

Bluum Company Profile

Troxell Communications, Inc. 4675 E Cotton Ctr Blvd, Ste 155 Phoenix, AZ 85040

FEIN: 86-0716114 **D&B:** 07-355-3331

For nearly 40 years, the companies comprising the Bluum brand have brought superior products and solutions to tens of millions of students, in hundreds of thousands of K-12 classrooms, as well as many higher education institutions, government entities, and commercial organizations, across the United States and Canada. With roughly 900 employees, focused on a mission of improving learning and making it more accessible, we pride ourselves on providing transformative learning experiences for our customer communities.

Troxell Communications, Inc. was established in 1983 and incorporated in 1992, with corporate headquarters in Phoenix, Arizona. The organization is incorporated under the laws of the State of Delaware. In July 2019, Troxell began an affiliation with CDI Computer Dealers, Inc. (CDI Technologies), expanding the offerings of both companies. In April 2021, the family grew, with the addition of Tierney Brothers, LLC. and the introduction of "Trox + Tierney." In January 2022, the "Bluum" brand was launched, to permanently represent these companies.

The Bluum affiliate entities create one of the largest privately-held education technology solutions providers in the U.S. We fill customer needs by providing services associated with distributors, dealers, resellers and system integrators. Bluum's comprehensive portfolio contains over 1 million products and services, many provided by industry-leading and niche manufacturers. Bluum primarily serves the education market, ranging from public pre-schools to colleges and universities, to private and charter schools and organizations. Bluum is the only technology solutions provider with a clear focus on a higher calling to spark the next generation of learning. Our market leadership position and reputation have earned numerous awards and accolades from our customers, vendors, and industry.

Bluum is known for their innovative and proprietary sales programs, creating an unparalleled management information system that simplifies the customer's purchase process by providing a more accurate and positive user experience. As a result, Bluum's website allows customers to easily search for products, quickly generate quotes, and track orders. Bluum proves effective at using internal expertise to integrate a highly sophisticated computer system into a web format that allows customers, vendors and staff member's direct access to information concerning their orders, account status, and all related transactional information via www.bluum.com. The Bluum companies have a track record of profitability for over 30 consecutive years.

Through the ever-changing economic, technological, and societal landscapes, Bluum has helped its customers grow and thrive.

Services & Support

- **Design:** Product/system recommendations and specifications
- **Installation/Integration:** In-house project managers, designers, integrators, installers, and programmers, as well as a nationwide installer network
- **Customer Service:** In-house customer service centers and repair shops
- **Technology:** Unique web-based customer service program, on-line order tracking, transaction history & account status

History Timeline

- **1983** – Troxell Communications was established from buyout of Phoenix & San Diego operations
- **1987** – Began opening offices throughout the Western U.S.
- **1995** – Began opening offices throughout the Eastern U.S.
- **2001** – Troxell reports revenues in excess of \$100 million
- **2006** – Troxell acquires AGS, a small California competitor
- **2010** – Troxell acquires Integrated AV Systems, LLC, which had done business as CCS Presentation Systems, the business is rebranded as Summit Integration Systems
- **2017** – Troxell reports revenues in excess of \$200 million
- **2019** – Troxell begins working with CDI Technologies to expand the offerings of both companies
- **2020** – The "Trox" brand debuts, to represent the new group of companies; reports revenues in excess of \$400 million
- **2021** – Trox gains a new affiliate, in Tierney Brothers, LLC, forming "Trox + Tierney"
- **2022** – Trox + Tierney changes its identity to "Bluum"

Trox + Tierney Is Now Bluum

Effective in February and March 2022, the companies comprising the Bluum brand group changed their corporate names to represent the new “Bluum” identity, pursuant to an amended and restated Certificate of Incorporation filed with their respective Secretaries of State.

New Affiliate Name	Superseded Affiliate Name	FEIN <i>(Same as Previous)</i>
Bluum Technology Canada, Inc.	<i>CDI Computer Dealers Inc.</i>	98-0385056
Bluum USA, Inc.	<i>Troxell Communications, Inc.</i>	86-0716114
Bluum of Minnesota, LLC	<i>Tierney Brothers, LLC</i>	41-1355993
Bluum of Texas, LLC	<i>CDI Dallas, LLC</i>	84-3269935
Bluum Integration, LLC	<i>Integrated AV Systems, LLC dba Summit Integration Systems</i>	86-0716114
Bluum (US) Corporation	<i>CDI Computers (US) Corp</i>	42-1773443

The change is only a change in name; it does not affect the ownership, management, or shareholder rights of the corporation, nor does it change any of its legal rights or obligations of any contracts, agreements or relationships that were in place prior to the change. Contracts, agreements, purchase orders, requests for quotes, and other relevant transactional documents should all be conducted under the new full corporate name of the respective entity. Previously existing contracts, agreements, purchase orders, sales orders or sales invoices are unaffected by this change, other than to correctly identify the new name that should be used from this day forward. The Bluum companies, listed above, will be identified by the same and unchanged FEINs. The names “Bluum” and “Bluum Technology,” as well as their stylized logos, are trademarks licensed by Bluum USA, Inc. for its use, and the use of its affiliates, from Bluum Holdings, LLC (formerly Troxell Purchaser, LLC).

For this project, Bluum USA, Inc. will be the affiliate contracting with Rhode Island Society of Technology Educators (RISTE).

