





# TRIPS TO THE DENTIST →

One look at Smile Direct Club's business - And by "business" I mean what the company does at its most basic level - and it is clear to understand the appeal the company's offerings have to its core demographic.

We all dread those periodic trips to the dentist's office. Or any medical professional's office for that matter.

For some of us, these are occasional pilgrimages that simply prove to be medically and aesthetically necessary, but inconvenient, time-consuming, and expensive.

One of those “I hate that I have to, but I have to” type of situations. For others, these trips are more frequent due to the nature of the services/treatment needed.

For those in this predicament, The challenges associated with cost-of-service, and inconvenience are acutely felt as compared to the rest of us.

Such is the case when talking about clear aligners and associated goods and services.

The Nashville, TN-based publicly-traded firm’s main product and operating segment is the sale of those sleek, modern, clear aligners.



## THE SHIFT TO REMOTE →

I think we can all agree that we are all participants in the greatest shift in lifestyles since the days of the great recession and other (global) life-changing events.

Even before COVID-19, we were all starting to take notice of the various significant changes in consumer behavior taking place in the marketplace.

All of a sudden, your favorite brand is on Twitter trying to connect with you in ways never seen before.

It is easier than ever to find an inexpensive ride to the airport, and everywhere else for that matter.

## THE OPPORTUNITY →

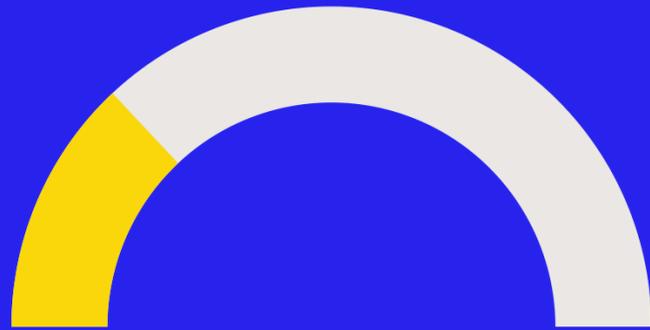
Your phone, that device that was previously used only for communication, has now become this indispensable device that helps you navigate the various challenges and tasks in life.

It is hard to point to one thing that has caused all of us to start buying stuff differently, dating differently, and so on.

The spread of the CoronaVirus and resulting economic shutdowns and enactment of various social distancing rules only helped accelerate a growing trend.

New types of businesses and services are suddenly needed in the workplace.



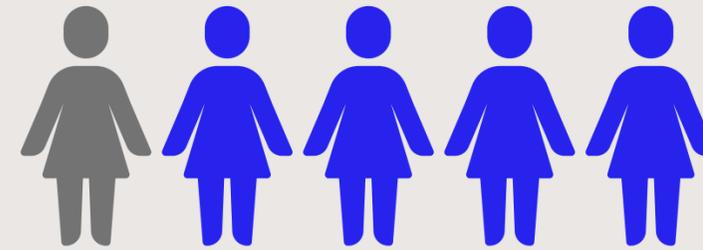


26%

Upwork estimates that 1 in 4 Americans over 26% of the American workforce will be working remotely through 2021.



Remote has become the only way to do things these days. And there is no reason to believe that changes in the foreseeable future.



