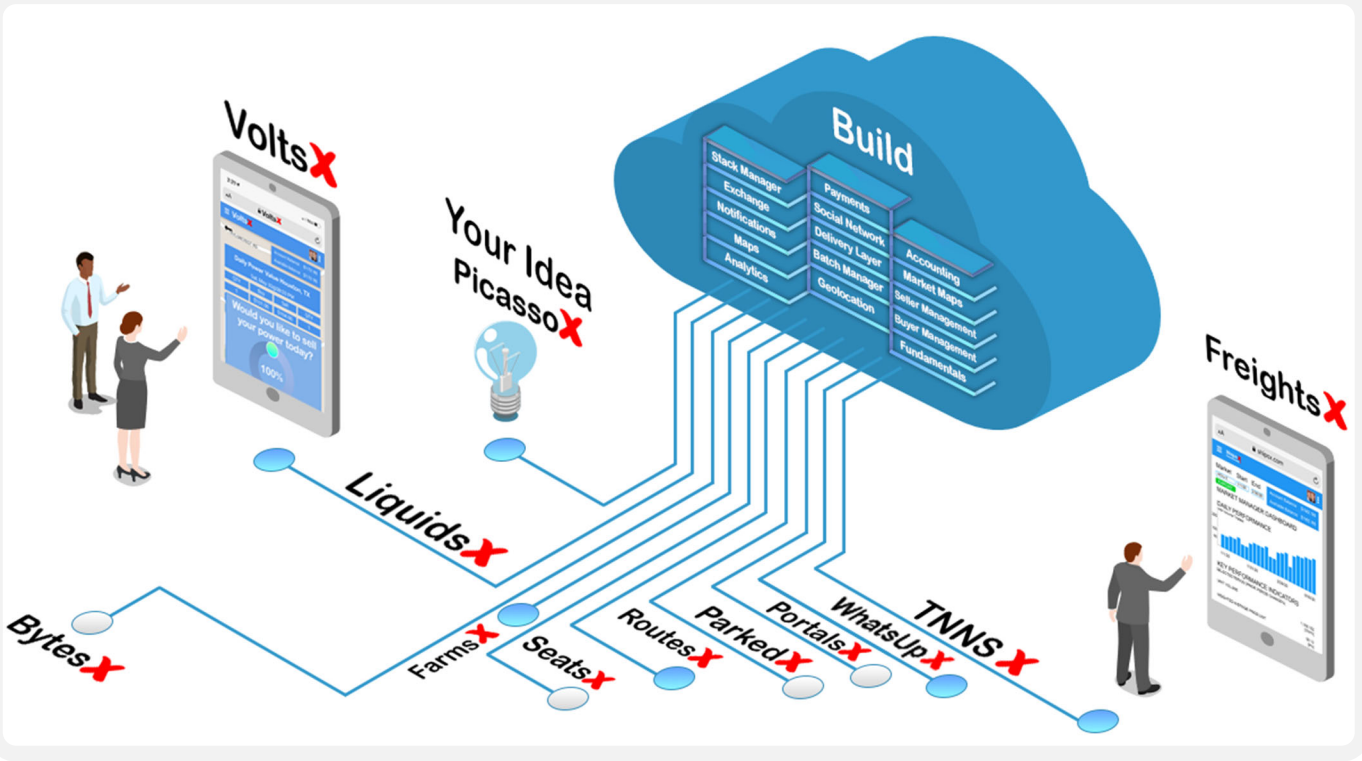
VoltsX™

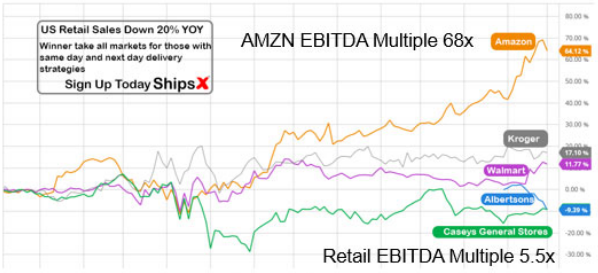
Build Your Platform Market In Minutes™

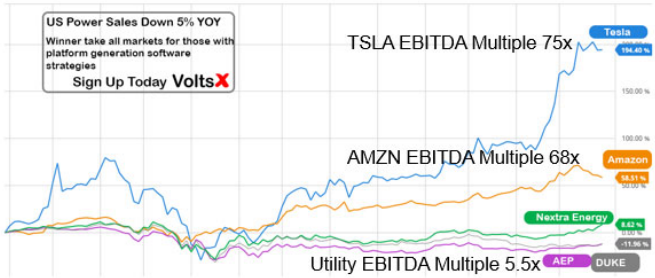
Managing Asset Platform Risk

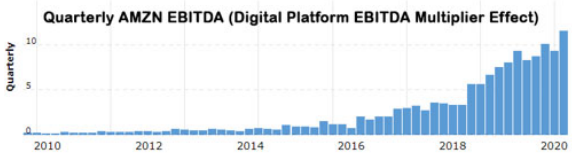


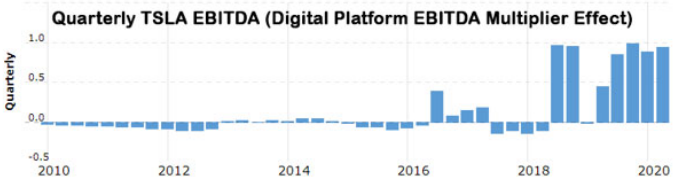
Helping Companies organize from asset platform companies to digital platform technology companies to improve multiple

Asset Platform EBITDA Multiple: 5.5x – 6.8x → Asset Platform + Digital Platform EBITDA Multiple: 68x - 75x









SimpsX.com Technologies LLC

Innovation

VoltsX developed a way for companies to manage asset platform exposure to volatile and expensive asset prices and defeat the forces of deflation while retaining the ability to capitalize on software platform market opportunities. VoltsX has pioneered innovating screens into platform markets holding over 120 issued patents and patents pending in this innovation.

Value

VoltsX is not a broker or a bank. VoltsX is a software provider of price risk management services, platform technology and financing to the platform market industry. VoltsX is a provider of platform market solutions and long term liquidity in platform based markets.

Scalability

Platform markets or price risk management do not have to be an all-or-none proposition. Companies or individuals may apply price risk management strategies only at the times and in the volumes that make sense. Our partners are creating new platform markets every day. VoltsX makes it possible.

Simplicity

You do not have to change any aspect of your relationships with your current suppliers or customers to take advantage of these services. VoltsX is also social network for transactions. subscriptions also allow for users to lock in costs on a subscription basis or “Buy Now” ala carte.

Experience

VoltsX is actively making a market in short and long-term platform market price contracts. Our expertise flows from our experience from working at the world’s largest commodity risk manager, leading investment banks and the world’s largest commodity hedge fund.

Trust

