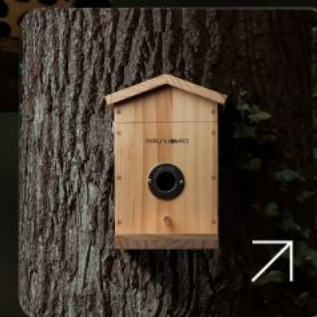
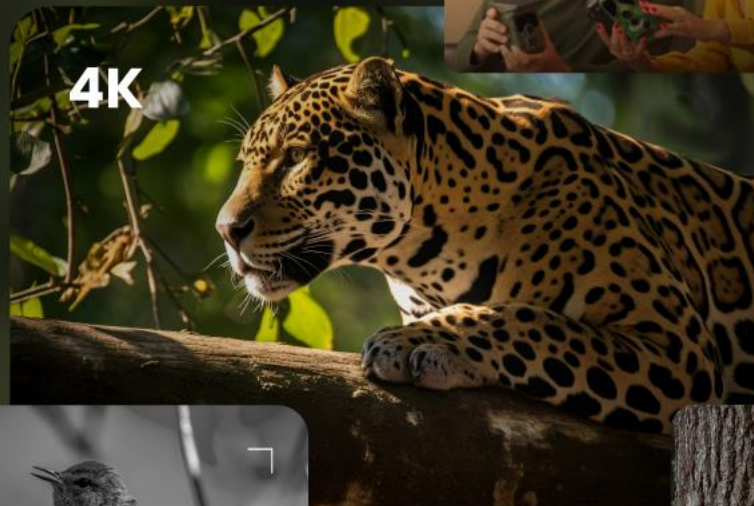


CAMOUFLAGE

Camouflage Outdoor

EUROPE'S #1

NATURE OBSERVATION BRAND



CAMOUFLAGE OUTDOOR

Company Video



[PLAY VIDEO](#)

26 COUNTRIES

ACTIVE AND OFFICIAL PARTNERS:



