

*Created February 2025 by the Rustler Regional Sales Team.*

# Sales-In-Review 2024

Rustler Technologies Inc.



# Overview

This presentation aims to look at the Rustler Corporation's sales as a whole over the course of the 2024 fiscal year.

In this presentation, software vs. physical product sales will be discussed, in addition to income vs. revenue, Earnings Per Share figures, customer satisfaction levels, and sales history.

This presentation was assembled at the conclusion of the fiscal year in February, 2025. It has been approved by the Rustler Sales and Financial Committee for release to the public, both on YouTube and on the official Rustler website (<https://rustler.bjrowan.com>).

This video is only available to visitors of the website and employees currently working at Rustler Technologies, Inc.

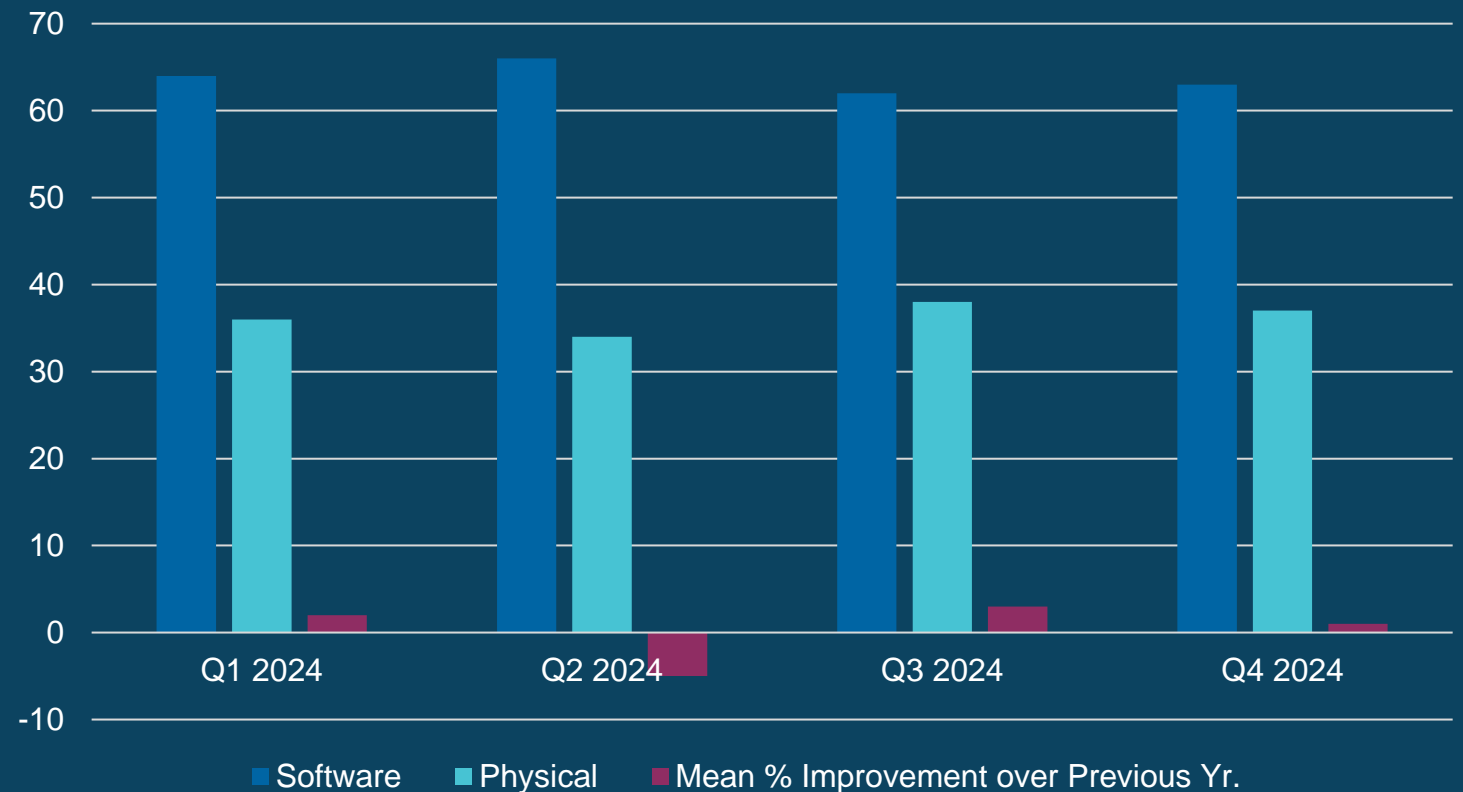
# Software vs. Physical Products

This slide shows the percent of Rustler's software (ProDesign, RustlerOS, etc.) versus the percent of Physical Products (computers, dashcams) making up Rustler's sales over all four quarters of the 2024 fiscal year.