Main Point of Contact

Tom Pitimada, Account Executive

Main point of contact for orders, inquiries, warranty claims, etc. will be, Bluum Account Executive, Tom Pitimada, with direct support from Omar Gayle, Regional VP of Sales:

Bluum USA, Inc.

Tom Pitimada, Account Executive

4675 E Cotton Ctr Blvd, Ste 155

Phoenix, AZ 85040

Ph: 888-226-5727 Ext. 3867

Tom.pitimada@bluum.com

Omar Gayle, Regional VP of Sales

Ph: 888-226-5727 Ext. 3872

Omar.gayle@bluum.com

For additional assistance:

Remit to:

Bluum Accounting Department

4675 E Cotton Ctr Blvd, Ste 155

Phoenix, AZ 85040

800-352-7912

payments@bluum.com

Additional Customer Service:

Bluum Customer Service

7:00am to 5:00pm, Monday to Friday

888-226-5727 Option 2

service@bluum.com

You can also visit our website at:

www.bluum.com

ORG CHART



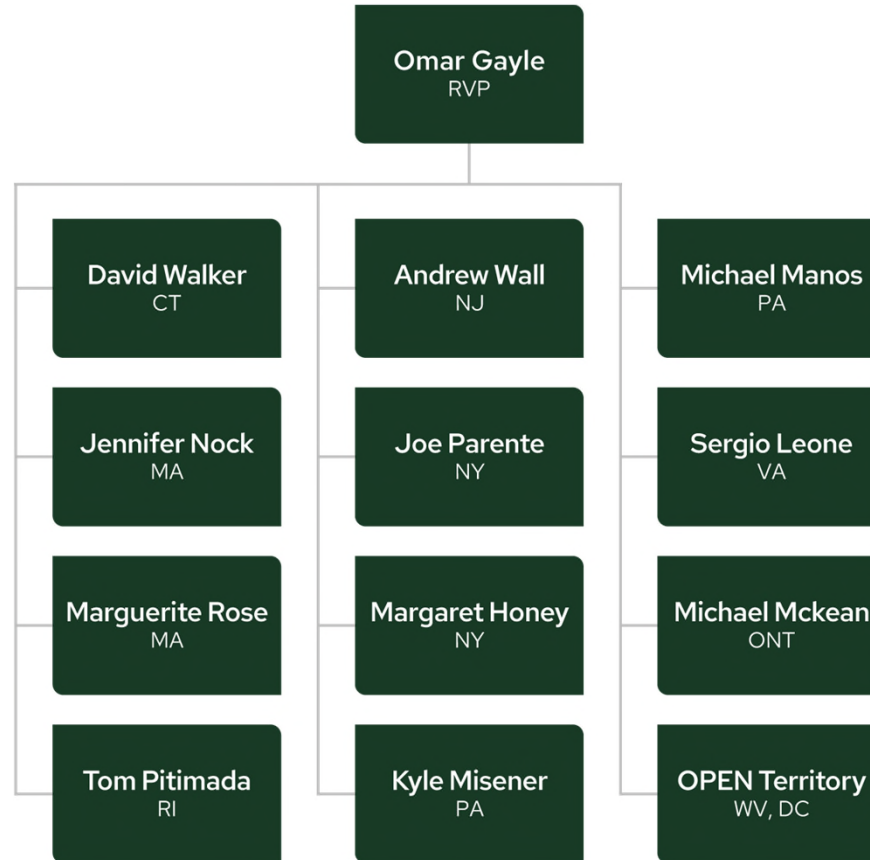
Sales Leadership Team



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Northeast Territory - Inside





Financial Statements

Since July of 2019, Bluum USA, Inc., formerly known as "Troxell Communications, Inc.", (hereby referred to as the "Company") has been owned through affiliate relationships by the H.I.G. Growth Partners-CDI, LLC, which is a holding company managed by H.I.G. Growth Partners, a private equity investment fund. The financial statements for one such holding company, Bluum Holdings, LLC (formerly "Troxell Purchaser, LLC"), and subsidiaries, which include the Company, are audited by BDO Canada LLP, of Mississauga, Ontario; the most recent annual report being for the year ended December 31, 2020, as the 2021 report is still in progress. This report is available upon request; however, as this report is confidential the Company requires a documented non-disclosure agreement to be put in place between the Company and an interested party prior to sharing such confidential information.

In lieu of preparing such agreement of non-disclosure at this stage, the Company would appreciate your consideration of additional customary banking and lending information. The Company customarily maintains average cash depository balances in excess of \$1,000,000 and has access to a revolving credit facility of \$20,000,000 in support of its working capital needs. At your discretion, you may verify these details with the Company's bank and lender utilizing the following references:

<p>Banking:</p> <p>BMO Harris Bank NA Attention: Patrick Epum 1850 North Central Ave., Suite 1500 Phoenix, AZ 85004 patrick.epum@bmo.com 602.245.6022 ABA#071000288 Account #24690765</p>	<p>Lender:</p> <p>Twin Brook Capital Partners, LLC Attention: Bluum Account Manager 300 South Wacker Drive, Suite 3500 Chicago, IL 60606 loanoperations@twincp.com 312-763-5100 866-550-3542 - fax</p>
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If your organization still requires a copy of the audited financial statements of the Company, please feel free to contact me personally by phone at 602-437-7240 Ext. 1400 or by email michael.fabio@bluum.com.

Sincerely,

Michael Fabio
VP of Finance