FACTS ABOUT

CAMOUFLAGE

01

Currently Active in
26+
countries

02

6 years
focus on
outdoor/wildlife
observation – R&D

03

Team of 10
dedicated FTE
outdoor/observation
enthusiasts

04

Product lines
Trail Cameras
Bird Observation Stations

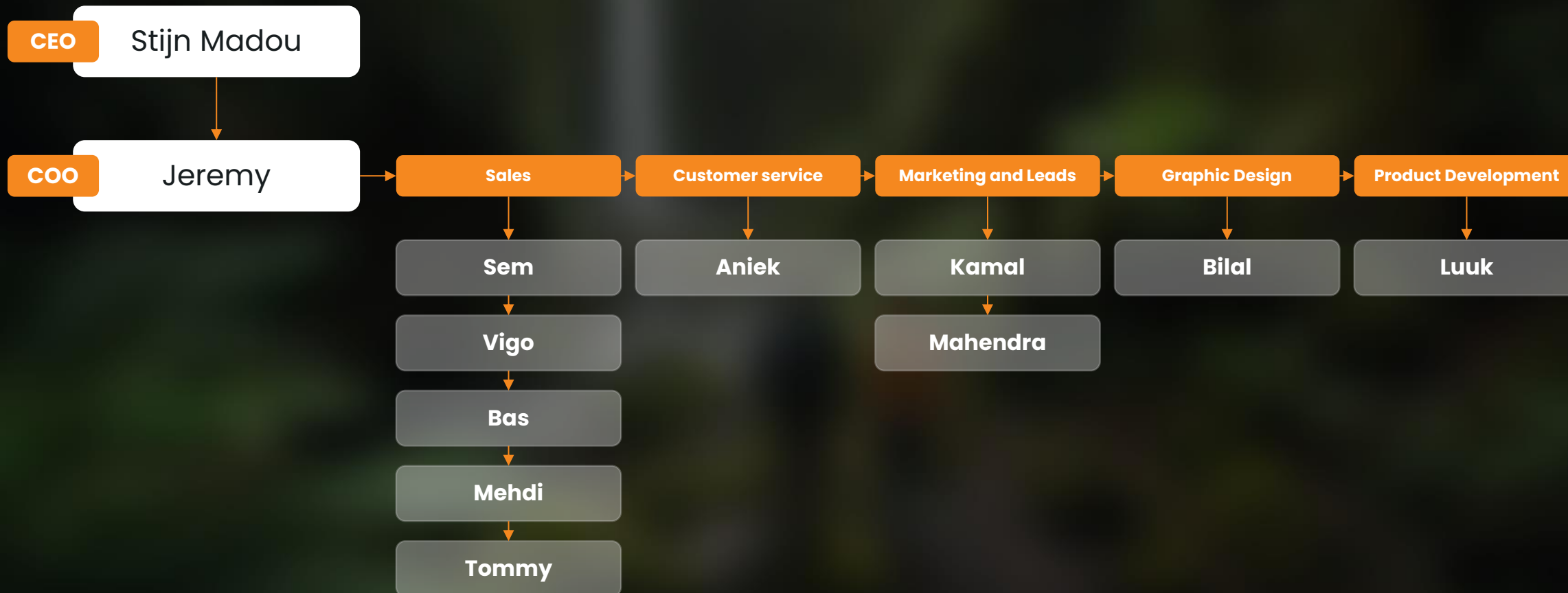
05

Wifi – and
AI Solutions

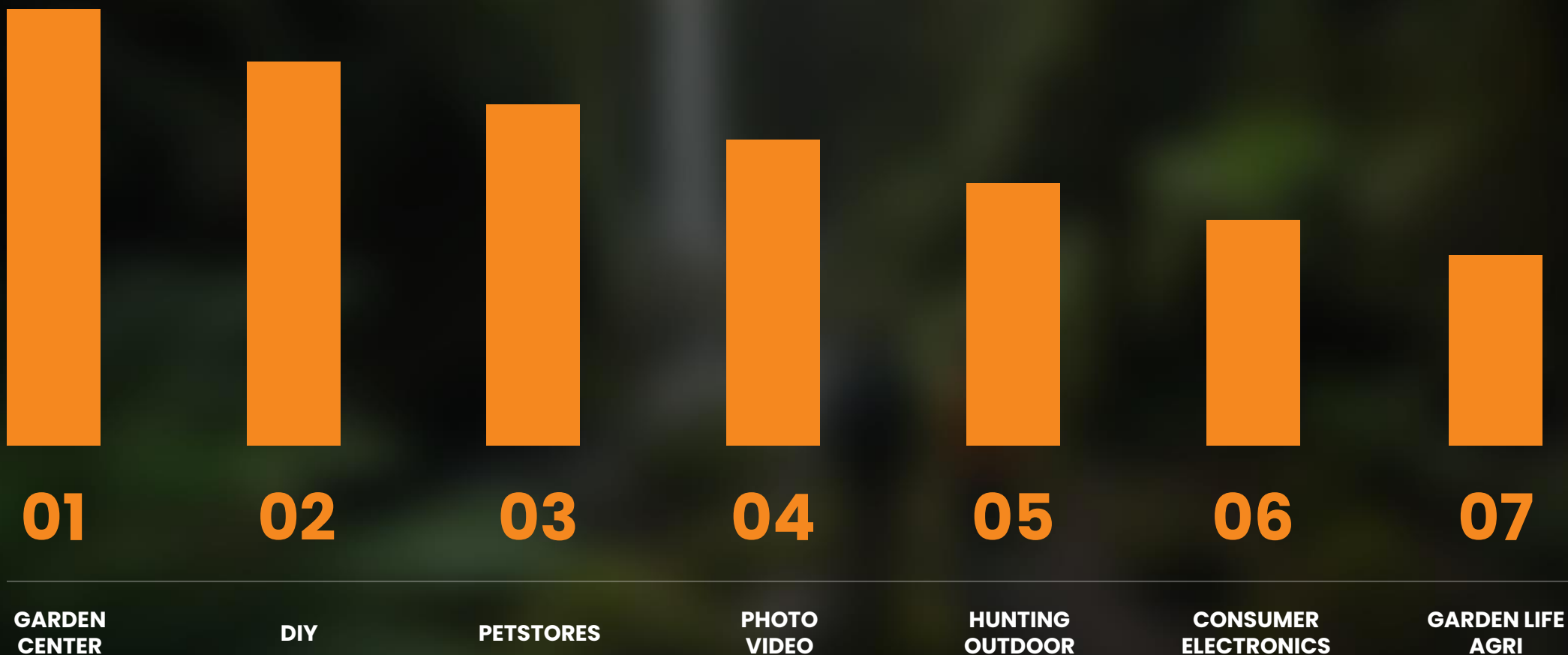
06

Founded and operating
from **Holland**

THE CAMOUFLAGE TEAM



SEGMENTS CAMOUFLAGE SERVES SUCCESSFULLY



THE PROBLEM AND **USER PROFILE**

The Problem

People Want To Observe
Animals/Locations
Without Having To Be
There Live

The End users

Either Hunters,
Farmers, Nature
Lovers, Pet owners,
Ecologists, Hobbyists,
Or Birders

Camouflage Outdoors Customer

Big Retail And
Distribution In The
Segments On The
Next Slide

YOY GROWTH SINCE 2019



NOTABLE PARTNERSHIPS



HAGEBAU
1700+ DIY
STORES

NOTABLE PARTNERSHIPS



RINGFOTO

1300+
STORES

NOTABLE PARTNERSHIPS



INTERCOOP BUYING GROUP

5200 DIY/AGRI STORES

2024 NEW PARTNERSHIPS + DATA



1300+
STORES



65
STORES



01 DISTRIBUTOR



1700 DIY
STORES



200+
STORES



**ONLINE
PARTNERSHIP**



175
STORES



PARTNERSHIP



150
STORES



1300+
STORES



BUYING GROUP
5200 DIY/AGRI STORES



70+
STORES



PARTNERSHIP

CAMOUFLAGE'S MISSION STATEMENT KEY DRIVERS

01

High profit margins

02

10FTE on 2
productlines – full
focus on innovation

03

Free to use APP's
and AI features
(unlike competition)

04

Online Support –
Detailed reply within 24
hours guaranteed

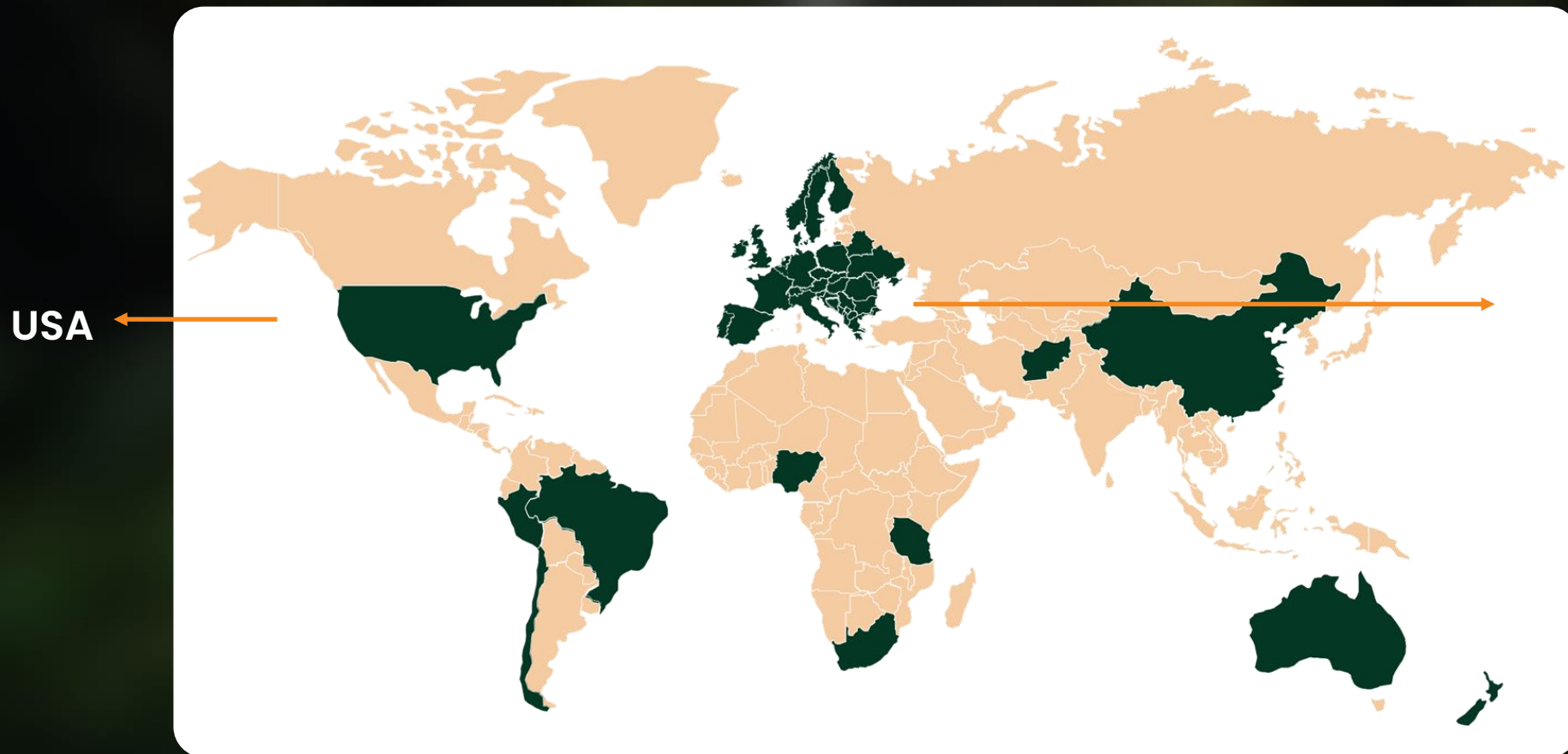
05

Working with a
Specialist in the
Niche with focus

06

Content strategy
A-Z – total care
taking

ACTIVE COUNTRIES 2025



Key Countries

- Netherlands
- Belgium
- Luxembourg
- Germany
- Poland
- Italy
- Denmark
- Sweden
- Norway
- Czech Republic
- UK
- Slovakia
- China
- Singapore
- South Africa

