feel free to contact me at any time.

Best regards

Markus Gehring

Note: For more references and current facts
please visit the website.

www.catwalk-katzentreppen.ch



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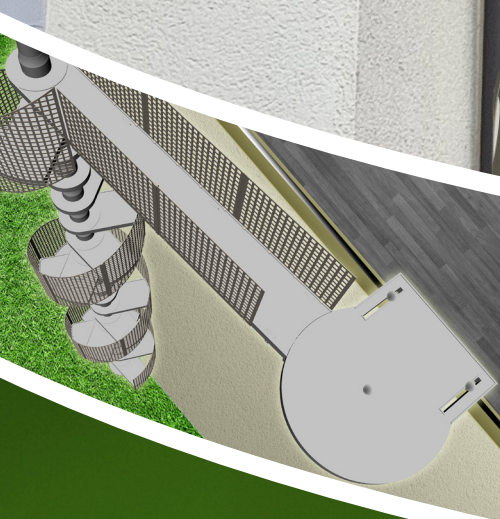


CATWALK throughout Switzerland

From Biel to Liechtenstein, from Schaffhausen to Ticino, from Rheineck to Murten and from Basel to Klosters, a CATWALK ONE is already in use at over 1,000 locations in Switzerland.

With your help, CATWALK INTEGRAL will soon be available.





by
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MEDIENARCHITEKT

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