

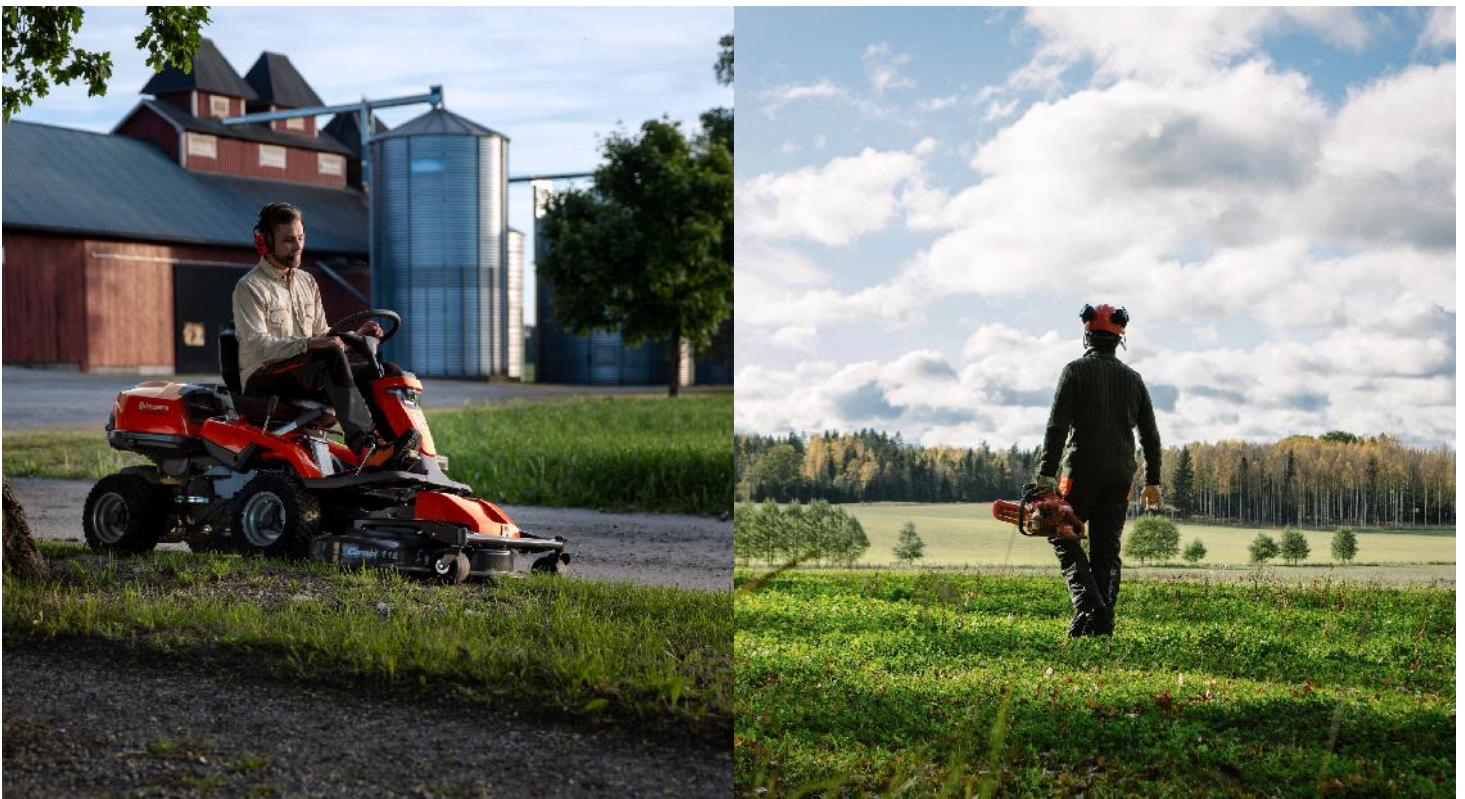


COMPANY PROFILE

ABOUT US

Cutting Edge is a distribution company for premium brands in the Forestry, Agriculture, Construction and Garden care sectors. Cutting Edge started in 2009 as a garage business selling Husqvarna Lawn Tractors but, in the following, years quickly grew into the larger range of products available from Husqvarna and has enjoyed fantastic continued growth over the last five years since its inception.

