

WHEN  
EFFICIENCY  
MATTERS

madimack


Our aim is to  
make innovation  
a standard  
expectation.

– Alex Welsh, Madimack CEO

# WHEN EFFICIENCY MATTERS

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# STATE-OF- THE-ART SOLUTIONS

# INTRODUCTION

Welcome to Madimack Global, where our expertise lies in manufacturing efficient electrical appliances. With a steadfast commitment to innovation and sustainability, we are dedicated to delivering state-of-the-art solutions meticulously engineered to meet the needs of both residential and commercial settings.

At Madimack, our unwavering dedication to advancing technology is revolutionising the performance of electronic appliances. We take pride in driving industry standards and pushing the boundaries of what is possible in an effort to make a positive contribution to a carbon-neutral society. As a company, we excel in delivering innovation, exceptional service, and unwavering support to the industry. This comprehensive approach ensures that we consistently provide cutting-edge solutions, high-quality products, and an unparalleled customer experience.

This document introduces you to Madimack Global; our vision, the innovative solutions we offer, and how our investment in technology sets us apart from the competition. Our priorities are clear; sustainability, innovation and our customers. Partnering with Madimack offers a long-term solution for the planet and your business.



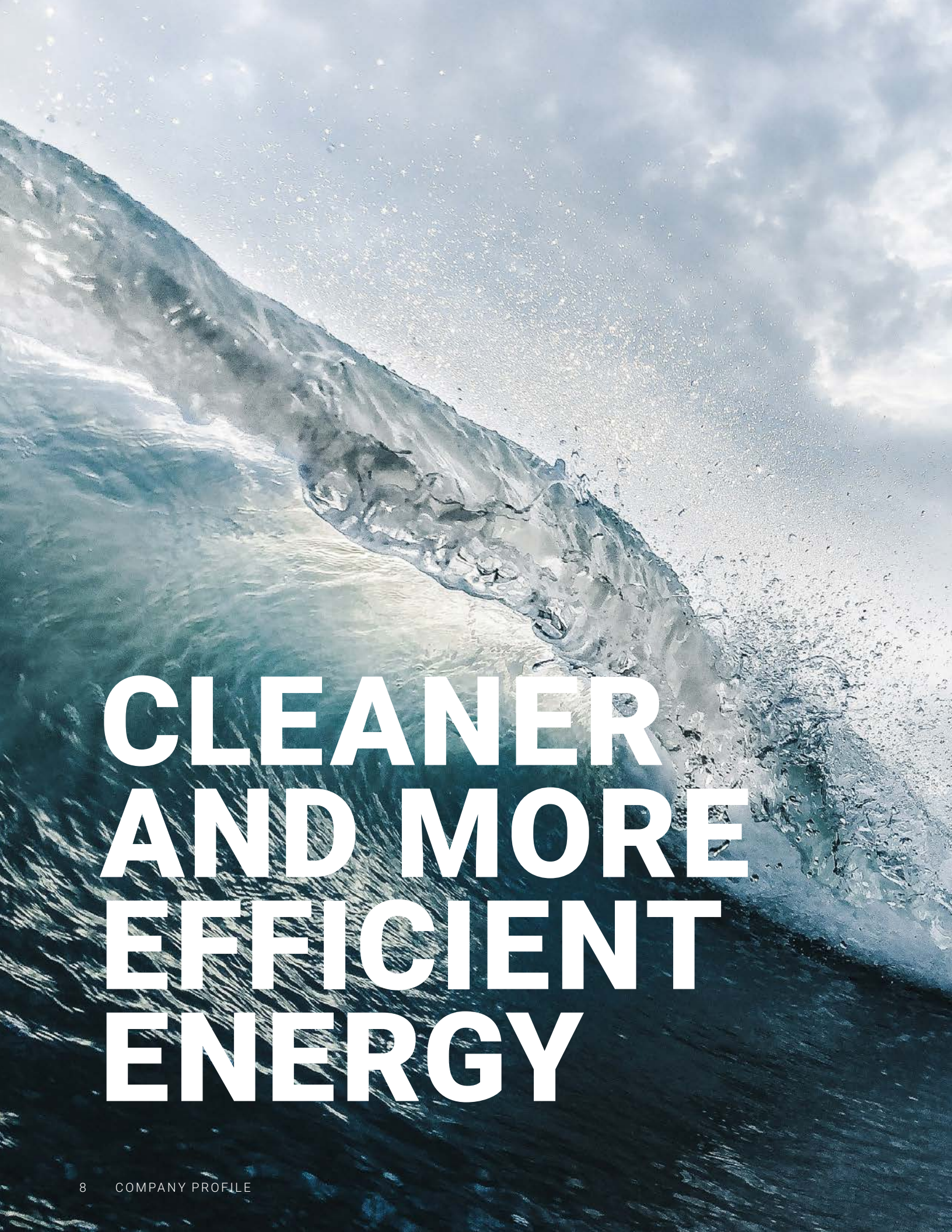
**Alex Welsh**  
CEO

## OUR VISION

**INNOVATION  
SUSTAINABLE  
SERVICE &**

We envision a future where technological excellence seamlessly merges with consumer needs and a global focus on sustainable energy solutions. Through ongoing investment in inverter technology and the empowering of like-minded businesses with access to cutting-edge solutions, we believe in creating a sustainable future for all.

# ON BILITY SUPPORT



# CLEANER AND MORE EFFICIENT ENERGY



# TOWARD NET-ZERO

At Madimack Global, we are deeply committed to sustainability and recognise the global conversation on electrification as a critical part of our mission.

By launching our products in Australia, Canada, the United States, New Zealand, and Asia, we aim to contribute to the worldwide transition towards cleaner and more efficient energy solutions. Our innovative electrical appliances offer a perfect balance of performance, energy efficiency, and environmental responsibility, helping businesses and individuals make sustainable choices without compromising on quality or convenience.

Madimack has established strategic partnerships and distribution networks to ensure widespread availability and accessibility of our products.

# OUR TEAM

**Alex Welsh**  
CEO

