



LEAD
FAUCET
TACTICAL

SECTION
▷ WELCOME

SECTION
FEBRUARY 2020

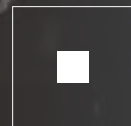
WELCOME TO LEAD FAUCET TACTICAL

EVERYTHING IS A
REHEARSAL FOR
SOMETHING

001

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TACTICAL

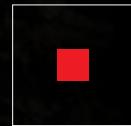
SECTION
MISSION

LEAD FAUCET TACTICAL
MARCH 2020

MISSION

Passing along decades of Direct Action Special Operations experience and knowledge through specialized instruction, innovative product development and top-tier consultation.

We are a veteran-owned company that has made it our mission to impart others with relevant knowledge revolving around the employment of weapons in a variety of realistic training venues.





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SECTION
▷ COMPANY BIO

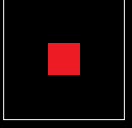
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MARCH 2020

COMPANY BIO

CEO
Dan Brokos

Lead Faucet Tactical is owned and managed by Daniel J. Brokos as CEO and Jessica Brokos as COO.

Daniel J. Brokos is a retired United States Army Special Forces Sergeant Major with over 26 years of active duty service. During his career, Dan was assigned to the 10th Special Forces Group, European Command's Crisis Response Group, and 1st Special Warfare Training Group among others. While at 1st Special Warfare Training Group, Dan was the NCOI of Range 37.





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COMPANY BIO
CONTINUED

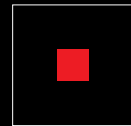


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COMPANY BIO

CONTINUED

Now in the civilian sector, Dan founded **Lead Faucet Tactical** to provide marksmanship and tactics training to military units, law enforcement, and civilians. Additionally, Lead Faucet Tactical provides product consultation and endorsement services to companies within the outdoor space, as well as providing written material and evaluations to firearm industry publications.





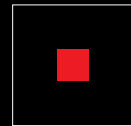
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SECTION
INDUSTRY
PARTNERS



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INDUSTRY PARTNERS





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SECTION
▶ PRESS RELEASES
& MEDIA COVERAGE

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PRESS RELEASES & MEDIA COVERAGE

SAMPLES

RECOIL

How to Use Cover, Lessons from the Special Operations Community



SOLDIER SYSTEMS

Whiskey 5: Lead Faucet Tactical

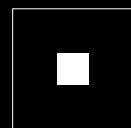


VIKTOS

Team VIKTOS Shooter



THE CONTRACTOR AF COLLECTION FROM VIKTOS;
VIOLENT GEAR BUILT FOR ROUGH MEN
CONTRACTOR AF™ JACKET \$150
CONTRACTOR AF™ PANT \$130
AVAILABLE AT VIKTOS.COM





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SECTION
▶ RECOIL CHANNEL

RECOIL CHANNEL

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RECOIL
LFT Recoil TV Channel

Lead Faucet Tactical now has it's own channel with RECOIL TV showcasing training tuneups with Dan.

RECOIL TV brought to you by

Search

LEAD FAUCET TACTICAL

Lead Faucet Tactical

ON POINT STEEL TARGETS

ON Point Steel Targets

DAN BROKOS LFT W/ FIN

Dan Brokos LFT w/ FIN

RECOILTV Training Tune Ups CQB Acade...

RECOILTV Training Tune Ups CQB Acade...

RECOILTV Training Tune Ups CQB Acade...

RECOILTV Training Tune Ups Carbine Set...

RECOILTV Training Tune Ups Carbine Set...

RECOILTV Training Tune Ups Battle Belt...

RECOILTV Training Tune Ups Battle Belt...

RECOILTV Training Tune Ups 3 2 3 Carbin...

RECOILTV Training Tune Ups 3 2 3 Carbin...

