



# FORWARD LOOKING STATEMENT

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The Company’s SEC filings are available at <https://www.otcmarkets.com/stock/ALDS/overview>

# COMPANY OVERVIEW

AppLife Digital Solutions builds technology and commerce platforms for the **automotive parts industry**.

## Three Core Business Pillars

### **LiftKits4Less.com**

Leading e-commerce retailer specializing in **truck, Jeep, and SUV aftermarket parts**

### **SugarAutoParts.com**

Next-generation **two-sided marketplace** connecting auto parts buyers and sellers

### **AppLife Digital Solutions**

In-house **software development & DevOps team** building scalable commerce infrastructure

## Three Core Business Pillars

Build the technology platforms that help automotive parts businesses **sell more, operate smarter, and scale faster**



## Technology-Driven Growth Since 2013

- Founded in 2013, leading online retailer for truck & SUV suspension systems
- Expanded catalog 120,000 → 170,000+ SKUs through data aggregator integrations (ASAP, SEMA, PDM)
- Developed real-time supplier inventory grid across multiple warehouses
- Implemented one-click supplier ordering via EDI + API automation
- Built specialized fitment intelligence for complex suspension applications
- Platform designed to scale a technology-driven aftermarket parts marketplace



# PROVEN ECOMMERCE FOUNDATION

**LiftKits4Less.com**, launched in 2013, is an established ecommerce retailer in the automotive aftermarket suspension and off-road parts industry. With nearly **\$60 million in cumulative revenue**, the company has built deep expertise in automotive product data, catalog management, marketplace integrations, and digital commerce infrastructure.

## Key achievements:

- **Founded in October 2013**
- **Over \$60M in Cumulative Revenue**
- **Expertise in automotive product data and catalog management**
- **Experience with marketplace integrations and ecommerce infrastructure**
- **Strong relationships with manufacturers, distributors, and technology partners**



# THE AUTOMOTIVE MARKETPLACE OPPORTUNITY

The global automotive aftermarket represents one of the largest commerce sectors in the world.

## Key Market Metrics\*:

- **\$617B Projected U.S. Automotive Aftermarket by 2027**
- **\$199B Projected Ecommerce Sales by 2032**
- **20% Compound Annual Ecommerce Growth**

*Despite the massive size of the market, no dominant marketplace has emerged to unify buyers and sellers.*

*This represents a major opportunity.*



# THE LAST UNTAPPED MARKETPLACE: AUTOMOTIVE PARTS

Over the past 20 years, nearly every major retail category has been transformed by marketplace platforms. From books to fashion to groceries, the dominant winners created centralized marketplaces that aggregated supply, standardized discovery, and scaled logistics.

**Automotive parts — a \$400B+ global market — remains fragmented, inefficient, and largely undisrupted by a true marketplace model.**

*This represents one of the last major e-commerce verticals where a marketplace platform can redefine how buyers and sellers transact.*



# THE CHALLENGE

Selling auto parts online is extremely complex.

## Massive Product Catalogs :

- Sellers manage millions of SKUs
- Requires scalable cloud infrastructure
- Real-time product, pricing, and inventory updates

## Complex Vehicle Fitment

- Parts must match make, model, year, trim, engine
- Data varies across manufacturers and sellers
- Requires a standardized fitment framework

*Automotive parts require specialized marketplace infrastructure that most platforms were never designed for.*

