

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 private audiences of potential investors, key stakeholders, partners, etc.
- Privately, directly and securely to PC's or tablets
- Veconic's clients can **persuade, inform and entertain** 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 contacts again with new media

VECONIC FINANCE

- Rich multi-media will inevitably become a critical component of capital raising and investor relations
- The same old PowerPoint and PDF documents have been used for years, but technology is altering investor expectations
- Bankers and Issuers need to differentiate their offerings to investors
- Complex deals are easier to explain with multimedia
- Investors want materials that are easier to digest and more compelling to review
- Bankers want metrics to help them understand how investors are looking at different content
- Veconic Finance delivers all this and more

VECONIC FINANCE

- Through Veconic, Issuers provide **rich, persuasive multimedia to potential investors**, existing lenders, shareholders, limited partners, etc.
 - Video plant tours
 - Management Interviews
 - Animations explaining the business
 - Photo Galleries
- Access to media on Veconic is provided only to such investors as directed by the bank/ underwriter or issuer - the media is private and secure
- Investors can provide feedback to bankers
- Bankers can easily manage media distribution process internally, as well as monitor investor activity
- We are compliant with relevant securities laws and regulations
 - We will NOT replace prospectus or other traditional materials, though we can distribute those materials
 - We will NOT allow for communication among potential investors
 - All non-media messages go through corporate email systems

WHAT VECONIC IS

- Veconic is private, secure and exclusive
- Veconic is a network customized for our clients, with channels that can be instantly populated with your most important contacts
- Veconic is unique: no other system distributes and tracks private media to distinct audiences
- Veconic is an independent business network 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

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

- Engage, inform and persuade current and potential investors as never before
 - Capital Raises for corporates, projects and fund
 - Fund communication with Limited Partners
 - Project finance communication
- Keep media private and secure
- Easily manage media distribution and track investor interest
- Organizations like banks or funds create custom channels that contain media for numerous deals or companies

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 LENNONYC, 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

CONTACTS

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