



**SECURACASE**  
CORPORATION

# Executive Summary

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**Securacase Corporation**

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# SECURACASE CORPORATION

## EXECUTIVE SUMMARY

“ Since installing SecuraCase in my stores, we have experienced a significant reduction in the amount of time to set-up and take-down the display cases. What use to take two employees **90 minutes** to set up, now takes **3 minutes** with SecuraCase. ”



Mr. Samuel Medawar  
Inventor, Chairman

## WHO WE ARE

**Securacase Corporation** was incorporated in the State of Delaware on May 4, 2016. Our primary business purpose is to commercialize an innovative new line of display case safe systems, called **SecuraCase**.™ This product is protected under **U.S. Patent No. 9,078,531** “Display Case Safe,” and several complementary patents, which are pending issuance.

We believe SecuraCase™ will allow significant improvements and innovations to be brought to several ideal markets for secure exhibition and storage by substantially improving performance, cost, security and efficiency of current exhibition methods.

## THE PROBLEM

### JEWELRY STORES AND OTHER HIGH-VALUED MERCHANDISE RETAILERS

Every morning before opening, most jewelry stores go through the same painstaking process of transferring their merchandise from safes to the display cases. At closing, the merchandise is removed from the display cases and returned back to the safe for safekeeping. A repetitive, tedious and time-consuming task!

### GUN RETAIL STORES AND MARIJUANA DISPENSARIES

Much like jewelry stores, gun retailers and marijuana dispensaries are prone to break-ins and robberies due to the nature of their inventory. When they close, they must also secure the merchandise by transferring it to safes or vaults for safekeeping.



# THE SOLUTION

## THE DISPLAY CASE AND SAFE COME TOGETHER

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SecuraCase™ solves this problem by **combining the display case with the safe**. Owing to its patented design, SecuraCase™ introduces the world's first mechanized, armor reinforced, display case system. Any high-valued merchandise can be placed on display with just the turn of a key. With another turn of a key, the same merchandise is submerged into an armor-reinforced compartment for safekeeping. SecuraCase™ significantly reduces the set-up and take-down time while assuring the security of the merchandise.

## TURNKEY AUTOMATION

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The display case is operated by a kinematic system, consisting of a screw drive mechanism used to lift and lower the display tray. A pivotal hinge mechanism with two rigid metal doors and locking bolts slide into position to secure the case in the closed position. This configuration serves as the core drive system on all SecuraCase™ models.

## FORTIFIED SAFEKEEPING

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The base of the SecuraCase™ is a secure container created to offer the highest level of security to the merchandise inside, which is meant to be kept safe from tampering and theft. In addition to using the most suitable material to fortify the compartment, operating parts, such as hinges, locks and springs, are inaccessible from the outside.

## ELEGANCE AND EVANESCENCE

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Making sure to keep the focus on the merchandise, SecuraCase™ display cases are designed with understated elegance in their aesthetics and quiet evanescence in their functionality. The drive mechanism operates quietly and stable, that it is barely noticeable.

## INSURANCE APPROVED

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Each SecuraCase™ undergoes stringent security testing and meets requirements for full approval established by insurance companies for burglary safe protection.

## CUSTOMIZATION AVAILABLE

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For new installations, our custom design team works with clients to deliver display case solutions offering the highest quality craftsmanship while remaining competition.



# THE BENEFITS

## INCREASED EMPLOYEE PRODUCTIVITY

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For high-valued retailers (i.e. jewelry stores, gun shops, marijuana dispensaries, etc.), the time savings from not having to set up merchandise in display cases at open and then moving them back away into the safe at close translates into increased productivity.

## INCREASED SAVINGS

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Notable savings can be enjoyed from reduced labor expense, minimized merchandise damage and repair costs, and eliminating wear and tear.

