

VALDOR

Fiber Optics

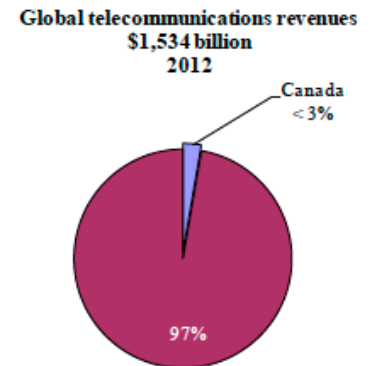


- 
- **The Opportunity**
 - **Our Product Mix**
 - **Today's Buyers**
 - **Valdor Focus**
 - **The Valdor Strategy**

“Growing Optical Fiber Deployments To Drive Demand For Fiber Optic Components Worldwide

*Global market for Fiber Optic Components is projected to reach **US\$42 billion** by the year 2017“*

According To New Report By Global Industry Analysts, Inc.



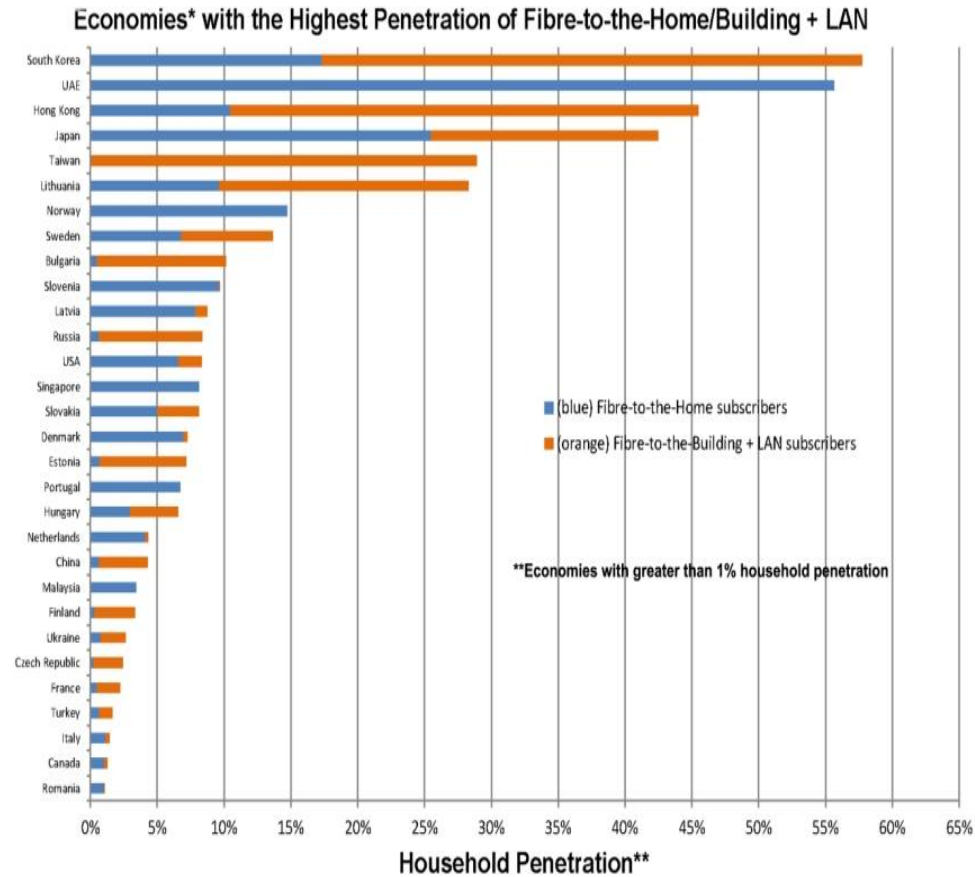
Canadian Government

C\$200 million to help smaller businesses adopt digital technologies

C\$300 million for venture capital to be invested in digital startups.

C\$305 million will be spent to ensure rural and remote areas get Internet that is capable of streaming video.