VoltsX is a reliable, committed, long-term partner. Our parent, Simpson Holdings, Inc. has been in business since 2002 as a Texas Corporation.

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Innovating Markets in Minutes
Leveraging the Power of Platforms

Asset based platform markets are a $43 trillion global industry and a staple of our market economy. But deflation, fluctuating prices for assets and legacy technology can wreak havoc on the budgets of companies, not to mention the investors who depend upon them for their retirement or income. From infrastructure asset networks such as shopping malls or centralized power generation to commercial real estate and airlines that depend on physical asset transactions for their livelihood to recording artists who depend on large arenas to promote their latest albums, the number and range of people who are effected by the mega trend towards platform virtualization and whose sales and profits are impacted by the price of assets are enormous.

Given the size of the asset platforms and its impact on our economy, it is astonishing how little was done in the past to manage this deflationary price risk or movement towards platform technologies and virtualization. Some large companies have invested in legacy database systems, but this was and remains an inflexible solution, carrying substantial risk for asset platform companies and does not correlate to their revenue exposures in a world moving towards virtual platforms. Typical infrastructure asset based business has been built on the principle of inflation and centralized asset scale. Few solutions were available to shield companies from deflation or decentralization, or, for that matter, the move to virtualization. Yet these deflating asset prices had a direct impact on the corporate profits, both for asset buyers and sellers.

Today, all this has changed, VoltsX has created a new breed of technological, financial and physical risk management tools and structures that can be used to immunize companies against a wide range of deflationary asset platform risks and help them achieve a broad cross-section of financial goals.

