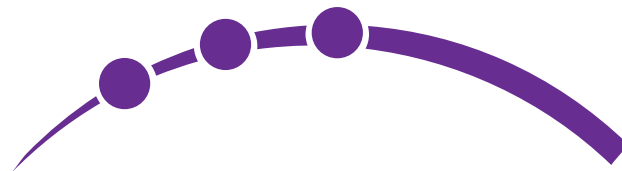
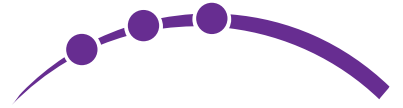


# BUSINESS PLAN



**ORION**  
HORSE SHOES

**Partners**



Enterprise Cloud  
Management software



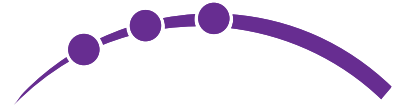
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## **1. Foreword**

Orion Horse Shoes SA, based in Switzerland, is revolutionizing the farriery industry by combining traditional craftsmanship with innovative technologies to improve horse well-being and optimize farriers' work.

## **2. Executive Summary**

Orion Horse Shoes SA is a pioneering company in the farriery sector with a mission to introduce cutting-edge technologies for horse welfare and enhanced management of farrier activities. The company offers a farriery-specific CRM (Orion Equus), a 3D modeling application for custom horseshoe design (Orion Scan 3D), and high-quality horseshoes manufactured using CNC technology. Initially targeting the Swiss market, Orion aims for international expansion, with a goal of capturing 5% of the Swiss market by 2030.

## **3. Business Concept**

Orion Horse Shoes SA was born from a desire to transform and enrich the farriery sector by focusing on equine welfare. This vision stems from the observation of a crucial need to integrate technological advancements into a traditionally manual industry to address certain gaps identified among farriers.

Although farriers are skilled in traditional techniques, they face challenges in managing their professional activities, particularly customer relations and administrative tasks. Conventional methods can sometimes limit the precision required for fitting horseshoes, which is essential for the comfort and health of the horse, and they raise issues of labor intensity.

In summary, Orion Horse Shoes SA aims to lead a path of excellence and innovation, adopting a holistic approach that benefits both professionals and horses by simplifying the professional practice and actively contributing to the well-being and comfort of horses.

## 4. Orion Equus

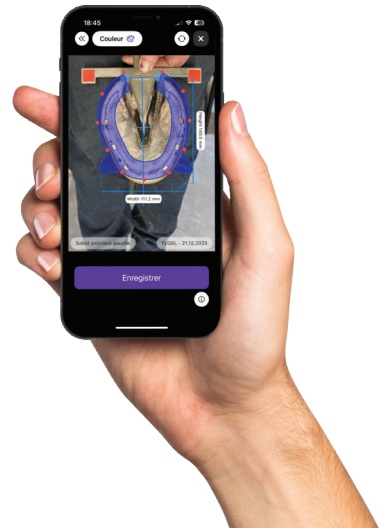
### CRM

This is a CRM dedicated to farriery management, including several modules such as client and scheduling management, client and stable location tracking, data sharing with veterinarians and production factories, as well as invoicing and statistics. It also allows for tracking the horse and monitoring the evolution of its hooves.



### Scan 3D

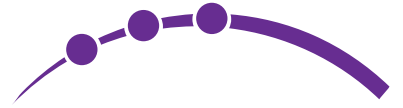
The key to our manufacturing process lies in the use of the Orion Scan 3D App, a revolutionary 3D modeling technology that accurately captures the unique dimensions of each hoof. This application is at the core of our innovation process, enabling the creation of custom horseshoes that are then manufactured using our specialized CNC equipment.



### Orion Horseshoes

Our commitment to excellence and innovation materializes in our line of horseshoes. Manufactured using high-quality materials, these horseshoes are crafted with a precision of 5 micrometers thanks to CNC technology, ensuring a perfect fit for each horse's hoof. Lightweight, durable, and designed to maximize comfort and performance, Orion horseshoes represent the future of modern farriery.





## Product Benefits

### Orion Equus

By using the Orion Equus CRM, clients benefit from:

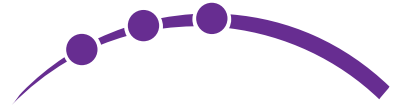
- > Professionalized management of their activities
- > Financial tracking
- > Administrative security through data digitization
- > Data backup and monitoring on a secure server
- > Location tracking and route optimization