The percent of mean improvement (over the two categories) from the corresponding quarter last year is shown.

**Overall, the Rustler sales department remains worried** about the declining percentages of physical product sales (especially in Q2) and is working hard to promote sales in that category.

Percent of Sales Breakdown – Software vs. Physical



## 2024 FISCAL YEAR SALES

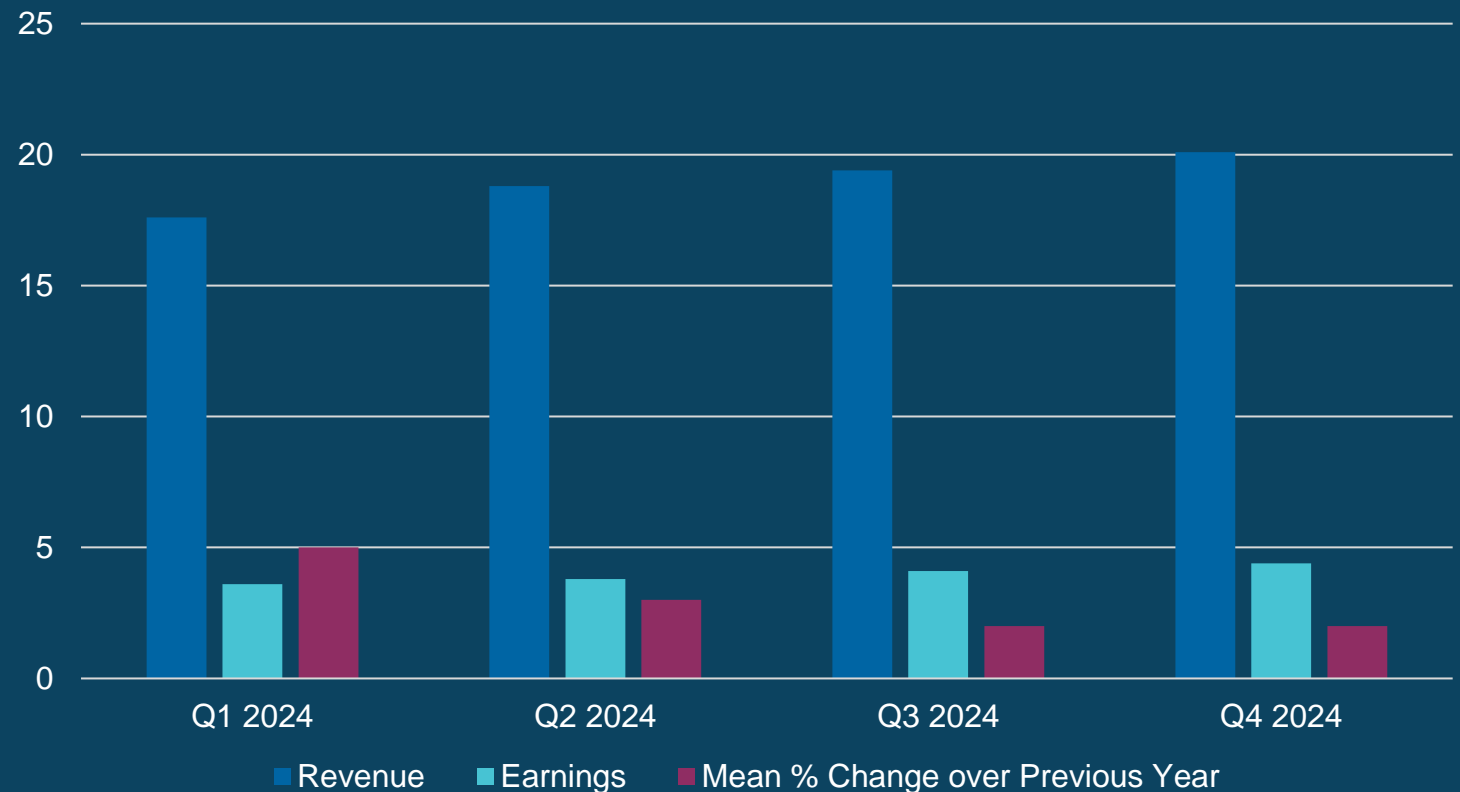
# Revenue vs. Earnings

This slide shows the balance of Earnings vs. Revenue brought in by the Company across all four quarters of the 2024 fiscal year. A third metric, Mean % Improvement / Decline over Previous Yr. is also shown, describing the mean change in either value.

