

Modbook Inc 2017 Crowdfunding Campaign

In-depth: Wacom



August 2017

wefunder.com/modbook

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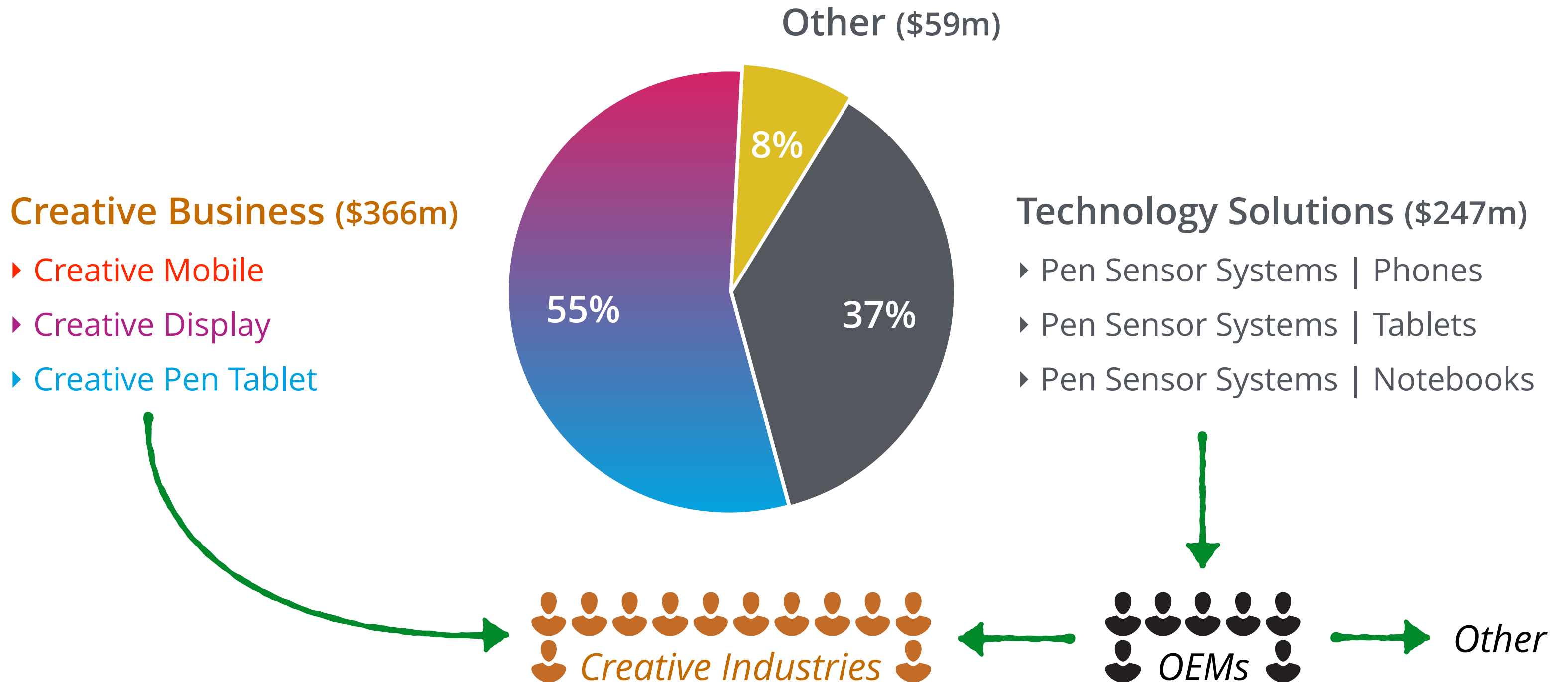
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Wacom - Primary Business Focus On Creative Industries

- Wacom Co., Ltd. (TYO: 6727)
- Founded 1983 in Tokyo, Japan
- Key vendor of pen devices for creative “almost” solutions
- 54% of revs from pen-solutions for Creative Industries*
- \$672m revenues
- 40% gross profit margin
- 8% (\$59.9m) operating profit (5 year average)
- 1,072 employees worldwide

