

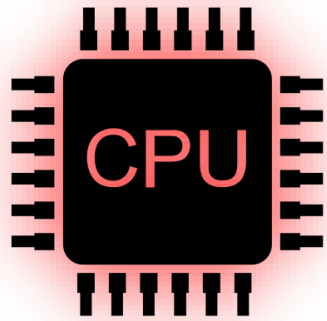
CHX

COOLING SOLUTIONS FOR DESKTOP PC

Cases and cooling
solutions for desktop
PCs with quality on a
world-class level



PROBLEM



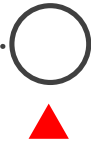
OVERHEAT

"IS MY CPU OVERHEATING?" WHEN A PC SPONTANEOUSLY SHUTS DOWN, LOCKS UP, OR STARTS CHUGGING IN A DEMANDING GAME, THIS IS ONE OF THE FIRST QUESTIONS WE ASK OURSELVES.



HIGH PRICE

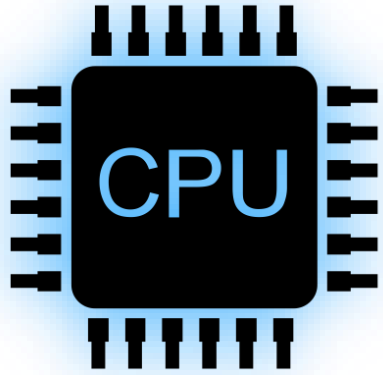
OF COURSE, THAT'S EXACTLY THE PROBLEM: QUIETNESS AND COOLNESS TRADITIONALLY COMES AT THE COST OF PRODUCT PRICE.



LOUD OPERATION

SO OVERHEATING PC ALSO GENERATING A BIT TOO MUCH HEAT AND NOISE LIKE JET ENGINE

SOLUTION



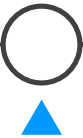
COOLNESS

CHX CREATES PERFECT COOLING SOLUTIONS FOR COOL, SILENT OPERATION



LOW PRICE

THAT'S SIMPLE. PRICE OF CHX PRODUCTS ALWAYS LOWER THAN COMPETITOR'S SOLUTIONS

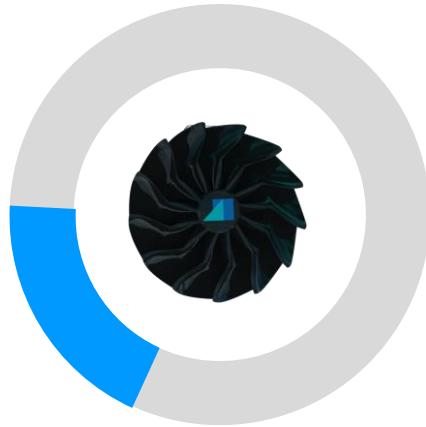


NOISE REDUCION

CHX HIGHER QUALITY HEATSINK WITH A EXTREME QUIET FAN CAN KEEP EVERYTHING MUCH QUIETER AND COOLER

CONCEPT

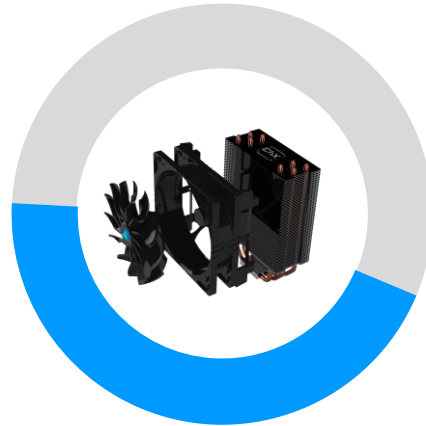
IT IS IMPORTANT FOR US TO CREATE HIGH QUALITY PRODUCTS UNDER INDIVIDUAL NEEDS OF A SPECIFIC CONSUMER



FIRST

COOLING EQUIPMENT SHOULD NOT BE EXPENSIVE.

