



IMPROVING FINANCIAL PERFORMANCE RESPONSIBLY



October 6, 2020

TODAY'S
STATE OF
BUSINESS

FORECAST SHORTFALLS

SUPPLY CHAIN DISRUPTIONS

COMPETING CORPORATE AND SOCIAL RESPONSIBILITIES





Forbes

More than 14,000 stores
are closing in 2020

**FAST
@MPANY**

Enormous piles of unsold clothes
are languishing in warehouses
across the United States

Forbes

**FAST
@MPANY**

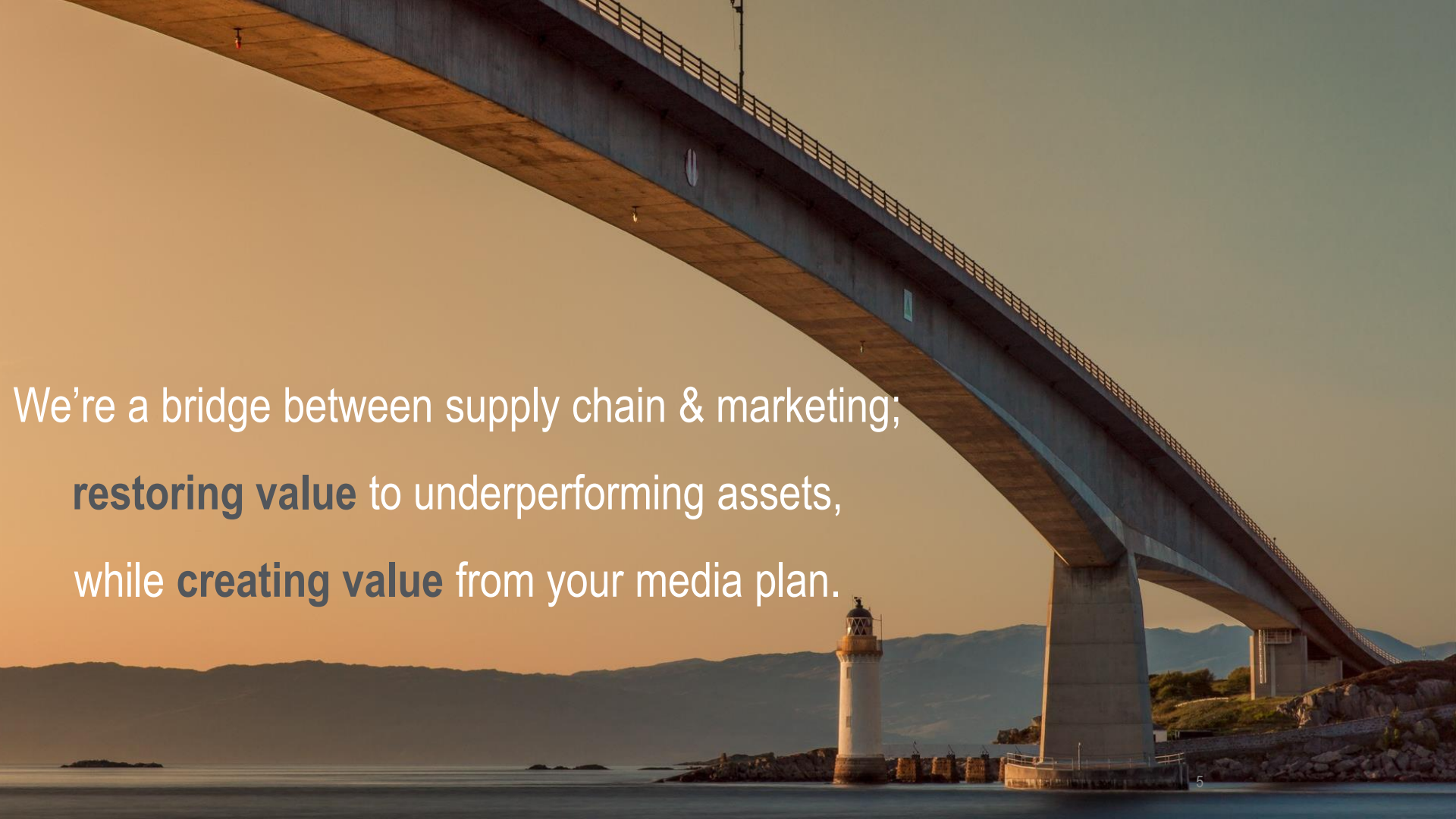


The coronavirus is set to wipe
\$50 billion off ad budgets this year



CORPORATE TRADE SOLUTIONS





We're a bridge between supply chain & marketing;
restoring value to underperforming assets,
while **creating value** from your media plan.