With our proven track record with the Husqvarna range, several brands have come on board with Cutting Edge to enjoy the benefits of the same access to the market through our network of Dealers and After-sales service and our growth in recent years has largely been into additional product lines which would be of interest to our existing customer base. You can visit our showroom in Msasa or any one of our Dealers for top class service and technical advice on any one of our broad range of products.



CUTTING EDGE TEAM

Personal Bio of Managing Director

Cutting Edge is under the management of Alec Philp, who has seven years of experience in Engineering Quality Assurance under the B.M.W. Group Plant Oxford and seven years of experience in Supply Chain Distribution under Unipart UK and Husqvarna.

Staff

Cutting Edge has a staff complement of 40 across the four departments of Sales, After-Sales, Distribution and Accounts. All staff undergo continued training via the Husqvarna University programme to ensure that the customer receives the correct technical information and advice, as well as training and support as an ongoing customer.



OUR PRODUCTS

Open Distribution: Husqvarna, GARDENA & Rolux

Retail hardware stores, garden nurseries and similar. Product lines that require little to no product knowledge in order to sell.

Closed Distribution: Husqvarna

Select branded Dealers chosen for their geographical location as well as a customer type. Product lines that require professional advice and hand-over at point of sale as well as servicing and After-Sales support.

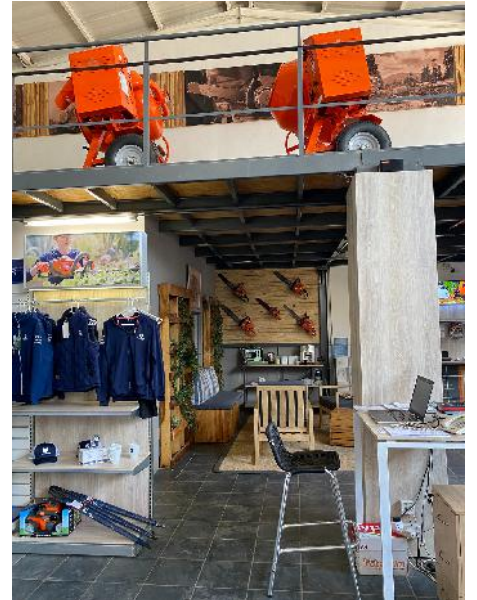
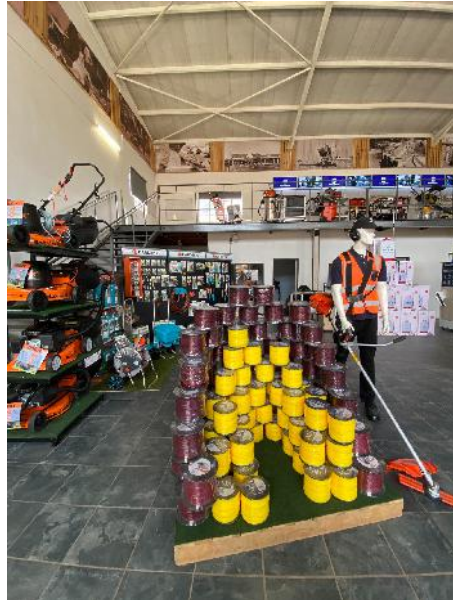
Direct Sales: Wood-Mizer & Husqvarna Construction Products

High value, specialized products that are pitched directly to the suitable end user. These are primarily Sawmills, Modular Production lines, High-Tech Construction tools and Robotic Automowers.