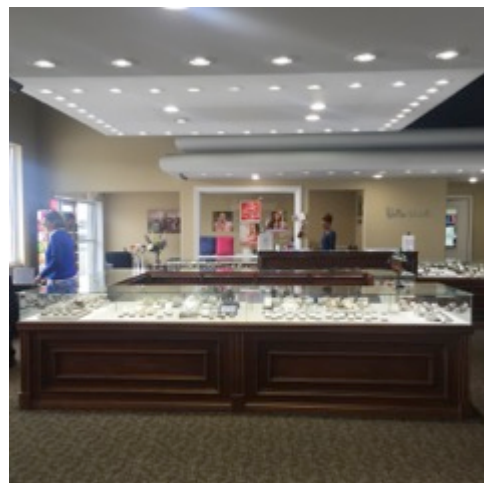
## REDUCED MERCHANDISE WEAR & TEAR, DAMAGE, AND POTENTIAL LOSS/THEFT

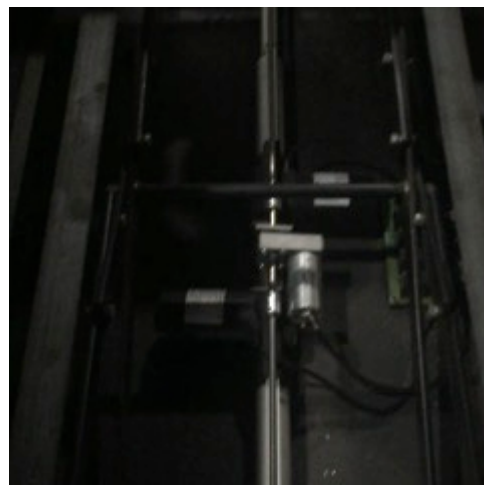
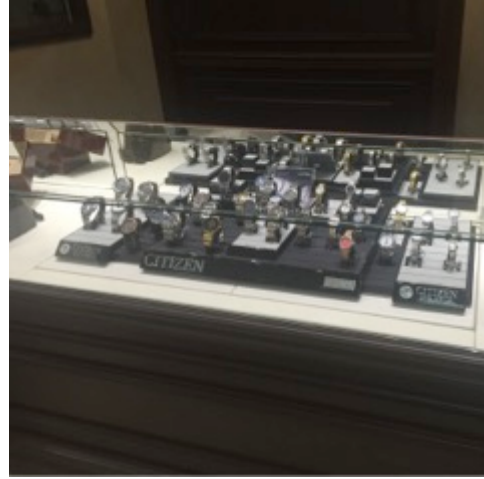
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By eliminating the need for daily handling of the merchandise between the display case and safe, SecuraCase™ reduces the chance for damage, loss and theft in the process.

# THE PATENTS – WORKING PROTOTYPES

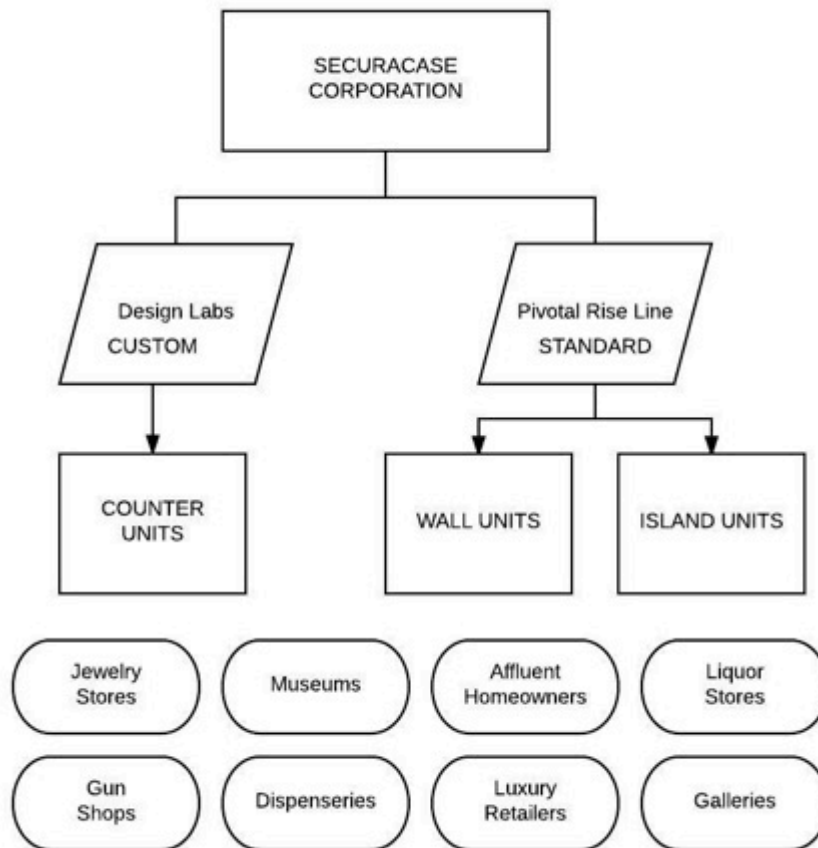
Drawing on his watchmaking skills and unrelenting quest to find a solution for the tedious and time-consuming task faced by most jewelry store owners, which he himself is one, Mr. Medawar went to work to find a solution. Over the past five years, he spent numerous hours researching, experimenting and fabricating mechanized display safes. Today, there are **26** operating SecuraCase units in two of his retail locations. In fact, they have been operating for the past three years, reliably addressing the problem for which they were built.