TRAINING

TRAINING

TRAINING

RECOIL
Training Tuneups

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RECOILTV TRAINING TUNE UPS - BATTLE BELT SET UP

DAN BROKOS

RECOILTV

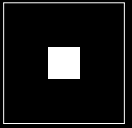
RECOIL
Training Tuneups

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RECOILTV TRAINING TUNE UPS - 3-2-3 CARBINE DRILL

RECOILTV





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SERVICES
OFFERED

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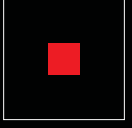
⁰⁰¹
Company Endorsements

With 42-multiday 2019 classes on the books in 19 different states, this equates to contact with hundreds of students of varying backgrounds that have influence over the purchase decisions of others. *Influencing influencers.*



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SERVICES OFFERED





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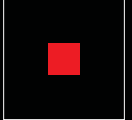
⁰⁰²
Product Development

- ▷ LFT has a unique ability to personally, or under the supervision of, vet prototypes, recommend design and material changes as well as prove/disprove longevity.
- ▷ LFT has the ability to provide additional feedback by temporarily issuing product during a class, allowing students to test-drive nylon gear, accessories, clothing, optics or firearms and provide individual feedback, which can then be compiled and submitted to the manufacturer.



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SERVICES OFFERED





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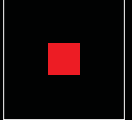
Training

- ▶ Lead Faucet Tactical offers an array of courses that include CQB, urban engagements, accelerated small arms marksmanship and tactics and catering to the growing segment of users equipping their carbines with LPVOs with course specific instruction.
- ▶ 2019 LFT training schedule had **46 training courses** on the books servicing **750 students** and more than **200 departments**.



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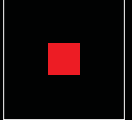
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Writings and published materials

- ▶ Lead Faucet Tactical authored articles are being published in the print editions of RECOIL's family of four magazines, as well as on the brands website and social media platforms.

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SECTION
▶ REACH

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REACH

HOW FAR
IMPRESSIONS
TAKE YOU

001

Viktos videos average
of 3 High budget videos
(\$40k-60k each)

002

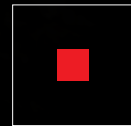
Recoil x6 a year increasing
to 10-12 this year

003

Recoil articles x 4 year

004

2018: 42 classes
2019: 46 classes
Over 200 different LE organizations reached
12 full time swat teams
4 military contracts a year (Air Force and army SOF
elements)
3 federal contracts (secret service , us marshals , atf)





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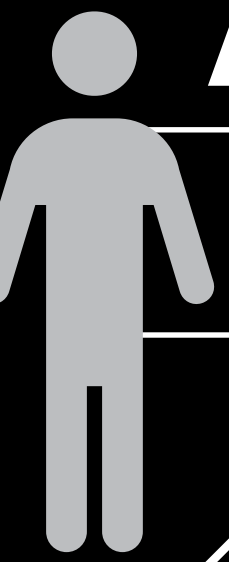


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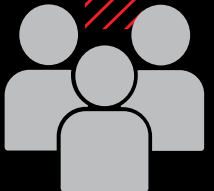
PLATFORM
REACH
PROFILE

95% MALE



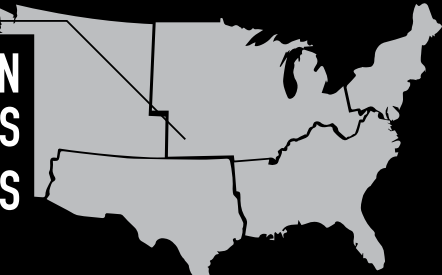
2019 LTF TRAINING

After the purchase of a firearm, 48% of new shooters take a handgun course, while 20% seek rifle-based training.



\$50k
\$90k
HOUSEHOLD
INCOME

COURSES RUN
IN 19 STATES
+2 COUNTRIES



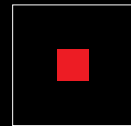
28-50 YEARS OLD

TRAINING

The 2019 LFT training schedule had 46 training courses on the books in 19 states and two countries.

Consumer profile: 95% male, in an age range of 28-50 years old (34.5 years old is the median), has a household income between \$50K and \$90K. Some 40% are college graduates, while 44.9% have completed some part of a college degree.

