

Elevating Presence, Reach and Execution Abilities for Issuers.



SAMPLE RESULTS

Chicago Based RE Fund **(287 leads delivered)**

Gaming Fund **(393 Leads Delivered)**

Wall Street Fund of Funds **(488 Leads Delivered)**

Senior Living **(392 Leads Delivered)**

Unique Technology Indiana **(347 Leads Delivered)**

FinTech Software **(675 Leads Delivered)**

Self Storage Facility **(1,267)**

Industry Newsletter

(97,546 delivered with a 20% open rate and 21k click throughs.)

Focused Investment Marketing Funnels

General Solicitations and Offerings

Prep Materials

- Tear Sheet
- Social media ads
- Postcards
- Social Media pages
- Descriptive Video's
- Landing Page
- Email creative
- Infographics
- Pitch Decks
- Supporting Documents



Integrations

- Smart Pixl Visitor tracking
- Social media lead generation funnel to CRM
- Landing page form funnel to CRM
- Customized secondary capture to CRM
- Direct Chat Feature
- Full Silo integration
- Zapier and API Integrations

Marketing

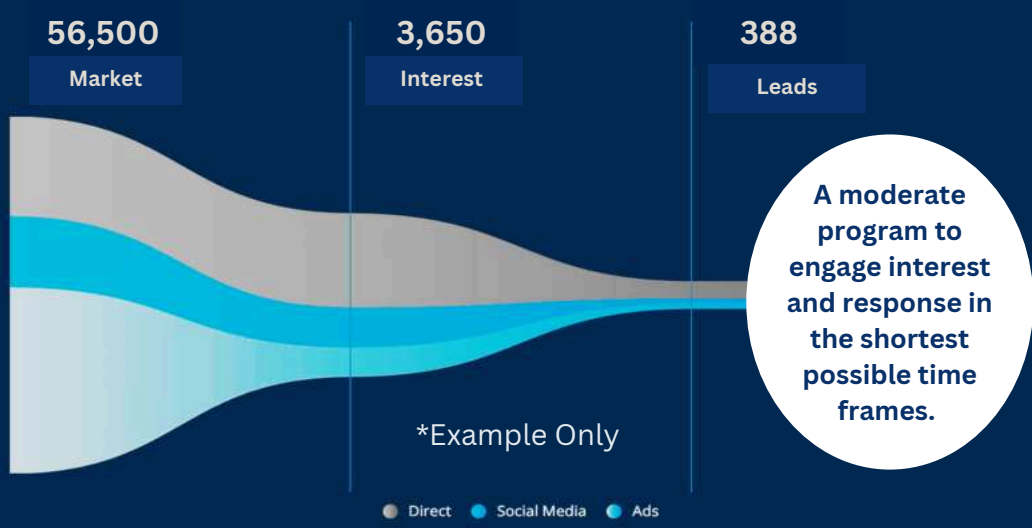
- Social Media strategic account preparation and campaigns.
- Smart See Pixl on landing page
- Criteria driven email campaigns
- Industry Event Geo Targeting
- Direct Mail
- Newsletter Display Ad
- Mainstream Media and Roadshows
- SEO and Brand establishment



Follow Up

- Follow up drip campaigns.
- Appointment Setters on lead generation
- Telemarketing Outbound and inbound
- Retargeted interest on Social Media to opens
- Marketing analysis report to maximize next effort
- Webinars
- Full stack CRM tracking with document population

TURNING INTEREST INTO MEETINGS



CAPITAL SOURCES

High Net Worth

Angels

Venture Capital

Broker Dealers

Syndication

Family Offices

Trusts

Fund of Funds

Retail

BASIC COVERAGE

- Expedited Time to Market
- Superior Targeting
- Cost Effective Market entry
- Automated Processes
- Lower Administrative Costs
- Criteria Based

Contract



VX supplies a strong marketing package. Client supplies all follow-up contact and post-closing functions. We use this campaign to gain presence in the markets with follow up to interested parties and build interest.

Deliverables



- Integrated landing page
- Visitor SiteSeePixl installed
- Email creative,
- Promotional video
- Press Releases.
- Social Media platforms with strategic set up guidance and market test for expansion.

Marketing



- Criteria based email and presentations based on targets including type, industry, region & stage.
- Direct presentation to institutional sources that are aligned.
- Lead submission in CSV (excel format).
- Statistical post campaign closing analysis for optimization.