### Scan 3D

- > Time savings: shoeing in 30 minutes (currently: 1.5 hours)
- > Reduction of labor intensity
- > Innovative offering on the market
- > Acquisition of new clients  
Market differentiation with colorful and personalized horseshoes (logos)
- > Modernization of the profession
- > Increased attractiveness for young farriers
- > Preservation of farriers' health
- > Improved efficiency
- > Better visibility of the hoof through precise measurements
- > Visualization of hoof balance evolution
- > Work traceability
- > Information sharing with veterinarians, osteopaths, etc.
- > Enhanced customer service
- > Easy information sharing with veterinarians
- > Training provided by the vendor
- > 7-day technical support

### For the Horse

- > Reduced time spent on shoeing  
No more grinding – No more smoke – No more adjustments
- > Less stress
- > Reduced leg vibrations
- > Cold shoeing – no burning of the hoof and no smoke
- > Colorful horseshoes for a stylish look
- > Ultra-light horseshoes
- > Improved performance
- > Prevention of arthritis risks
- > Protection against coronary oxidation thanks to anodizing treatment (electroplating)



## Patent Filing

In early 2024, Orion Horse Shoes SA reached a major milestone by filing patents at both the Swiss and European levels. These patents pertain to our revolutionary technology integrated into the Orion Equus scanning function, offering unprecedented precision and customization in the industry. Filing these patents underscores our commitment to protecting our innovations and preventing unauthorized use of our technologies.

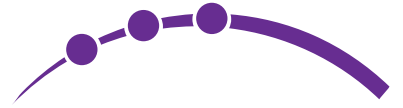
## 5. Vision

Orion Horse Shoes SA's vision is driven by an ambitious goal to become pioneers of the digital revolution in the farriery field. The company aspires to reinvent and enhance traditional services through the adoption of advanced technologies, thereby creating unparalleled added value for both farriers and their clients. This digital transformation spans from customer relationship management to optimizing horseshoe fitting through cutting-edge modeling and measurement techniques.

To achieve this vision, Orion Horse Shoes SA has set an ambitious strategy to consolidate its presence in the Swiss market and capture 5% of the market by 2030, symbolizing a target of producing over 120,000 horseshoes annually. From 2028 onwards, the company plans to expand internationally and establish itself as a global leader in the sector, adapting its growth strategy to the specificities of each region to ensure the efficiency and relevance of its solutions worldwide.

The ultimate objective is to position Orion Horse Shoes SA as an international reference for farriers—synonymous with innovation, quality, and excellence in the sector—redefining performance standards, horse comfort, and customer satisfaction. The company aims to merge traditional craftsmanship with technological innovations for the benefit of the entire profession and equine industry, envisioning a future where quality, innovation, and horse care are at the heart of every decision.





## 6. Core Values

Orion Horse Shoes SA is built on three essential values that underpin its commitment to excellence and guide its initiatives and decisions: sustainability, accessibility, and responsible innovation. These pillars reflect the company's determination to ethically and sustainably revolutionize the farriery industry.

### Sustainability

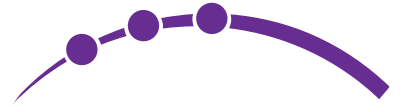
Orion Horse Shoes SA places a strong emphasis on sustainability at the core of its innovations. The company strives to develop products and services that not only improve the well-being of horses but do so in an environmentally friendly manner. The use of sustainable materials and the implementation of eco-friendly manufacturing processes are concrete proof of this commitment, demonstrating Orion's intention to promote a farriery industry that respects our planet.

### Accessibility

Orion Horse Shoes SA designs its innovations to be accessible to all farriers, regardless of the size of their business or location. By developing advanced but affordable technologies, Orion democratizes access to tools that can significantly improve farriers' professional practices, ensuring that every professional, no matter their background, can benefit from the latest industry advancements.

### Responsible Innovation

Orion Horse Shoes SA firmly commits to responsible innovation, ensuring that each technological development equitably benefits all stakeholders, with a particular focus on horses and farriers. This approach ensures that advancements aim not only to increase performance and efficiency but also to ethically meet the real needs of the sector. Responsible innovation reflects Orion's mission to bring tangible, sustainable improvements to farriery, promoting practices that respect both the needs of professionals and animal welfare.



## 7. Business Model

Orion Horse Shoes SA's business model is centered around a strong value proposition that emphasizes providing innovative and personalized solutions for farriers. Below are the key components of this model:

### Client Segments

Our primary targets are:

- > Farriery companies
- > Independent farriers and hoof trimmers
- > Companies supplying farriery equipment

For individuals: While they are not Orion's main clients, we can cater to their requests for decorative items.