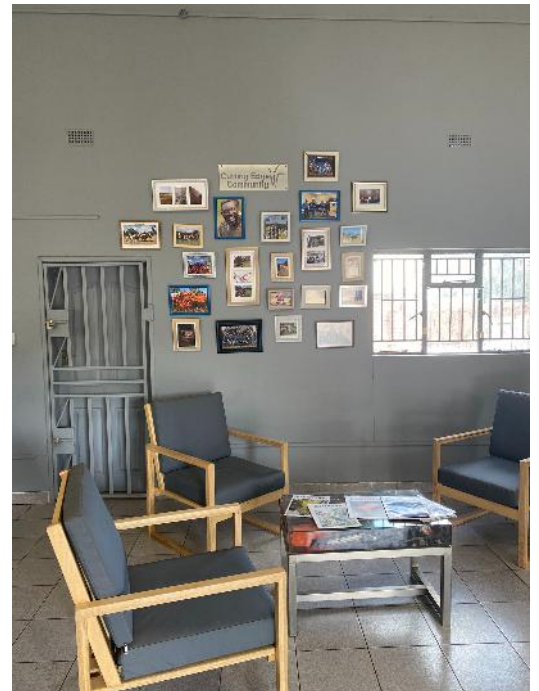
CUTTING EDGE FACILITIES

Showroom



CUTTING EDGE FACILITIES

After-sales



DEALER NETWORK

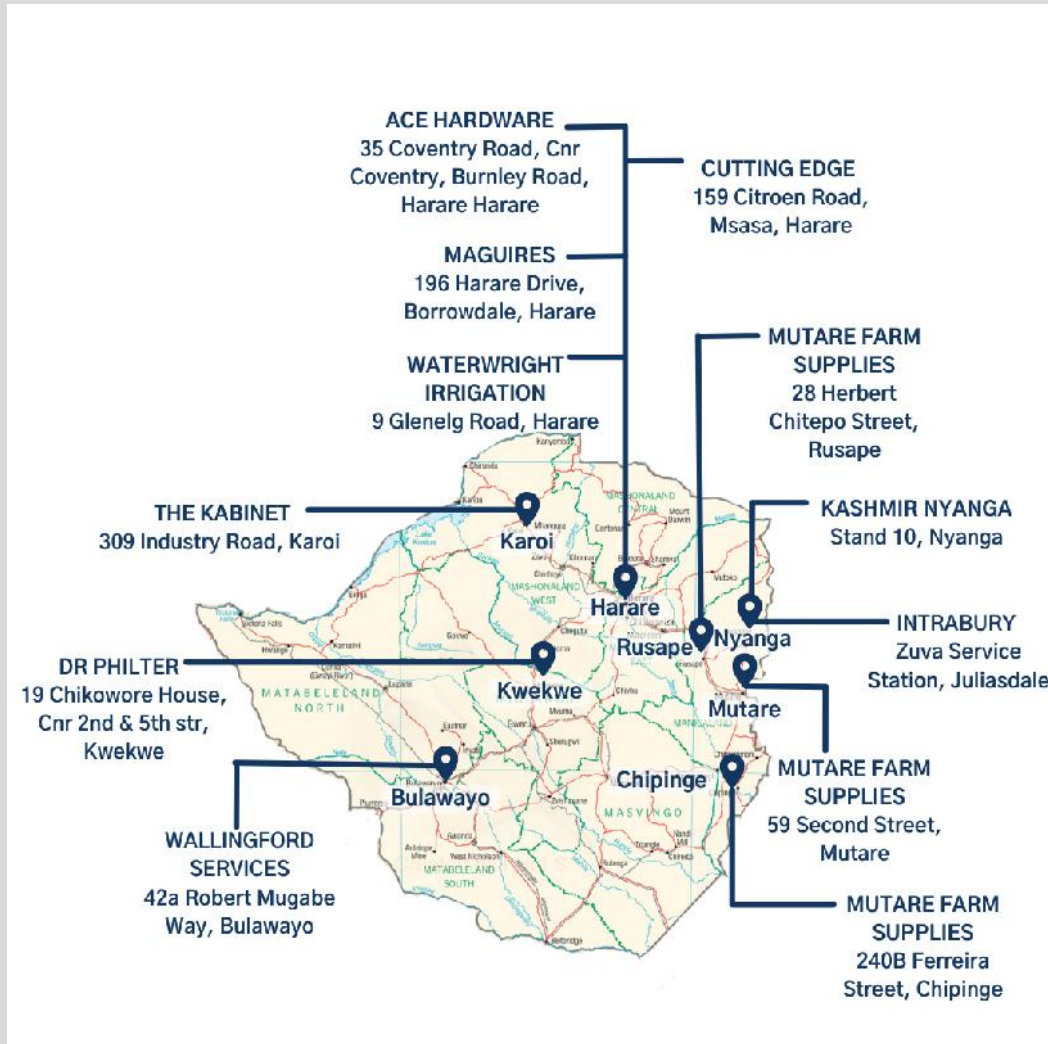
Across our brands, we have over 200 machines in our active product range which provide us with a very broad customer base. This requires representation in all corners of the country. Our Distribution covers all major towns from Karoi to Nyanga and Chipinge to Bulawayo, through a network of over 20 dealers' branches.