Already, companies in industries as diverse as technology, finance, energy, manufacturing, retailing transportation, logistics, data and broadcasting are using these platform risk management tools to:

- Mitigate deflation across their physical assets
- Transition towards platform virtualization trends
- Smooth revenues (compensate for loss of demand)
- Cover excess costs
- Hedge fluctuations in asset budgets
- Reimburse "lost opportunity" costs
- Bolster marketing plans (drive sales)
- Diversify investment portfolios

By using geolocation exchange platform technologies and price risk management tools to complement existing risk management strategies, companies can better manage their sales and earnings. This, in turn, can help them reduce their cost of capital, and, ultimately, attract a wider range of investors.

Finally, the burden of dealing with unpredictable asset prices and deflation has become an opportunity.

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Solutions to asset platform price risk

Applications for geolocation platform markets and risk management are almost intuitive in some situations. We are all well aware of how asset platform shopping malls, traditional energy and even network television have been made obsolete by virtual platforms. Geolocation exchanges created by VoltsX allow for a company to convert from an asset platform to a virtual platform market in minutes and defeat the forces and risks of deflation. Transitioning legacy in house database systems to platform technologies takes 5-10 years and most companies will have missed the war by the time they have implemented a new technology. For example, a publisher might buy a "floor" (see Terminology) to cover lost revenue during periods when advertising prices are soft-much as a farmer might buy a floor to protect against low wheat prices. But the full potential of these risk management tools is virtually unlimited. Here are several examples of how they can be used to improve a company's bottom line:

Compensate for Loss of Demand

Erratic financial results can inflate a company's cost of capital as lenders and shareholders demand higher rates of return on their money. To hedge profits against fluctuating asset prices, companies or individuals can use a wide variety of risk management products. A website platform or social media influencer, for example, might purchase a floor that pays out if the market for impressions softens, while still retaining the upside if advertising pricing proves to be strong. Alternatively, the publisher could enter into a zero-cost collar to simultaneously protect and limit its revenues from price extremes outside a prescribed price band. Finally, the publisher could sell a cap against some of its advertising capacity, generating an additional and dependable revenue stream, regardless of asset price fluctuations.

Cover Excess Costs

In some cases, severe swings in the cost of assets reduce a company's profitability-not by shrinking its revenues, but by driving up its costs. One example: a movie producer that must enter the competitive and seasonal advertising market at the last minute to promote a new film release. Film production often gets delayed, and when it does, competitors can detract from critical opening revenues. Advertising bought at the last minute at inflated prices can increase costs beyond budget. By purchasing a advertising price swap from VoltsX , the movie producers can easily protect their budget. The swap ensures the price of advertising is constant throughout the year at an agreed upon level.

Hedge Fluctuations in Operating Budgets

To obtain favorable pricing, asset operators frequently commit to the purchase of capacity in advance. For any number of reasons-a downturn in the economy, perhaps, or an across-the-board corporate mandate to reduce costs-jobs sometimes get cut after these purchase commitments have been made. Companies that work with VoltsX can purchase an option that will allow them to sell back capacity they do not use. This can help to offset any lost savings associated with market changes, job loss or location changes.

Reimburse "Lost Opportunity" Costs

In an ideal world, publishers would sell, and operators would purchase, the exact amount of capacity or assets they need. In the real world, schedule changes, sales estimates, budget forecasts are often proved wrong by fluctuating demand, and publishers find themselves sacrificing significant sales of impressions. For example, if a web site publisher had superior content. The web site publisher may be used to protect themselves from these "lost opportunity" costs, the web site publisher or social media influencer could purchase a risk management tool that would allow them to sell impressions to other advertisers rather than forego those impression sales due to a lack of channels.

Drive Sales

Many companies depend upon their advertising to drive sales and revenues. Often, though, companies are faced with the need to cut costs, and many times this will involve a reduction in their advertising budget. By using advertising risk management, such cuts may not be necessary. A price floor, for example, could allow a company to lock in impressions or advertising audiences at above-market prices, eliminating the need to reduce the service.

Diversify Investment Portfolios

Platform risk management tools offer fund managers, banks, reinsurance companies and other institutional investors an opportunity to increase their investment returns without assuming any increased **risk**, since returns generated from these contracts are not correlated with returns in other financial markets. Indeed, as the advertising market grows, it has the potential to function as a separate asset class. Financial swaps are a primary component of this asset class.