Geographic Targets, In order of priority:

- > French-speaking Switzerland
- > German-speaking Switzerland
- > France
- > Germany
- > United Kingdom
- > Other European countries
- > USA

### Key Commercial Partners

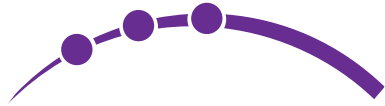
- > Swiss Armée
- > Bereyziat Développement Sàrl
- > Vaud Canton (Innovoaud)
- > Post Office Bureau, Nyon District and surrounding areas
- > Areda Veterinary Clinic, Bex
- > In-App, Martin Frederic
- > Junior Entreprise EPFL, Lausanne
- > Mathieu Levrat, professional development coach, business economist
- > Pierre THURRE (CEO - Coordinator - Head of Projects)
- > Sidney Schopfer, master farrier
- > BulTech Factory, Bulle
- > Usine Estech Industrie, Aech Usine Kross Studio, Gland
- > Program SA Factory, Gland
- > Kross Studio Factory, Gland



## Market Analysis

The farriery industry, traditionally rooted in manual and artisanal methods, is on the brink of a digital transformation. Orion Horse Shoes SA positions itself as a pioneer in this revolution by introducing innovative technological solutions designed to improve horse welfare and optimize farrier operations..

Country	Total Horses	Horses Shod (60%)	Shoeing Sessions per Year (9 per horse)	Target Market Share (5%)	Shoeing Sessions if 5% Share	Horseshoes per Year (4 per session)
Switzerland	1'11'300	66'780	6'01'000	5%	30'050	120'200
France	890'000	534'000	4'806'000	5%	240'300	961'200
Germany	1'200'000	720'000	6'480'000	5%	324'000	1'296'000
USA	3'800'000	2'280'000	20'520'000	5%	1'026'000	4'104'000
Canada	292'000	175'200	1'576'800	5%	78'840	315'360
Great Britain	3'500'000	2'100'000	18'900'000	5%	945'000	3'780'000
Ireland	1'823'000	1'093'800	9'844'200	5%	492'210	1'968'840





For the first few years, Orion Horse Shoes SA will focus on three key markets: Switzerland, France, and Germany. These countries offer significant growth potential and form a solid base for the development of our innovative custom horseshoe technology.

### Switzerland

With approximately 111,300 horses in Switzerland, of which 66,780 are shod, this represents a potential total of 601,000 shoeing sessions annually (9 shoeings per horse). Our goal is to capture 5% of the market, which corresponds to 30,050 shoeing sessions per year and 120,200 horseshoes (based on 4 horseshoes per shoeing). Although the Swiss market is smaller, it will serve as a foundation for testing and validating our concept in real-world conditions.

### France

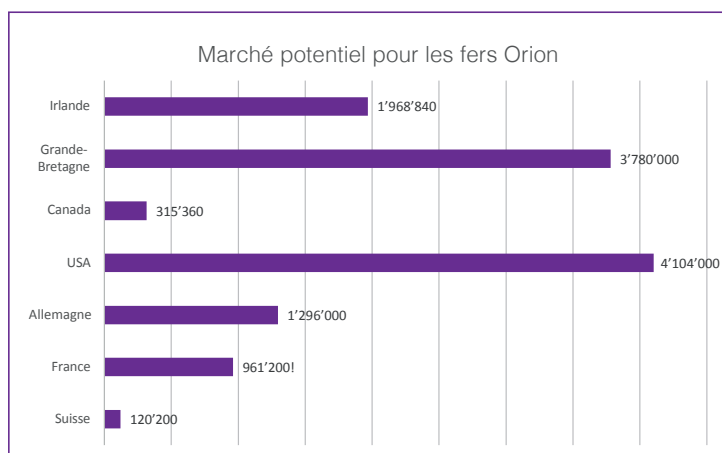
The French market has approximately 890,000 horses, of which 534,000 are shod, representing a total potential of 4,806,000 shoeing sessions per year. With a target market share of 5%, we estimate 240,300 shoeing sessions annually and 961,200 horseshoes. France, with its well-established equestrian tradition, represents a major opportunity for Orion, with strong expansion potential from the early years.

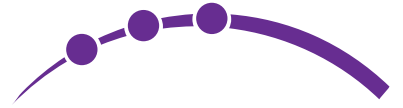
### Germany

The German market is even larger, with approximately 1,200,000 horses, of which 720,000 are shod, representing a total of 6,480,000 shoeing sessions annually. By targeting a 5% market share, this would amount to approximately 324,000 shoeing sessions per year and 1,296,000 horseshoes. Germany, known for its dynamism in the equestrian sector, offers significant growth opportunities for Orion.

### Implementation Strategy

By focusing on these three key markets, Orion will be able to adapt its production, distribution, and marketing strategies according to local specificities. Each market is unique in terms of equestrian practices, regulations, and competition. Our objective is to establish a strong presence in Switzerland, France, and Germany during the initial years before considering expansion into other European and North American countries.