26 Countries Total

BIRD PRODUCTS

Cameras Overview

EZ NESTEYE - MSRP: €219,99

EZ BIRDFEED - MSRP: €199,99



Free AI bird recognition



Solar panels built in



Live stream + Live notifications



REAL FOOTAGE



FREE AI BIRD RECOGNITION **UP TO 11.000 SPECIES**

CTRL + CLICK ON THE PRODUCT TO SEE THE VIDEO

EZ BIRDFEED (WI-FI) - MSRP: €199,99

Cameras Overview



Free AI bird
recognition



Solar panels
built in



Live stream +
Live notifications



FREE APP,
NO MANDATORY
SUBSCRIPTION



STORAGE SECURED
ON A SD CARD



KEY SPECS

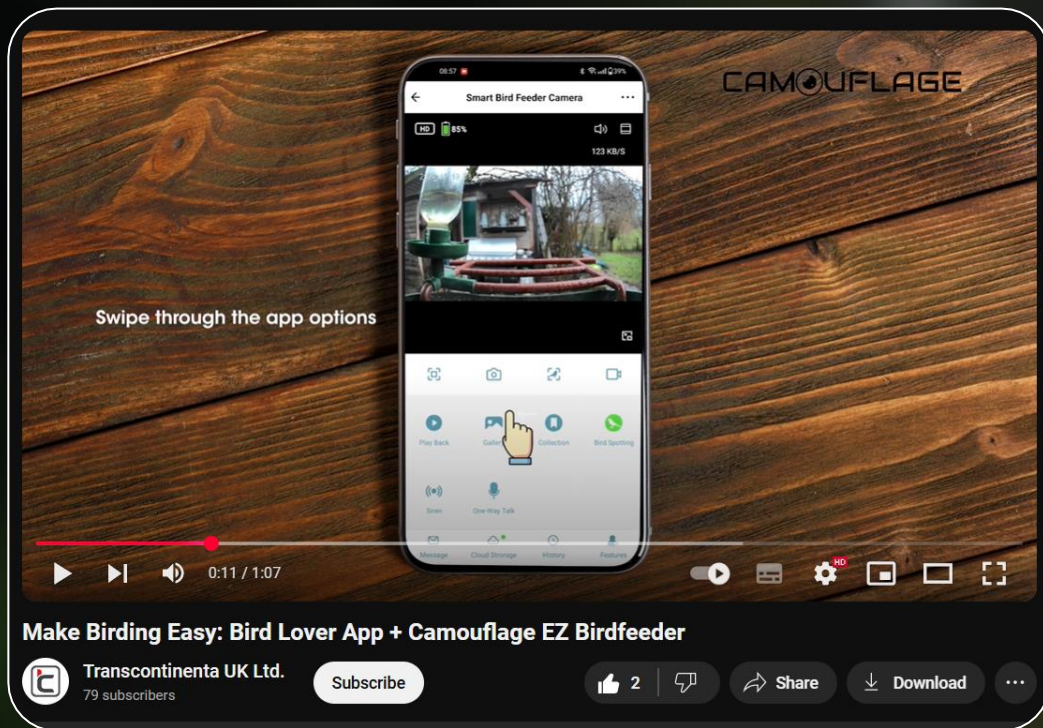
2MP PHOTO

Full-HD VIDEO

4-6 YEARS
BATTERY LIFE

SOLAR PANEL
AND USB CABLE

EZ BIRDFEED PRODUCT VIDEO & REAL FOOTAGE



[CLICK HERE TO WATCH PRODUCT VIDEO](#)

BRAND COMPARISON: CAMOUFLAGE VS. COMPETITORS



	Brand	Price (USD)	AI Functionality	Headquarters	Product range
CAMOUFLAGE	Camouflage	\$199	Free AI for 11,000+ species	Europe	Bird Specialist
birdbuddy	Bird Buddy	\$199–\$299	Free basic AI; Premium at \$6/month	United States	Bird Specialist
Birdfy	Birdfy (Netvue)	\$169–\$219	Lifetime AI included or \$4.99/month	United States	Bird Specialist
birdie	Birddy (Reliup)	\$230	Free AI for 2 months; then \$4.99/month	China	Bird Specialist
BRAUN®	Braun	\$200	No AI functionality	Germany	Hundreds of product lines
NESTERA	Nestera	\$250–\$300	No AI functionality	United Kingdom	Birds is just one of the products

