

veconic

THE PRIVATE MEDIA NETWORK

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veconic

- Veconic is a revolutionary private multimedia network for business
- Clients engage Veconic to distribute rich, high-impact multimedia to their customers or partners
- Privately, directly and securely to PC's or tablets
- Veconic's clients can **persuade, inform and entertain** distinct, private audiences of customers or partners as never before
- Veconic allows for custom distribution of multi-media
- Veconic media cannot be shared or saved by the end user, but...
- Veconic's clients can see who views their media, readily engage those customers again with new media

TWO BUSINESSES, ONE STRATEGY

- Veconic distributes media to businesses and to consumers, in each case offering **privacy, security and exclusivity** on behalf of its clients
- Massively disruptive B2B model for myriad of persuasive / informative business communications:
 - Capital raising and investor relations (regulated and must be private)
 - Supplier, vendor, partner relationships (to ensure confidentiality)
 - Lobbying / government relations (persuasive yet private and customized)
 - Secure information dissemination to employees, partners, customers
- Revolutionary B2C model to complement or reward purchases through media
- In both businesses Veconic distributes its clients' media directly only to those users granted permission by our client

CONTENT TO COMPLEMENT A PURCHASE

- Veconic offers private channels of video, music and photographs **tailored to your brand**
- Veconic delivers exclusive media to your most valued, loyal customers

Some examples:

- Private health channels to extend primary care and promote healthy living
- DIY or automotive channels to complement the purchase of tools
- Private fitness channels offering personal trainers and nutrition planning to complement the purchase of home exercise equipment
- Concert and music channels offering unique and secure media as a reward for purchasing an album or attending a concert
- Fashion and Arts channels that complement high-end brands
- Professional sports channels offering exclusive team content to season ticket holders

WHAT VECONIC IS

- Veconic is private, secure and exclusive
- Veconic is a network that can be instantly populated with your most important customers, on a channel that speaks to their interests
- Veconic is unique: no other system distributes and tracks private media to distinct audiences
- Veconic is an independent destination network and online experience that lends credibility and cachet to any message it delivers because the message is not part of a corporate website or brochure
- Every Veconic user must subscribe, and can only subscribe by invitation from our clients
- Veconic clients therefore create an audience and subscriber base of their most loyal and interested customers

WHAT VECONIC IS NOT

- Veconic is not like YouTube: no one gets access to the media without an invitation
- Veconic is not like Facebook: the media cannot be shared – although users can announce media hosted on Veconic to their social networks
- Veconic is not like a corporate website:
 - Media on Veconic is exclusive and produced/delivered for specific viewers rather than for any website visitor
 - Veconic users are registered with Veconic, a media network, rather than with our corporate clients. Media is therefore trusted— not seen as an extension of advertising
 - Veconic media lives within a network of other compelling media, and more specifically inside a channel of related compelling media, rather than on a website with loads of bland corporate information

BENEFITS

- Customers buy products to get access to private, exclusive media
- Customers discuss products because of the media
- Customers feel better about their purchases because of the media
- Customers feel loyalty to the brand that provided them with this added value
- Veconic's clients can continually reach their **most important customers** with additional media
- Veconic's clients can provide for easy follow-on purchases in the context of the media

MANAGEMENT

Michael Bugdanowitz - CEO

- Managing Director, Deutsche Bank NA
 - Principal & Structured Finance, Emerging Markets
- CFO/General Counsel, Software.com
 - Internet infrastructure company
- BA UCSB, JD UC Berkeley, MALD Fletcher School at Tufts/Harvard
- German Marshall Memorial Fellow

Michael Epstein - CCO

- Award-winning documentary film producer, writer and director
 - Films include LENNONNYC, The Battle Over Citizen Kane, and Combat Diary: The Marines of Lima Company
 - George Foster Peabody Award (twice), Primetime Emmy (twice), and Academy Award nomination for Best Documentary Feature
- BA University of Michigan
- Graduate Faculty: School of Visual Arts

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