



PLAD, INC.  
[www.pladinc.com](http://www.pladinc.com)  
OTC.PK: PLAD

# DEAR FELLOW SHAREHOLDERS

***Our team has been diligently working on our roadmap for 2016 and is very excited for what's in store for PLAD, Inc. in the coming year.***

I am very pleased to be able to communicate with our loyal shareholders directly and to give you an update on our impressive progress to date.

Our team has been diligently working on our roadmap for 2016 and is very excited for what's in store for PLAD, Inc. in the coming year. Our strategy for 2016 will largely consist of creating market awareness of our product offerings, specifically our Pro-Lift LX portable lift assist device. Our target markets that we will be focusing on will be fire departments and private ambulance companies, which there are roughly 31,000 and 17,000 of respectfully.

To penetrate these markets, we have identified around 10 of the top industry trade shows around the United States that we will be attending and exhibiting our products. We will also be placing advertisements in the industries top EMS magazines. A great deal of focus will be on building out our sales channels. PLAD will be looking to bring on regional sales managers around the country. We also will be utilizing national distributors in order to get our product out quickly while we build our sales forces.

The above, along with other marketing efforts we have laid out, will play a large role in creating market awareness for our portable lift assist devices. Our goal for 2016 is to make every fire department and private ambulance company aware of our product offering. To accomplish this goal, it will require a significant amount of capital.

PLAD, Inc. has begun offering Private Placement Memorandum (PPM) to Accredited Investors and is happy to announce that we have raised \$25,000 from our first investment. As we have mentioned in the past, management feels this is the best way to raise funds so its shareholders will not be diluted as there is a two year vesting period on all preferred shares sold through the Company's PPM.



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***There have been  
no new common  
shares issued since  
new management  
has taken over the  
company***

The company will use these funds to drive our marketing efforts, outlined above, develop additional products, and acquire additional subsidiaries which will grow the Company to increase value.

PLAD, Inc. is excited to announce that we have also launched an Investors Relations web page on our website that can be found at <http://pladinc.com/investor-relations>. In our efforts to open up lines of communication to our current and potential shareholders, we felt that creating this resource was of high importance. Our shareholders can find PLAD's company news, announcements, CEO Letters, and other pertinent information to keep you informed. Included on our new Investor Relations web page is a new email address set up specifically for investor relations so that any shareholder inquiries are routed to the appropriate parties.

The Company is also pleased to announce that it is now trading under the new ticker symbol (OTC.PK: PLAD). Management feels with the new direction of the Company, the name change and ticker symbol change were imperative to better reflect the company's new direction as well as interest in the \$133 Billion United States medical device market.

PLAD, Inc.'s new management team has not issued any new common shares since taking control of the Company. The management team was able to reduce the free trading shares prior to its restricting and as of today there are 2,154,029 shares in the Company's Float as well as 6,685,396 Common Shares Outstanding.

PLAD, Inc. is a medical device development company that intends to design, patent, and market medical devices related to patient handling niche markets. Two devices have already been designed with the participation of leading firefighters, paramedics, and nurses involved with patient handling. Three patents are initially incorporated. The company projects upwards of \$2.4 million in sales in year three, which this projection only includes one subsidiary. The Company plans to acquire additional subsidiaries in 2016. The patent application on its first market entry has already been accomplished using a top patent law firm.



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***PLAD plans to  
acquire additional  
subsidiaries in  
2016.***

The market segments are clearly defined and all are subject to a high growth trend. One market has grown over seven percent from 2013-2014 and is expected to increase on the same trajectory. That is the firefighter/paramedic market. One of the founders of PLAD is currently a firefighter/paramedic and has provided in-the-field feedback to improve upon our product significantly during development phases. Another market segment addresses an area that has been untouched and seen little evolution in patient handling: hospitals, VA clinics, nursing homes, and assisted living facilities. Our new innovative design has been created to answer the needs of personnel in these fields.

This is a several hundred million dollar market and as current outdated equipment becomes obsolete, facilities will be looking for innovative replacements. The company becomes mature in year three. The company is potentially profitable in year one if projected sales are met.

The United States remains the largest medical device market in the world with a market size of around \$110 billion, and it is expected to reach \$133 billion by 2016. The U.S. market value represented about 38 percent of the global medical device market in 2012. U.S. exports of medical devices in key product categories identified by the Department of Commerce (DOC) exceeded \$44 billion in 2012, a more than 7 percent increase from the previous year.  
(<http://selectusa.commerce.gov/industry-snapshots/medical-device-industry-united-states>)

Investment in medical device research and development more than doubled during the 1990s, and research and development investment in the domestic sector remains more than twice the average for all U.S. manufacturers. (<http://selectusa.commerce.gov/industry-snapshots/medical-device-industry-united-states>)



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Web Page:**

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In closing, I want to thank each of you for your interest and continued support of PLAD, Inc. I encourage you to visit our Investors Relations web page at <http://pladinc.com/investor-relations> regarding any questions you may have about the Company. From the Company's Website, you can also 'opt in' to follow the Company's latest developments on Twitter <https://twitter.com/pladinc>, on Facebook <https://www.facebook.com/pladinc>, or on YouTube <https://www.youtube.com/user/pladinc>.

Sincerely yours,

Bobby Clark  
Chief Executive Officer  
PLAD, Inc.

**Safe Harbor Statement:**

The information posted in this release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these statements by use of the words "may," "will," "should," "plans," "expects," "anticipates," "continue," "estimate," "project," "intend," and similar expressions. Forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those projected or anticipated. These risks and uncertainties include, but are not limited to, general economic and business conditions, effects of continued geopolitical unrest and regional conflicts, competition, changes in technology and methods of marketing, delays in completing various engineering and manufacturing programs, changes in customer order patterns, changes in product mix, continued success in technological advances and delivering technological innovations, shortages in components, production delays due to performance quality issues with outsourced components, and various other factors beyond the Company's control.