Service & Sales Dealers



DEALER NETWORK

Sales Dealers



Our Retailers Include:

- Halsted Builders Express
- Electrosales Hardware
- Farm & City
- LAMASAT
- ProFarmer
- Paint & Hardware
- Gollys Cash & Carry
- Open House
- Dodhill Nursery
- Hennings Nursery
- Chris's Nursery
- Jesse Bush Nursery

REFERENCES

Cutting Edge has been our Distribution partners in Zimbabwe for over 12 years. They have stood by us consistently as our company has gone through both periods of growth and periods of challenge. We have never felt alone in battling headwinds in the market and with open, proactive communication our Brand has grown to be a market leader in the Hardware Retail sector in Zimbabwe, backed by the Cutting Edge Service centres across the country.

Bruce Williams – Managing Director of Rolux



Cutting Edge has been a valued business partner of Wood-Mizer Africa (Pty) Ltd. in Zimbabwe since 2013. During this time, Cutting Edge has served as Wood-Mizer's Authorized Business Representative in that country. During this period Wood-Mizer has grown its sales and support services available to sawmillers in Zimbabwe significantly. The principal reason for this has been Cutting Edge's extremely professional and proactive approach to business. The company's business proficiency and professionalism, technical competency, marketing know-how, and superb after-sales support services available to sawmillers across in Zimbabwe have allowed Wood-Mizer to outgrow rival brands significantly.

We would heartily recommend any future investors interested in exploring new business opportunities or growing its current business footprint in Zimbabwe to partner with Cutting Edge in the sectors that it services. In addition to its business competency, Cutting Edge's integrity, friendly staff, and willingness to assist have easily rivalled and exceeded global service providers rendering similar services in Zimbabwe.

Mark Thompson- African Sales Team Leader Wood-Mizer Africa (Pty) Ltd.



CULTURE STATEMENTS

Cutting Edge Community

We value being a part of our community. Please find below some of our highlights:

Husqvarna Mud Run:

The Husqvarna Mud Run is an annual charity event that takes place in Harare, organized by Cutting Edge. It is a fun family sporting event that is held at the old Mt Pleasant Sports Club and it has been running for the past nine years. It is held to raise funds for KidzCan, a Cancer Relief Organisation for children in Zimbabwe. The Mud Run is a day where young and old can come out in their numbers, let their hair down and give it their best shot. The goal is to wade their way through a muddy obstacle course to get to the finish line. In 2022 the Husqvarna Mud Run raised 80,546 for the KidzCan Organization.



Think Pink Golf Day:

Cutting Edge supports the Think Pink Golf Day yearly, it is an event that raises money for Breast Cancer and the money goes towards keeping the Cancer Centre operating and providing support, screening and drugs to Cancer victims and their families. Our form of support includes us having a Gin Tent at a hole as well as providing a Bra Pong Activity in which more money can be raised by donations. Additionally we donated a pink Rolux mower which was sold for \$2100 in the auction. In 2021 the Think Pink Golf Day raised + - USD23,000 for the Cancer Association of Zimbabwe



Water Pump Donation to National Parks:

In 2021 there was an urgent call for assistance at Kyle National Park to assist with irrigation of the grasslands where the Rhinos graze. We donated a water pump to assist with creating an irrigated area for them which in turn proved to be a great asset to saving the rhinos from starvation.



CUSTOMER TESTIMONIALS

Zimflora is a small, but intensive farming operation. We have always found the Cutting Edge team to be very attentive to our needs and will always go out of their way to assist us, however small the order may be. They are efficient and generally have a very good back up service and are willing and helpful.

Nicki Archer - Zimflora

Efficient service on spares and repairs kept us on track with our spray programmes.

Neil van Rensburg - Logistics Manager Sherwood Park Estate

We at Intraburry P/L are proud to be associated with Cutting Edge. We are their Subdealer based in Manicaland, Mutare Zimbabwe. We sell, service and do product support for Husqvarna and WoodMizer equipment. Cutting Edge has a timely supply of spares through overnight deliveries. They call us over to Harare for occasional workshops, training, demos and shows. On behalf of Intraburry, we would like to thank Cutting Edge because they have helped us in a great way to grow our business.

Herbert J Macheka .- Intraburry P/L

Cutting Edge started around the same time as Balzer Trading. Our businesses have supported one another from day one. Balzer Trading produces high quality teak furniture and doors and we are happy to be able to rely on cutting edge for quality tooling and services. Cutting Edge has a great team and a great vision. We are lucky to have suppliers like this and we look forward to working together in the future.

Tristan Balzer - Balzer Trading

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