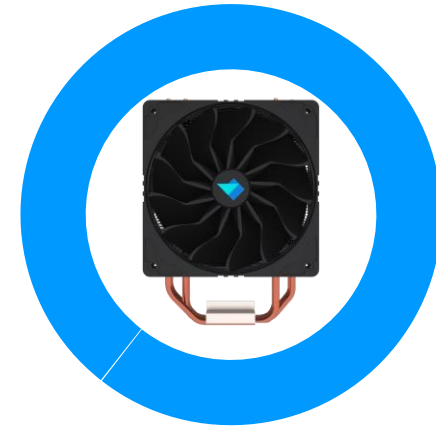
SO YOU HAVE SPENDED ON HIGH PERFORMANCE CPU AND GPU. BUDGET QUESTION MAY BECOME VERY SPEAKY. AND IT IS RIGHT. WE REMOVED ALL OVER OF OUR MODELS AND LEAVED ONLY THE NECESSARY FUNCTIONALITY WITH LACONIC DESIGN



SECOND

IS IMPORTANT TO GET EXCELLENT RESULTS OF PRODUCTIVITY.

IT BEGINS AT THE STAGE OF TESTING. THE MAIN CHARACTERISTICS OF THE PRODUCT THAT REQUIRED HIGH RELIABILITY, MAINTENANCE, EXTREMELY LOW TEMPERATURES. THE RESULTS CONVINCING US THAT WE ARE MOVING IN THE RIGHT DIRECTION. THEN WE DECIDED TO SHARE OUR FINDINGS WITH THE WORLD.



THRID

NOT JUST TO MAKE ANALOGUES WITH GREATER EFFICENCY

LIKE SIMILAR CHARACTERISTICS OR SOMETHING BASICALLY NEW. IT IS CREATION OF COOLER AND CASES THAT IS WORLD REALLY NEED.

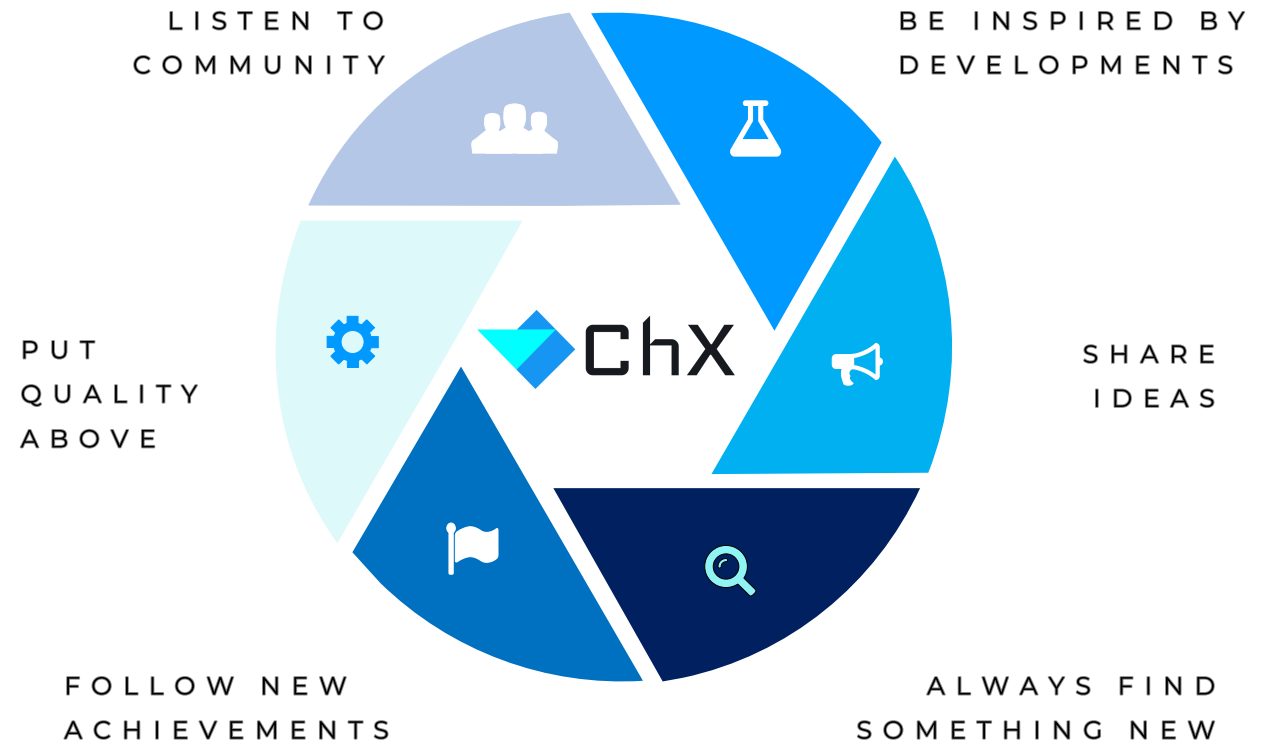
CORE PRINCIPLES

THESE ARE THE PRINCIPLES THAT GUIDE US IN
BRINGING YOU THE BEST OF OUR PRODUCTS

We are a team of professionals.
Since childhood truly in love with
computers.