*Values are shown in billions of dollars.*

**Rustler's revenue saw an overall increase** compared to values from the 2023 fiscal year, which is a good sign for the company. The third quarter saw a slight dip in mean change, but on the whole values remained fairly stable. The sales department expects both revenue and earnings to spike in the 2025 fiscal year with the introduction of Trident AI and other artificial intelligence solutions.

### Revenue vs. Earnings – 2024 Fiscal Year



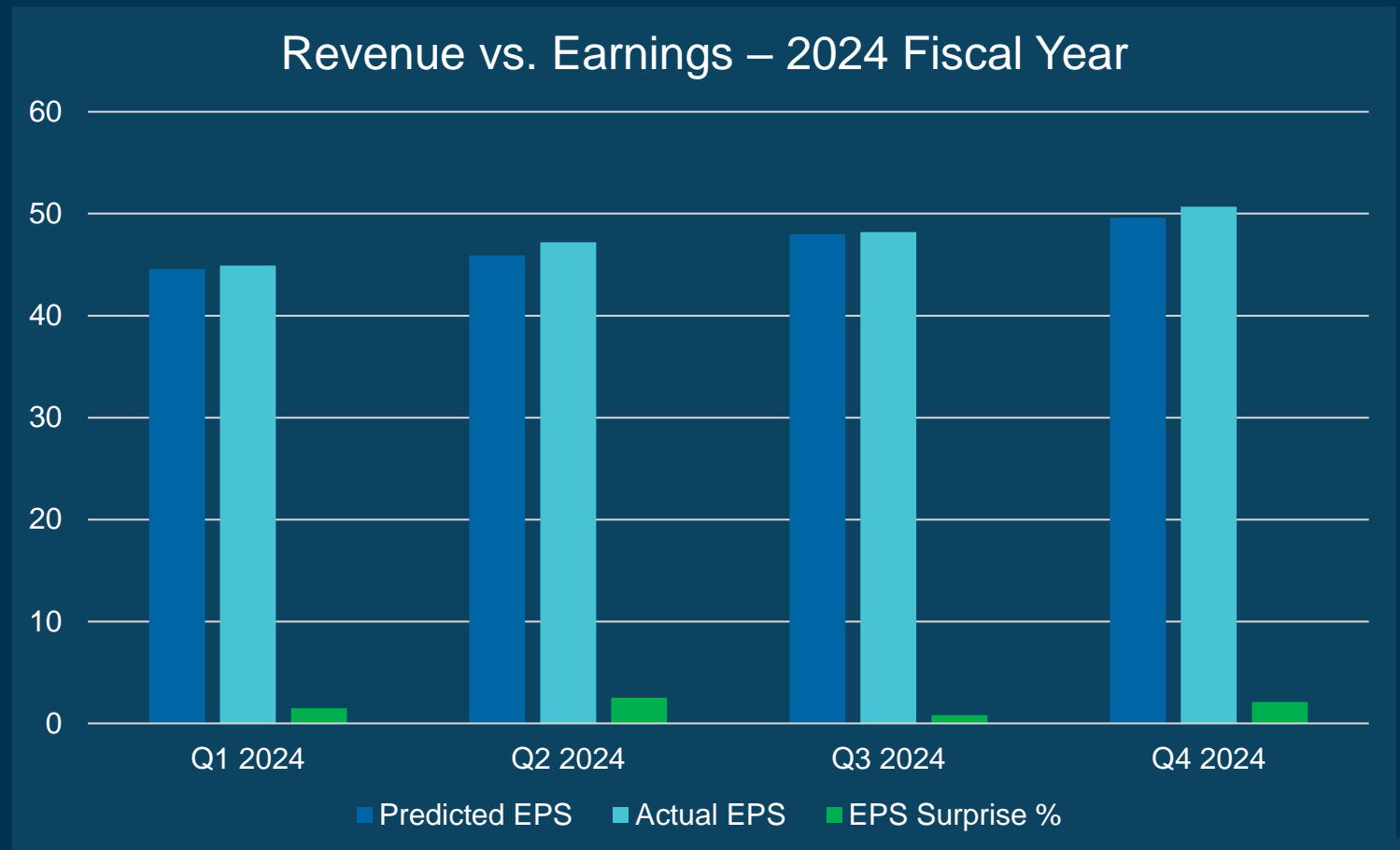
## 2024 FISCAL YEAR STOCK RESULTS

# Earnings Per Share

This slide shows the Earnings Per Share (EPS) breakdown for each of the four quarters of the 2024 fiscal year. The first bar shows the predicted EPS for that quarter. The second bar shows the actual EPS. The third bar shows the surprise, whether positive or negative. A positive surprise is always preferred.