EZ NESTEYE (WI-FI) - MSRP: €219,99

Cameras Overview



Free AI bird
recognition



Solar panels
built in



Live stream +
Live notifications



FREE APP,
NO MANDATORY
SUBSCRIPTION



STORAGE SECURED
ON A SD CARD



KEY SPECS

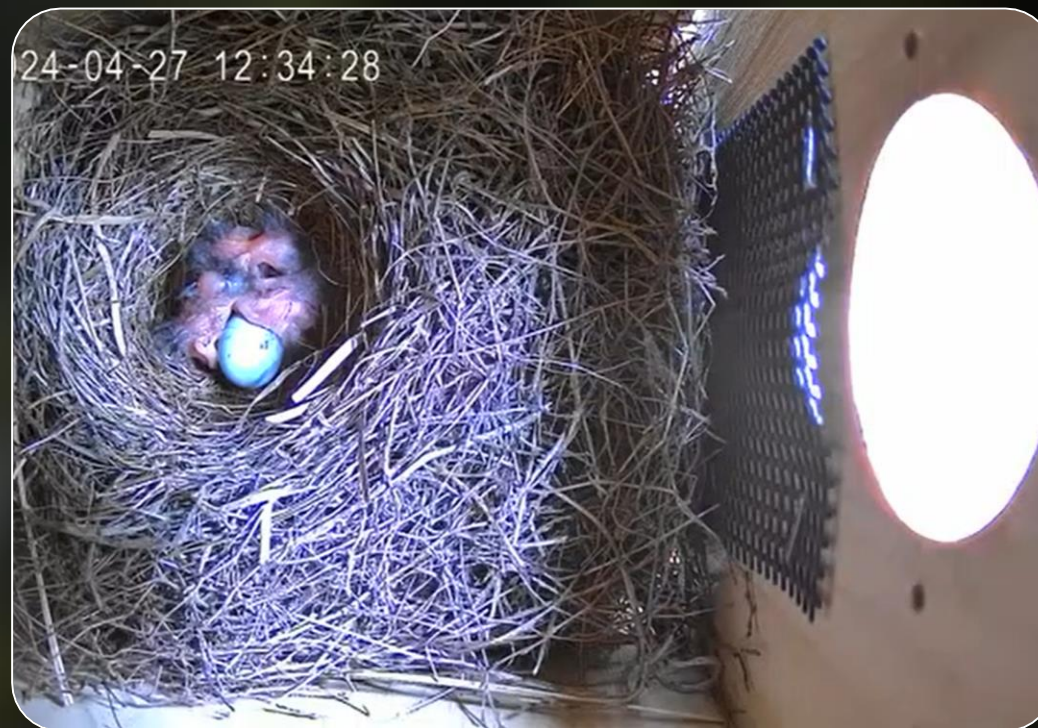
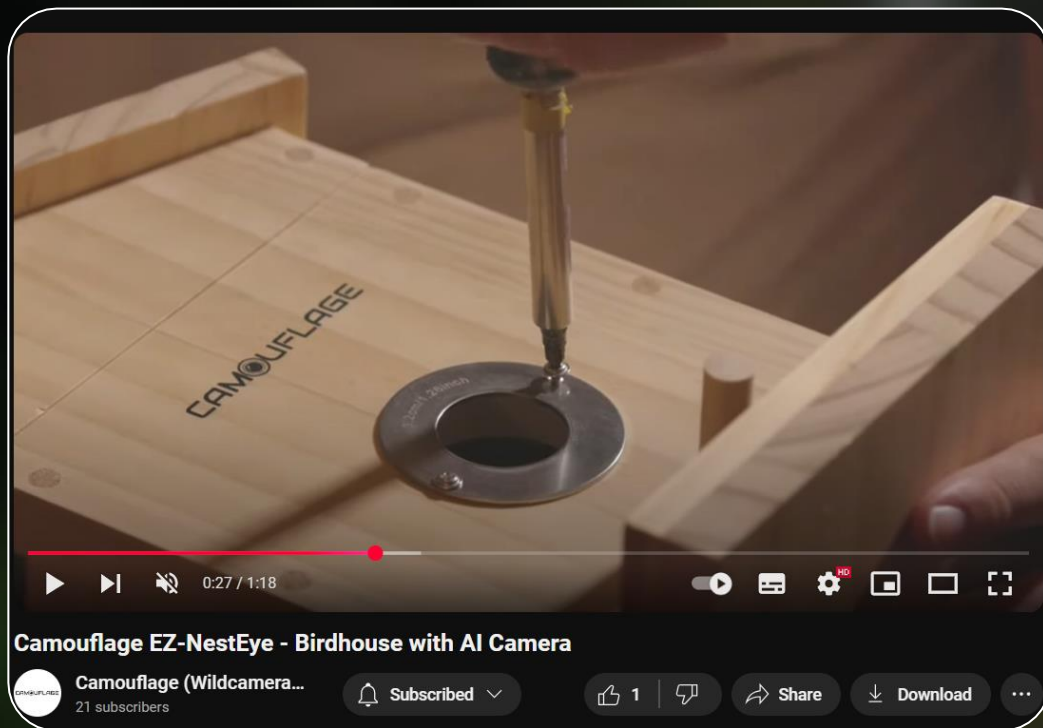
2MP PHOTO

Full-HD VIDEO

4-6 YEARS
BATTERY LIFE

WIFI 2.4GHZ

EZ NESTEYE PRODUCT VIDEO & REAL FOOTAGE



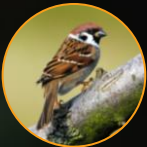
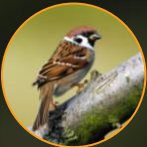
[CLICK HERE TO WATCH PRODUCT VIDEO](#)

EUROPEAN BIRDS AND THEIR NESTING NEEDS

Bird Species	Use of Nest Boxes	Preferred Opening Size	Min Internal Volume	Reason for Nest Box Use	Source
Blue Tit	Yes	25 mm	1,560 cm³	Utilizes small boxes in gardens and woodlands.	BTO
Great Tit	Yes	28 mm	1,560 cm³	Adapts well to nest boxes in various habitats.	BTO
Coal Tit	Yes	25 mm	1,560 cm³	Prefers coniferous forests; uses small boxes.	BTO
Marsh Tit	Yes	25 mm	1,560 cm³	Occupies damp woodlands; benefits from nest boxes.	BTO
House Sparrow	Yes	32 mm	1,560 cm³	Nests colonially; uses boxes in urban areas.	BTO
Tree Sparrow	Yes	28 mm	1,560 cm³	Similar to House Sparrow; prefers rural settings.	BTO
European Starling	Yes	45 mm	4,920 cm³	Requires larger boxes; nests in cavities.	BirdBarn
Eurasian Nuthatch	Yes	32 mm	1,560 cm³	Uses boxes in mature woodlands.	BTO
Pied Flycatcher	Yes	28 mm	1,560 cm³	Migratory; nests in boxes in deciduous forests.	BTO
Common Redstart	Yes	32 mm	1,560 cm³	Prefers open woodlands; uses boxes.	BTO
Wren	Yes	25mm	1,560 cm³	Uses open-fronted boxes in dense vegetation.	BTO
Swift	Yes	50mm	3,510 cm³	Nests in specialized boxes under eaves.	BirdBarn
House Martin	Yes	45mm	3,510 cm³	Uses cup-shaped boxes under eaves.	BirdBarn
Our birdhouse					
Openingssize	28mm	32mm	45mm	70mm	
Volume	5,460 cm³				

OUR BIRDHOUSE

OPENING SIZES

 28mm	 Blue Tit	 Great Tit	 Coal Tit	 Marsh Tit
 32mm	 Tree Sparrow	 Eurasian Nuthatch	 House sparrow	 Common Redstart
 45mm	 European Starling	 House Martin		
 70mm	 Swift			

EZ-BIRDSPOT

CAMERA OVERVIEW

EDUCATIONAL AND FUN FOR THE WHOLE FAMILY



CMOS SENSOR
4MP



AI 11K BIRDS
DETECTION



BUILT IN ANTENNA
FOR WI-FI
CONNECTION UP
TO 100M



**NEW
APRIL
2025**

PRODUCT PACKAGING



CAMOUFLAGE



CAMOUFLAGE



INCLUDING FREE APP
Scan to see the product video
Connect to the camera's Wi-Fi network
or view photos/videos from distance