Through long research we make exactly those products that
are necessary for the fully uninterrupted operation of your
hardware.

Great ideas can be found anywhere, only inspiration is
important.



READY TO PRODUCTION

ChX Ganymede

Two-tower CPU Cooler with
2X Low-Noise Fan

Optimized for HEDT/Gamers

PWM fan control

Special winglet design

Easy install process

Intel/AMD Full socket capability

ChX Callisto

Middle-tower low-noise
CPU Cooler

Optimized for high-performance

PWM fan control

Special winglet design

Easy install process

Intel/AMD Full socket capability



ChX Ganymede

ChX Callisto

BUSINESS MODEL

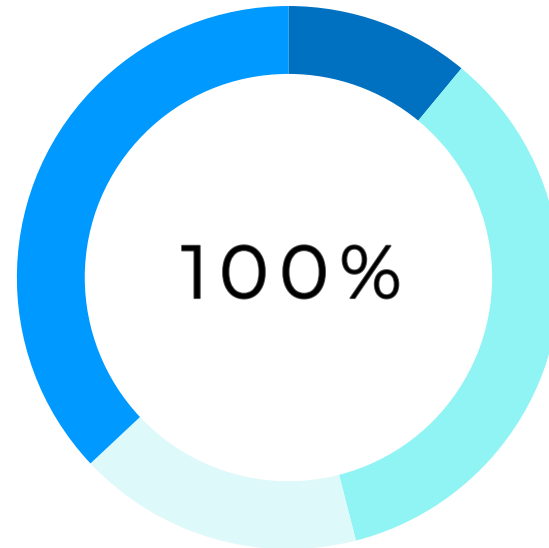
According to sales plan for 4 quarts

35%