Restoring Value



Full Value
for
Underperforming
Assets

- ✓ Avoid Loss
- ✓ Clear pipelines
- ✓ Reduce carrying costs



Creating Value



Apply
Asset Value
to Future
Media Spend

- ✓ Lower cash cost
- ✓ Collaborating with your agency
- ✓ Quality & performance



BASIC TRANSACTION EXAMPLE





**\$1 million
net book value**



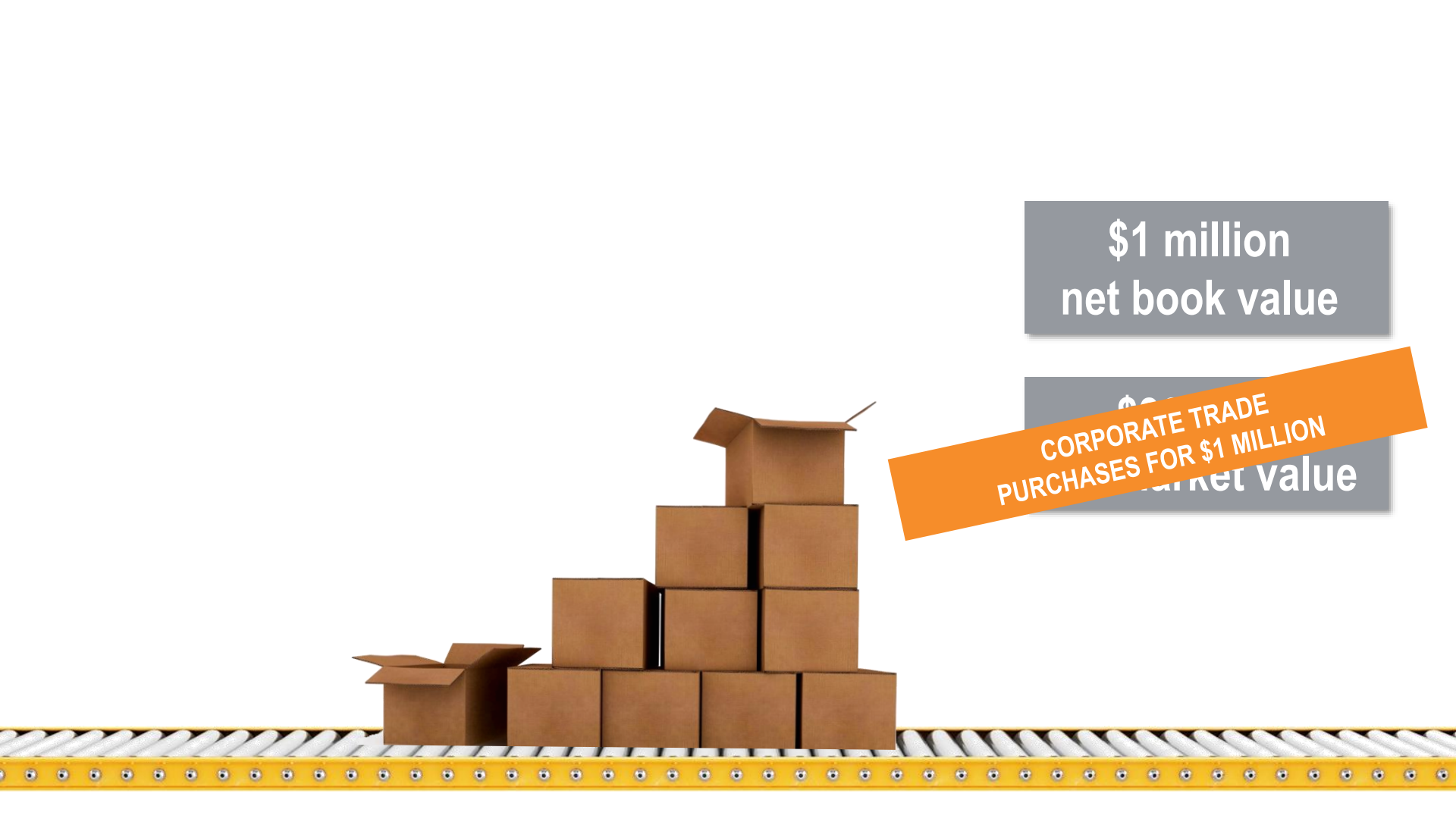
Value

**Marketplace shifts
Lack of demand
Change in technology**



**\$1 million
net book value**

**\$300,000
fair market value**



\$1 million
net book value

\$1 million
market value

CORPORATE TRADE
PURCHASES FOR \$1 MILLION

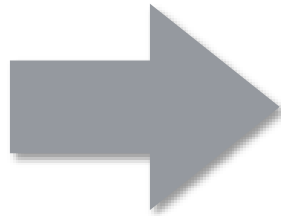
