



The Birch Co.

Discover the Art of Living



OTC: ATWT

Investor Presentation
September 2024

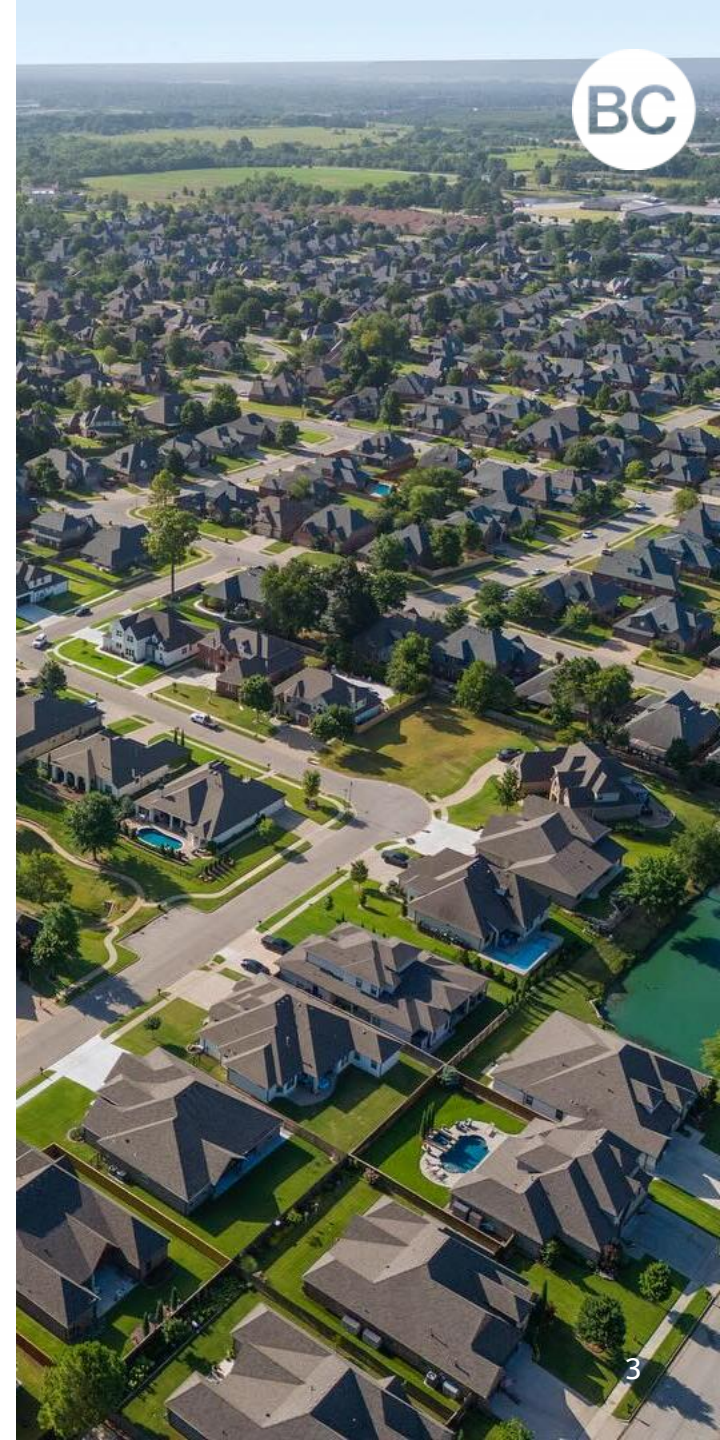
Forward Looking Statements

This presentation contains "forward-looking statements." The statements contained in this presentation that are not purely historical are forward-looking statements. Forward-looking statements give the Company's current expectations or forecasts of future events. Such statements are subject to risks and uncertainties that are often difficult to predict and beyond the Company's control and could cause the Company's results to differ materially from those described. In some cases, forward-looking statements can be identified by terminology such as "may," "should," "potential," "continue," "expects," "anticipates," "intends," "plans," "believes," "estimates," and similar expressions. These statements include statements regarding moving forward with executing the Company's global growth strategy. The statements are based upon current beliefs, expectations and assumptions and are subject to a number of risks and uncertainties, many of which are difficult to predict. The Company is providing this information as of the date of this presentation and does not undertake any obligation to update any forward-looking statements contained in this presentation as a result of new information, future events or otherwise, except as required by law. We have based these forward-looking statements largely on our current expectations and projections about future events and financial trends affecting the financial condition of our business. Forward-looking statements should not be read as a guarantee of future performance or results and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved.

Corporate Overview

The Birch Co is a leading innovator in the construction industry, dedicated to delivering high-quality, affordable homes, high-end custom homes, and commercial construction projects to customers in the Sunbelt region.