*Values are shown in millions of dollars.*

**Rustler's EPS predictions were all spot-on this fiscal year.** For each of the four quarters, the EPS counts saw a slight increase, going from 44.6 million per share to 50.7 million per share, about a 6% improvement compared to the differences from last year. The Rustler sales department hopes for continued success this year.



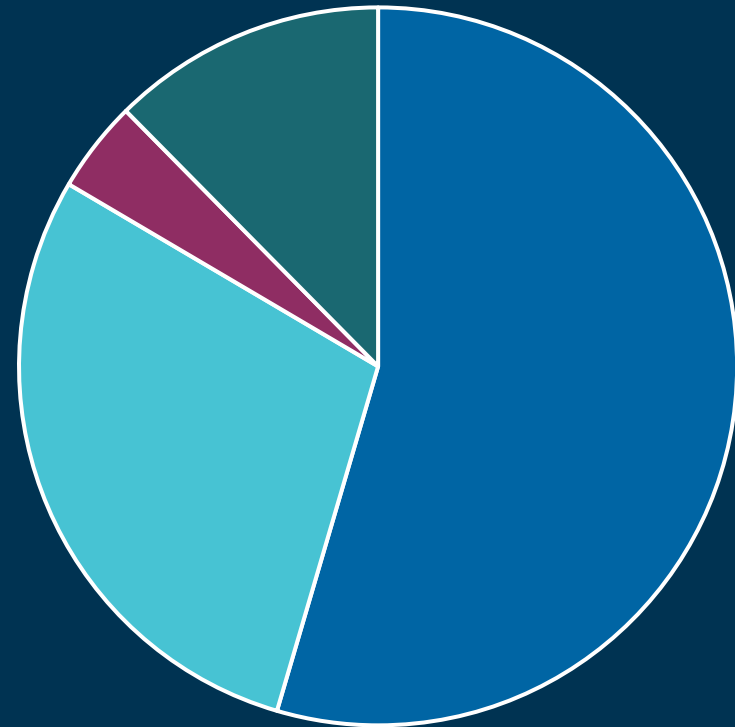
# Sales Breakdown

This slide shows the breakdown of Rustler's sales in pie-chart format, as it is comprised of various components ranging from revenue, earnings, customer donations, and incentives.

**Rustler's sales breakdown looked pretty much on average** this year, with Income making up a much larger percentage of the sales than last year, however. Customer Donations were down approximately 3%, although the Rustler sales team attributes this decline to the poorly-designed previous Rustler website.