# PRODUCT LINES

SecuraCase products will be fabricated under the Pivotal Rise line, consisting of two primary configurations: (1) wall units and (2) island units. Securacase Design Labs will work with clients on a custom basis to design and fabricate counter units, typically for new location installations.



# COMPETITIVE ADVANTAGE

SecuraCase™ introduces the most innovative line of patented display case safe systems protected under **U.S. Patent No. 9,078,531** and patents pending under U.S. Patent Application Serial Nos. 14/966,092 and 62/091,976. Its advanced design is the result of many years of real world experience in jewelry retailing combined with research, development and the relentless pursuit of perfection. SecuraCase™ uniquely embodies the convergence of meticulous precision, evidenced by its smooth core drive mechanism and solid assurance manifested through its fortified, armor-reinforced compartment.



# MARKET OPPORTUNITY

## SPECIALTY JEWELRY RETAILERS

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There are **21,463** specialty jewelry retailers in the US, according to the Jewelers Board of Trade (JBT). The majority of retailers are Independents, operating more than 23,000 stores across the country according to the US Census Bureau.

Sterling, one of the two largest global jewelry retailers and the largest US specialty jewelry retailer, operates more than 3,000 locations under a number of brand names, including Jared, Kay, Zale and Piercing Pagoda, as well as more than ten regional brands. With \$3.5 billion in annual sales in the US, the company had a market share of about 4.3% of overall jewelry sales in the US and a 9.8% market share among specialty jewelry retailers.

### Key US Jewelry Market Figures

- Overall US fine jewelry and watch sales: \$78.08 billion
- Overall US jewelry sales: \$68.8 billion
- Specialty jewelers sales: \$33.6 billion
- Overall US jewelry and watch Holiday Season sales: \$21.7 billion
- Fine jewelry Holiday Season sales: \$19.2 billion
- Average US household expenditure on fine jewelry & watches: \$612
- Average US household expenditure on fine jewelry alone: \$434

## GUN SHOPS

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There are a total of 129,817 gun dealers in the country, which include:

- retail stores 51,438
- collectors 61,562
- pawn shops 7,356

## MARIJUANA DISPENSARIES

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Legal marijuana is the fastest-growing industry in the United States and if the trend toward legalization spreads to all 50 states, marijuana could become larger than the organic food industry, according to a new report obtained by The Huffington Post.

Researchers from The ArcView Group, a cannabis industry investment and research firm based in Oakland, California, found that the U.S. market for legal cannabis grew 74 percent in 2014 to \$2.7 billion, up from \$1.5 billion in 2013.



# MANAGEMENT TEAM



## **Samuel Medawar** | Chairman of the Board

Mr. Medawar is the inventor behind the SecuraCase product and Chairman of the Board. He has nearly 50 years of experience as a watchmaker and owner/operator of high-end jewelry retailers. Samuel began his career in Switzerland under the training of Patek Philippe & Co. After arriving in the United States, he proceeded to open his first watch repair shop in Michigan. Since then, he has gone on to open more than a dozen retail stores over the past 40 years, gaining significant notoriety as the premier watchmaker and jeweler in Michigan and surrounding states.