CAMOUFLAGE
EZ60 WIFI WILDLIFE CAMERA
48MP Photo 4K Video
NIGHT VISION
DAY TIME
NIGHT TIME
DAY TIME

PRODUCT SPECIFICATIONS	
BRAND	CAMOUFLAGE
MODEL	EZ60
VIDEO RESOLUTION	4K (3840 x 2160)
PHOTO RESOLUTION	48MP (4800 x 3200)
DISPLAY	2.4" TFT LCD
RECHARGEABLE	YES
RECHARGEABLE TIME	2-3 HOURS
RECHARGEABLE TYPE	TYPE-C
RECHARGEABLE PORT	TYPE-C
RECHARGEABLE CABLE	TYPE-C
RECHARGEABLE LENGTH	1.5M
RECHARGEABLE WEIGHT	100g
RECHARGEABLE POWER	5V 2A
RECHARGEABLE TYPE 2	TYPE-C
RECHARGEABLE TYPE 3	TYPE-C
RECHARGEABLE TYPE 4	TYPE-C
RECHARGEABLE TYPE 5	TYPE-C
RECHARGEABLE TYPE 6	TYPE-C
RECHARGEABLE TYPE 7	TYPE-C
RECHARGEABLE TYPE 8	TYPE-C
RECHARGEABLE TYPE 9	TYPE-C
RECHARGEABLE TYPE 10	TYPE-C
RECHARGEABLE TYPE 11	TYPE-C
RECHARGEABLE TYPE 12	TYPE-C
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RECHARGEABLE TYPE 94	TYPE-C
RECHARGEABLE TYPE 95	TYPE-C
RECHARGEABLE TYPE 96	TYPE-C
RECHARGEABLE TYPE 97	TYPE-C
RECHARGEABLE TYPE 98	TYPE-C
RECHARGEABLE TYPE 99	TYPE-C
RECHARGEABLE TYPE 100	TYPE-C



FC CE RoHS BSCI

ONLINE EDUCATIONAL PLATFORM + ONLINE CUSTOMER SERVICE

01 Instruction videos



02 FAQ



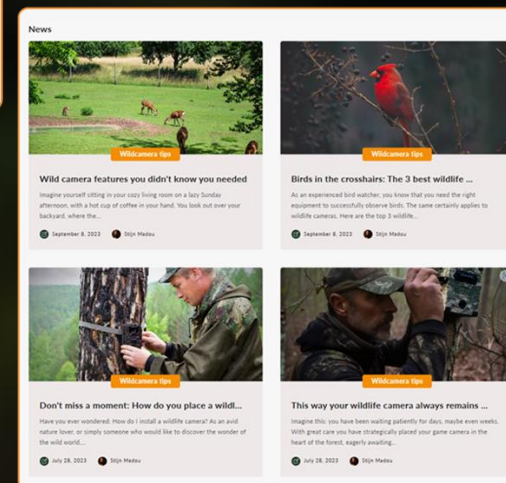
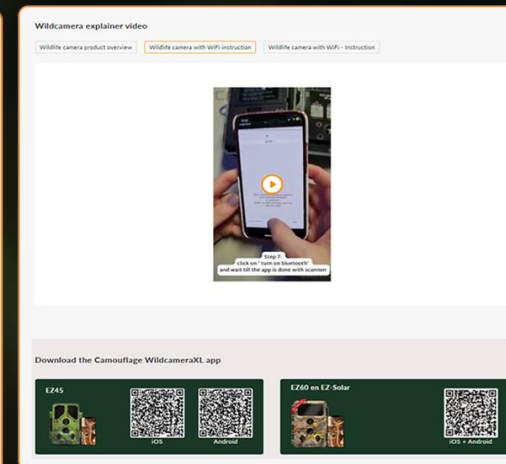
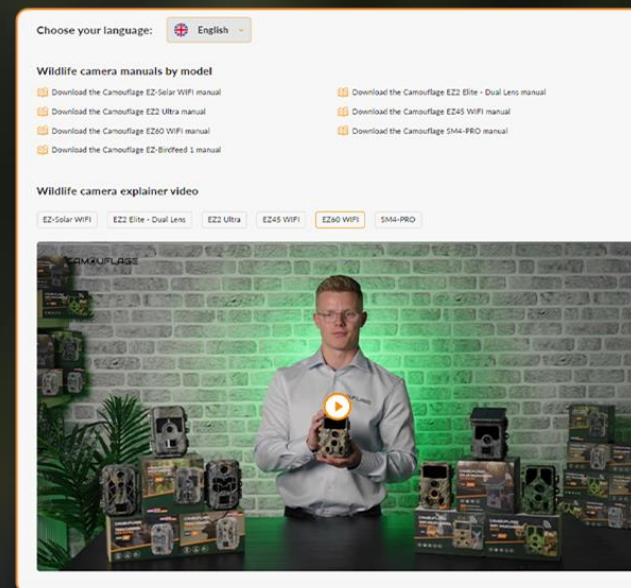
03 Problem Solvers



