



Dear Ross,

This has been updated since it was sent to you originally.

Thank you for your time today.

We want to represent Volta. You happen to be the most auto centric prospect we have ever seen. Does the [purchase of Volta by Shell](#) effect this opportunity? Usually we're fitting Adtech's round peg into Detroit's square holes - and we have done pretty well - **\$50M in media sold for the 38 clients below with references**. But with you - we feel we'd *command* budget.

From our deck, Marissa Hunter would be a #1 reference. Here we are pictured with our spouses. Marissa's e-mail is marissa.hunter@stellantis.com. Speaking of spouses, my wife (far left) plans GM's EV fleet. She is in a band with Kevin Brown, lead GM Digital investment officer for Carat.



Current clients include Inuvo (starts February 1) GODclick (contact Kristine Bonds: 917 340 0632), and Vistar Media - contact Beth Dressman (248 494 0468). Beth@VistarMedia.com. We're also working with Quorum.Inc. You may know Adam Moore. (248 535 8006) Vistar - who we successfully launched in Detroit, interviewed Volta. Former clients include LiveIntent- Jason Oates 917 696 8954 and Jason Krebs 646 345 2594.

Our focus on Volta would be a full time, full court 2 on 1 press - and we'd un up the score.

Attached is our agreement.

You probably would benefit from checking in on Marissa anyway. After she green lights us - let's start. We LOVE anything EV - specially Volta - the *sweet spot* of EV media.

You'll have Detroit covered, and we plan to give you no reason to hire someone less connected. Either way, like you said, it's DETROIT. You're "#1 hire". Please let us know - and we'll tee you up here in Detroit to make the rounds with us on a fresh launch. This *IS THE YEAR of EV!*

Warm Regards,

Greg Swan and Paul Hallas

Detroit Digital

References:

Disney: "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."

Cadillac: "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

Client - AcuityAds: "You were a great partner in the early years of Visible Measures. THANK YOU for introducing me to the Motor City clients. Couldn't have done it without you." Seraj Bharwani Chief Strategy Officer

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 **\$50M SOLD for 38 clients**