ebay motors

110M Parts Listed\*

CARiD™

16M+ Parts Listed\*

Advance/  
Auto Parts 

5M+ Parts Listed\*

 carparts.com™

850K Parts Listed\*

# THE SUGAR AUTO PARTS SOLUTION

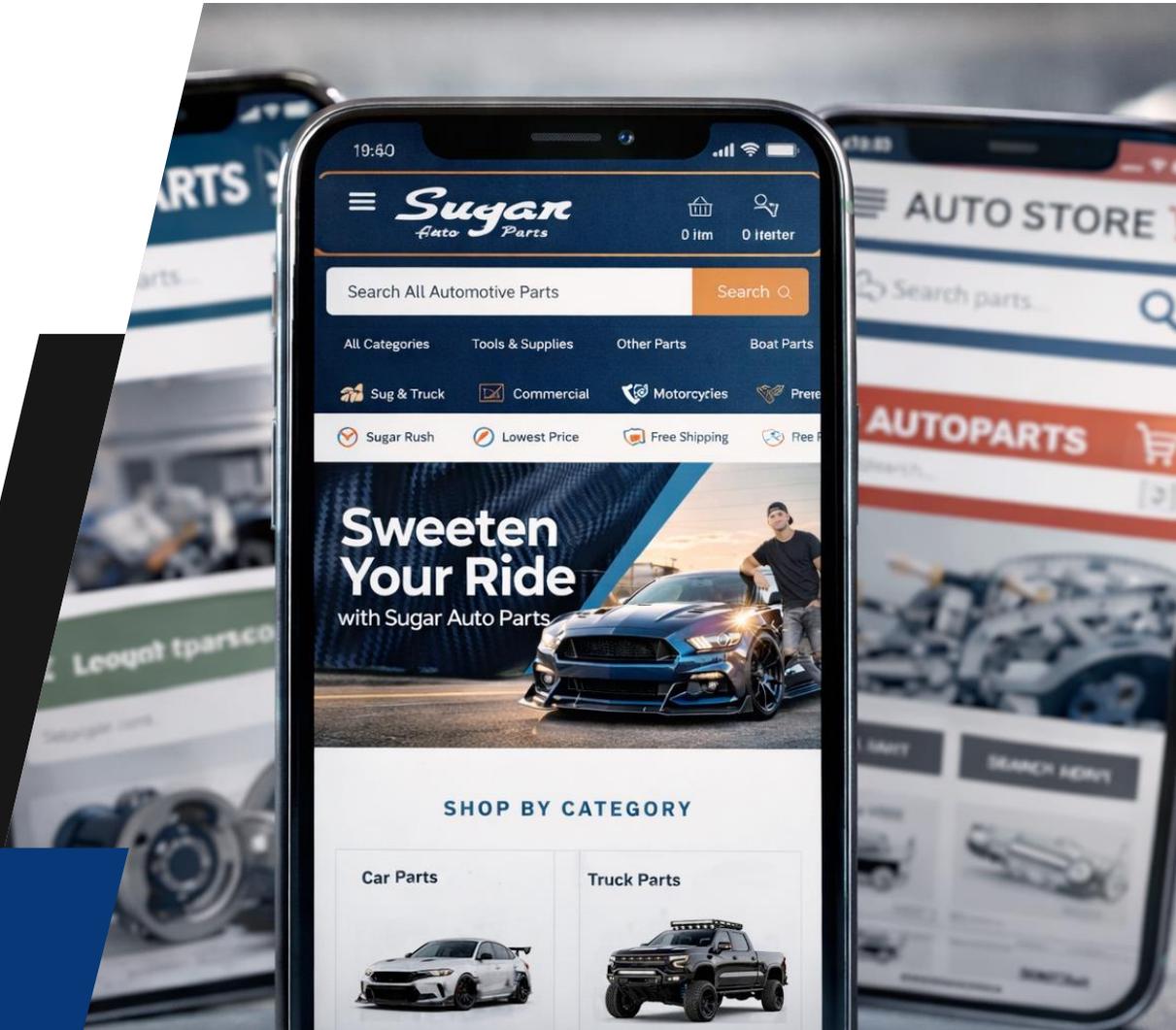
We Built the Infrastructure a Parts Marketplace Requires

Automotive parts commerce requires infrastructure capable of handling **millions of SKUs, thousands of sellers, and billions of digital transactions.**

**Sugar Auto Parts built that infrastructure:**

- **Sellers control their own catalog, pricing, and inventory**
- **Real-time inventory and pricing updates**
- **Billions of API transactions supported**
- **Integrated seller tools and ticketing system**
- **Robust ecosystem built specifically for parts sellers**

*A scalable foundation for a true automotive parts marketplace.*



# THE SUGAR AUTO PARTS SOLUTION

We Standardized the Industry's Biggest Data Problem

A true marketplace cannot exist without **standardized vehicle fitment data**. The automotive industry has never solved this problem.

**Sugar Auto Parts has:**

- Unified Year–Make–Model fitment framework
- AI-assisted fitment standardization
- Accurate product-to-vehicle compatibility
- Intelligent vehicle-based product discovery

*This unlocks a scalable automotive parts marketplace.*



# EARLY MARKETPLACE ADOPTION

Early marketplace growth demonstrates strong interest from sellers and buyers.

## Current platform metrics:

- **327 enterprise sellers** applied to sell on the platform
- **6+ million parts** currently populated in the catalog
- **4,300 registered buyer accounts**

*As the platform grows, network effects will accelerate adoption.*



# MARKETPLACE BUSINESS MODEL

Sugar Auto Parts operates an asset-light marketplace model.

**Primary revenue streams include:**

- **10% commission on marketplace transactions**
- Extended warranty sales

**Future revenue opportunities include:**

- Seller subscription programs
- Advertising placements
- B2B transaction fees
- Data analytics services

*This model allows revenue to scale rapidly while operating costs grow slowly.*



# PLATFORM NETWORK EFFECTS

Marketplace businesses benefit from powerful network effects.