## INNOVATION

### **Westley Collins**

Innovations and Operations Director

### **Naseh Chaker**

Innovations & Operations Assistant

### **Junar Regullano**

Sr Project Manager

## GLOBAL STRATEGY & DEVELOPMENT

### **Bruce Turley**

Global Strategy & Development Officer

## NORTH AMERICA

### **Nicole Wolstenholme**

General Manager, North America

### **D'Arcy LeClaire**

General Manager, Canada

### **Shara Manabat**

Business Development Officer

### **Rebecca LeClaire**

Operations Manager

## NEW ZEALAND

### **Brett Gaunt**

Sales Director

## SALES & DEVELOPMENT

### **Brett Gaunt**

National Sales Director

### **Bruce Sinclair**

NSW / ACT Sales Manager

### **Matthew Rogers**

QLD Nth, Sales Manager

### **Shaun McLeod**

VIC / SA / Tas Sales Manager

### **James Howell**

WA/ NT Sales Manager

### **Sam Parker**

Global Product Manager

## ACCOUNTS

### **Belinda Boylan**

National Accounts & Logistics Manager

### **Rita Capucio**

Global Markets CFO

### **Mildred Pagaliluan**

CFO Australia

### **Maricor R. Pagaliluan**

Accounts Assistant

### **Lendsay Parascha**

Accounts Assistant

At Madimack Global, we are proud to have a team of dedicated professionals who drive our success. Led by CEO and Founder, Alex Welsh, our team is rounded out with extensive expertise in engineering, design, manufacturing, sales, marketing and business development. We have assembled a talented workforce that thrives on innovation and customer satisfaction.

#### MARKETING

**Kristen Welsh**  
Marketing & HR Director

**Sachin Kesar**  
Marketing Manager

**Naomi Welsh**  
Activations & Partnerships Manager

**Carmela Caparas**  
Digital Marketing Manager

**Henry Joyce**  
UX / Creative Director

**Tristan Baliuag**  
Senior Graphic Designer

**Ariel Bulanadi**  
Graphic Designer

**Michelle Wu**  
Website & UX Manager

**Chriza Alcansado**  
Digital Assistant

**Meena Madhuri**  
Digital Assistant

#### CUSTOMER SERVICE TEAM

**Arvin Brian Lanot**  
Team Manager  
Level 4 (All Product Specialist/ Reporting)

**Bianca Icon Liwanagan**  
Senior Customer Service Rep  
Level 3 (Product)

**Karla Velasco**  
Customer Service  
Level 2 (InverHEAT Specialist)

**Evee Velasco**  
Customer Service  
Level 1 (InverPUMP Specialist)

**Emmanuel Orillo**  
Customer Service  
Level 1 (Product)

**Meldy Concepcion**  
Customer Engagement Manager

#### HR

**Hasan Md Kamrul**  
HR Manager

# OUR SOLUTIONS



# IONS



OUR SOLUTION

# InverHEAT

Madimack's InverHEAT category includes a lineup of award-winning pool heat pumps catering to a wide-range of pool-system set ups. Engineered with advanced technology, the range offers exceptional inverter pool heaters, that deliver on reliability, innovation, energy-efficiency and superior performance.