**\$1 million
net book value**

\$1 million

\$1 million

\$1 million

\$1 million



\$5 million in media



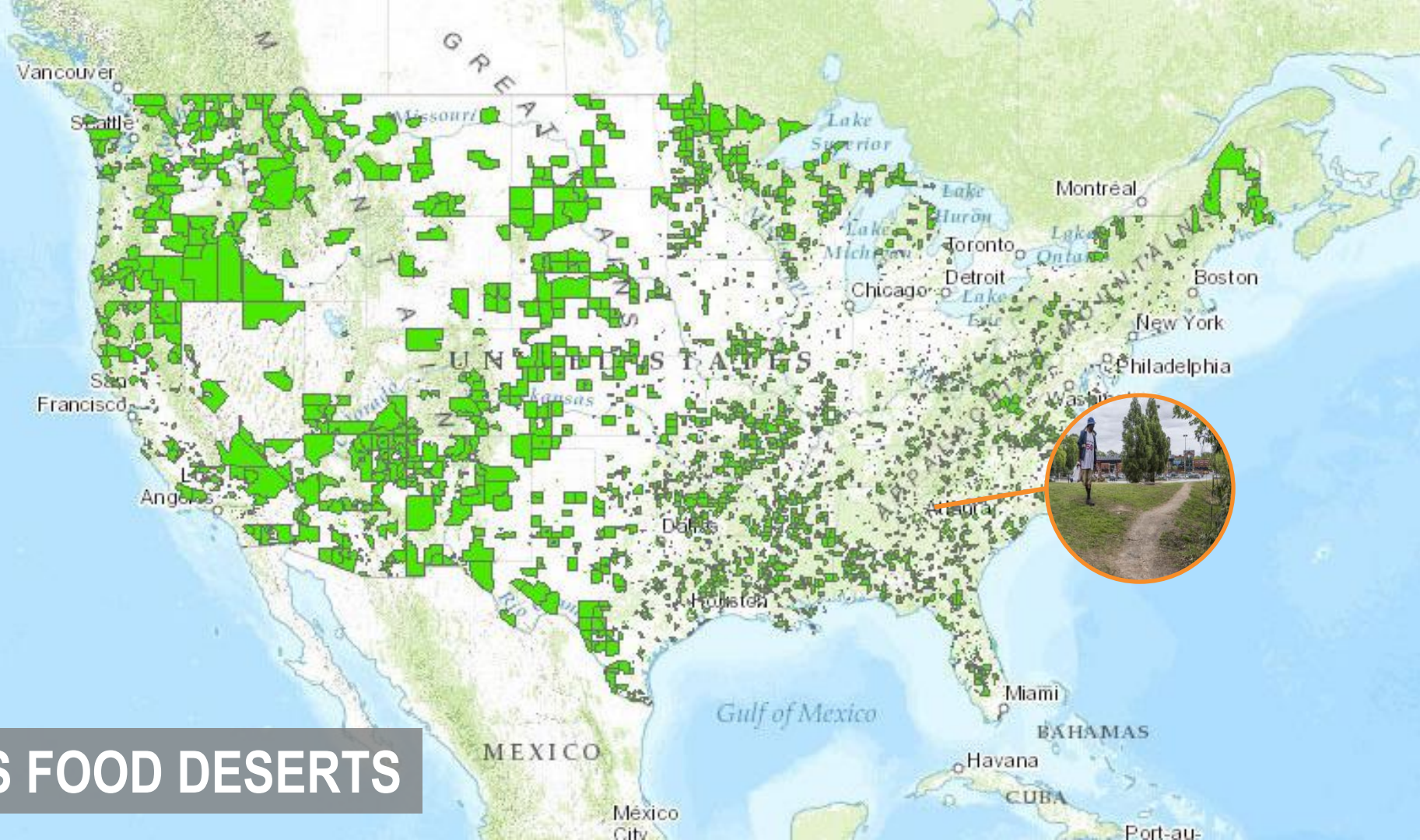
CORPORATE TRADE SOLUTIONS



**RESTORING
VALUE,
HOPE &
COMMERCE
IN A
COMMUNITY**



US FOOD DESERTS





MACON, GA



✓ Deliver full value for the property

✓ Solve the food desert issue

✓ Identify a new buyer



Worked with community leaders to facilitate a solution

With the P&Z meeting on the horizon, the next thing we had to do was find a buyer





- ✓ Oversaw unanimous approval of a change to “Multi-Use” with zoning board.



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THANK YOU