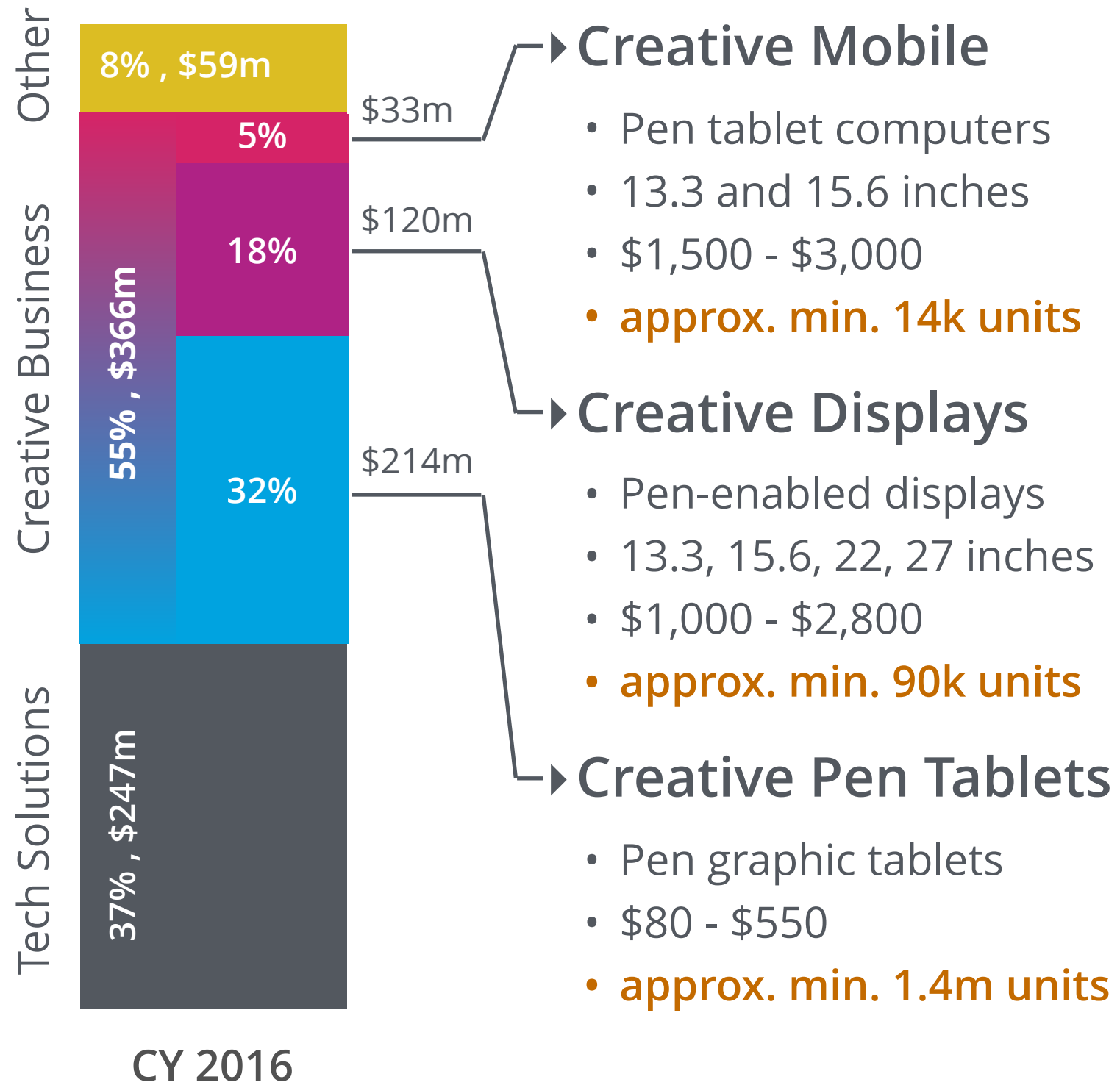


Wacom Business Segments (by revs, 2016, \$673m total)



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Wacom - Creative Business Segment



Creative Mobile

- Pen tablet computers
- 13.3 and 15.6 inches
- \$1,500 - \$3,000
- **approx. min. 14k units**



Creative Displays

- Pen-enabled displays
- 13.3, 15.6, 22, 27 inches
- \$1,000 - \$2,800
- **approx. min. 90k units**



Creative Pen Tablets

- Pen graphic tablets
- \$80 - \$550
- **approx. min. 1.4m units**



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Industry Standard “Almost” Solution vs. Modbook Pro X

Laptop + Pen Computer



Modbook Pro X



Pen Display

16:9 — 150 nits — 800:1

16:10 — 500 nits — 1,500:1

better

Mobility

2 devices, stand, link-box, 3 cables,

1 device

better

Portability

8.6 pounds weight (2 devices)

5.4 pounds weight

lighter

Usability

70 Wh Battery — up to 6 hours

76 Wh Battery — up to 10 hours

longer

Cost

starting at \$5,018

starting at \$4,898

same

Wacom: Only Other HW Maker With Creative Focus

Wacom

- Wacom revenues and margins demonstrate spending power and need in the Creative Industries
- Creative Mobile (tablet computers) are Wacom's fastest growing business segment
- Modbook Pro X is the better solution for Mac users currently buying Creative Mobile & Creative Pen Displays



Wacom and all other PC vendors

- Prevented from making Macs by Apple's strict non-macOS-licensing stance
- Mac users only grudgingly willing to settle for non-macOS solutions (i.e. Windows, Android)
- Modbook Pro X, a true macOS system, will put targeted Mac customers out of their reach

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For additional information, or to make an investment

Visit our offering page here: wefunder.com/modbook

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