With its state-of-the-art features and integration of unique technologies, the InverHEAT range surpasses expectations in order to enhance the user experience.

InverECO 1

InverELITE 2

InverTITAN 3





2

3

# InverROBOTICS

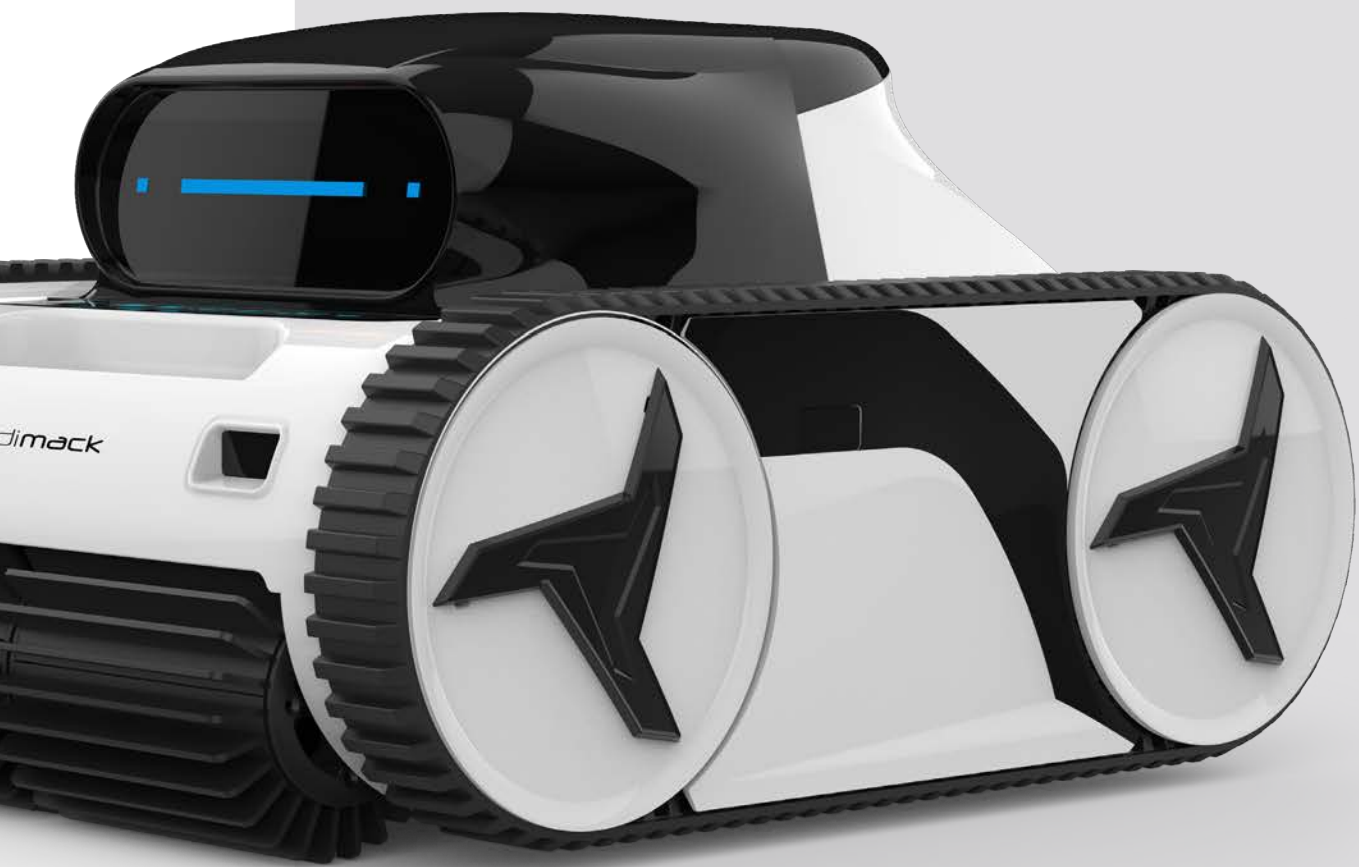
Madimack's InverROBOTICS category is a testament to the company's dedication to pushing the boundaries of innovation and performance. Offering unparalleled functionality, energy efficiency, intuitive features and user convenience, InverROBOTICS represents Madimack's commitment to meeting the evolving needs of our consumers.

Innovation is not static and neither is Madimack's InverROBOTIC collection.