## **Fred E. Tannous, MSEE, MBA** | President & Chief Executive Officer

Mr. Tannous is responsible for overseeing all aspects of the Corporation's vision, strategy, and product development. He has over 25 years of experience in finance, new business development, and commercialization of intellectual property at previous big corporations and start-ups. Fred holds a Bachelors and Masters degree in Electrical Engineering from USC and a MBA in finance and accounting from the University of Chicago (Booth) Graduate School of Business.



## **Mary Leaveck** | Director, Chief Marketing Officer

Ms. Leaveck is responsible for the overall marketing and sales strategy of the Corporation. Her skills encompass not only the creative aspect of marketing and advertising, but also project forecasting and budgeting. Mary also coaches on how to use specific marketing techniques in conjunction with activities to help deepen relationships with clients and customers.



## **Dominique Laurin** | Chief Financial Officer

Mr. Laurin brings over a decade of experience in helping private and publicly traded companies move to the next level by developing winning financial strategies that align their goals and objectives with key market dynamics to achieve successful outcomes. Over the past decade, in conjunction with his broad experience and financial prowess, Dominique has leveraged his leadership skills and dedication to help build and guide several successful entrepreneurial endeavors. Previously, Dominique launched and oversaw an equity trading company based in Panama where he managed a multimillion-dollar fund focused on momentum trading.





# PATENT ACQUISITION

## ASSET PURCHASE AGREEMENT

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On August 12, 2016, the Corporation entered into an Asset Purchase Agreement with Securacase IP Holdings, LLC, which provides for the purchase of SecuraCase IP, via the sale of Securacase IP Holdings, LLC for the purchase price of \$1.3 million, net of any royalty payments made up to closing date of the acquisition, and other terms and conditions under which the Corporation shall effect the acquisition of, and assignment thereto, by the inventor Mr. Medawar to Securacase Corporation.

## EXCLUSIVE, WORLD-WIDE LICENSE RIGHTS TO THE PATENTS

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Incorporated in the Asset Purchase Agreement is an exclusive, worldwide license rights to the patents, which authorizes Securacase Corporation to manufacture and sell SecuraCase products prior to the completion of the acquisition. Under the licensing agreement, Securacase Corporation shall pay a royalty fee of 50% of adjusted gross profits received from the sale of each SecuraCase unit to Securacase IP Holdings, LLC. All royalty payments shall be deducted from the total purchase price. Payment of the royalty fee shall continue until such time that entire purchase price has been paid for the acquisition of Securacase IP Holdings.

# INVESTMENT OPPORTUNITY

## PRIVATE PLACEMENT OFFERING

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The Company plans to raise \$3 million through the sale of 600,000 shares of its common stock, \$0.001 per share par value, at the offering price of \$5.00 per share. The contemplated offering, which will be effected through the sale of its equity securities as described in a Private Placement Memorandum ("PPM") exempt from registration under the Securities Act of 1933 by reliance on exemption under Regulation D, Rule 506. Shares will be offered on a "reasonable efforts, all or none" basis as to the Minimum Offering of \$500,000 and, thereafter, all additional shares will be offered on a "reasonable efforts" basis. Upon closing on the first \$500,000, the Corporation will be able to immediately use the capital it raises for working capital, to cover operating costs such as labor costs, procurement of raw materials, leasehold payments, manufacturing, marketing and sales of products. The Corporation will be able to commence manufacturing and sales of the SecuraCase products in compliance with the terms of the Exclusive, World-Wide License Rights Agreement.



## ATTRACTIVE POTENTIAL RETURNS

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We believe this offering presents a unique opportunity for qualified individuals to realize attractive potential returns by investing in a promising company that is, not only managed by seasoned executives with a successful track record of building successful businesses, but one that plans to capitalize on an exciting opportunity by commercializing a ***patented*** product that addresses a real problem in several market categories.

## CONTACT

For any questions or additional information, please contact:

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