After the purchase of a firearm, 48% of new shooters take a handgun course, while 20% seek rifle-based training.





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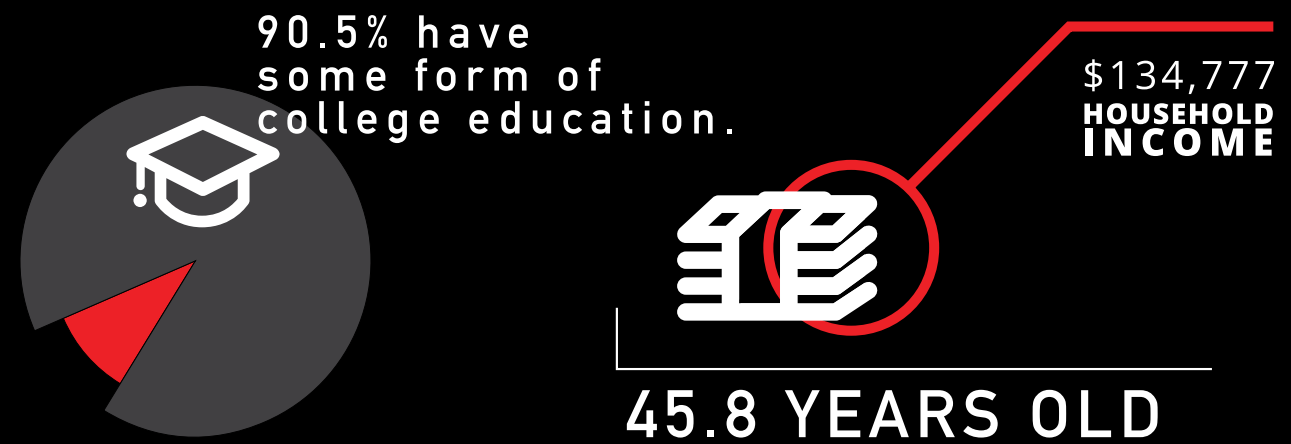
SECTION
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LEAD FAUCET TACTICAL
MARCH 2020

REACH

PLATFORM
REACH
PROFILE



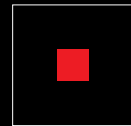
WRITING

The consumer profile of Lead Faucet Tactical readership based is 96% male, 3.2% 18-24 / 16.3% 25-34 / 28.7% 35-44 / 28.0% 45-54.

The average age is 45.8 years old, with a household income of \$134,777.

90.5% have some form of college education. The current total audience is 312K broken down into 112K print / 148K web and 526K social media.

Current total audience





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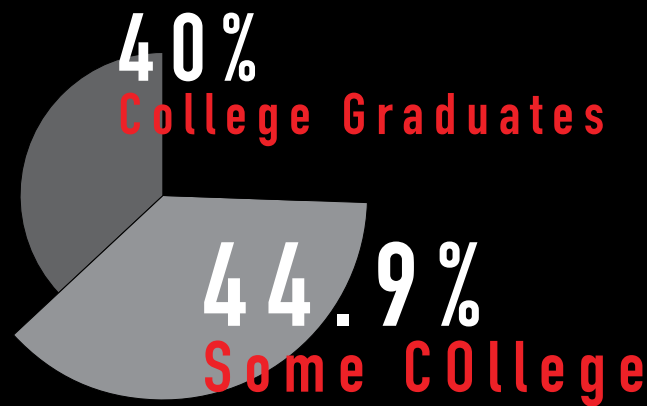
95% MALE



28-50 Years Old



\$50k
\$90k
HOUSEHOLD
INCOME



PRODUCT ENDORSEMENT

Endorsement is 95% male, in an age range of 28-50 years old (34.5 years old is the median).
Has a household income between \$50K and \$90K.
Some 40% are college graduates, while 44.9% have completed some part of a college degree





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▷ CONTACT



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YOUTUBE
 [Lead Faucet Tactical](https://www.youtube.com/LeadFaucetTactical)

