

DE MICCO & FRIENDS
CONSULTING & TRANSACTION

Equity Promotion Package
Gain Investors For Your Project

The Equity Promotion Package

In cooperation with one of the largest European investor portals "HARVARD M&A[®]" (www.harvard.ch) the "Equity Promotion Package" has now been developed. This individual service package places your investment or investment offer in a qualified and targeted manner, worldwide or regionally to thousands of potential Investors.

The first impression matters.

Institutional investors, investment bankers, investment companies, or even active investing business angels are confronted daily with hundreds of investment proposals. Investors often receive unsolicited and sometimes unqualified, unrealistic business plans which are either very extravagant, too theoretical or misleadingly described investment projects. More than 95% of all proposals end up in the waste bin before having been thoroughly checked.

Being an Investor, De Micco & Friends, is aware of the requirements. Thus the group is able to offer as an alternative to personal commitment the "Equity Promotion Package", a new service for companies seeking investors/capital/equity participation. This service significantly increases the prospects of raising an investment participation.

We currently offer three "Equity Promotion Packages" including the following services.

I.) Equity Promotion Package Platinum

1. Compact Analysis of the Idea or Business model

Your idea/business model is checked by our investment managers for its investment opportunities and market segmentation. You will receive a brief and qualified assessment of your project with the following facts and hints:

- Short assessment of your project to current market opportunities (from an investors point of view)
- Assigning your project in one or more investment market segments (extremely important for the targeted approach of investors!)
- Review of Communication Strategies (are you presenting your project in a manner to entice investors ?)
- Recommendation for the type and form of communicative approach of investors
- Recommendation for communicating priorities and the positioning of your project

2. Compact Businessplan Analysis

Your business plan, if available, will be reviewed by one of our experienced business-plan experts. The focus of this examination is to analyze the logic, realism (how realistic your plans are and if they are feasible under the circumstances) as well as the accuracy and completeness.

A complete business plan development is not included in this package.

3. Development of an Investment Plan – Fact sheets

Based upon the information and details about the project provided by you, and the results of our analysis, an anonymous, individual "Investment Fact Sheet" will be developed. This document contains the essential data relevant to an investor in a compact form, critical for his preliminary decision.

All Fact Sheets are available in German and English.

4. Development of a confidentiality agreement (Non-Disclosure-Agreement NDA)

Our legal department will develop especially for your project a confidentiality agreement (Non-Disclosure-Agreement NDA) to be signed by every investor before receiving any further information and disclosure about your identity. Also Included in the declaration is your mandate to De Micco & Friends.

5. Direct and qualified acquisition of potential investors.

Once your project has been subject to a qualified proofing, particularly with a view to the communication strategy and prepared for investment purposes, the investment publishing team will proceed with active targeting of potential investors.

Publication through Partners

De Micco & Friends has a worldwide net of contacts with investors and hundreds of cooperation partners. Following preparation of the investment-factsheets your project will be presented to selected investors in the appropriate investment segment. Direct contact with the investors through De Micco & Friends via mail, fax and email, through specific correspondents and decision-makers. Experience shows a 60% reponse rate on feedback i.e. requests for further information, including business plan, presentation, or meeting requests and required telephone conferences with founders or board members.

Publication in renowned online portals

De Micco & Friends is registered in numerous, well-known online portals as a premium investor or broker, whereby the group is highly estimated because of their professionalism. The produced anonymous factsheet of your project will be positioned individually through manual handwork in the most important online portals as a De Micco & friends Mandate and therefore be accessible to thousands of investors around the globe. The response rate is by now over 18%.

Publication with HARVARD M&A as a Premium Investment

Your project is placed in the context of an "equity-promotion-package" as a premium investment at HARVARD M&A, one of the largest investor portals worldwide. Premium Investments placed through HARVARD M&A are well positioned at searchmachines and lists.

Publishing with De Micco & Friends

Every project participating in the "equity promotion package" is presented on the website of De Micco & Friends and published in the De Micco & Friends newsletter. The newsletter is currently sent to more than 20,000 registered newsletter recipients.

International Press release to more than 2,000 media

In order to present your project to the financial- and business press as well as in online news portals, an international press release, as De Micco & Friends Mandate, will be launched to the most important financial portals, online news media and news agencies. The placement rate here is currently more than 50%. This means that every second Placement will be published.

6. Response management and lead forwarding

Following the presentation of your project to international investors, representatives of the financial world and the financial press, all responses are collated and evaluated by the De Micco & Friends' Investor Publishing team. Immediately afterwards the De Micco & Friends key account manager establishes the first contact with interested investors resp. the signing of the Confidentiality Agreement. As a result of the first contact, you will receive the requests with all data, facts, prospective conversation results and any further requirements of the interested investors. All media enquiries will be forwarded immediately upon receipt.

Project Schedule and Outlay

As each project is handled individually by De Micco & Friends, a delay of up to 6 weeks should be expected until a project is "Investor qualified", whereafter the factsheet of your project can be forwarded and placed. Experience shows the following average values:

Preparation Phase

<i>Brief analysis of the Idea or the business model</i>	<i>approx. 3 weeks after order confirmation</i>
<i>Brief Analysis of the business plan</i>	<i>approx. 2 weeks</i>
<i>Development of Investment – Factsheet and NDA</i>	<i>approx. 1 week</i>

Publication and Acquisition Phase

<i>Direct and qualified acquisition of investors</i>	<i>approx. 2 weeks</i>
<i>Publication in renowned online portals</i>	<i>up to 4 weeks</i>
<i>International press releases to more than 2,000 media</i>	<i>up to 3 weeks</i>
<i>Response processing and lead forwarding</i>	<i>No time limit</i>

Prices Equity Promotion Packages

The equity promotion packages are exclusive, flat service packages of De Micco & Friends, with a detailed description of services provided such as communications, agency placement or any third-party fees. By booking a package all described services are included. Upon successful placement (completion of a loan facility, or equity investment agreement with an investor) De Micco & Friends will receive a placement fee in addition. The placement fee does not apply if De Micco & Friends themselves are participating in the project as lead or co-investor.

