

Dear Andrew,

Thank you for the opportunity to lay out a suggested business plan for Dianomi's Detroit launch. This is based on the same successful process we have executed 35 times for Adtech companies since 2009 who have leveraged Detroit|Digital to mine Michigan's automotive gold. Requested references and case studies follow.

Detroit's four annual Super Bowl advertisers spend close to 5 billion on digital alone when counting Rocket Mortgage. Another \$4B goes into on broadcast. We have sold over \$50,000,000.00 worth of Detroit media. When Fiat Chrysler Automobiles merged with Peugeot they renamed themselves "Stellantis". Instantly they became "the world's #4 OEM". (Original Equipment Manufacturer).

The Plan

To launch, as I had suggested, we prefer to get you out here before Thanksgiving. This will be Dianomi's entrée into hearing and seeing what is going on at the street level with agency media buyers and the client themselves. You have done this once - and we plan to make this trip a resounding success.

The purpose of your visit is to present you as a company with the respect and awareness to make a play for Detroit's significant RFP opportunities while giving a nod to the local nature of this city through hiring us. Since you already get Detroit's chip on its shoulder — I'll leave that to you to translate. I would rank the world's good manners as #1. Great Britain. #2. Canada. (They apologize to YOU if you hit them with your bike). This may also help explain your good experience with a Canadian consulting firm. #3. U.S. Southerners. Toward the bottom I would put Detroit and New York. (Sorry - I remember taking grabbing my Starbucks order in NYC and the guy behind me blurts out "CLEVELAND. Try Cleveland - you'll do better there." Wow. Tough crowd.

That all changes when we walk you in. Tens of thousands of dollars have been spent schmoozing our relatively stable crowd of players here at the top. For example - Forbes recent #1 auto CMO is Olivier Francois of Fiat Chrysler. Happily we've worked closely with him since 2011 and his team knows that.

Thanksgiving is Thursday, November 25th. We're suggesting you come in the week of the 15h for 2 full days of meetings - and take a late, perhaps exhausted flight back at the end of it or stay a third night and be a bit more refreshed for the morning flight. In those two days we will see:

GTB, UM, and Carat - the OEM agencies of record, as well as Stellantis, Ford, and GM. Quicken Loans - now Rocket - is in house and a good fit for Dianomi. We have a big rolodex and will always fill your dance card. We call everyone and book those who can see us. You'll never hear excuses of who said "no" - we book you full. I will pick you up at the airport and take you to your hotel after unless we score a dinner. This is always our pattern. It's fun, exciting, and creates those "happy ears" that do not always translate. But somehow they will leave you wanting more - that elusive upside, and we can tackle it - keeping our eyes staying home with the quarterback's - the RFPs for new launches, Tier 2 opportunities and how Miley we are to close based on their understanding of our offering. We'll see and record how you sell and replicate it in future meetings.

To set that up we need to get on the phones with some leeway time. All appointments are earned. In the interim and in weeks when you do not come here - we continue to operate a full time employee - available for company meetings and having our one on one weekly. This creates transparency and accountability and allow us to get and give feedback - communication that extends our relationship. I suggest every Friday at 11:00am. You will be given prior to our meeting written notes of calls, progress, and feedback- and we'll expand on them verbally in our meetings.

Tests from \$25 to \$50K are the first order provided they like you and with a solid 2003 history and the London Exchange to your street cred - you are already poised well above the 8000 star stuck digital vendors at Martech5000.com.

Success there breeds IOs from \$250K to \$500K. Enterprise deals - rarer - are in the 7 figures. Rinse and repeat and build on our momentum. Detroit is a maze and the decision buck gets passed to the next stoop the "scavenger hunt" - which is why our experience created a policy to keep agencies honest by seeing the client. Otherwise they are tempted to lie to us.

You can plan to come back in January - a normal busy time due to the auto show - which was moved to October. But the pattern is there. Minimally in the first year you'll be here 4 times, max 6. One reference will be Jason Oats who was always coming here. I can't argue with his companies success - based on a. Book called "Predictable revenue."

If you have Salesforce we will input into that - other wise you will have your written weekly progress reports.