04 Installation videos

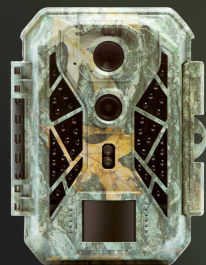


05 Relevant Blog Articles



TRAIL CAMERA COMPARISON

STANDARD WILD CAMERAS



EZ2 LITE
MSRP: €99

32MP PHOTO

FHD VIDEO

2MP CMOS

0.4 SEC
TRIGGER TIME

EZ2 PLUS
MSRP: €139

48MP PHOTO

2K VIDEO

5MP CMOS

0.4 SEC
TRIGGER TIME

EZ2 ELITE
MSRP: €199

48MP PHOTO

4K VIDEO

CMOS 8MP DAY
& 2MP NIGHT

0.2 TO 0.6 SEC
TRIGGER TIME

WIFI WILD CAMERAS



EZ20
MSRP: €149

20MP PHOTO

HD VIDEO

2MP CMOS

0.4 SEC
TRIGGER TIME

EZ45
MSRP: €199

24MP PHOTO

FHD VIDEO

5MP CMOS

0.3 SEC
TRIGGER TIME

EZ60
MSRP: €249

48MP PHOTO

4K VIDEO

8MP CMOS

0.3 SEC
TRIGGER TIME

EZSOLAR
MSRP: €297

46MP PHOTO

4K VIDEO

8MP CMOS

0.3 SEC
TRIGGER TIME

4G CAM



EZ4G PRO
MSRP: €229,99

24MP PHOTO

2.7K VIDEO

4MP CMOS

0.4 SEC
TRIGGER TIME

TRAIL CAMERA BEST SELLERS

WIFI WILD CAMERAS



EZ45

MSRP: €199

24MP PHOTO

FHD VIDEO

5MP CMOS

0.3 SEC
TRIGGER TIME

EZSOLAR

MSRP: €297

46MP PHOTO

4K VIDEO

8MP CMOS

0.3 SEC
TRIGGER TIME

4G CAM



EZ4G PRO

MSRP: €299,99

24MP PHOTO

2.7K VIDEO

4MP CMOS

0.4 SEC
TRIGGER TIME

EZ4G PRO (WI-FI) | MSRP: €219,99

Camera Overview



Free
App Included



Razor sharp
Photo & video



Live
Notifications



CHEAPEST
DATAPLAN
IN THE WORLD

FULL-HD



Capture
the moments



STORAGE ON CLOUD
BY **AMAZON (AWS)** +
SUBSCRIPTION PLAN

ALWAYS USES THE BEST POSSIBLE NETWORK IN **95% OF THE WORLD**

REAL FOOTAGE - EZ4G PRO

Camera Overview



CAMOUFLAGE

● 22 °C 71°F 2025/01/28 13:53:36 0014

EZ SOLAR (WI-FI) | MSRP: €279

Camera Overview



4K
Video



18 Months
Standby



Live
Notifications



KEY SPECS

48MP PHOTO

4K VIDEO

8MP CMOS

0.3 SEC
TRIGGER TIME

FREE APP,
NO MANDATORY
SUBSCRIPTION



STORAGE SECURED
ON A SD CARD



CLICK HERE TO WATCH PRODUCT VIDEO

EZ SOLAR PRODUCT VIDEO & REAL FOOTAGE



[CLICK HERE TO WATCH PRODUCT VIDEO](#)

EZ45 (WI-FI) | MSRP: €199

Camera Overview



Upto 25m
detection



Android &
iOS supported



36 infrared
LEDs



FREE APP,
NO MANDATORY
SUBSCRIPTION



STORAGE SECURED
ON A SD CARD



KEY SPECS

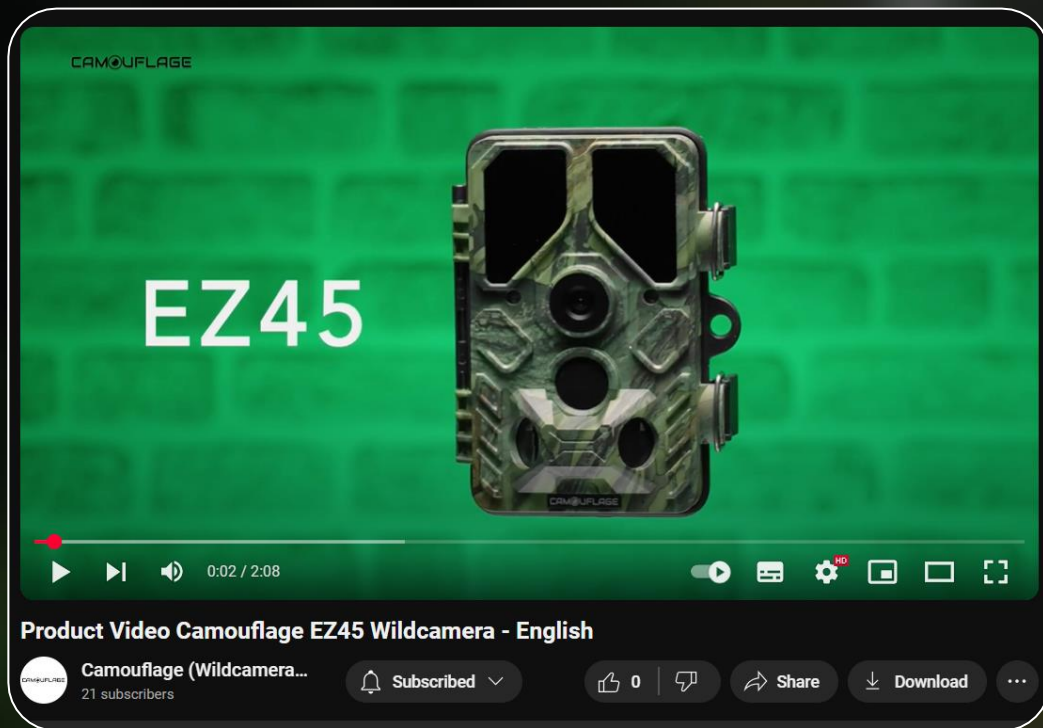
24MP PHOTO

FHD VIDEO

5MP CMOS

0.3 SEC
TRIGGER TIME

EZ 45 PRODUCT VIDEO & REAL FOOTAGE



[CLICK HERE TO WATCH PRODUCT VIDEO](#)

EZ60 (WI-FI) | MSRP: €249

Camera Overview



Wi-Fi
Connectivity



Android &
iOS supported



Water
Proof



KEY SPECS

48MP PHOTO

4K VIDEO

8MP CMOS

0.3 SEC
TRIGGER TIME

FREE APP,
NO MANDATORY
SUBSCRIPTION



STORAGE SECURED
ON A SD CARD



PROVEN TRACK RECORD

In 26 countries and huge YoY growth.

