

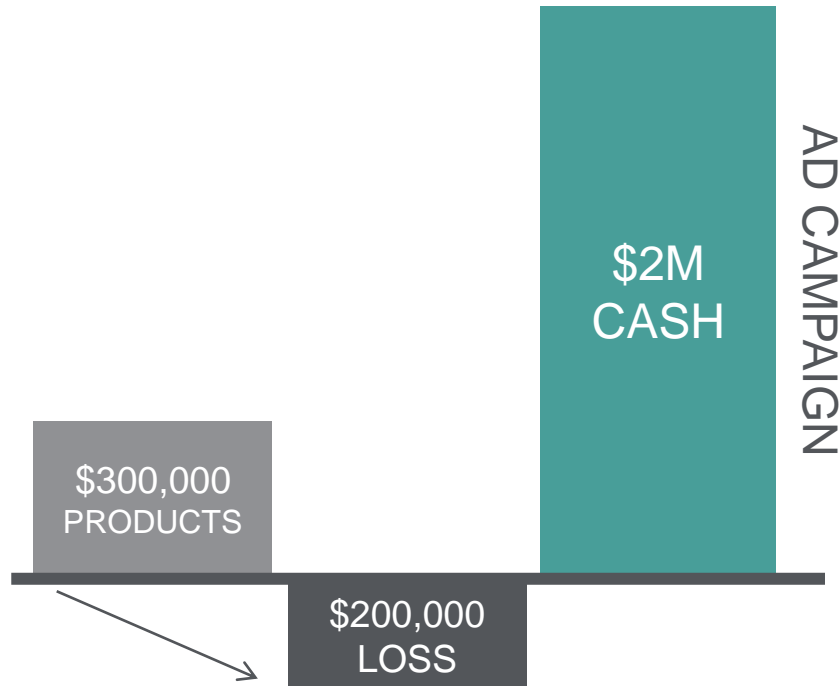
CORPORATE TRADE MODEL OVERVIEW



CORPORATE TRADE

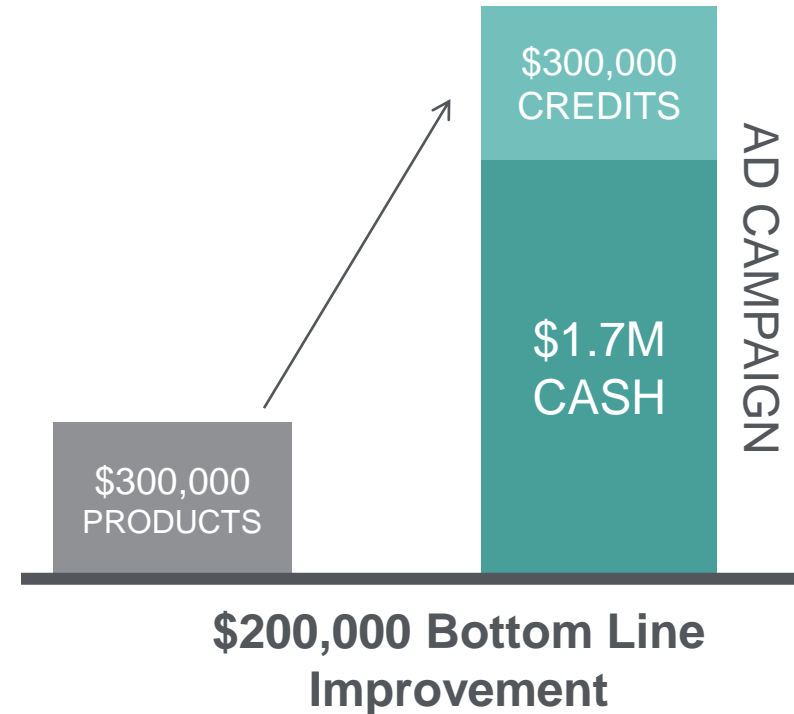
CURRENT PRACTICE

Take write-down and liquidate inventory at a loss



WITH ACTIVE

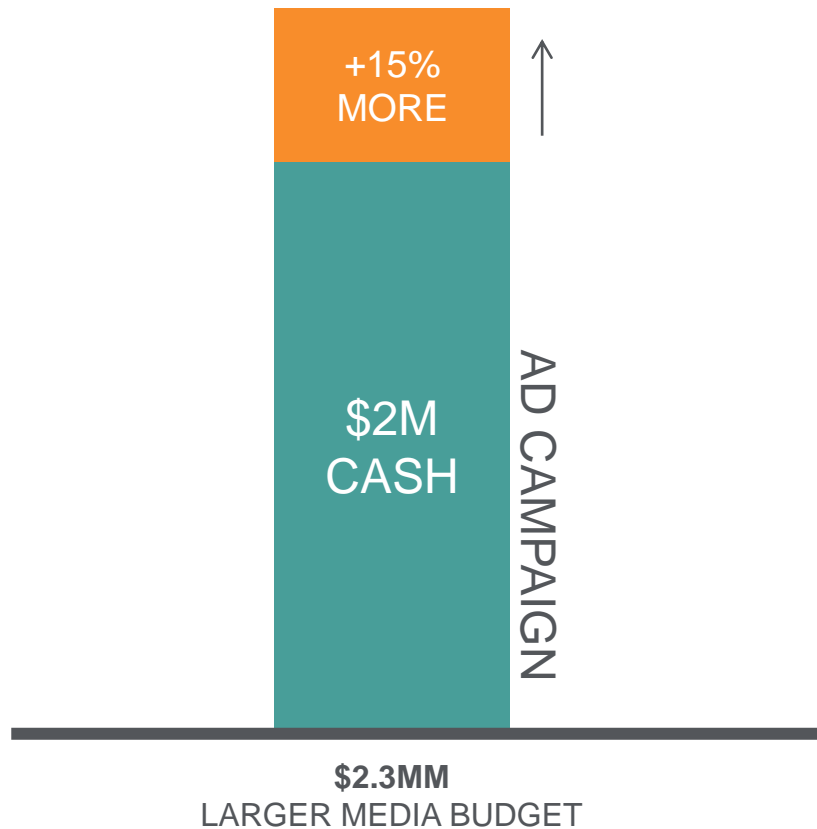
Recover write-down and use to pay for media



HOW TRADE CREDITS CAN IMPACT A MEDIA PLAN

MORE MEDIA

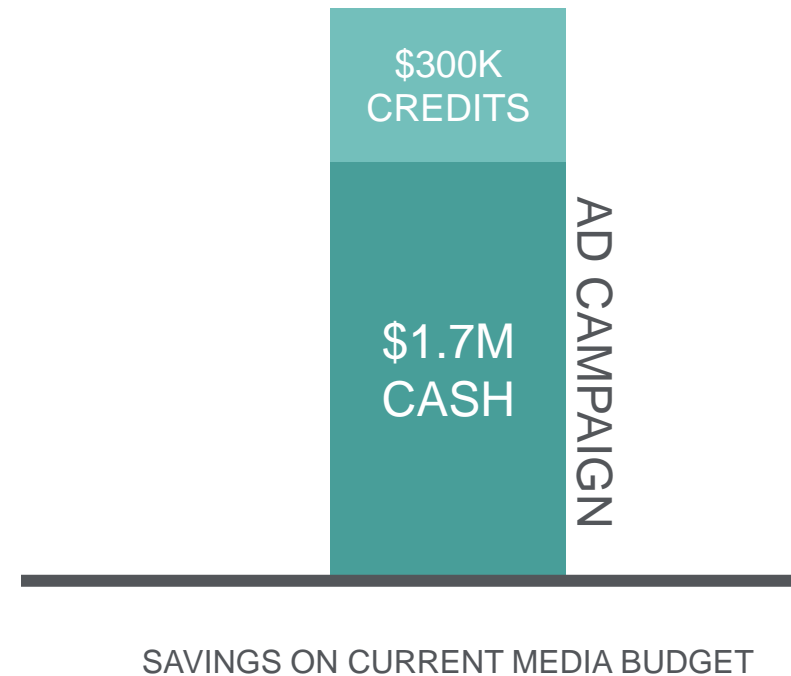
Get more media for the same cash budget



OR

MORE SAVINGS

Get the same media reach, but pay less in cash



HOW WE WORK WITH MEDIA OWNERS

We trade with media owners.

These non-disclosed trades are what allow our clients to pay for media in part with Trade Credits.



Active makes a non-disclosed investment with the Media Owner. For example, covering the cost of a sales conference.



In return, the Media Owner provides Active with a negotiated amount or 'bank' of quality media space.



Active clients use their Trade Credits to help pay for media using Active's negotiated media space.

QUALITY CONTROL: MEDIA BUYING PROCESS

Active issues a buy summary showing delivery against client's KPIs and quality parameters.

Active issues Media Authorization Form (MAF) detailing negotiated buy, to be signed by client or agency of record.

Full post report delivered following end of campaign, including learning for future media buys.



Active provides more details on specific programming, daypart mix, and added value secured.

Regular tracking reports are created, ensuring buy is optimized and make goods are secured if necessary.

Active issues monthly Statement of Accounts outlining campaign activity, billing, and trade credits utilized.