## Market Trends

- > **Digitalization:** There is growing demand for digital tools and services in farriery, which enable more efficient activity management and improved client communication.
- > **Animal Welfare:** Increased awareness of horse welfare influences purchasing decisions, favoring products and services that prioritize comfort and health.
- > **Customization:** There is rising demand for personalized products tailored to the specific needs of horses, reflecting a broader trend toward customization in the equestrian sector.

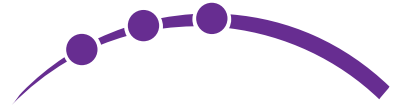
## 9. SWOT Analysis

### Strengths

- > **Global Innovation:** Orion Horse Shoes SA stands out for its innovative approach to farriery, promising to transform the sector.
- > **Horse Welfare and Comfort:** The focus on animal welfare and precise shoeing is a major strength.
- > **Trend-setting Products :** Orion's products set a new trend by offering high-quality, personalized horseshoes that meet modern customer expectations.
- > **Designed by Farriers for Farriers:** The concept, developed by a professional farrier, ensures relevance and a deep understanding of the sector's needs.
- > **Internal Expertise and Veterinary Support:** Specialized knowledge and support from the veterinary field enhance product credibility and reliability.

### Weaknesses

- > **Dependence on Outsourcing:** Outsourcing software development and manufacturing could limit quality control and increase costs.
- > **Insufficient Funding:** A lack of funding for research, development, and testing is a major obstacle.
- > **Pricing:** The high cost of products compared to the usual budget of farriers could limit adoption.



## Opportunities

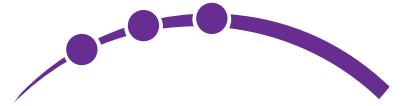
- > **Expansion globale:** The opportunity to enter international markets represents significant growth potential.
- > **Sector Diversification:** The increasing presence of women in the farriery profession opens up new market opportunities..
- > **Unique Offering:** Orion's titanium horseshoes offer a unique value proposition, not yet exploited in the market.
- > **Professional Communication Improvements:** The ability to improve communication between professionals in the sector through innovative digital tools.

## Threats

- > **Resistance to Change:** Farriers' preference for traditional methods could be a barrier to adopting Orion's innovations
- > **Regulatory Compliance:** The risk of non-compliance with regulations, such as GDPR, requires vigilance and expertise..

This SWOT analysis reveals that, although Orion Horse Shoes SA has significant strengths due to its innovation and commitment to animal welfare, the company must also navigate development, outsourcing, and regulatory challenges. The key to success lies in its ability to turn these weaknesses and risks into opportunities for growth and improvement while leveraging the company's unique strengths to stand out in the market.

## 10. Risk Management and Mitigation Strategies



### Identified Risks Resistance to Change

#### Resistance to Change

- > **Risk:** Farriers may hesitate to adopt new technologies, preferring tried-and-true methods.
- > **Mitigation:** Develop an awareness campaign to showcase the added value of Orion products, including satisfied customer testimonials, live demonstrations, and a free trial program..

#### Dependence on Outsourcing

- > **Risk:** Outsourcing software development and manufacturing could lead to quality and deadline issues..
- > **Mitigation:** Select external partners based on strict criteria and implement service-level agreements (SLAs) to ensure quality and deadlines..

#### Inadequate Funding

- > **Risk:** Lack of funds to cover development, marketing, and expansion.
- > **Mitigation:** Explore various funding sources, including venture capital, innovation grants, and crowdfunding campaigns.

#### Market Acceptance and Pricing

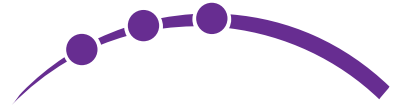
- > **Risk:** Orion's products could be perceived as too expensive by some farrier segments.
- > **Mitigation:** Offer different product ranges to suit various budgets and highlight the return on investment in terms of time saved and horse well-being improvements.

#### Delivery Deadlines

- > **Risk:** Challenges in maintaining competitive delivery times due to the high level of product customization.
- > **Mitigation:** Offer different product ranges to suit various budgets and highlight the return on investment in terms of time savings and improvements in horse welfare.

#### Delivery Deadlines

- > **Risk:** Difficulties in maintaining competitive delivery times due to the high level of product customization.
- > **Mitigation:** Provide clients with direct and transparent information about delivery timelines.



## Global Mitigation Strategies

**Operational Flexibility :** Be ready to quickly adapt to market feedback and technological developments.

**Training and Education :** Offer seminars and workshops to train farriers in the use of new technologies. Provide video tutorials on our website.

**Strategic Partnerships :** Collaborate with equestrian associations and veterinarians, such as EPONA insurance, to enhance product credibility and acceptance..

**Continuous Market Analysis :** Monitor industry trends and customer preferences to anticipate market changes and adjust the offering accordingly.



