



## 2025 Year In Review

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### **Dear Team, Partners, and Friends of Zion Solutions Group:**

As we step into 2025, I want to take a moment to reflect on the remarkable achievements of 2024. The past year was filled with incredible milestones, all thanks to the unwavering dedication of our team, the trust of our partners, and the collaboration of our customers.

This year, we doubled down on our Pinnacle journey, focusing on working on the business, not just in it. We finalized our core purpose: “To leave a positive impact on the lives of those we touch,” and embraced three powerful core values: Be Bold, Unwavering Commitment, and Better Together. These values guide how we engage with each other, our customers, and our partners every day. We also introduced brand promises and implemented “Winning the Week” metrics to keep us aligned and focused.

Our strategic growth efforts have been extraordinary. We achieved 6x revenue and profit growth, setting another record-breaking year. We opened two new office locations, including a phenomenal new headquarters in Northern Kentucky, and welcomed nine new team members. Our leadership grew with multiple new Directors, and we celebrated our first internal promotions—a testament to the opportunities we’re creating within Zion. On top of this, we laid the groundwork for the future with our one, three, and seven-year strategies aimed at achieving 10x growth and reaching our Big Hairy Audacious Goal (BHAG).

At Zion, we believe happy and healthy employees are the key to success. This year, we expanded our Customer Experience Department, launched a Health and Wellness program, and celebrated life’s milestones, including weddings, graduations, and welcoming three new babies: Harlow, Lucy, and Frankie. We came together for team-building events, like Reds games and holiday parties, that made work feel more like family. Recognizing everyone’s contributions, we paid out a full team member bonus—a well-deserved reward for a year of outstanding effort.

Behind the scenes, our Finance and HR teams elevated operation excellence. They transitioned to a new PEO provider for better benefits at lower costs, changed banks

to achieve higher returns and an improved line of credit, and implemented tools to streamline operations and reduce errors. Their work often goes unnoticed by many but is vital to our continued success.

Our customers and partners are the cornerstone of Zion. This year, we welcomed 10 new logos, expanded into Canada, and completed multiple successful installations, including 100+ AMRs and our first two GTP systems. We became the first integrator in the world to partner with both Agility Robotics and Locus Robotics—a milestone we're incredibly proud of. And who could forget Modex? Over 100 customers and partners joined us for our Appreciation Event, which has become an annual highlight.

Giving back remains at the heart of Zion. In 2024, we donated over to support 60+ causes, including the Kenyan Kids Organization and their ZT Stadium project. We organized a community food drive that fed over 100 families and partnered with our LinkedIn "Road to 5000" winners and our External Advisory Board to amplify our outreach. These moments remind us why we do what we do.

As we close the book on 2024, I'm beyond excited for what's to come in 2025. With our core purpose and values lighting the way, we're poised to achieve even greater things. Let's keep building, innovating, and striving for excellence—together.

Thank you for being part of this journey. Here's to a successful and inspiring 2025 as we continue building on the incredible progress we've made together.

With gratitude and optimism,  
Jim Shaw  
President  
Zion Solutions Group