Direct contracts ➤
Direct corporate contracts

11%

Online-store ➤
Delivery through the online store



◀ **OEM-delivery**
OEM shipping to manufacturers

37%

◀ **Retail-delivery**
Retail sales delivery

17%

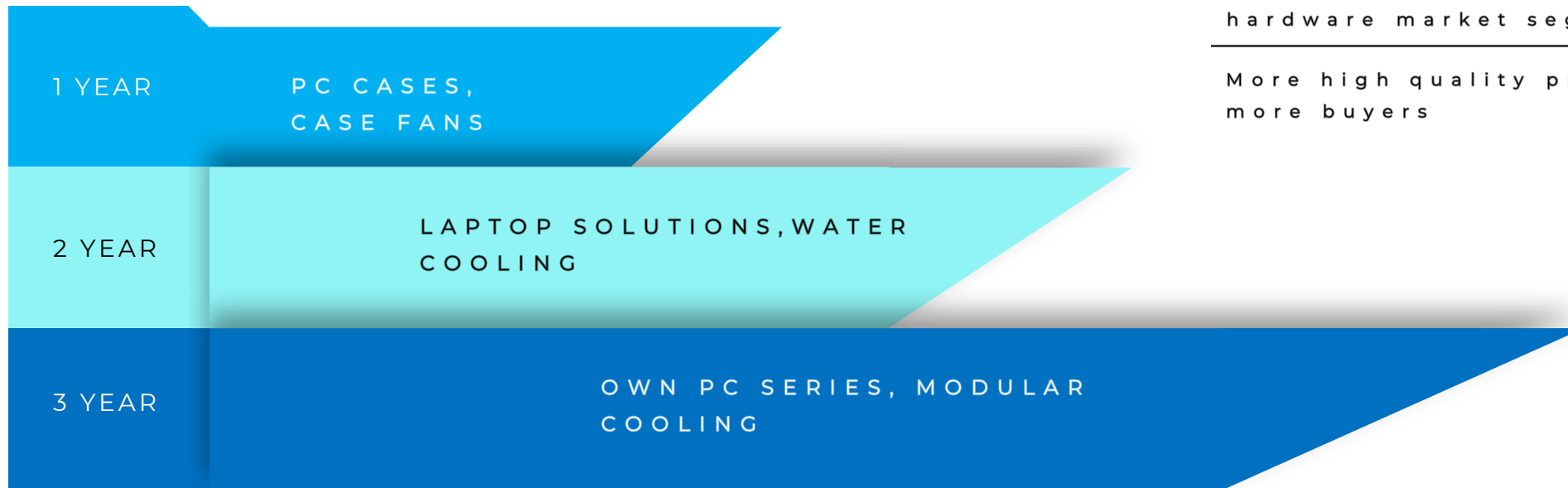
PRODUCT LINE EXPANSION

VARIOUS SOLUTIONS FOR

BIG PLANS

We are planning to cover various hardware market segments

More high quality products for more buyers



PC CASE & COOLER MARKET OVERLOOK

Worldwide



HARDWARE MARKET

Total capitalization of main hardware companies is more than

\$370B

PC CASE & COOLER

Total capitalization of main case & cooler companies

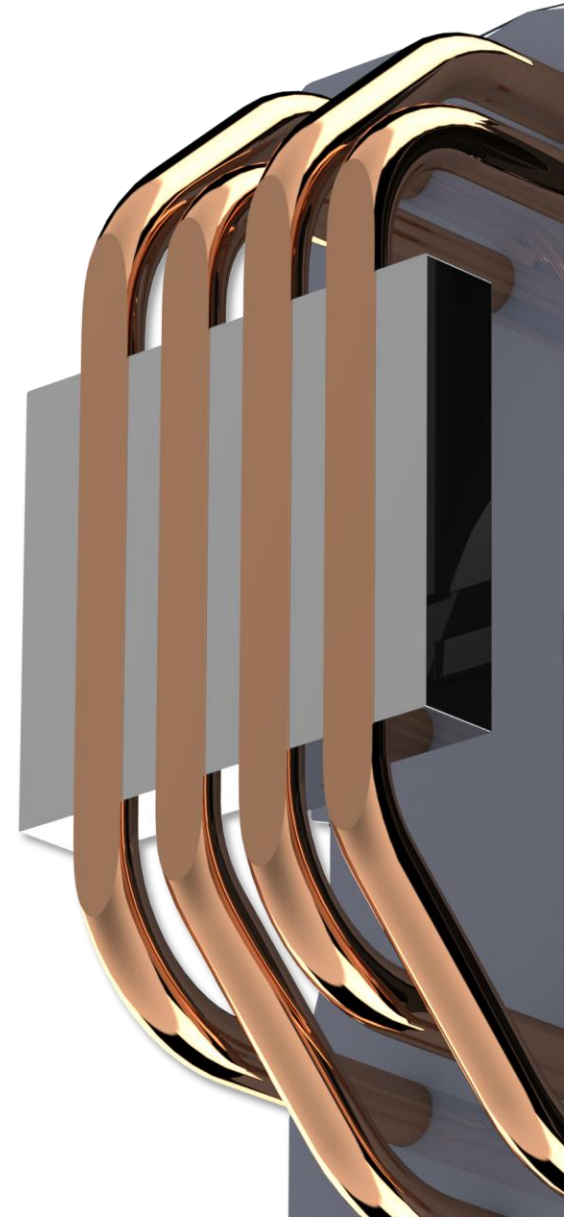
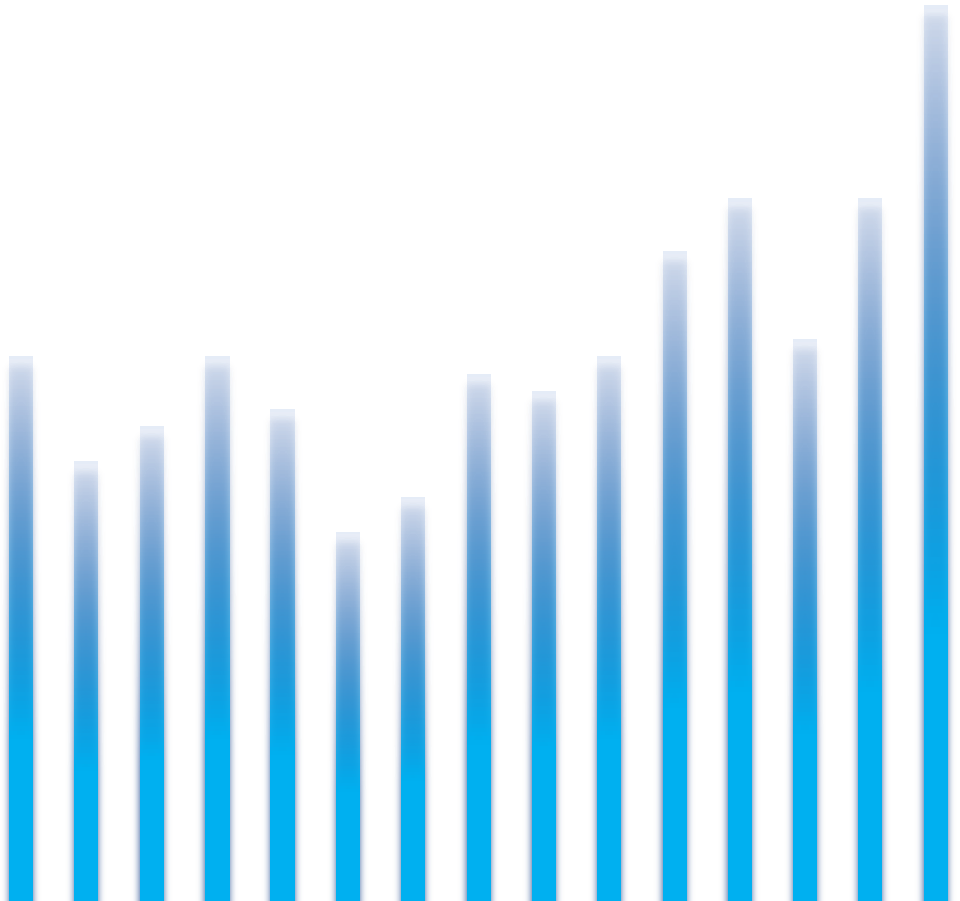
\$13B