Global Penetration of Fiber to the Home

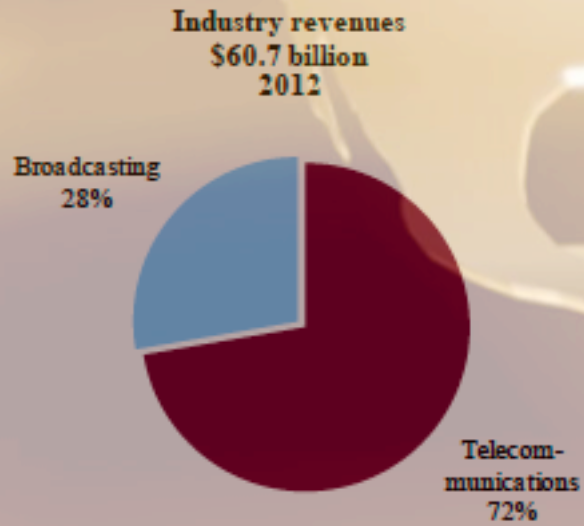


December 2011 Ranking
 Source: Fibre-to-the-Home Council
 February 2012

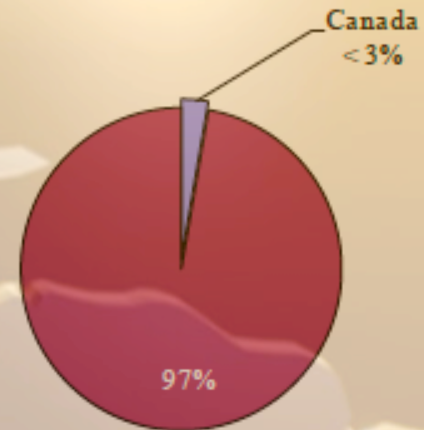
*Economies with at least
 200,000 households



A Massive Global Market Opportunity

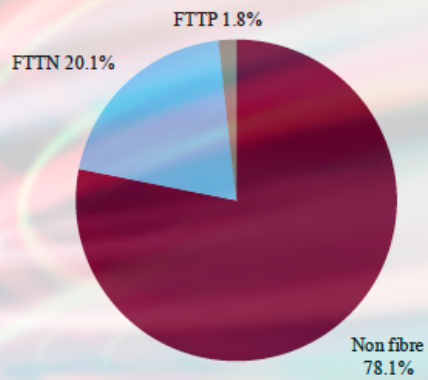


Global telecommunications revenues
\$1,534 billion
2012



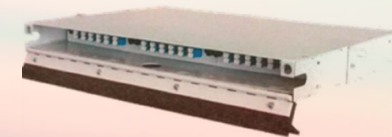
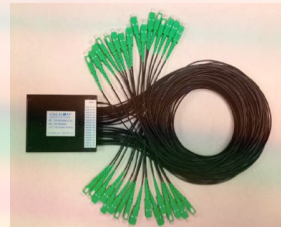
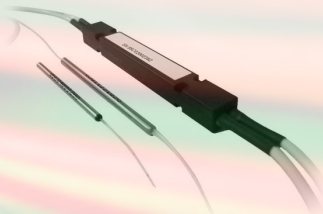
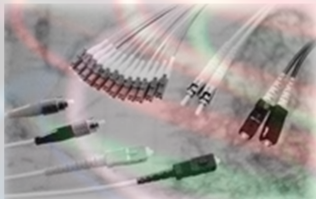
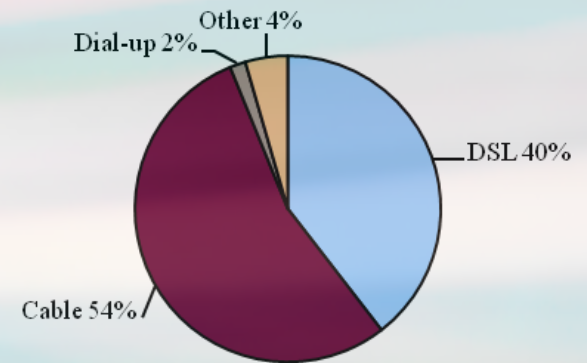
FTTH and FTTP