Case Studies:

GM: I scored a meeting with Paul Edwards - head of media at GM. A real one - many have titles similar but end up powerless in the bureaucracy of Detroit.

I came prepared with research and Jason Krebs of Maker Studios - Disney owned. Also a reference. I researched that he had to "move 70,000 units by year's end and he was only in 5% of the consideration set for the launch of Cruze." Elanta, Focus, and Civic were way ahead. I came with a video conquering play and asked for \$25M - positioned as "For a little more than you spent on your Hot Wheels display at the LA Auto Show- \$22M, you can own the category." We got a \$500,000 test to "Ring the bell" - his words, and it worked, Cruze was #1 by August - 8 months. It triggered the sale of the tech we used - Scan Scout's - and the company was bought and the test became the conquering. It was a big pay day for Detroit|Digital. My wife wants another one of those.

Ford: Ford was launching their new MKX. They had their typical "Media Day" announcing the parameters of what sort of car buyer they were after - affluent, skier, golfer, etc. We met with Bob Lynch at GTB and Andy Prakken, and followed up with their individually suggested teams of planners.

We also saw the client -Alex Hultgren- to get air cover and paid attention to. We tested well according there KPIs of CTR, secondary engagement, and test drives. Good enough for IO I provided you with. Success.

Chrysler: Fiat was launching in the U.S. and retained Meredith in Troy to plan. I went to HS with Nina, the main buyer. We met several times - but came originally from etc client. It was for Live Intent. Several lunches with their all woman team and Chrysler became an evergreen account for Live Intent. Also a reference.



References: Written:

Disney Reference "I can make this note very short. I can afford to be brief because Greg Swan is a killer asset for any organization to have in its arsenal. Greg opens doors, delivers value, and closes deals. Our revenue fortunes in Detroit were solely a result of Greg's stellar work. On a professional level I have found few people that have the intelligence, creativity, instincts and desire that Greg possesses. On a personal level Greg is also earnest, sincere, passionate and respectful. If you possibly need anything else please do not hesitate to email, call, or set up a

linkedin group called "Why Greg Swan is terrific" and I'd be the first to sign up. ~ Jason R. Krebs
SVP, Chief Media Officer, Disney's Maker Studios" 646 345 2594

Cadillac Reference: "Knowing Greg Swan and Detroit Digital and from all I have seen about their work for GM and for other clients, I can certainly recommend him without any hesitation. Over and above the fact that Greg is a highly professional business partner and an incredibly delightful person, he is also one of the best-connected individuals in the automotive arena of Detroit. Kind regards, Uwe. Uwe Ellinghaus Chief Marketing Officer Cadillac 100 Renaissance Center | Mail Code: 482-A23-D46 Detroit, Michigan 48264 Office: 313-667-8511

References to call:

Solve Media, Stu Libby:

<https://www.linkedin.com/in/stulibby/>
646 265 7745

Kelly Nash:

<https://www.linkedin.com/in/knash46291/>
517 230 8427

Jason Oates:

<https://www.linkedin.com/in/jasonoates/>
917 696 8954

Kevin Brown, Carat:

<https://www.linkedin.com/in/kevin-brown-8a37771/>
313 289 2585



I said I would send this today and it just ended so I will leave it. I would love to take Kreb's suggestion to "set up a linkedin group called "Why Greg Swan is terrific" but it's way late.

If you want to pull the trigger we start 11/1 on the agreement but we'll working the phones immediately.

"For better for worse, "Yes" and "NO" are the giants of life." Truth be told - we are Sandler Sales Graduates and the close is actually

"What happens next?" But I - a mere Detroit man - do not assume I can teach a New Yorker any new media tricks - after all, "New York is the center of the Universe", just ask the New Yorker I married. Kristine told me that one. And she does very well selling here in Detroit - partly because of her famous dad, Bill Bonds, but mostly due to Sandler Sales lifelong training - which we paid cash money \$16,500 for.

We are Detroiters and "get" these great people. Kristine is in a band with Kevin. =>
Let us know what next steps you would like to pursue - we're ready to go. I appreciate your due diligence. Normally we are referred and do not have to do this - but I respect your risk mitigation. You'll know soon enough how it will go here - I have heard and believe you will score. First place to buy will likely be Duffy Petrosky - agency fo Ford Direct.