ANALYTICS DATA I

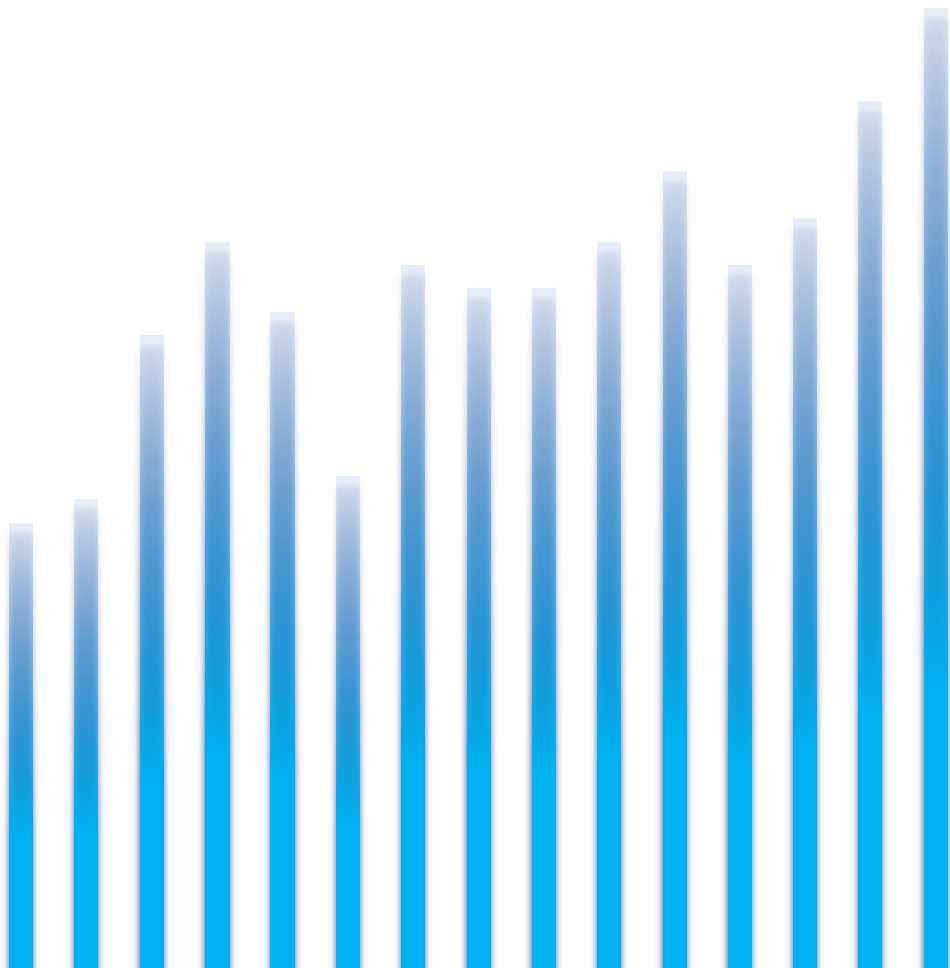
Growth of the local
markets over 16
quarts