PARTNERSHIPS WITH



CAMOUFLAGE

STIJN MADOU

CEO

EMAIL: stijn@camouflageoutdoor.com

PHONE: +31 610113918

WHATSAPP: +31 610113918

SAMPLES AVAILABLE UPON REQUEST



APPENDIX

MARKET POTENTIAL

2023

Outdoor Trail Cameras
market was valued at

**US\$ 600.6 MILLION
IN 2023**

Trail camera market expects to
grow **7.11%** CARG up to 2030



2024

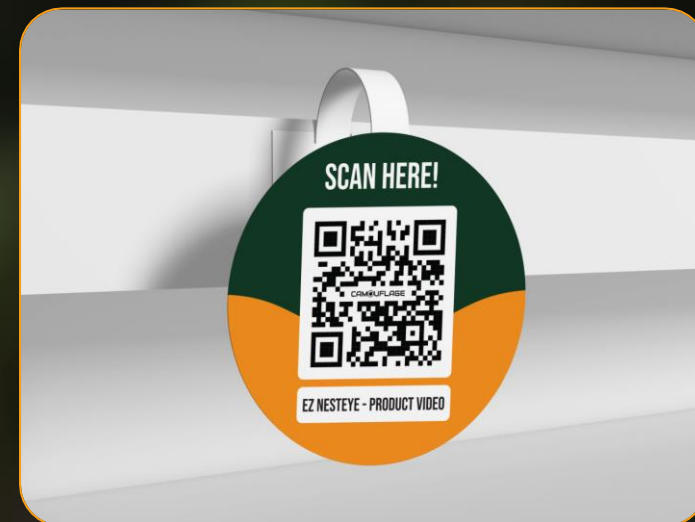
The "Birdhouses Market"
valued at

\$9.5 BILLION IN 2024

Sell through extremely quick

Birdhouses Market **4%**
CAGR up to 2030

IN STORE SALES PROMOTIONS



SERVICE FOR OUR PARTNERS



ONLINE EDUCATIONAL PLATFORM

Customer scans QR code and goes to our online educational platform



INSTRUCTION VIDEO'S

For: setup – how to start – many more...
YouTube: WildcameraXL Camouflage



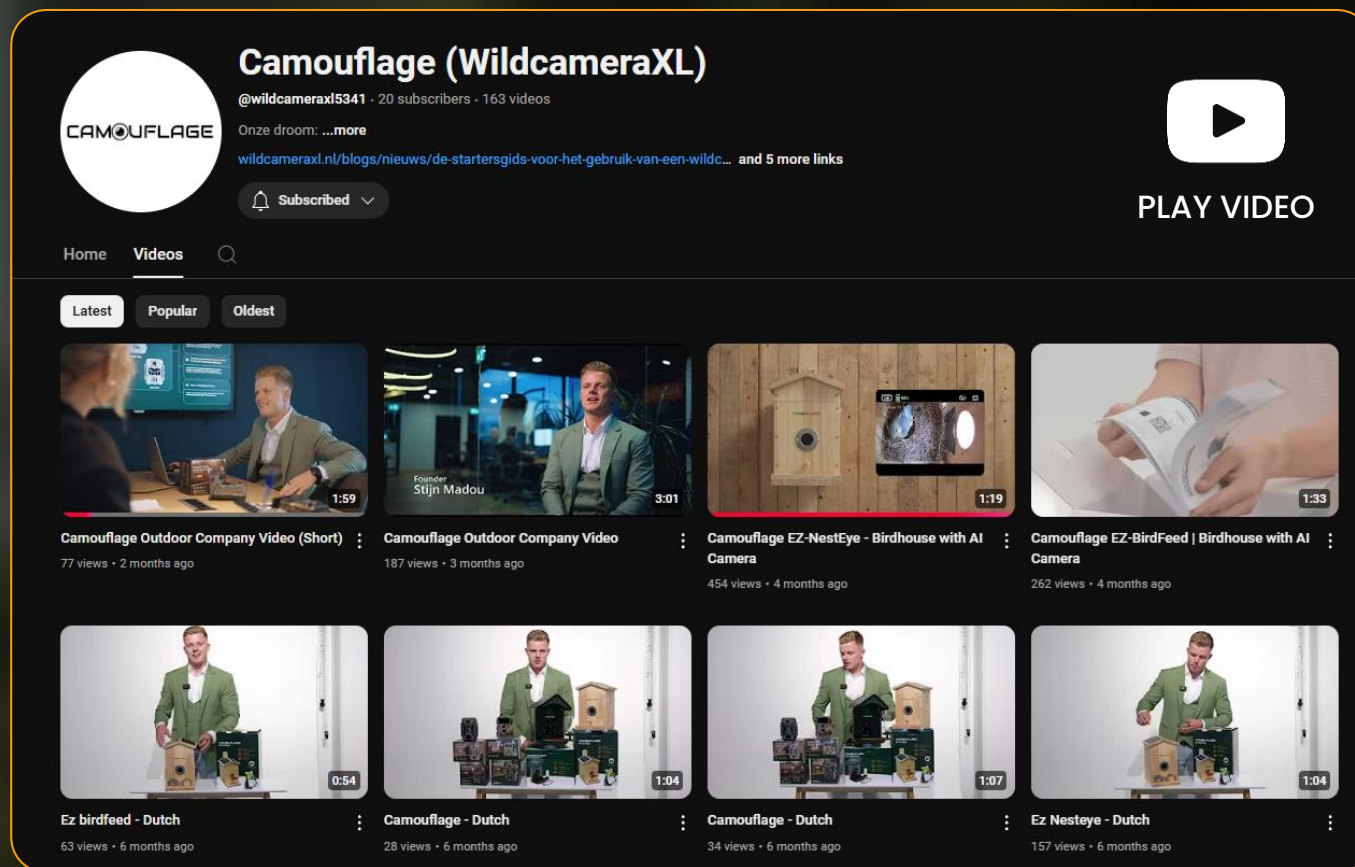
TRAINING THEIR STAFF

Sales – Customer Service etc.
+ attending fairs/shows/expos



EASY REPLACEMENT

Great Warranties



REVIEWS & TESTIMONIALS

Trustpilot Zoek een ander bedrijf...

Elektronica en technologie > Beeld en geluid > Camerawereld > Wildcamera XL

Wildcamera XL
Reviews 83 • Uitstekend
★★★★★ 4,5

Een review schrijven

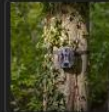
Reviews ★ 4,5
83 in totaal

Rating	Percentage
5 sterren	77%
4 sterren	16%
3 sterren	2%
2 sterren	1%
1 ster	4%

Filter Sorteer: Meest relevante

Camouflage EZ2 Elite Trail Camera 4K 32MP 12121206
4,5 ★★★★★ (368)





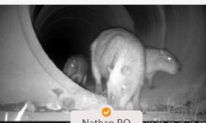
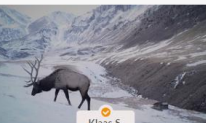
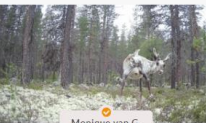
Cameranu €178.00

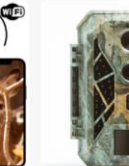
Camouflage EZ2 Elite wildcamera

In stock online
Free delivery
30-day returns

Sponsored

 Camouflage EZ60 wildlife... €201.00 Coolblue Free shipping ★★★★★ (606) By Producthero	 Camouflage Wildcamera EZ... €201.00 bol.com Free shipping By Producthero	 Camouflage EZ60 Wildcamera €239.00 Cameraland.nl Free shipping By Bigshopper	 Camouflage EZ60 wildcame... €239.00 Cameranu Free shipping ★★★★★ (606) By Producthero	 Camouflage Camouflage... €249.00 Veldshop.nl Free shipping By Google	 Camouflage EZ60 -... €239.00 fotodevakman.nl Free shipping ★★★★★ (606) By Shoparize	 Camouflage Wildcamera EZ... €201.00 + more Shoparize 5+ more offers	 Camouflage Ez... €201.00 + more Vergelijk.nl ★★★★★ (606) 5+ more offers
--	--	--	--	--	--	--	---

 Nico W. "Satisfied with the camera. Many compliments about the image quality." ★★★★★	 Nathan RO "Simple camera that is really worth it for such a price!" ★★★★★	 Klaas S. "Nice camera with a razor-sharp image. The WiFi option works really great." ★★★★★	 Monique van G. "I bought this wildlife camera especially for my holiday to central Sweden." ★★★★★
---	--	---	--

 Camouflage EZ-Solar WiFi ★★★★★ (187) 4K resolution recordings - WiFi connectivity - Charging with solar panels 297.00 VIEW PRODUCT >	 Camouflage EZ60 WiFi ★★★★★ (713) - WiFi connectivity 48 megapixel camera 0.2 second trigger time 249.00 VIEW PRODUCT >	 Camouflage EZ45 WiFi ★★★★★ (404) - WiFi connectivity 24 megapixel camera 0.4 second trigger time 199.00 VIEW PRODUCT >	 Camouflage EZ2 Elite - Dual Lens ★★★★★ (199) - Innovative Dual Lens 48 megapixel camera 0.2 second trigger time 199.00 VIEW PRODUCT >
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STANDARD WILD CAMERAS