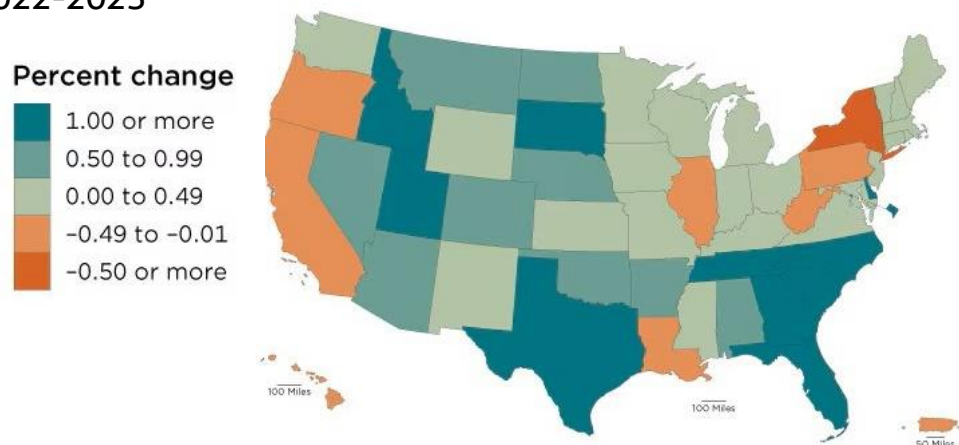
- Specializes in residential development, focusing on vibrant communities with expert craftsmanship and sustainable practices
- Demographic forces, easing interest rates and economic growth in the Sunbelt region continue to drive US residential home demand
- Next generation of homebuyers are searching for affordable and sustainable homes
- Company's residential developments, affordable housing and build-to-rent properties provide value at multiple price points
- Full offering includes renovation, outdoor living and pools, design and architecture, and commercial projects, providing additional revenue streams
- Organic growth and strategic M&A to fuel growth



Market Opportunity

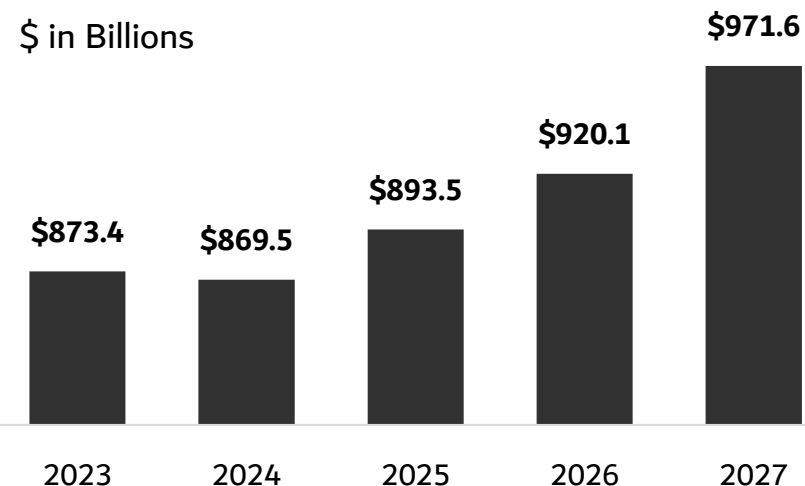
- Demographic forces and easing interest rates provide macro tailwinds driving US residential home demand
- The economic growth in the Sunbelt region, characterized by population growth and job opportunities, presents a favorable market for residential development and real estate investments

Percent Change in Population⁴ 2022-2023



US New Residential Construction¹

\$ in Billions



Sunbelt States in 2023

State	Total Inbound Migration ²	% Job Growth ³
South Carolina	67%	3.4%
Tennessee	64%	4.4%
North Carolina	64%	3.6%
Arizona	55%	3.7%
Florida	51%	5.3%

1) [Statista](#) 2) [North American Movers](#) 3) [WiseVoter](#) 4) [Census.gov](#)

Millennial Market Drivers

Affordable, Sustainable & Vibrant Communities

Sustainability Focus

- Increasing demand for residential properties developed with sustainable practices and eco-friendly features, with 73% of millennials willing to pay more for sustainable offerings¹

Community-centric Approach

- Growing preference for vibrant communities that foster a sense of belonging and social interaction among residents

Affordable Housing Demand:

- Rising need for affordable housing solutions to cater to a diverse range of income levels and demographics

Build-to-Rent Sector Growth

- Increasing interest in build-to-rent properties as an alternative to traditional homeownership, providing flexibility and convenience for tenants

1) Impact Analytix



Home Types & Pricing

Solutions to Provide Value at Multiple Price Points



Residential Development

\$200,000 - \$500,000 per property

Development of expertly crafted residential properties, focusing on sustainability and community integration. Each property is meticulously designed to create vibrant and sustainable communities, setting them apart in the residential development sector.



Affordable Housing

\$250,000 per property

Quality, sustainable housing options at affordable prices, catering to the needs of lower-income families. These properties are thoughtfully designed to provide comfortable and environmentally-friendly living spaces, aligning with the company's commitment to sustainable practices.