Orion Horse Shoes SA's financial projections outline a clear strategic path from the initial investment phase to long-term profitability. The financial plan illustrates our cautious approach to growth, resource allocation, and cash flow management

### Planned Investments

	2025	2026	2027	2028	2029
<b>Initial balance:</b>		<b>427 087</b>	<b>717 277</b>	<b>906 154</b>	<b>1 249 883</b>
1 Machines	257 000	350 000	350 000	700 000	1 400 000
2 IT Equipment	8 000	2 000	2 000	4 000	6 000
3 Communication systems (iPhones for employees)	2 000	2 000	2 000	2 000	2 000
4 Launch costs	2 000				
5 Tools and equipment		10 000	10 000	20 000	40 000
6 Machine installation		15 000	15 000	30 000	60 000
7 PCT Patent (Patent Cooperation Treaty, 150 countries)	6 700				
10 CFAO Catia	60 000	60 000	60 000	5 000	5 000
12 Intangible assets (patents, goodwill)	138 884				
13 Software research and development V2 (Berezyiat Sàrl)	50 000	50 000	50 000	50 000	50 000
15 Orion Equus software maintenance (Berezyiat Sàrl)	9 900	9 900	9 900	9 900	9 900
<b>Solde final</b>	<b>534 484</b>	<b>717 277</b>	<b>906 154</b>	<b>1 249 883</b>	<b>2 031 133</b>

### Cash flow





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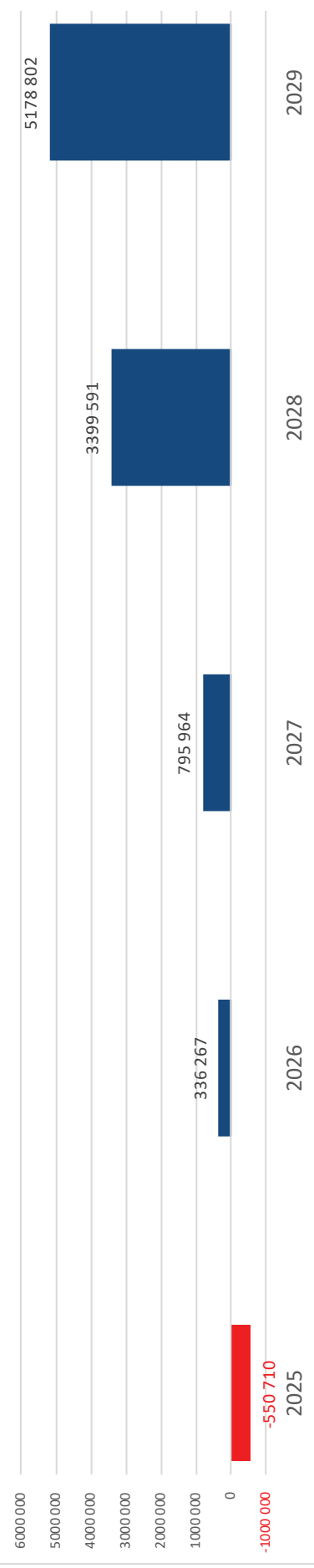
In 2028 and 2029, monthly cash flow increases steadily, highlighting our transition from a startup phase to a phase of growth and expansion. These figures reflect effective resource management and a market strategy that is starting to yield results. The initial investments in technology and production are beginning to generate a significant return, demonstrating strong demand and market acceptance of our products.