Fibre-based lines (FTTN and FTTP) as a percentage of total lines, 2012



Source: CRTC data collection

2012



Timing is Everything

- **Quality Products**
- **Great People**
- **Excellent Market**

Our Product Mix

Triple Play Focus

Attenuators

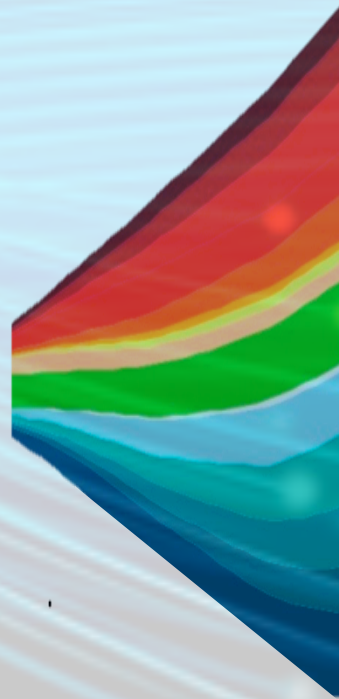
Splitters

Cable Assemblies

Jumpers

Enclosures

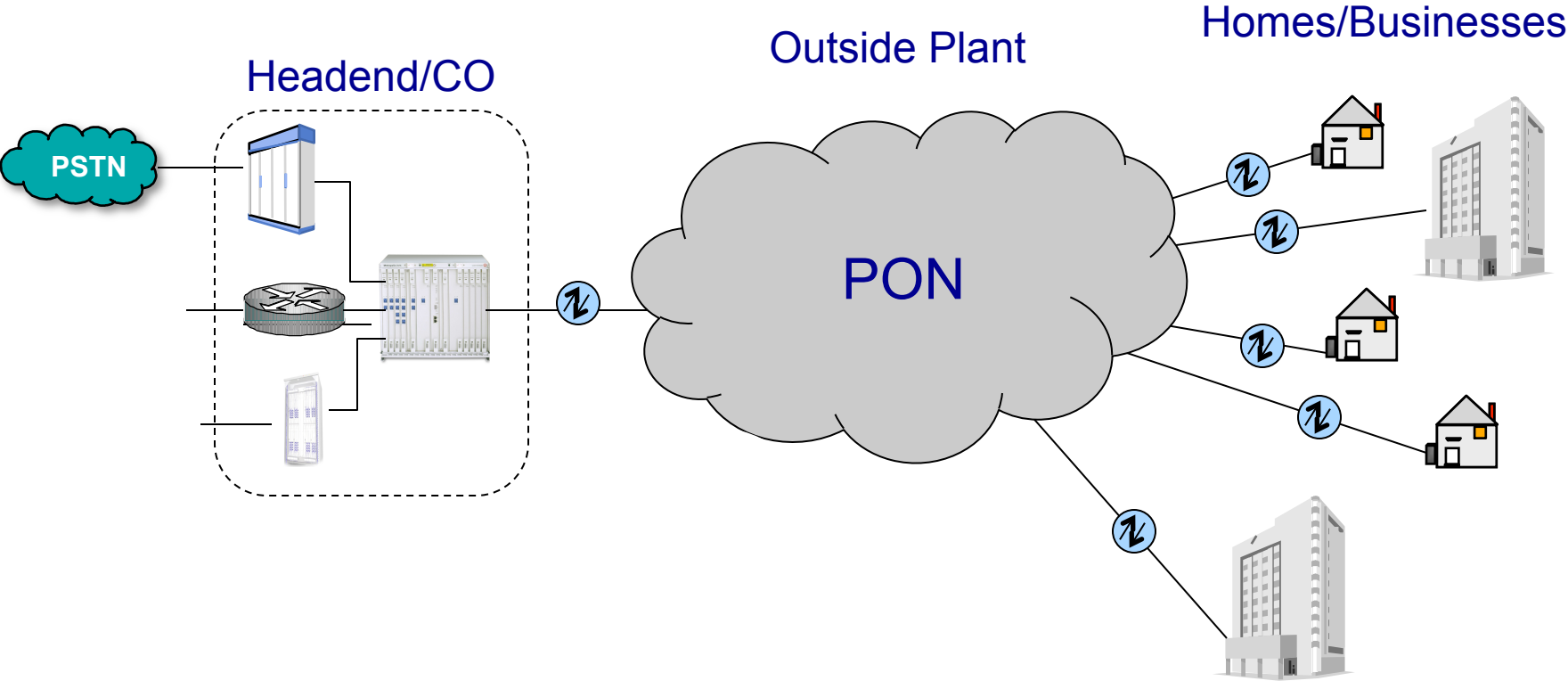
WDM DWDM



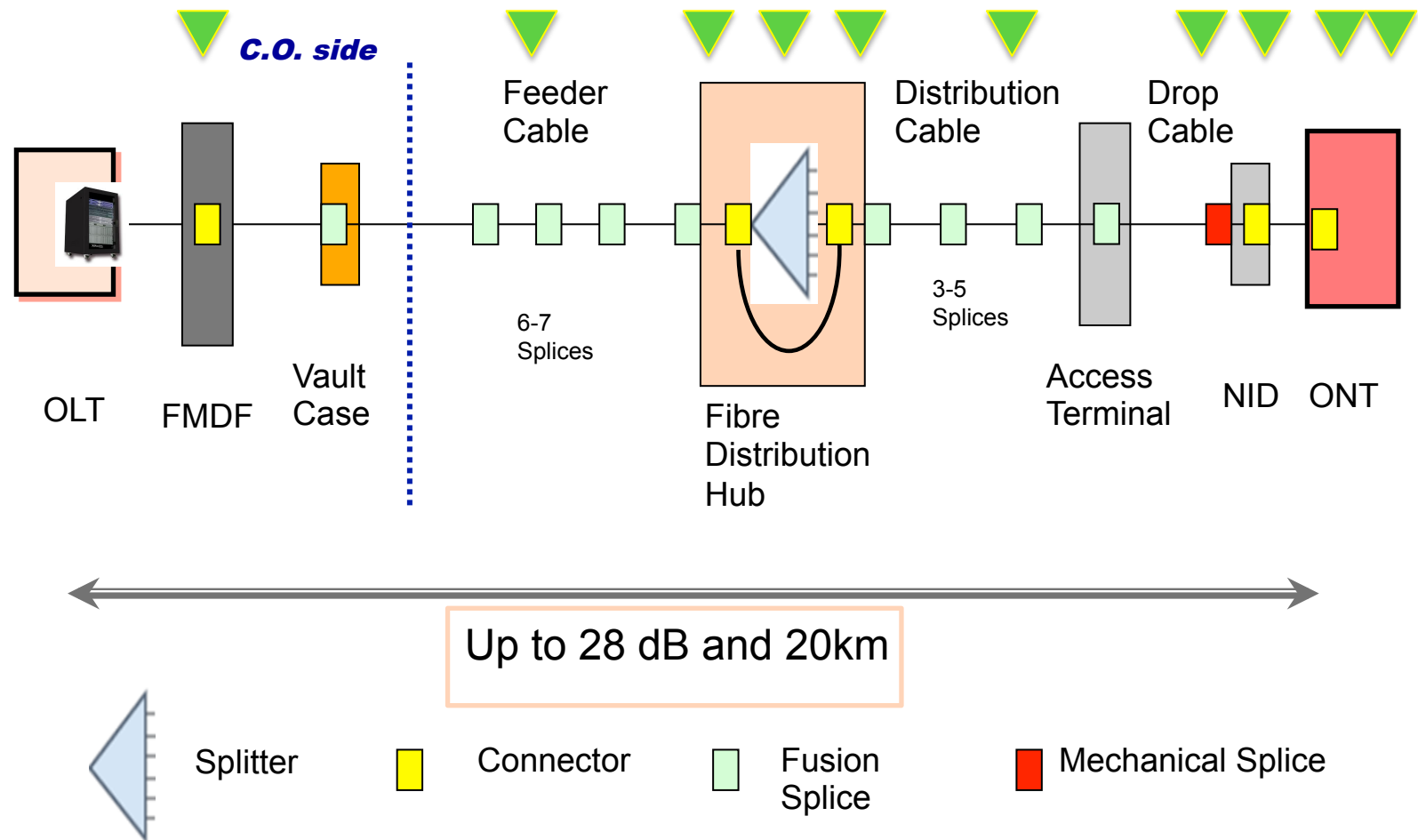
PON Networks

- **Telecommunications**
- **Aerospace and Medical**
- **Government**
- **Data Storage & Cloud**
- **Enterprise**
- **Commercial and Industrial**