## MADIMACK GT FREEDOM







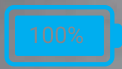
madimack  
**gt** freedom

Driving a new generation of pool cleaning solutions with Intelligent navigation, lithium-ion battery, state of the art design, cord free utility and engineered efficiencies.



**Cordless Utility**

Cordless technology for improved user-experience. Along with an advanced control system the Madimack GT Freedom provides an optimised pool cleaning solution.



**Lithium-Ion Battery**

Advanced battery technology that delivers boosted power and 10x longer life-span to deliver 120m<sup>2</sup> per hour cleaning solution.



**Intelligent Navigation System**

In-built smart feature utilising multiple sensors, dual drive motors and mapping technologies to deliver an efficient full coverage cleaning solution.





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# InverPUMP

## **Maximum efficiency & outstanding performance**

Madimack's emergence in the pool pump category showcases the company's ability to fuse technology and sustainability seamlessly. With heightened efficiency, this range integrates advanced features and proprietary technologies to provide outstanding performance while minimising environmental impact. It represents our dedication to creating a greener future for generations to come.

## InverFLOW Eco





# InverGARDEN

## Cutting-edge gardening experience

Madimack's InverGARDEN category provides innovative solutions for your garden. Convenience, efficiency, and exceptional performance to enhance even the most basic of gardening endeavours. Equipped with intuitive operation, Madimack's InverGARDEN solutions make it easy and effortless to maintain either a small lawn or a larger outdoor space.

Pun intended, Madimack's InverGARDEN offers customers a cutting-edge gardening experience.

## InverMOWER





INVERROBOTICS

# *inver***MOWER**

TECHNOLOGY TO SIMPLIFY, ELECTRIFY  
AND MODERNISE LAWN-CARE



Cordless technology



Adjustable cutting heights



Advanced lithium-ion battery



Cutting power & efficiency





# PROPRIETARY TECHNOLOGY



Optimised performance & energy efficiency.  
Enhanced inverter technology.



Pioneered noise reduction technology,  
significantly reducing operational noise.



Residential application of a centri-fugal fan-optimised airflow,  
efficient cooling and heating and overall enhanced performance.

In an era of rapid technological advancement, Madimack stands at the forefront, redefining product standards through its innovative proprietary technology. With a diverse range of applications, Madimack's solutions are revolutionising industries and empowering consumers to thrive in an ever-evolving digital landscape. Through optimisation, automation, personalisation, and sustainability, Madimack's technology delivers unparalleled efficiencies and transforms the way products are created, experienced, and consumed.



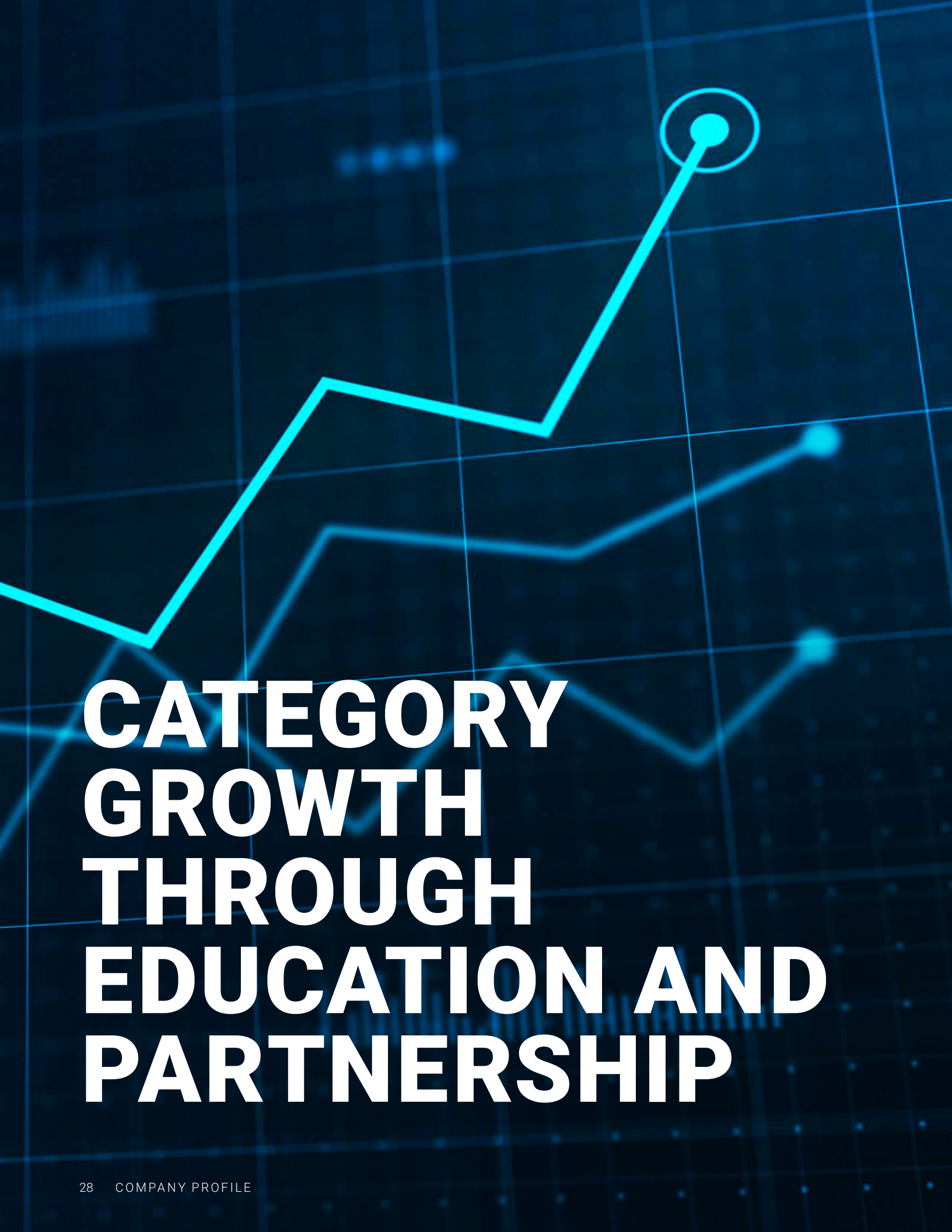
Intuitive control and cutting-edge design that allows precise control and customisation of user features.