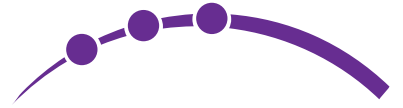


## Projected Income Statement

Projected Income Statement		2025	%	2026	%	2027	%	2028	%	2029	%
<b>Operating income from deliveries and services (revenue)</b>		<b>959,720</b>	100.0%	<b>2,901,180</b>	100.0%	<b>4,370,120</b>	100.0%	<b>9,283,700</b>	100.0%	<b>14,749,200</b>	100.0%
-	Costs of materials, goods, and services	-256125	-26.7%	-794540	-27.4%	-1120640	-25.6%	-2279060	-24.5%	-3895160	-26.4%
<b>Gross Profit (Gross Income)</b>		<b>703,595</b>	73.3%	<b>2,106,640</b>	72.6%	<b>3,249,480</b>	74.4%	<b>7,004,640</b>	75.5%	<b>10,854,040</b>	73.6%
-	Salaries and allowances (personnel)	-801908	-83.6%	-1137032	-39.2%	-1592721	-36.4%	-2083412	-22.4%	-3416110	-23.2%
-	Rent costs (e.g., lease)	-180000	-18.8%	-144000	-5.0%	-144000	-3.3%	-144000	-1.6%	-144000	-1.0%
-	Maintenance, repairs, replacement, leasing	-15000	-1.6%	-30000	-1.0%	-30000	-0.7%	-60000	-0.6%	-135000	-0.9%
-	Administrative and IT expenses	-20000	-2.1%	-20600	-0.7%	-21218	-0.5%	-21855	-0.2%	-22510	-0.2%
-	Vehicle and transportation expenses	-24000	-2.5%	-48000	-1.7%	-72000	-1.6%	-96000	-1.0%	-120000	-0.8%
-	Insurance for assets, taxes, duties, permits	-15000	-1.6%	-15450	-0.5%	-15914	-0.4%	-16391	-0.2%	-16883	-0.1%
-	Energy costs and waste collection expenses	-18000	-1.9%	-24000	-0.8%	-30000	-0.7%	-36000	-0.4%	-42000	-0.3%
-	Office expenses	-6000	-0.6%	-12000	-0.4%	-24000	-0.5%	-36000	-0.4%	-60000	-0.4%
-	Advertising and marketing expenses	-50000	-5.2%	-51500	-1.8%	-53045	-1.2%	-54636	-0.6%	-56275	-0.4%
-	Representational expenses	-12000	-1.3%	-21000	-0.7%	-30000	-0.7%	-39000	-0.4%	-50000	-0.3%
-	Professional publications	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
-	Other operating expenses	-5000	-0.5%	-5150	-0.2%	-5304	-0.1%	-5464	-0.1%	-5628	0.0%
<b>EBITDA</b>		<b>-443313</b>	-46.2%	<b>597,908</b>	20.6%	<b>1,231,278</b>	28.2%	<b>4,411,882</b>	47.5%	<b>6,785,634</b>	46.0%
-	Depreciation expenses	-107397	-11.2%	-208710	-7.2%	-310023	-7.1%	-477170	-5.1%	-791650	-5.4%
<b>EBIT</b>		<b>-550710</b>	-57.4%	<b>389,198</b>	13.4%	<b>921,255</b>	21.1%	<b>3,934,712</b>	42.4%	<b>5,993,984</b>	40.6%
-	Interest expenses	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
+	Interest income	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>EBT</b>		<b>-550710</b>	-57.4%	<b>389,198</b>	13.4%	<b>921,255</b>	21.1%	<b>3,934,712</b>	42.4%	<b>5,993,984</b>	40.6%
-	Taxes	0	0.0%	-52931	-1.8%	-125291	-2.9%	-535121	-5.8%	-815182	-5.5%
<b>Business profits/losses</b>		<b>-550710</b>	-57.4%	<b>336,267</b>	11.6%	<b>795,964</b>	18.2%	<b>3,399,591</b>	36.6%	<b>5,178,802</b>	35.1%

## Bénéfices/pertes d'entreprise





## 12. Marketing Strategy

### Marketing Objectives

- 1. Increase brand awareness:** Position Orion Horse Shoes SA as an innovative leader in the farriery sector, known for the quality and customization of its products.
- 2. Expand the customer base:** Actively target farriers, farriery businesses, and equestrian equipment suppliers in key regions.
- 3. Enhance customer loyalty:** Provide exceptional customer service to encourage repeat purchases and referrals.

### Positioning Strategy

Orion Horse Shoes SA will position itself as a cutting-edge company offering personalized, high-quality solutions that meet the specific needs of farriers and enhance horse welfare. The key message will be: "Innovation, quality, and customization for equine well-being."

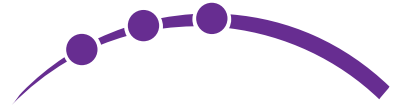
### Communication and Promotion Channels

**Website and SEO:** Develop an attractive, SEO-optimized website highlighting products, client testimonials, and case studies.

**Social Media:** Use Facebook, Instagram, and LinkedIn to share educational content, client success stories, and product updates. Launch targeted ad campaigns to reach specific customer segments.

**Email marketing:** Send regular newsletters and special offers to existing clients and prospects to keep them informed of the latest innovations and offers.

- 1. Partnerships and Sponsorship:** Collaborate with equestrian events, veterinary clinics, and farriery schools to promote Orion's products during targeted events.
- 2. Advertising :** Invest in online advertising and specialized magazines to reach a broader audience.



## Marketing Tactics

### Digital Communication

- > Develop a user-friendly website rich in educational content about the benefits of Orion technology and case studies..
- > Use social media (LinkedIn for B2B, Instagram, and Facebook) to share testimonials, product demonstrations, and success stories.
- > Launch targeted online advertising campaigns using SEO and content marketing to attract qualified visitors..

### Public Relations and Events

- > Participate in trade shows and equestrian conferences to showcase products and build direct connections with potential clients.
- > Organize workshops and seminars to educate farriers on new technologies and improved shoeing practices..

