



EXPANDING SUPPLIER REACH, HELPING CUSTOMERS SUCCEED

The mission of EDGE Global Supply™ is to build a network of distribution companies in high growth and emerging markets by leveraging the members' expertise, financial strength and supplier relationships. EDGE was formed, January 2012, by a group of leading North American electrical distributors. The members of EDGE strongly believe that by creating a global entity and utilizing their industry experience, they can accelerate the growth of non-North American distributors and provide superior customer value.



EDGE MEMBERS AND LEADERSHIP

EDGE is comprised of 11 founding members including French Gerleman Electric Company, Gerrie Electric Wholesale International Inc., Horizon Solutions LLC, Kendall Electric Inc., Kirby Risk Corporation, McNaughton-McKay Electric Company, North Coast Electric Company, Revere Electric Supply Company, The Reynolds Company, Van Meter Industrial Inc. and Werner Electric Supply Company.

One of EDGE's goals is to attract and bring significant value to automation and electrical suppliers. The EDGE members collectively represent \$3.5 billion of sales, and 4600 employees in more than 200 locations. All share a long history of success (some more than 100 years) as market leading distributors.

THE ADVANTAGE OF THE EDGE MODEL

- ◆ **Market making distribution experience and skills:** create competitive differentiation
- ◆ **Local market knowledge and customer intimacy:** ability to identify and convert new business
- ◆ **Technical competency:** sales and product specialists assisting customers in applying their products
- ◆ **Expanded product line portfolio:** drive growth and penetration within the customer while leveraging the sales among many product lines
- ◆ **Operations excellence:** supply chain logistics, business systems, processes and procedures that maximize efficiency
- ◆ **Contemporary infrastructure:** warehouse, sales offices, state-of-the-art communications, training and meeting facilities

LADDER



LADDER AUTOMAÇÃO INDUSTRIAL LTDA was the first acquisition by EDGE in July 2012. They have enjoyed significant growth since joining EDGE and have re-entered the Rio de Janeiro market as a Rockwell Automation distributor.

Ladder operates primarily in the Brazilian states of Sao Paulo and Rio de Janeiro. Ladder is an authorized distributor for Belden, Cognex, Control, Data-Linc Group, Fluke, Fluke Networks, Panduit, ProSoft Technology, Rockwell Automation, Rockwell Software, Shimpo and Tektronix. Ladder was founded in 1991. Their customers include leading global and regional companies in the automotive, tire, consumer products, oil and gas, metal and pharmaceutical industries.

INTERENG



INTERENG AUTOMAÇÃO INDUSTRIAL LTDA became an EDGE company in January 2014. Intereng operates in the western Brazilian states of Sao Paulo, State of Mato Grosso Sul and the southern tip of Minas Gerais. Intereng is an authorized distributor for Phoenix Contact, Dynapar, Fluke, Panduit, ProSoft Technology, Fandis, Rockwell Automation, Stratus, Eaton, Belden, Cognex, MTS Sensors, Pentair and Satech Safety Technology.

Intereng can provide a broad range of technical services to complement the automation and electrical products they distribute. Through a relationship with their sister company, INBOX Painéis Elétricos, Intereng can also provide engineered automation, drives and electrical assemblies.

LAAX



LAAX TECNOLOGIA DE INFORMAÇÃO LTDA was founded in 2009 and became an EDGE company in January 2014. LAAX covers the Brazilian Datacom market with headquarters in São Bernardo do Campo. They are an authorized distributor for Commscope, Fluke Networks, Panduit and Pentair and are focused on providing a high level of customer service and technical expertise to a broad list of commercial, institutional and industrial customers.

With a strong focus on customer satisfaction, the LAAX objective is to meet the needs of their customers and suppliers thus creating a relationship of partnership and trust. LAAX allows EDGE to extend its presence into the Datacom market while providing an excellent opportunity to complement the capabilities of Ladder and Intereng in the industrial market.

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