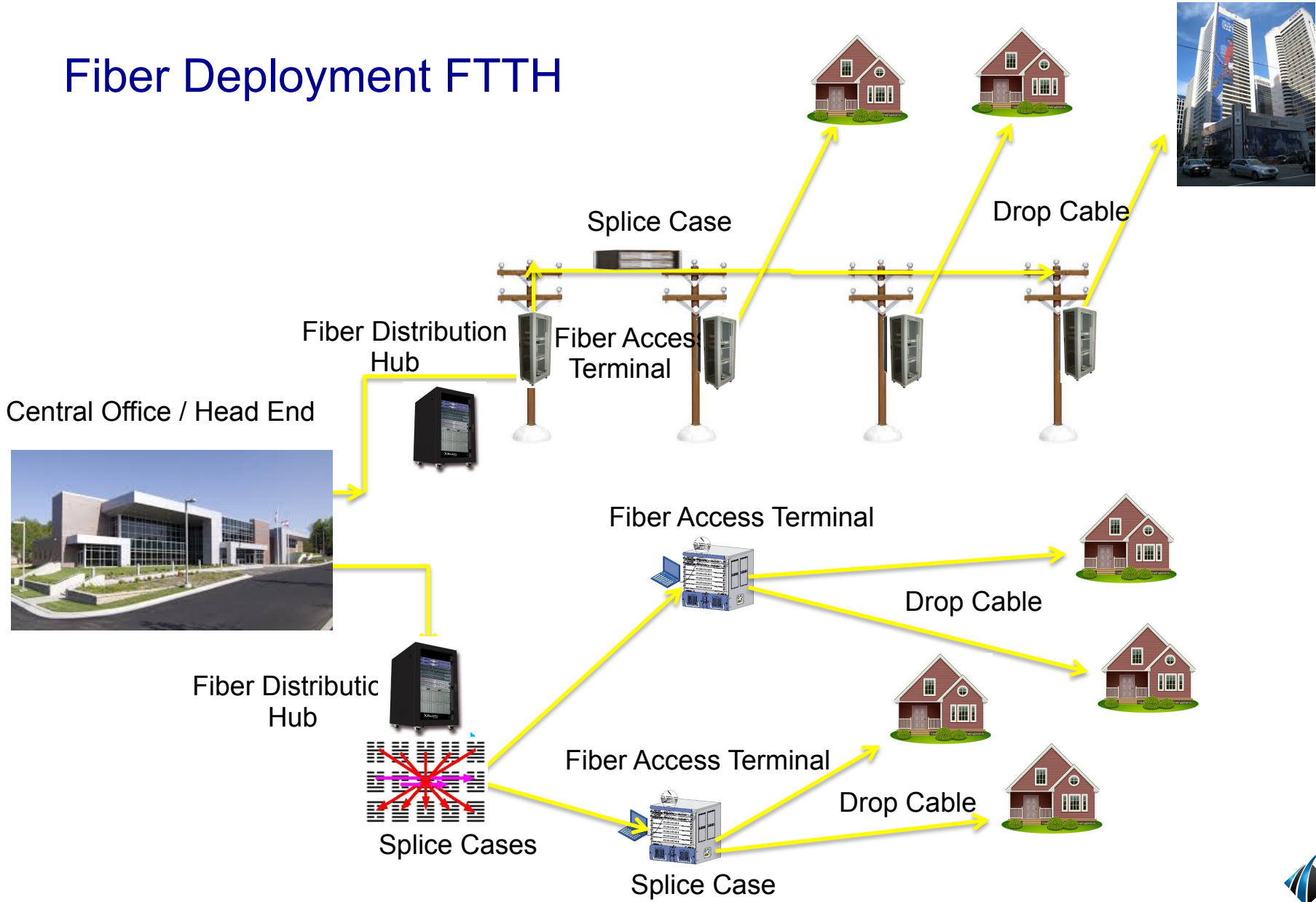
Telecom



▼ Where Valdor can sell devices for FTTH



Fiber Deployment FTTH



Product Margins

- Passive Market Provides a Margin of 62%



Today's Buyer



Buyer



Valdor

Our Prospects are Shopping Without Us

Valdor Focus

Valdor is focused on understanding every aspect of their clients' business so that Valdor can maximize and drive value for their clients' operations and logistical needs



Valdor wants to supply the parts and services to reliably meet their clients' needs in the most cost-effective manner possible

**Valdor
Focus**

How Valdor will Grow our Business Strategy



- **Direct Sales**
- **Internet Initiatives, E-Commerce, Search Engine Optimization**
- **Email Blasts , News Letters, Call Center Initiatives**
- **Trade Shows**
- **Blogs, Associations, Social Media, Public Media**
- **Distributors, Partnerships and White Label**
- **Acquisitions**

Valdor's On-Line Activity



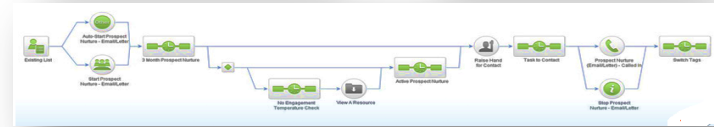
Video Shoot



Newsletters



Webinars



Awareness Campaigns



Video Transcription Podcast .pdf



Repurposed Content

Press Releases

Webinars

Brochures

eNewsletters

PowerPoints



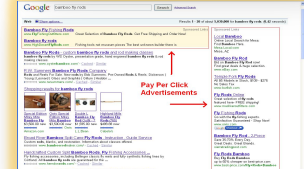
Buyer Persona Campaigns



Blogging



SEO Activities



PPC



Sample Customers

- Altus Air Force Base
- Amphenol UK Ltd.
- B&W Tek
- Downstream Services
- FOCI
- General Atomics
- Graybar
- Honeywell JDSU
- Kaiser Optical
- Lockheed Martin
- LumeRx, Inc.
- Luna Technologies
- MTS
- NASA
- OCC
- Ocean Design
- PD-LD
- Sandia National Labs
- Schindler Elevator
- Schlumberger
- Scientific Atlanta
- Timbercon
- U.S ARMY
- U.S Marines
- Verathon Medical