### Loyalty and Promotional Programs

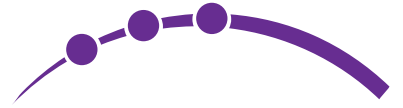
- > Offer loyalty programs and promotions for early adopters and bulk orders to encourage trials and rapid adoption.
- > Provide free or discounted training sessions for buyers of Orion products, enhancing the added value..

## Phase 1 : Awareness and Education

- > **Launch a digital awareness campaign:** Use content marketing to educate the market on the importance of horse welfare and the benefits of our custom horseshoes. This will include blog articles, explanatory videos, and case studies published on our website and shared via social media.
- > **Webinars and Workshops:** Organize free webinars and workshops with industry experts, veterinarians, and renowned farriers to discuss the benefits of our products and best practices in farriery..

## Phase 2 : Engagement and Conversion

- > **Product Demonstrations and Free Trials:** Offer live demonstrations and free trials of Orion Scan 3D and horseshoes for interested farriers, making it easier for them to experience the benefits of our innovations firsthand
- > **Ambassador Program:** Develop an ambassador program with influential farriers who can testify to the effectiveness of our products within their professional networks..



### Phase 3: Loyalty and Expansion

- > **Loyalty and Reward Programs:** Launch loyalty programs offering discounts and exclusive benefits to repeat customers, encouraging repeat purchases and positive word-of-mouth.
- > **Strategic Partnerships:** Establish partnerships with farriery schools, veterinary clinics, and equestrian associations to promote our products in educational and professional environments.

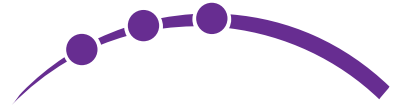
#### Tools and Technologies

- > **Customer Relationship Management (CRM) Platforms:** Use a CRM to track interactions with prospects and clients, enabling personalized communication and conversion tracking.
- > **Data Analysis and KPIs:** Implement analytics tools to measure the effectiveness of marketing campaigns, using KPIs such as conversion rate, cost per acquisition (CPA), and customer lifetime value (LTV).

### Monitoring and Adjustment

- > **Continuous Evaluation:** Regularly evaluate the marketing strategy to identify areas of success and those requiring adjustments. This will include customer satisfaction surveys, analysis of feedback on social media, and advertising campaign performance..
- > **Flexibility and Innovation:** Be ready to quickly pivot strategies based on market feedback, emerging trends, and innovative marketing technologies.

By implementing this detailed marketing strategy and adapting our actions based on real data and feedback, Orion Horse Shoes SA will maximize its chances of success in the market and achieve its growth ambitions. This data-driven and methodical approach will strengthen investors' confidence in our ability to reach our marketing and business objectives..



## 13. Organization

Orion Shoes SA will serve as the central platform for the group's strategic, financial, and operational management. This centralized structure allows for efficient resource allocation, unified brand management, and operational synergy within the company. Orion Shoes SA will also ensure the protection of intellectual property, coordination of product development strategies, and financial consolidation of the group.

### Production Sector – Horseshoes

**Mission:** Specialized in horseshoe manufacturing, Orion Shoes SA will use the most advanced production technologies, including CNC manufacturing, to produce high-quality custom horseshoes. This division will focus on optimizing production processes, quality control, and logistics to ensure efficient and timely delivery to our clients.

**Role:** Responsible for implementing internally developed technical innovations, this division will ensure that each horseshoe meets Orion's high standards of precision, durability, and animal welfare.

To support its growth and international expansion strategy, Orion Shoes SA plans to create additional production sites in target countries. This initiative aims to strengthen the company's presence in international markets and optimize the supply chain and delivery times by being geographically closer to its end customers..

### CRM and Software Sector

**Mission:** This division will focus on the development, maintenance, and continuous improvement of the Orion Equus software. It will emphasize software innovation to facilitate the management of farrier businesses and improve communication among equine professionals..

**Role:** In addition to developing cutting-edge digital tools, this division will play a crucial role in customer support, offering training and technical assistance to ensure the best possible user experience.

By unifying its functions under a single entity, Orion Shoes SA is better positioned to drive growth, innovate in its products and services, and provide maximum added value to its clients and partners..



## Team

The success of Orion Horse Shoes SA relies on the strength of its management team and shareholders, who together bring a wealth of expertise, experience, and passion for innovation in the farriery sector. The shareholder structure reflects our commitment to close collaboration and a shared vision.

### Shareholders and Co-Founders



**Cyril Maret and Philippe Maret:** Co-founders of Orion Horse Shoes SA, Cyril and Philippe Maret will play a central role in guiding the company and its subsidiaries. Cyril, with his deep experience in the farriery field, and Philippe, with his expertise in business management, will form a dynamic duo capable of leading

Orion to success. Together, they will hold significant shares in Orion Horse Shoes SA.

