



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

## DEAR FELLOW SHAREHOLDERS

***PLAD's main mission is to eliminate the possibility of back injuries from performing non-emergent lift assists.***

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.

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. The patent application on its first market entry has already been accomplished using a top patent law firm.

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.

Plans for future development by PLAD include additional ideas and technologies to be created by Bobby Clark CEO as well as the rest of the PLAD management team for PLAD and an outside engineering firm yet to be determined. In addition PLAD may seek to acquire technologies developed by others once it attains sufficient capitalization to do so. It is the objective of PLAD to both innovate and market its products. Once an industry reputation has been achieved and marketing channels opened expansion into other medical device areas becomes potentially rewarding.



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***The Company will use funds raised to develop additional products, acquire additional subsidiaries and help grow the Company to increase value.***

The E.M.S. and health care industry in the United States has seen a rising trend in patient handling related injuries in the workplace. Safe patient handling programs are on the rise and being put in place to combat the costs associated with workers compensation claims from personnel injuries. PLAD is ideally positioned to capitalize on this trend for the following reasons:

1. Low cost patient lift assist device
2. Personnel never needs to physically lift the patient
3. Quick deployment
4. Patient comfort while being lifted
5. Positioned ideally for E.M.S. and healthcare personnel
6. Operation costs savings and quick ROI

The mission of PLAD, Inc. is to create innovative patient lifting products that eliminate personnel injuries from patient handling. These products will be manufactured from the highest quality materials, will be lightweight, compact, and portable, and will be able to safely lift patients in a variety of situations. We strive to make the workplace environment for personnel involved with patient handling a safer place to be and a more comfortable experience for the patient.

The Company has spent a substantial amount of money cleaning the books and records of the public company as well as getting the Company back to good standing with the Transfer Agent, OTC Markets and various other service providers. The Company's management team is currently looking into canceling share issuances done by prior management before their resignation. These issuances were issued to prior management and affiliates of prior management.

PLAD, Inc. has recently posted all of the necessary documents to move to the higher listing level known as Current Information with the OTC Markets, Inc. All shareholders may view PLAD, Inc.'s disclosure statements as well as other associated documents that are required to achieve Current Information status at [www.otcm Markets.com](http://www.otcm Markets.com).

PLAD, Inc. will be offering a Private Placement Memorandum to Accredited Investors to raise funds for the Company. Management feels this is the best way to raise funds so its shareholders will not be diluted. The Company has no current plans to raise funds using Free Trading Shares. The Company will use funds raised to develop additional products, acquire additional subsidiaries and help grow the Company to increase value.



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### **Current Product Line**

- **Pro-Lift LX**
- **Pro-Lift EX**
- **Pro-Lift BX**

PLAD, Inc. will initially market three distinct products.

- a) The Pro-Lift LX, a compact, lightweight, battery powered portable lift assist device.
- b) The Pro-Lift EX, a compact, lightweight, battery powered expandable portable lift assist device.
- c) The Pro-Lift BX, a compact, lightweight, battery powered bariatrics portable lift assist device.

The technology used in these products is the subject of three patents, one of which is in the application process.

These three product areas may be more generally defined as follows:

1. **Portable Lift Assist Devices--used for lifting patients off the ground**  
The Pro-Lift LX: Consisting of a lift that safely and comfortably lifts a patient weighing up to 500 lbs. off the ground.
2. **Portable Lift Assist Devices --used for lifting patients out of a bed.**  
The Pro-Lift EX: Consisting of a lift to lift patients out of a bed and maneuver them around a room, hallway, and bathroom.
3. **Portable Lift Assist Devices --used for lifting bariatric patients.**  
The The Pro-Lift BX: Consisting of a lift to lifting a patient weighing up to 750 lbs.

PLAD, Inc. will develop and market portable lift assist devices through multiple distribution channels domestically. The company is currently selling our Pro-Lift LX model and developing its patent-applied technologies to its second product and approval stage. It is also seeking to establish its corporate identity in the E.M.S and medical products field. Growth strategy calls for the following objectives:

1. Complete the patent process.
2. Establish corporate identity, brand names, and trademarks.
3. Establish an advisory board.
4. Build staff, infrastructure, and retain consultants for trial and compliance issues.
5. Prepare for FDA 510k.
6. Continue R & D and product development.
7. Explore options for 2nd round financing (venture capital, corporate alliance, licensing, and public offering) to maximize value to shareholders.



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***PLAD, INC. will be very aggressive in targeting synergistic companies for potential future acquisitions to target a larger share in the \$110 Billion US Medical Device Market***

The Company recently announced it is ramping up its marketing and advertising efforts to create awareness of its Pro-Lift Portable lift assist devices. Along with plans to attend the top industry tradeshows for EMS and Firefighters in 2016, PLAD has already begun its publication marketing efforts in the top EMS magazine, EMS World. The Company's AD can be found on page 64 in September's issue and the digital copy can be read at <http://emsworld.epubxp.com/i/562433-sep-2015>.

EMS World Magazine consists of over 49,000 qualified subscribers each month. The leading publication in the EMS Industry, EMS World offers integrated marketing solutions designed to create product awareness, generate sales leads and build acceptance with the EMS audience. EMS World Magazine reaches over 30,000 decision makers and has a pass along rate of 388,000.

PLAD, Inc. has received numerous emails from its shareholders and will continue to answer questions in its bi-monthly CEO letters. The Company encourages its shareholders to continue emailing questions so the Company can continue to be transparent and answer all questions.

PLAD, Inc. will focus on adding to its current product line as well as begin targeting synergistic companies for acquisitions. The Company is setting itself up for aggressive and expansive growth in its current market as well as vertical markets.

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>)

U.S. medical device companies are highly regarded globally for their innovations and high technology products. 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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In closing, I want to thank each of you for your interest and continued support of PLAD, Inc. I encourage you to contact our investment relations email at [info@pladinc.com](mailto:info@pladinc.com) 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.