Build-to-Rent Properties

\$200,000 - \$300,000 per property

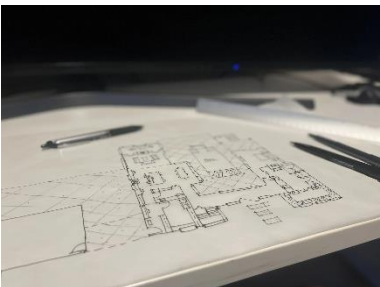
Build-to-rent properties specifically designed for the rental market. These properties are constructed with a focus on durability, functionality, and tenant satisfaction, offering a unique housing solution for renters in the market.

Full-Service Offering



Renovations

Exquisite design/build team specializes in crafting remarkable renovations that transcend time, where the allure of timeless details seamlessly converges with the art of intentional living.



Design & Architecture

With over a decade of experience in commercial and residential architecture providing a thoughtful approach to a wide range of projects.



Outdoor Living, Pools & Water Features

Designs and installs cozy retreats, opulent oases, and aquatic wonders, from intimate pools to sprawling custom pools with swim spas that redefine extravagance.



Commercial Construction

Projects delivered through cutting-edge technology, safety, and sustainable solutions.

New Construction

At the Forefront of Modern Homebuilding Solutions in the Sunbelt Region

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- Each property is meticulously designed to create vibrant and sustainable communities, setting them apart in the residential development sector



Marketing & Promotion Strategy

Strategic Social Media Presence

- Showcase commitment to sustainable practices and vibrant community development
- Create engaging content highlighting expert craftsmanship, affordable housing initiatives, and build-to-rent projects to attract potential buyers, investors, and partners

Thought Leadership Content

- Positioning Birch Co as a leader in sustainable residential development by creating thought-provoking content such as blog posts, whitepapers, and case studies
- Content focuses on industry trends, sustainable building practices, and the benefits of vibrant communities, establishing The Birch Co as an authority in the sector

Strategic Partnerships

- Forming strategic partnerships with local organizations, non-profits, and government agencies to further its mission of creating vibrant and sustainable communities
- Partnerships not only enhance the company's credibility but also provide access to resources, funding opportunities, and potential project collaborations

Industry Events and Conferences

- Participating in industry events, conferences, and trade shows to network with key stakeholders, showcase projects, and stay abreast of the latest trends in residential development.
- Actively engaging with industry professionals and thought leaders positions The Birch Co as a forward-thinking and innovative player in the market



Growth Strategy

Organic Growth & Strategic Acquisitions

- Establishing a strong presence in residential development by emphasizing vibrant communities, expert craftsmanship, and sustainable practices
- Expanding the company's reach by acquiring General Contracting firms in the Sunbelt region
- Integrating affordable housing and build-to-rent sectors into the company's portfolio for diversified revenue streams
- Increasing brand recognition and market share through strategic partnerships and targeted marketing efforts
- Enhancing operational efficiency and profitability by streamlining processes and optimizing resource allocation

Executive Management



Josh Ploch | CEO

Josh Ploch is an experienced business professional with a strong background in business acquisition, accumulating over 10 years of experience in the field. With a proven track record of successfully identifying and acquiring companies that enhance the bottom line, Josh brings a wealth of expertise to The Birch Co.



Angus Martin | COO

Angus Martin brings a wealth of entrepreneurial experience to his role as the COO of The Birch Co. With a background in diverse industries and a passion for creating vibrant communities through expert craftsmanship and sustainable practices, Angus is a visionary leader driving the company's growth and expansion.

Kevin Cox | General Counsel

Kevin Cox brings a wealth of experience and a proven track record of success in the health technology industry. His strategic vision and leadership skills make him the ideal candidate to lead The Birch Co into its next phase of growth and expansion.

Select Comps



LENNAR®

D·R·HORTON®
America's Builder

Location	Tulsa, Oklahoma	Miami, FL	Arlington, TX
Estimated 2024 Revenue	\$8m	\$35+B	\$37B
Sustainable Practices	✓		
Vibrant Communities	✓		✓
Focus on Acquisitions	✓	✓	
Affordable Housing	✓		
Build to Rent	✓		

Investment Highlights

- Specializes in residential development, focusing on vibrant communities with expert craftsmanship and sustainable practices
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- Next generation of homebuyers are searching for affordable and sustainable homes
- Company's residential developments, affordable housing and build-to-rent properties provide value at multiple price points
- Full offering includes renovation, outdoor living and pools, design and architecture, and commercial projects, providing additional revenue streams
- Organic growth and strategic M&A to fuel growth
- 2024 Revenue Target of \$8 million; 25+% Gross Margin
- *1H 2025: Completion of financial audit and uplist to OTCQB*

OTC: ATWT

Share Price ¹	\$0.0013
Market Cap ¹	~\$1M
2024 Revenue Target	\$8M
Shares Outstanding	753M
Float	167M
Headquarters	Tulsa, Oklahoma

1. As of September 24, 2024

2. At June 30, 2024



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Investor Relations Contact

Mark Schwalenberg, CFA

MZ Group

312-261-6430

ATWT@mzgroup.us

thebirchco.com

