



Hello Remco-

Thank you for the reply. Just today another EV RFP Jeep opportunity opened up with a global company - Stellantis. The NA HQ is here in Detroit. The two women running their advertising are [friends of ours](#). Here is [today's LinkedIn Post by them](#) (Marissa and Kim).

I had reached out to you about GM's new Electric EV RFP. [My wife](#) met just today in person with the 5 stakeholders in EV planning at GM's New EV HQ - next to Chevrolet in Warren - in a converted Target Store - bought by GM. Things are exciting when EVs are in the mix.

Your site states this 3 year vision: ***"BECOMING ONE OF TOP 5 WORLDWIDE LEADING AD-SOFTWARE PLATFORMS transparent, open source, innovative, multi-format, omni-platform, vertically integrated... BEING ONE OF THE MOST DESIRED GLOBAL COMPANIES TO WORK FOR; embracing diversity, global"***

Obviously becoming a vendor to GM and Stellantis can help you get there - they are two of the top 20 global advertisers. A third, Ford, is also here in Detroit and we're close to them as well.

You mention a North American presence - do you have someone here on the continent who can come to Detroit for meetings?

Our role is to tee that person up, and close deals after they leave. You have the chops to attract these publicly traded automotive OEMs. Our terms are negotiable depending on the work involved but are usually 10% plus a retainer to get started. With the 35 companies we have done this for - most average over \$2M in revenue before the two year mark.

I suggest we hop on a call via Zoom and discuss breaking open Detroit before the next big deadline - the new NAIAS.com in September here.

I have avails next week but need to account for your time difference. How many hours ahead are you of EST and what works for you?

I look forward to meeting you Remco.

Warm Regards,

Gregory Swan

I wrote:

My wife Kristine works on GM's Electric Marketing - Fleet category. An RFP is available. Do you have any interest in competing for Auto? Greg Swan

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Your reply:

Hi Greg

Thanks for asking & yes we are interested.

Best per mail to; remco.westermann@mgi-se.com

Thanks!

Remco

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