Data 2014 - 2018

Local sales growth of high-
performance cooler solutions and
gaming accessories according to
market research



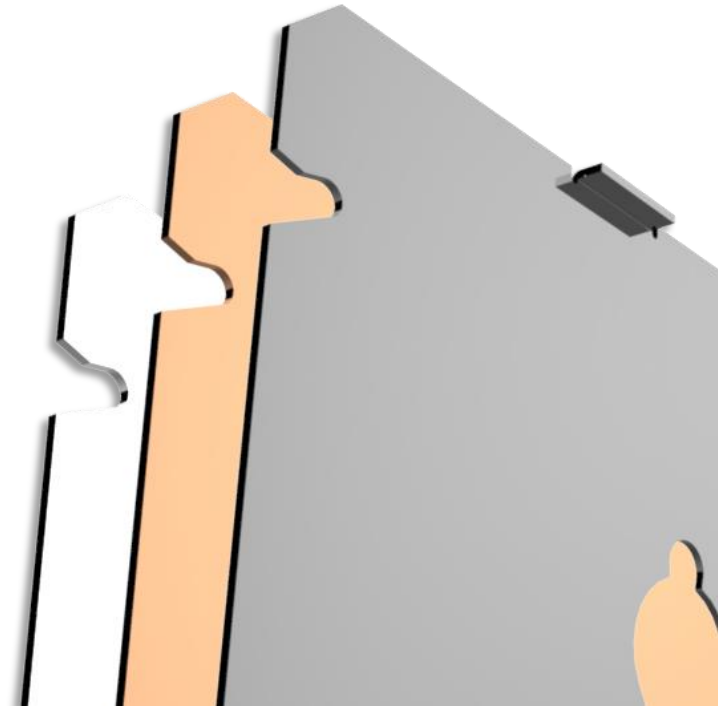
ANALYTICS DATA II



Growth of the
market over 16
quarts

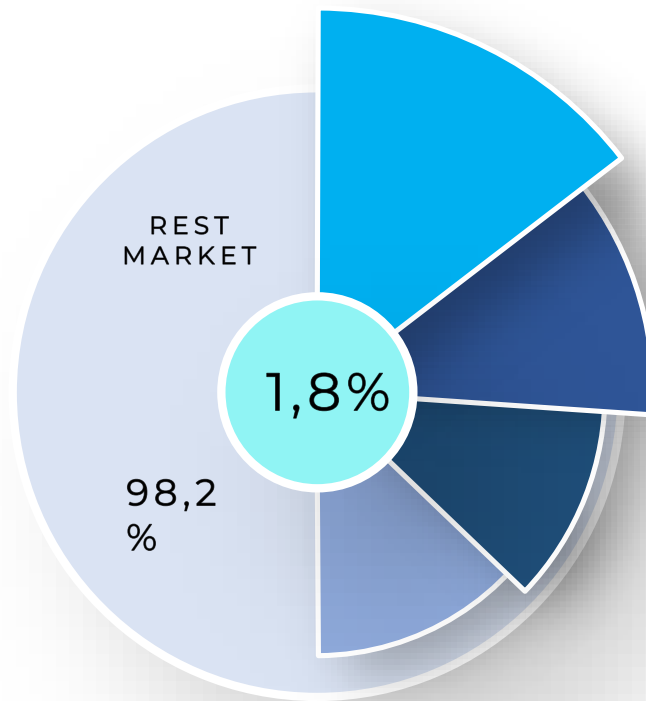
Data 2014 - 2018





Delivery to OEM
growth according
to market analytics



MAIN COMPETITORS

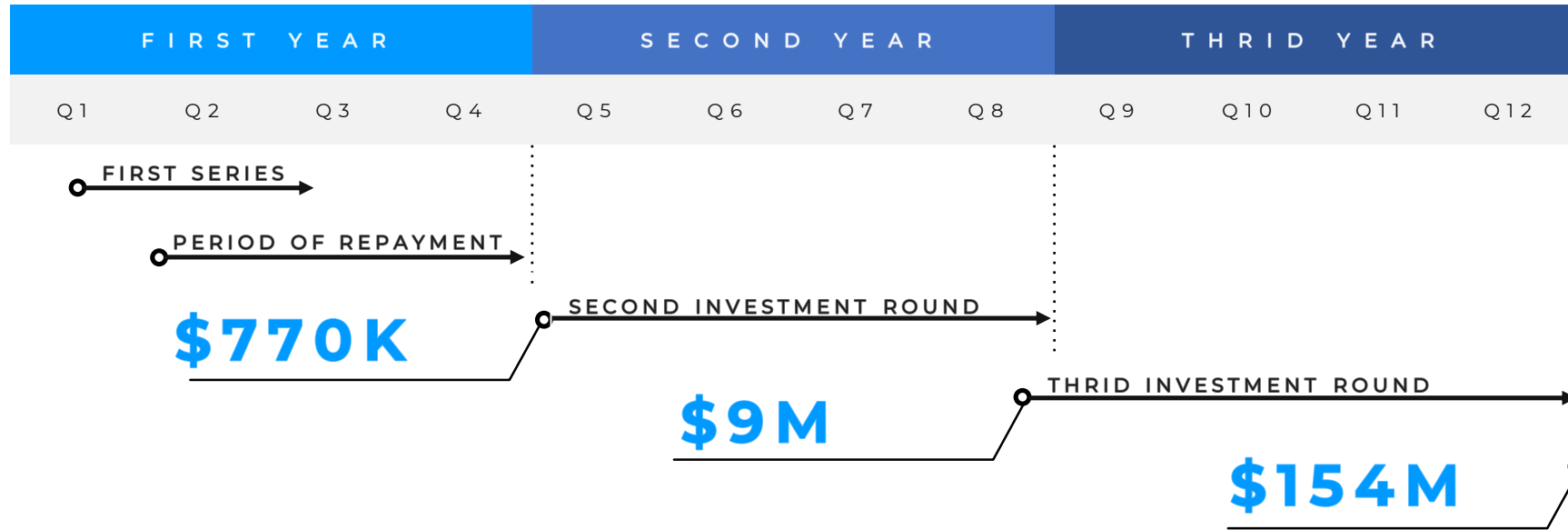
Information
according to market
research 2017



-  **Corsair**
Capitalization:
US\$ 3082M
-  **Thermaltake**
Capitalization:
US\$ 123M
-  **Antec**
Capitalization:
US\$ 220M
-  **Cooler Master**
Capitalization:
US\$ 165M

CAPITALIZATION

According to preliminary calculations



TEAM



GLEB CHERNOV

FOUNDER

KEY SKILLS:

RESEARCH &
DEVELOPMENT
ANALYTICS
IT-SPECIALIST



NATALYA CHERNOVA

CO-FOUNDER

KEY SKILLS:

FINANCAIL MANAGMENT
MARKET ANALYTICS
ECONOMIC SPECIALIST

Key employees:

LADA MOSINA

Engineer & ecologist

VALERY TROTSENKO

Engineer

Our teammates have great
experience and work skills

CONTENT

ABOUT US

ChX Problem-Solution
Concept
Principles
Business model
Products ready
Products expansion

MARKET ANATYTICS

Market overlook
Data I
Data II
Main Competitors

FINANCIAL

Necessary funding
Capitalization

TEAM

Founders & Team

ChX 2019



The Future of cooling

Request detailed information
and investment prospect

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