Most Sincerely,

Greg Swan

PS:

Parting takes - Videos:

Offices of Detroit Digital:

<https://youtu.be/FI5YaJ8r9I0>

Kristine in front of our office celebrating a sales win:

<https://youtu.be/4mTPRj5rek0>

[Parting one sheeter -below.](#)

DETROIT: 3 in Ad Age Top 20. Then there's Rocket Mortgage on the Super Bowl again this year. Moral: Smart move for Dianomi.



CEO MARY BARRA



CEO JIM FARLEY



CMO OLIVIER FRANCOIS

DETROIT'S DIGITAL ADS: \$4 BILLION

GM CEO Mary Barra and Detroit|Digital CEO Greg Swan. Our Kristine Bonds worked inside GM and sung for GM's agency band "Agent Mojo" at Carat.

FORD CEO Jim Farley and Kristine Bonds; Stellantis CMO Olivier Francois and Swan.



First, our **COMEBACK**: Eminem Super Bowl commercial collectively foreshadows Detroit's rise.

DETROIT Hero
THEN...Detroit|Digital & Eminem produce: **Heroes Of Detroit** => vimeo.com/95873491 | Password: HeroesOfDetroit. Includes the late Sergio Marchionne.



Ford: ELECTRIC F150, Bronco, Mach-E
2021 Jeep: Wagoneer. Cadillac: Lyriq



TRUCK Capital: Jeep, F-150, Silverado, RAM, and Sierra.



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DetDig.com | DetroitDigitalAdvertising.com



RESULTS: 35 7 figure WINNERS! Adtech scores with Detroit's **FOUR Super Bowl** Advertisers.



RAINMAKER: Bonds averages \$6M in digital sales, twice taking Stellantis from \$2M to \$6M proving she is "No Fluke".
Detroit|Digital: Impactful; high level connections at Ford and GTB.

\$50,000,000 SOLD since 2009 by relationships. Adtech + GM, Ford, Stellantis & Rocket = Detroit|Digital.



Ad Age Leading National Advertisers 2020

Ranked by total U.S. spending. Dollars in millions.

| Rank | Marketer | Headquarters | 2019 | 2019 |
|-------------------------------|-----------------------------|--|---------|---------|
| 1 | Amazon | Seattle | \$6,879 | \$1,843 |
| 2 | Comcast Corp. | Philadelphia | 6,142 | 1,620 |
| 3 | AT&T | Dallas | 5,484 | 1,647 |
| 4 | Procter & Gamble Co. | Cincinnati | 4,281 | 2,784 |
| 5 | Walt Disney Co. | Burbank, Calif. | 3,154 | 1,147 |
| 6 | Alphabet (Google) | Mountain View, Calif. | 3,130 | 619 |
| 7 | Verizon Communications | New York | 3,071 | 952 |
| 8 | Charter Communications | Stamford, Conn. | 3,044 | 353 |
| 9 | American Express Co. | New York | 2,990 | 237 |
| 10 | General Motors Co. | Detroit | 2,952 | 1,372 |
| 11 | JPMorgan Chase & Co. | New York | 2,787 | 288 |
| 12 | Walmart | Bentonville, Ark. | 2,753 | 594 |
| 13 | L'Oréal | Clichy, France | 2,348 | 1,160 |
| No. 14 T-Mobile US | | T-Mobile in April bought Sprint Corp., combining the third- and fourth-largest wireless firms. T-Mobile in July sold Sprint's Boost Mobile prepaid brand to DISH Network Corp. (No. 62). | | |
| | | Bellevue, Wash. | 2,346 | 1,767 |
| 15 | Berkshire Hathaway | Omaha, Neb. | 2,329 | 1,966 |
| 16 | Nestlé | Vevey, Switzerland | 2,314 | 655 |
| 17 | Ford Motor Co. | Dearborn, Mich. | 2,280 | 736 |
| 18 | Expedia Group | Bellevue, Wash. | 2,173 | 1,148 |
| 19 | Capital One Financial Corp. | McLean, Va. | 2,160 | 633 |
| 20 | Fiat Chrysler Automobiles | London | 2,053 | 621 |