**The sales department aims to** increase CD values and Revenue in the upcoming fiscal year.

Sales Breakdown 2024



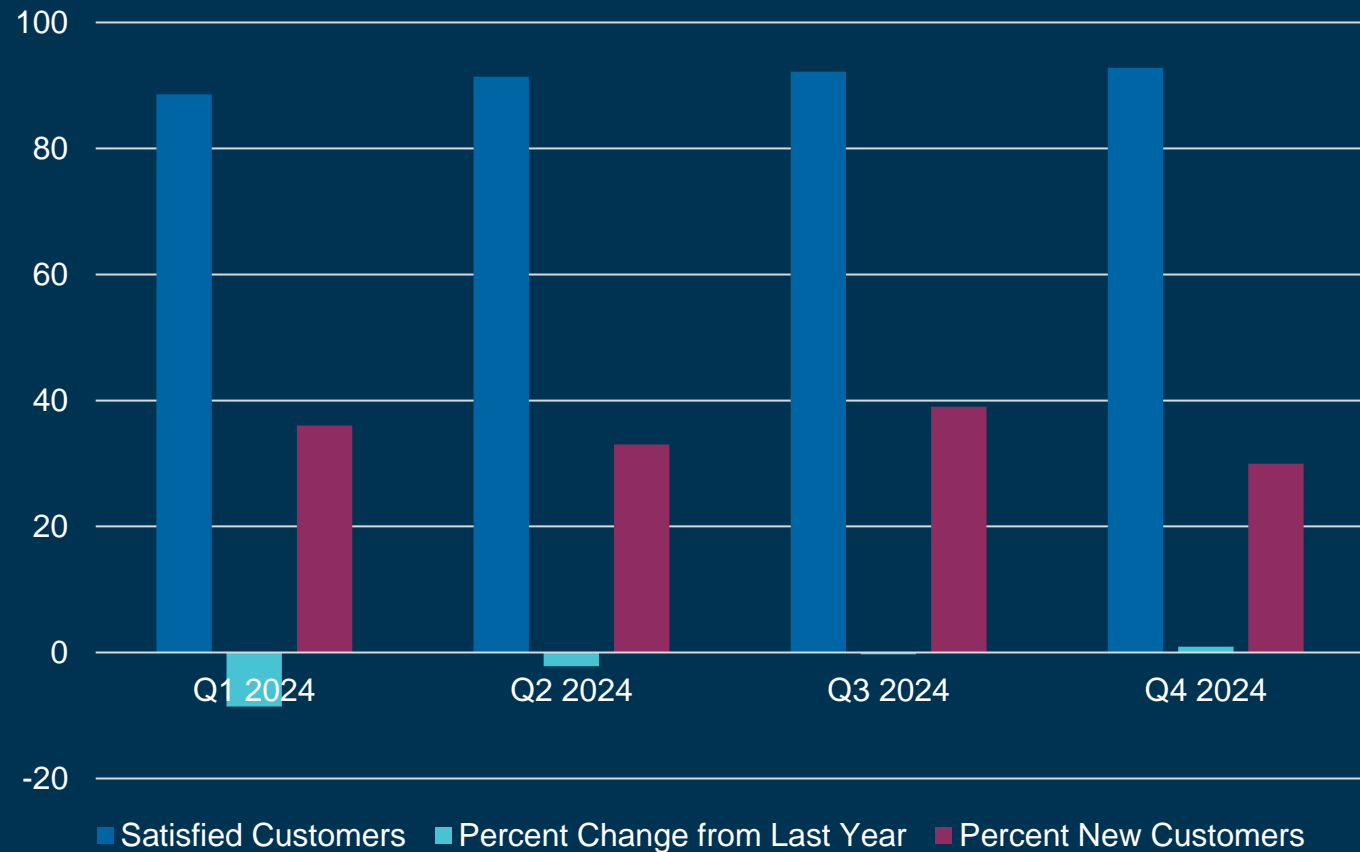
Income Revenue Customer Donations Incentives

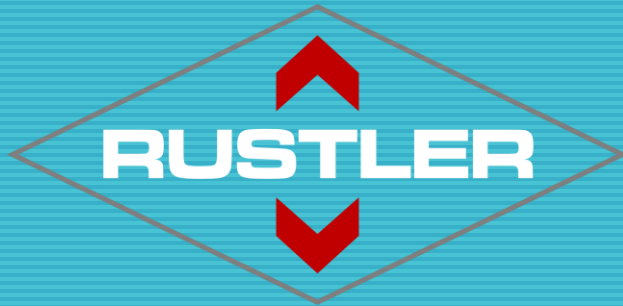
# Customer Satisfaction

This slide shows the percent of satisfied customers across all products for each of the four quarters, with an additional metric for the percent change (positive or negative) over the previous year's quarter. Another metric shows the percent of the current customer base that is new customers (that joined in the last six months).

**Rustler started off the year** poorly, with an 8-percent decline in satisfied customers over the previous quarter. However, Rustler managed to get things back on track by the third quarter, when satisfaction levels had increased to around 92 percent and levels were roughly on point with previous years. The sales department aims to start things off better in the next year, and in fact already have.

### Customer Satisfaction vs. Previous Fiscal Years





# Thank you for watching this presentation.

This presentation and the source data was created by the Rustler Technologies Inc. sales department, February 2025, at the conclusion of the 2024 fiscal year.

Visit us on the web at <https://rustler.bjrowan.com>.

Call 1-800-RUSTLER for business inquiries.

Email [inquiries@rustler.com](mailto:inquiries@rustler.com) for general questions.