### Specialized Shareholders



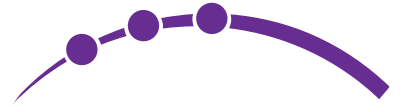
**Jonathan Berezziat:** As CEO of Berezziat Development, Jonathan brings valuable expertise in software development and technological project management. His involvement as a shareholder in Orion Horse Shoes SA underscores the importance of technology and software innovation at the core of our strategy. His vision and experience will be crucial for the development and success of our CRM and software solutions..



**Christophe Dumoulin:** CEO of Programm SA, Christophe will play a key role in product manufacturing and innovation at Orion Horse Shoes SA. His involvement as a shareholder reflects our commitment to production quality and operational excellence. Christophe's expertise in production management and industrial product development will be a major asset for Orion Horse Shoes SA, ensuring that our custom horseshoes are of the highest quality.

### Board of Directors

- > Pierre-Alain Glatt, Veterinarian
- > Gaëtan Brigante, Specialist in finance and accounting with federal certification
- > Other members to be defined



## 14. Planning

### Planning and Milestones

Orion Horse Shoes SA follows a detailed roadmap to introduce its innovative solutions into the farriery industry, marking key milestones toward change and improvement in the sector.

### Commercialization of the Orion Equus CRM

#### Start of commercialization : octobre 2024

- > The launch of our CRM management tool, Orion Equus, in August 2024, marks the first step of our strategy to modernize farriery. With customized features for client management, scheduling, and partner interactions, Orion Equus is at the heart of our commitment to digitize the sector..

### Development and Production of Orion Horseshoes

#### Start of development and production: October 2024

- > The development and production phase for our custom horseshoes, using CNC technology for unmatched precision, will begin in October 2024. This new timeline will ensure that all aspects of design and manufacturing meet our high standards of quality and innovation..

### Testing Period

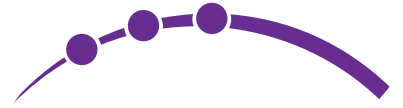
#### Duration of testing: 3 months / October 2024 - December 2024

- > An intensive six-month trial period will immediately follow the start of production. During this phase, Orion will work closely with selected farriers and veterinarians to refine and validate the design and functionality of the horseshoes. The goal is to optimize our offering to meet the real needs of the market, ensuring that our products exceed expectations in terms of performance and animal welfare..

### Deployment Plan

#### Progressive deployment: Starting February 2025

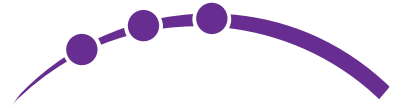
- > After a successful testing phase, the full commercialization of Orion horseshoes will begin, initially targeting the Swiss market before expanding to European and North American markets. Marketing strategies will be specifically designed for each region, aiming to establish Orion Horse Shoes SA as a leader in farriery innovation.



## Long-Term Goals

### **International Expansion: By 2028**

Based on initial success and positive market feedback, Orion Horse Shoes SA plans to expand its presence internationally by 2028, affirming its ambition to revolutionize the global farriery sector with its cutting-edge technologies..



## 15. Conclusion

In conclusion, Orion Horse Shoes SA stands at the forefront of a revolution in the farriery field, driven by the ambition to merge traditional craftsmanship with the most advanced technological innovations. Our commitment to improving horse welfare while optimizing the professional practice of farriers positions us as a key player in a market awaiting modernization.

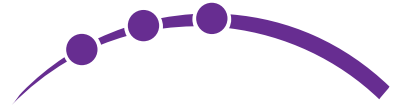
The efforts dedicated to developing Orion Equus and our range of custom horseshoes demonstrate our ability to meet the complex needs of our clients while continuing our pursuit of excellence. The filing of patents in Switzerland and Europe at the beginning of 2024 highlights our determination to protect and enhance our innovations, ensuring Orion Horse Shoes SA a leading position in the sector.

The clarity of our vision, the ambition of our market strategy, the strength of our business model, and our commitment to values of sustainability, accessibility, and partnership form the foundation of our future success. We are confident in our ability to transform challenges into opportunities and lead Orion Horse Shoes SA to new horizons of growth and innovation.

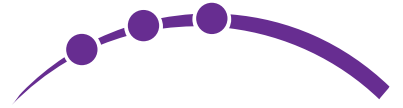
We are ready to redefine the standards of farriery, providing solutions that benefit not only professionals and their clients but also the entire equine industry. Together, we are building a future where technology and tradition meet for the well-being of all.

Orion Horse Shoes SA is more than just a company; it is a vision of progress, innovation, and commitment to excellence. We invite you to join us on this exciting journey, to invest in our success, and to be part of the history we are writing together for the future of farriery.





Partners



Enterprise Cloud  
Management software





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