

July 26, 2022

Hello investors, partners and friends

As Simple starts to grow out of the stealthy startup phase and into something substantial, I wanted to share this update. I'm Josh Bolinger, Chief Revenue Officer. Fundamentally my job is to make sure the company is growing, but we're still a lean operation so on a more practical level; I head up Sales, Marketing and Engineering.

As I'm sure you know, 2021 was a major transitional year for us; we rebranded from Straight Teeth Solutions to Simple to have a better appeal for direct-to-consumer sales, the company was restructured to be more focused on growth rather than support, and we put a lot of effort into building processes, systems and tools. Most of this started falling into place towards the end of 2021 and we were ready to start running in 2022.

The first 6 months of 2022 have seen explosive growth here, we have seen more new accounts and sales in these few months than in the previous 2 years combined. Sales volume is growing substantially each month as we've previously updated. We have brought on over 300 dental practices in the US. Our initial target was 300 practices for all of 2022, so the fact that we surpassed that number in the first few months should give you an idea of how fast things are moving here.

At the beginning of 2022 we publicly launched our new Doctor Portal; a custom software system made in-house to streamline and automate the process for doctors and Simple admins to manage cases. This has been a huge success in reducing the workload internally and simplifying the case processes for doctors. Now doctors can upload and submit cases in less than 30 seconds, and what previously required multiple people to manually manage is now almost fully automated on the backend. This will be absolutely vital for our scalability. We still have dozens of feature requests to add and aim to have all cases 99% automated by the end of the year.

Aside from the portal, some of the other major projects we have in the works are; full hardware integrations with third party intra oral scanners, creating training materials for new practices, and expanding our content creation for marketing.

Today, our biggest challenge is keeping costs down and lead volume high for direct-to-consumer cases. To tackle this problem we are building out lead nurturing and marketing automation funnels to keep patient leads warm and augment the size of our small sales team. This process should allow a single sales person to manage thousands of leads at a time and we believe scaling to increase sales people will help us grow exponentially.

For now, we are keeping the team lean to not bloat our overhead expenses, it means that a handful of people are logging a massive amount of hours. This of course creates some pain

points but as the dental industry is expected to slow over the summer months it buys us some time to evaluate finances and key roles to hire before the next peak in the fall.

At this point we have a strong proof of concept and are laser focused on growth. In the coming months you will see more of the brand as Simple pushes for a bigger presence on social media and in the news.

Thank you all for the trust and support, we are so excited for Simple to continue to grow.

A handwritten signature in black ink, appearing to read 'J.B./n'. The signature is stylized and cursive.

Josh Bolinger
Chief Revenue Officer
Simple