Equity Promotion Package Platinum:	12.500,- Euro
Equity Promotion Package Gold:	6.500,- Euro
Equity Promotion Package Silver:	3.500,- Euro
Success Commission:	5% of the Transaction amount

The 8 exclusive advantages of the Equity Promotion Package (I)

You will considerably speed up the process of finding targeted and specific investors for your project for the following reasons:

- 1) Your project will be more attractive to investors since it is designed and communicated with a qualified factsheet from an investor's point of view.
- 2) You will receive a free analysis of your project by an experienced investment professional who knows how investors think.
- 3) You get access to investors that you would probably never know through other methods.
- 4) Since De Micco & Friends collaborate with many investors and knows its partners well, your project will be presented to the correct correspondent of the investors which know your business and industry. The response rate for this group is now running at over 60%.
- 5) Your project is placed via De Micco & Friends Brokerage at a very reasonable package price into all major investor portals. This can save many hours and thousands of euros in placement or membership fees. The response rate here is now over 18%.
- 6) As a De Micco & Friends - Mandate your project is rated higher by investors and the press. Alone such a press campaign would cost you several thousand euros. The placement quote of De Micco & Friends press reports is over 50%!
- 7) As a Investor De Micco & Friends speak of course the language of the investors. Because of personal contact with interested parties, following the distribution of the offer the closing possibility is multiplied. You will notice that you receive more attention already in the first conversation.
- 8) De Micco & Friends is internationally known as a qualified Investor, an experienced consultant and a very reliable partner in the private equity sector as well as stock market and financial market transactions. With this your De Micco & Friends-Mandate project will receive from the very beginning a much higher priority.

De Micco & Friends Group

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Services Overview

Services	Silver	Gold	Platinum
	3.500,00	6.500,00	12.500,00
Short Analysis of the idea or business model	—	X	X
Short analysis of an existing business plan	—	—	X
Development of an Investment – Factsheet English	X	X	X
Development of an Investment - Factsheet in 2 nd language	—	X	X
Development of a confidentiality agreement (NDA)	X	X	X
Direct and qualified acquisition of potential investors	X	X	X
Publication through Partners of De Micco & Friends	—	—	X
Publication through renowned online portals	X	X	X
Publication via Harvard M&A as Premium-Investment	—	X	X
De Micco & Friends Newsletters Publications	—	X	X
International Press Releases	—	—	X
Personal Response Management	—	X	X
Lead- Forwarding	X	X	X

Success fee after signing a purchase/investment or equity investment: 10% of the investment or the transaction value by M & A completion.

De Micco & Friends reserves the right to reject projects. In case of rejection any paid fees will be refunded in full.

Portfolio of direct investor contacts sorted by country

De Micco & Friends cooperates for more than 10 years with international, institution investors, which your project will be presented in the cause of the equity promotion package (Platinum) directly and personally.

Enclosed you will see a list of the actual cooperation partners throughout the world.

Countries/ Region

Countries/Region	No. Investors
USA and Canada	1800
UK	640
Germany	760
France	430
Italy	270
Spain	210
Benelux Countries	290
Norway	120
Finnland	140
Sweden	130
Asia	1130
Gulf States	210
Australia	190
Africa	120
Latin America	950
Other Countries	90

(July 2011)

In addition, De Micco & Friends is registered with more than 100 financial investors and M & A portals as a premium broker or investor.

Order Form "Equity Promotion Packages"

Per eMail an: office@demicco.ch

We hereby order the following service package:

- Equity Promotion Package Platinum, Price 12.500,- Euro
- Equity Promotion Package Gold, Price 6.500,- Euro
- Equity Promotion Package Silver, Price 3.500,- Euro

Customer and Billing Address:

Company: _____

Contact: _____

Street, Number: _____

Zip code, City: _____

Country: _____

Telephone, Fax: _____

E-Mail: _____

Internet address: _____

All prices are excluding V.A.T.

Attachments:

- Businessplan
- Company presentation
- Project short description
- Balance sheet
- P+L
- investor requirements
- Other

Place, Date, Company Seal, Signature

Debit Order Credit Card via WorldPay

Per eMail to: office@demicco.ch

I hereby authorize CapitalConsult AG to debit my credit card with the following amount. The charge is via the secure server of WorldPay.

Euro: _____

For providing following services:

- Equity Promotion Package Platinum, Price 12.500,- Euro
- Equity Promotion Package Gold, Price 6.500,- Euro
- Equity Promotion Package Silver, Price 3.500,- Euro

Data of Credit Card holder:

First Name, Name: _____

Street, Number: _____

Zip code, City: _____

Country: _____

Telephone, Fax: _____

E-Mail: _____

Credit card details:

Credit card Company: _____

Card number: _____

Valid until /Month, Year: _____

Security Code: _____

Attachments: Credit card copy Copy Passport, ID Card

Place, Date, Company Seal, Signature