Cameras Overview



Dual
Lens



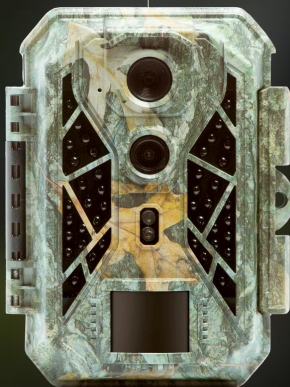
4K video
recording



24/7
day/night

CLICK ON THE PRODUCT TO SEE THE VIDEO

EZ2 PLUS
MSRP: €139

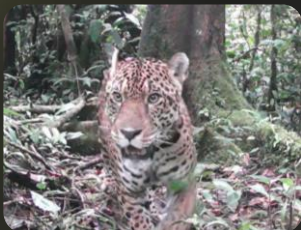


EZ2 ELITE
MSRP: €199



EZ2 LITE
MSRP: €99

REAL FOOTAGE



WIFI WILD CAMERAS

Cameras Overview

Free
App



4K
Video



Solar Powered
Option



CTRL + CLICK ON THE PRODUCT TO SEE THE VIDEO

EZ60

MSRP: €249



EZ45

MSRP: €199



EZ20

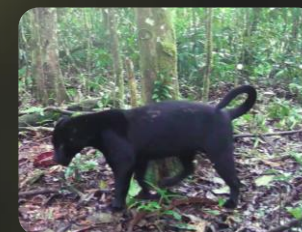
MSRP: €149



EZSOLAR

MSRP: €297

REAL FOOTAGE



EZ20 (WI-FI) | MSRP: €149

Camera Overview



Wi-Fi
Connectivity



Night vision
Reach 65ft/20
meters



Water
Proof



KEY SPECS

20MP PHOTO

HD VIDEO

2MP CMOS

0.4 SEC
TRIGGER TIME

FREE APP,
NO MANDATORY
SUBSCRIPTION



STORAGE SECURED
ON A SD CARD



EZ2 ELITE | MSRP: €199

Camera Overview



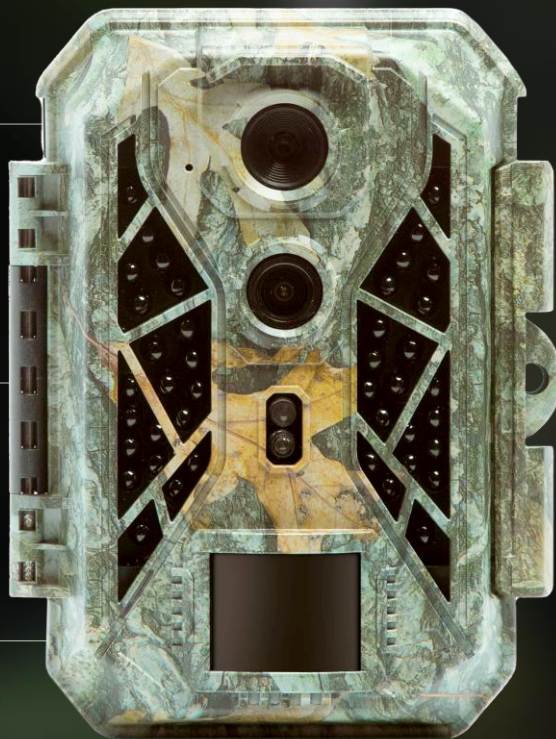
Long lasting
Battery



Extra sharp
Night images



Dual
Lens



STORAGE SECURED

ON A SD CARD



KEY SPECS

48MP PHOTO

4K VIDEO

CMOS 8MP DAY
& 2MP NIGHT

0.2 TO 0.6 SEC
TRIGGER TIME



EZ2 PLUS | MSRP: €139

Camera Overview



24/7
Day/Night



Nightvision
Reach 65ft/20
meters



Water
Proof

STORAGE SECURED

ON A SD CARD



KEY SPECS

48MP PHOTO

2K VIDEO

5MP CMOS

0.4 SEC
TRIGGER TIME

EZ2 LITE | MSRP: €99

Camera Overview



Long lasting
Battery



Nightvision
Reach 65ft/20
meter



Water
Proof



KEY SPECS

32MP PHOTO

FHD VIDEO

2MP CMOS

0.4 SEC
TRIGGER TIME

STORAGE SECURED

ON A SD CARD

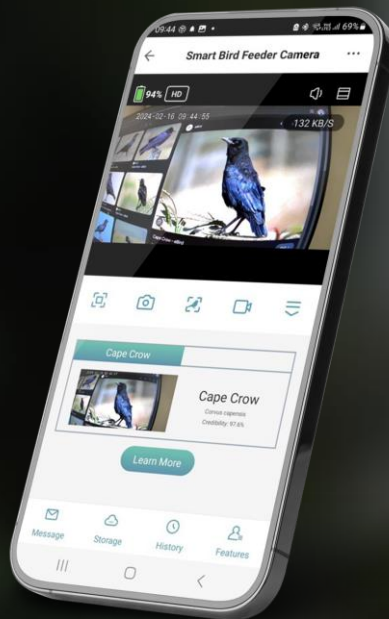


CAMERA | PACKAGING | MANUAL | MOUNTING KIT



CAMOUFLAGE AI BIRDLINE

NEW INNOVATION – LIVE SINCE JUNE 2024



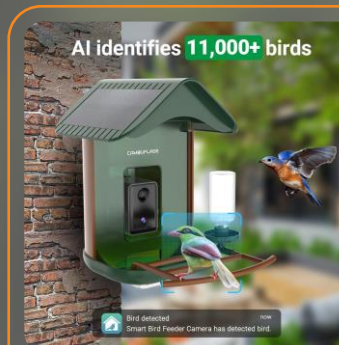
- BirdFeeders + BirdHouses
- Built in Solar Panels
- Worldwide Free LIVE View + Notifications
- Up to 50m distance to connect to home wifi (2,4ghz)
- Incredible Free Bird APP: Bird Lovers (Apple/Android)

EZ-BirdFeed

329 AUD MSRP



Including Drinking Bottle



Camera detecting 11,000 birds



Premium features and specs

- Free to use AI – Unlike competitor brands
- MSRP up to 50% lower than biggest competitors with equal quality

EZ-NESTEYE

399 AUD RRP



- Sustainable and eco-friendly + solarpowered
- Real-time tracking and observation
- Weather-resistant and long-lasting
- Timelapse: see birds hatch from egg to bird

ADJUSTABLE HOLE SIZE

- Change sizes so you can attract all Australian birds
- 28mm – 32mm – 45mm, 70mm
- 18.000CM2 – **Specially designed for your Local Birds**

Adjustable hole sizes
to attract different
bird species

