



MONTHLY NEWSLETTER



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OUR MISSION

Pure-O's mission is to combat the world's greenhouse emission epidemic. With our innovative automotive filter, you can reduce your carbon footprint, one mile at a time.



661-324-9841



@pureo.vei



wix.com/pureo



PureO.ca@veinternational.org



Message From Our CEO:

"I am so proud of how we have been operating for the start of 2024! Each and every employee has put in so much hard work and dedication into Pure-O! In our first three tradeshow, we achieved so many of our goals as a team. I can't wait to see how the future goes. Congratulations to a great start of the year at Pure-O!

Joseph Frank
CEO, Pure-O



Birthday Shoutout!

Our CFO, Elijah Noel, turned 17 on March 2! Wishing you a memorable and happy birthday from the Pure-O team.



Employee Of The Month

Rosilynn from Sales was selected as March's Employee of the month because of her hard work on our elevator pitch. She took the responsibility and did amazing!

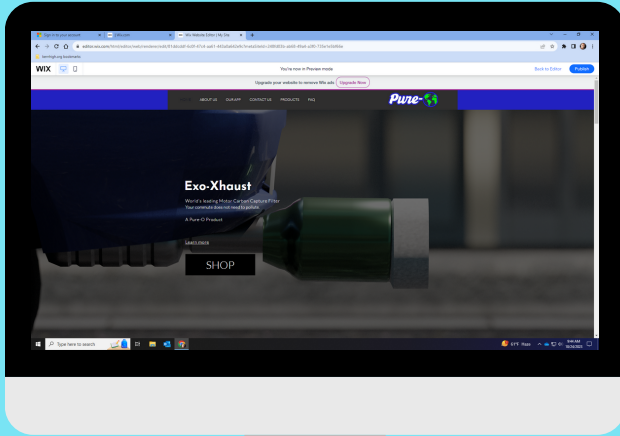


Recent Tradeshow Awards

- 5th place - Marketing Competition
- 3rd place - HR Company Newsletter
- 2nd place- Accounting Competition
- Sliver Standard - HR Competition
- Bronze Standard- Video Commercial
- Honorable Mention - National Elevator Pitch
- Honorable Mention- National Branding



Website Update



Our sales department has been working hard on developing our website! They have designed a complex “How it Works” presentation that goes through just exactly how the Exo-Xhaust works. A brief description of our app is also included. We are so proud of our sales team for putting together this amazing website!

wixsite.com/pure-ocompany

Our Partnership

At Pure-O, we are determined to make the world a more eco-conscious place and reduce the carbon emissions. This is why we are happy to have our partnership with Jim Burke Ford, a local Burke Ford. They have been supplying and advertising our product to its clients.

JIM BURKE

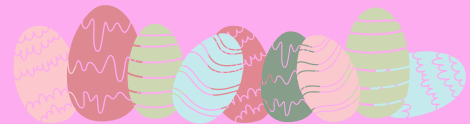


Morale Day Recap

On 3/15, we held a company morale day with a Uno tournament. In the end, Our CEO, Joseph Frank came out on top!



Customer Review



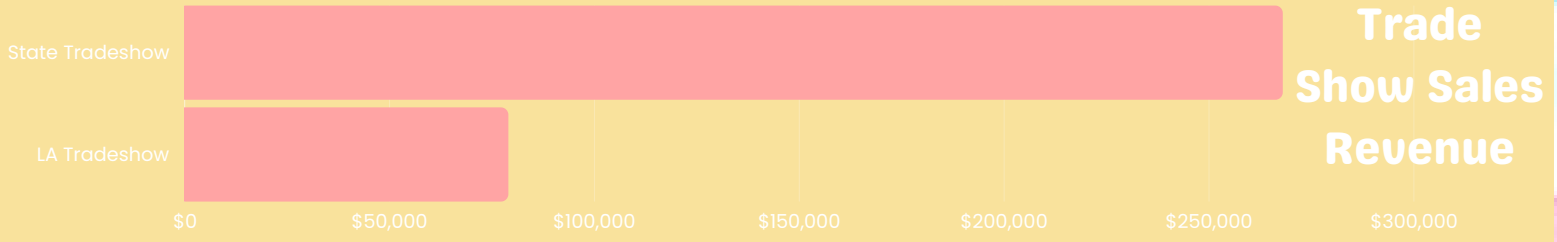
“The filter was a game changer! I can have the relief of not polluting and saving the environment as I drive. Pure-O is saving the world one Ecoxhaust at a time!”

-Linda Montana



California State Tradeshow

All of Pure-O teams had the opportunity to compete at the State Tradeshow on 1/17, at the Mechanics Bank Arena. We are proud to announce that our Marketing Team placed 5th and made it to Nationals in New York! Pure-O's HR team also did very well by placing 8th overall, and their newsletter got 3rd. At the tradeshow, we overly succeeded accounting projects by making \$268k sales. We are so proud of everyone for everything we made happen at State!



Trade Show Sales Revenue

LA Tradeshow

On 3/1, 9 of Pure-O's employees attended the LA tradeshow, at the campus of California State University San Bernardino. We had great results from this tradeshow. Our accounting team competed to secure their spot to New York, and they did just that, placing 2nd overall! Another round of applause to our marketing team who also competed, placing in bronze standard. Pure-O also had a great achievement of placing in gold for salesmanship! Great job to all of our employees who attended this event!



How does Pure-0 spend *Easter!*

“Easter is one of my favorite holidays. Getting to spend time with my family, doing the Easter egg hunt brings so much joy to the day. We have a tradition of having eggs for breakfast to celebrate the egg-tastic holiday!”

Presley Navejas
Accounting



Natalie Tapia
Sales



“Each Easter, I spend each holiday with my close family and friends. Enjoying Easter with the people I love the most is what makes it so great!”

Lucas Meszaros
Marketing



“Watching movies and having Easter brunch with my family is how I spend this holiday. Having the day off work to have family bonding time and celebrate Easter is why I love the holiday.”



What is Happening in the Industry?

Hey Pure-O employees! Did you know there are 43,879 Auto Part stores in the US as of 2023. The market size, measured by revenue, was \$67.6b in 2022, with an annual growth rate of 3.2%. Although 32% of consumers have purchased electric and/or hybrid vehicles, the Deloitte Automotive Consumer Study polled more than 26,000 people worldwide in the fall of 2022, including some 2,000 Americans, and more than half (52 percent) of new car buyers in the US think electric cars cost too much. This is where we come in, allowing the Exochaust to expand and grow the market.



Word Search

E D S L D G J J P O W X Z J N
S S Z B G S L J T E Q O M W F
U G P P A N T A O H E K M A W
X J R R C S H U N T Q P R M C
C H E K I Q K B T Y U L S A A
Y A W U C N U E F I L T E R R
I C I Z P K G U T J C X G K S
P L H H B U P X B B G P J K S
Y E E G G H R X L T I J C A U
F E C O F R I E N D L Y A B N
J U U H B X U I O C F O R U D
Q Z M M F U S I W U S Q B N A
M J X E A S T E R L U K O N Y
Q O E W L U W H G D D Q N Y S
F M A D U D A G K I W B O L Y

Word BANK

PUREO
CARBON
FILTER
ECOFRIENDLY
EASTER
BUNNY
EGG
PEEPS
BASKET
SPRING
HUNT
SUNDAY



Upcoming Events

Classroom Visits- 3/4-3/8
Pure-O Easter Party-3/22
New Applicants Interviews- 4/2-4/5
National Summit in NYC-4/8-4/12