TURNING INTEREST INTO MEETINGS

165,500

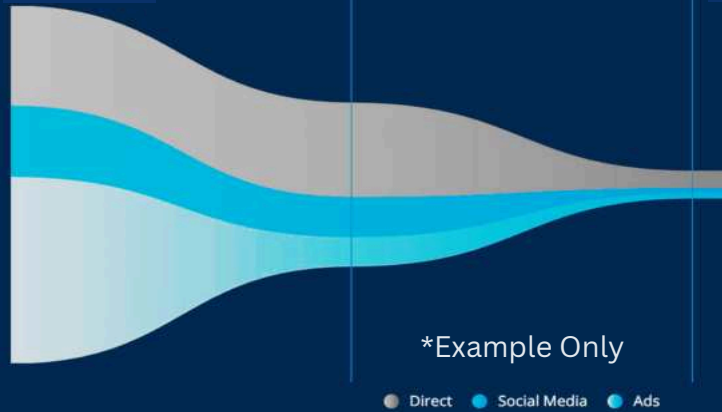
Market

8,700

Interest

627

Leads



A more robust marketing effort with an automated system that combines integration and follow up.

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Advanced Program

- Full Branding
- Built in Automation
- Outreach and follow up
- Superior Targeting
- Higher Conversion
- Tech Stack Integrations

Contract



VX supplies all follow-up contact and post-closing functions. **All of Basic plus:**

Added Features



- Expanded Social Marketing Campaign.
- Increased Email coverage.
- Integration of the lead generation system via Zapier into a custom CRM.
- Virtual Data Room.
- DocuSign set up.
- Appointment setting.

Tracking and Follow up



- Programmed status push into customized CRM.
- Automated follow up capability.
- CRM tracking and follow up.
- Full upload of existing Investors for Investor Relations launch.
- One time scheduling follow up per interested party by our outbound team.

TURNING INTEREST INTO MEETINGS

376,500

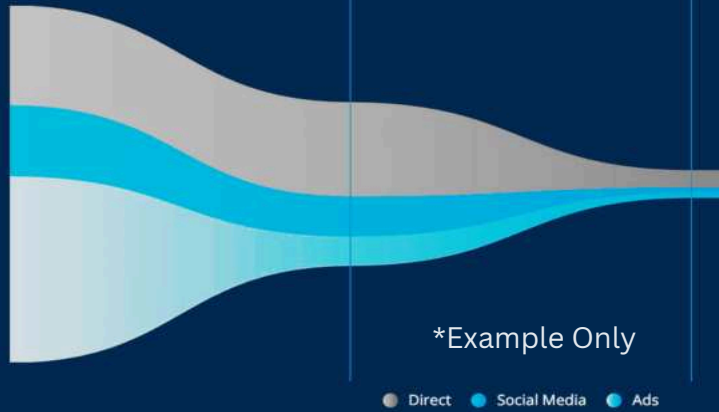
Market

15,700

Interest

3,488

Leads



A full scale marketing campaign combined with a service back end team and execution.

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www.vxglobal.com

Premium Campaign

- High level effort
- Full coverage
- Advanced Social Media
- Complete Support
- Post Investment IR
- Transfer Agent Services

Contract



All of TurnKey plus VX provides an advanced marketing biltz and a fully integrated tech stack with a complete pre and post IR service package. \$25,000. All of the above plus:

Added Coverage



- Drop shipped mailers
- Expanded email campaign
- Press Release upgrade to international multi-sector. Follow up drip campaign,
- Outbound telemarketing
- Robust targeted social media campaign
- Premier placement in our newsletter.
- Full Social Media Management.

Expanded Services



- Automated CRM lead execution system with documents.
- VDR with staged permission flow.
- Transfer Agent and equity management services set up. Automated reporting and real time analysis.
- Remote communication staff set up and integration for follow up.

Our Philosophy

We communicate frequently and expect you to have the availability to move forward. We work based on trust and hard work.

Our Standards

“Reputation is more important than capital. We won’t sacrifice our standards for a contract. “

Our Assets

- Corporate Investment in a \$400k+ Tech Stack
- 8 Sourcing Databases
- Best practices
- Call Center
- Over 3 million datasets on file.

OPTIONS MASTER PROGRAM

- ASSIGNED BROKER DEALER
- TARGETED TV, RADIO AND NEWSLETTERS
- DROP SHIPPED MAILERS
- PRESS RELEASE UPGRADES TO INTERNATIONAL MULTI-SECTOR DISTRIBUTION
- FOLLOW-UP DRIP CAMPAIGN ON EMAIL INTEREST
- OUTBOUND TELEMARKETING
- RETARGETED INTEREST ON SOCIAL MEDIA OPENS
- GEO-TARGETING FINANCIAL EVENTS
- WEBINARS
- FULL TARGETED SOCIAL MEDIA BUILDS, BRANDING AND PUSH.
- AUTOMATED LEAD EXECUTION SYSTEM WITH DOCUMENT POPULATION AND EXECUTION. VDR AND STAGED FLOW THROUGH PLUS CRM.
- TARGETED SEO TO LANDING PAGE AND COMPANY WEBSITE.
- VISITOR TRACKING.
- MONTHLY STATISTICAL REPORT AND MOVING FORWARD ANALYTICS.
- TRANSFER AGENT SERVICES INVESTOR IR REPORTING
- CAP STACK AND EQUITY MANAGEMENT
- ROADSHOW SET-UP AND MANAGEMENT