Synchronised perfect pairing with Madimack Pool Heat Pumps.



Intuitively adjusted flow rate to match capacity needs, providing significant energy savings and reduced wear and tear.



# CATEGORY GROWTH THROUGH EDUCATION AND PARTNERSHIP

# CASE STUDY

Madimack believes in delivering comprehensive, 360-degree business solutions to our partners. Through a combination of cutting-edge technologies, sustainable practices, training and education solutions, we work tirelessly to empower partners to thrive in a rapidly changing business landscape. Our market-leading products, built to the highest standards, are complemented by exceptional support and services, education and training, fostering long-term business growth for our partners.

Market-leading products serve as the foundation for Madimack's business success, enhancing the customer experience, building brand trust, and increasing customer retention rates. Our suite of award winning products surpass competitors in terms of quality, innovation, and functionality, allowing our partners to provide customers with superior value and satisfaction.

Our commitment to delivering a seamless experience ensures that partners can rely on us for timely and effective support throughout their journey.



### Pool Heater Sizing Calculator

Comprehensive personalised B2C online report experience for trade customers to demonstrate overwhelming expertise.

### Training & Education

Madimack's comprehensive training for distributors and their customers fosters industry excellence across their technology, products and solutions. By delivering in-depth training and education, Madimack enables the market to effectively handle customer inquiries, provide precise information and adeptly showcase the value and advantages of their solutions. Madimack's training schedule incorporates a fully operational model offering hands-on learning experiences, along with practical application of knowledge for the benefit of resellers' staff and their customers.





### Market-leading Products

Engineered to the highest standards, Madimack's market-leading products, enhanced with proprietary technologies, fostered customer loyalty, resulting in higher retention rates and long-term business growth.

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### Range of Customer Service & Support Initiatives

A robust CRM support platform, dedicated support line staffed with experienced product specialists, a comprehensive website with online support tools, designed to address product, technical, or service inquiries and provide partners with prompt and knowledgeable assistance.

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### Brand Association



Madimack actively seeks alignment with community groups that share similar values, such as; Surf Life Saving Australia, a volunteer organisation dedicated to promoting health and safety, especially in water activities. In support of this cause, Madimack provides complimentary CPR Charts and online CPR Training to every Madimack customer.

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# SUPPORTING THE LOCAL COMMUNITY TO BUILD A BETTER FUTURE



# COMMUNITY SUPPORT

Madimack actively partners with like-minded businesses and organisations looking to shape the future.



# PARTNERSHIP OPPORTUNITIES

We invite you to join us and experience the benefits of our innovative solutions. Capitalise on cutting-edge technologies and contribute to a sustainable future.

Contact us today to explore partnership opportunities, discuss your specific needs, and embark on a transformative journey.



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[madimack.com](http://madimack.com)