



From  
the Office of  
the CEO, Max Li

## CEO'S MESSAGE TO SHAREHOLDERS

Dear Shareholders,

March 20,2019

I just returned from a highly successful set of meetings in Taiwan with both our team and with many potential major customers who realize that we are on the cutting edge of IoT and who want to be the first to take advantage of our groundbreaking IoT products in Taiwan. Here is a summary of some of the highlights from my trip:

The world famous Taiwan Hsinchu Science Park invited Tri Cascade to participate in the IoT construction elements for a new 8 story industrial building. I, with the Tri Cascade, Taiwan IoT team, have already engaged with the building architect/designer and also with Microsoft Taiwan. We plan to discuss with Hsinchu Science Park and Microsoft to define what will be the suitable A.I. automation for this building and how Tri Cascade can deploy its innovative IoT products in the building. This will provide "proof of concept" on a real ongoing working model. *(Note: Hsinchu Science Park is Taiwan's largest and oldest innovation cluster and the first in Taiwan to establish a science park exclusively dedicated to the life sciences industry. The Park has successfully developed a world-class ecosystem for start-ups, local and international mature companies, prestigious research centers, and students, as well as further enhancing academia-industry collaboration and cross sector interplay between the IC and life sciences sectors, in an region that is widely considered "Taiwan's Silicon Valley").*

During my meetings with Microsoft Taiwan, they asked if Tri Cascade would like to join with them at their booth at Taiwan Computex 2019 ( May 28-June 1,2019). I confirmed "Yes !", and Amy Yang, VP IoT Platform Development Operations (based in Taiwan) will work with Microsoft Taiwan in this regard. Once Microsoft confirms this event with Tri Cascade, we will receive the formal invitation from Microsoft to join with them in Taiwan at the event. *(Note: COMPUTEX Taipei is a computer expo held annually in Taipei, Taiwan. Since the early 2000's, it is among one of the largest computer and technology trade shows in the world. The last COMPUTEX was held with the themes "AI", "5G", "Blockchain", "IoT", "Innovations & Startups", and "Gaming & VR". It will have keynotes on the topics of future technology trends and artificial intelligence, and will hold forums on the topics of "IoT+" and innovation & startups).*

Through an introduction from Microsoft Taiwan IoT team, Tri Cascade is now engaged with Microsoft A.I. Edge computing partner, Aetina ( <https://www.aetina.com>). We will bring our sample model AN310, with TX2 module, to Microsoft headquarters mid April,

2019 for co-development of A.I. building/home automation. Currently, Tri Cascade is processing an NDA with Aetina.

While in Taiwan, I was able to work with our team to define our new the indoor air quality product for the consumer after-market business, and we are scheduled to receive the product outlook design by the end of this week.

Separately, we also locked down the schedule to deliver to T-Mobile the certification samples of our new outdoor air quality device with the new Quectel NB IoT chipset by April 15, 2019. We anticipate receiving certified sign-off from T-Mobile – after which we can proceed into production.

All in all, a very successful trip. We now have several irons in the fire and are moving rapidly forward on all cylinders!

Again, thank you for your patience and support over the past few months. I will continue to keep you informed as additional exciting developments occur.

Respectfully yours,

*Max Chin Li*

### ***About Saddle Ranch Media, Inc.***

*With operations both in the United States and in Taiwan, Saddle Ranch Media's wholly-owned subsidiary Tri Cascade, Inc. [www.TriCascadeInc.com](http://www.TriCascadeInc.com) is positioning itself to become the leading innovator, manufacturer, and distributor of the most sophisticated and compelling Smart City and Smart House IoT devices to enable our future A.I. lifestyle! The Company's solutions include the NB IoT Ambient Air Quality Monitor, and the first of its kind "Self-Internet Smart Thermostat – THERMORING+" with A.I. Voice and Facial Recognition throughout the house by i.VA, the Intelligent Voice/Video Assistant. Additionally, "Smart Outlet", "Smart Dimmer" and many more Smart Home solutions are now emerging from Tri Cascade product development.*

### **Safe Harbor Statement**

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