65%



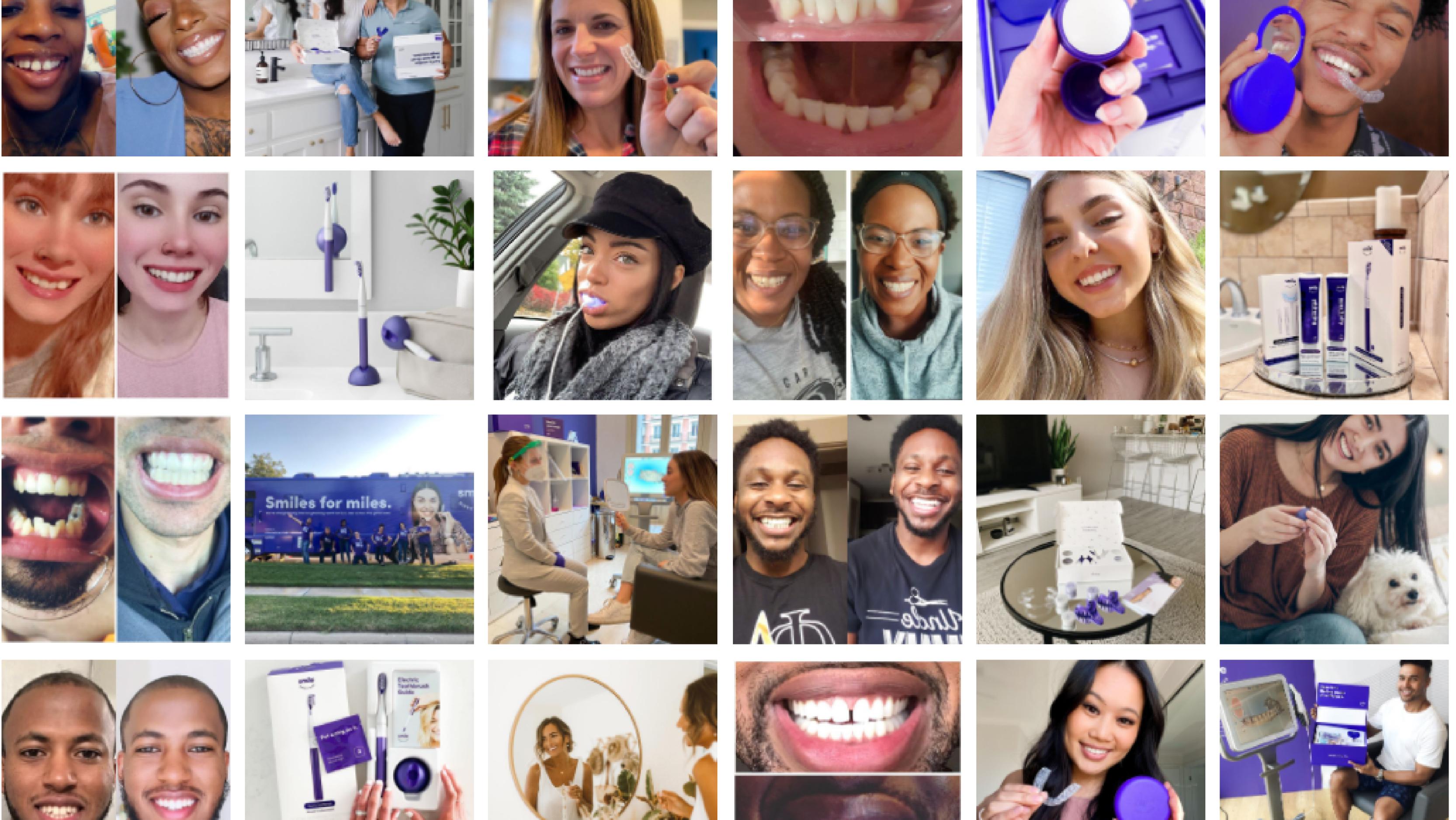
According to a recent GetApp survey of nearly 1,000 U.S. consumers, 65% of customers say that contactless services align with their current health and safety priorities.

# MAJOR MOVES

Services like Zoom, Teladoc, DoorDash, and others that are vital in this shift to contactless and remote have experienced exponential growth in users over the last two years.







# BUILDING A TECHNOLOGY- FIRST BUSINESS

Smile Direct Club reaches its customers via the use of various tech tools including the use of its telehealth platform and its Smilesshops. These tools help drive customer acquisition and growth.



Smile Direct is one of several organizations that have managed to capitalize on the aforementioned shift to Remote and Contactless in a major way.

In 2019, the five-year-old direct-to-consumer dental services provider booked annual revenue of \$656 Million, down a bit, understandably, from 2018.

The firm is on track however in 2021 to beat 2020's revenue.

The company has managed to build a formidable business via the use of available technology, plus its heavy investments in emerging areas such as Artificial intelligence and machine learning.

These moves, as stated by management on their most recent conference call, are part of a larger theme.

That is to reimagine a legacy business and extract profits via innovation.



## SMILEDIRECTCLUB ALIGNERS

"Start your smile journey from home."

Order a safe, easy-to-use impression kit, and get started on a smile you'll love from the comfort of home. No braces. No monthly office visits. No paying a fortune.

# What's a SmileShop?

It's your first step to getting a smile you'll love. During your visit, a SmileGuide will take a 3D image of your current smile so you can see what your new smile will look like. And the best part is you only have to go once.

We ensure Smile Shops maintain all the required sanitizing, cleaning and hygienic measures before each appointment. [Learn More.](#)

If you still want to start from home, [order an impression kit.](#)



The logo for Mango features a red icon on the left consisting of three slanted, parallel bars. To the right of this icon, the word "mango" is written in a black, lowercase, cursive script. A small registered trademark symbol (®) is positioned above the letter 'o' in "mango".

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