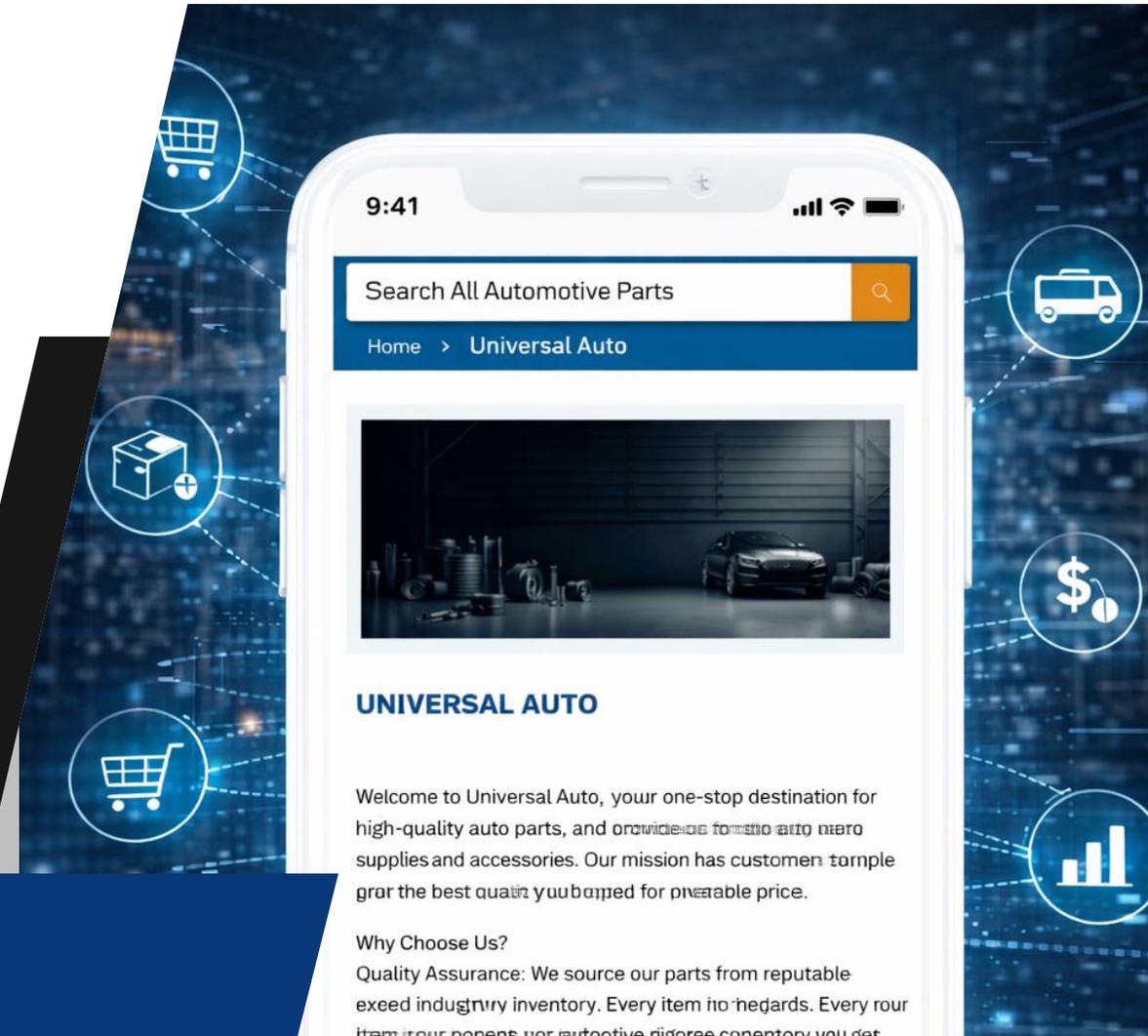
## As more sellers join:

- Product selection increases
- Buyer experience improves
- Sales volume grows

## As more buyers join:

- Sellers gain more exposure
- Marketplace liquidity improves
- Revenue expands

*This creates a self-reinforcing growth cycle.*



# INDUSTRY MARKETPLACE SUCCESS STORIES

Marketplace platforms have disrupted multiple industries.

## Examples include:

- Amazon Marketplace
- Airbnb
- Uber
- Etsy
- Instacart

These businesses connect buyers and sellers through digital platforms while avoiding traditional inventory costs.

*Sugar Auto Parts aims to apply this proven model to the automotive aftermarket sector.*



# GROWTH STRATEGY

## Key initiatives driving future growth:

- **AI-powered data normalization and fitment generation**
- **Improve product data quality across millions of SKUs**
- **Expand seller onboarding across the automotive ecosystem**
- **Enhance buyer experience with better search and fitment accuracy**
- **Increase marketplace visibility and industry partnerships**



# LEADERSHIP TEAM

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**Michael Hill**  
**Chief Executive Officer**

**Barrett Evans**  
**Chief Financial Officer**

**Christopher Davenport, MBA**  
**Founder & Chief Software Architect**

**CONNECT WITH US**  
**SCHEDULE A MEETING:**

<https://cal.com/dean-christopher-lt49da>

*AppLife Digital Solutions combines **e-commerce, marketplace technology, and proprietary software development** to build scalable platforms for the automotive aftermarket. By leveraging **industry expertise, proven digital commerce infrastructure, and marketplace economics**, the company is positioned to help power the next generation of automotive parts commerce.*