Real Time Platform Portfolio Logistics

VoltsX operates a virtual marketplace of firm tradable commitments throughout the world.
is a “hub to hub” model so that capacity can be traded as a stock or commodity which is one of our primary inventions and intellectual property developments of . VoltsX . To achieve a hub to hub model much like a European Train System or Virtual Subway of capacity, we invented a multi-modal transport option where a single contract can span multiple physical systems.

How can a company create their own virtual network of hubs? Each company has an admin tool to create their own virtual hubs. Virtual hubs may be private (invite only) or public (open to all under a cleared contract).

STEP ONE

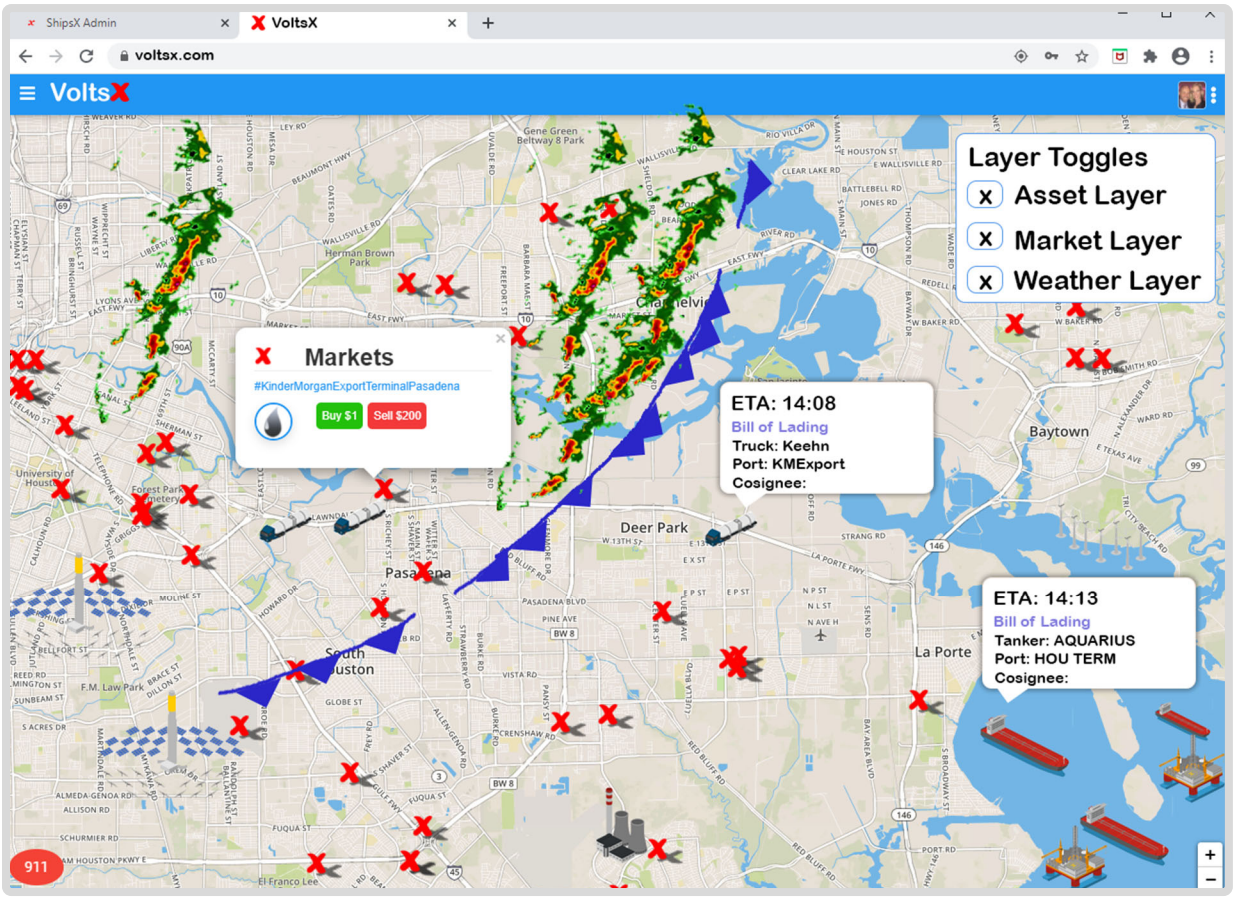
Create a Market Product. Create a Hub.

STEP TWO

Create a Social Network around the Hub

STEP THREE

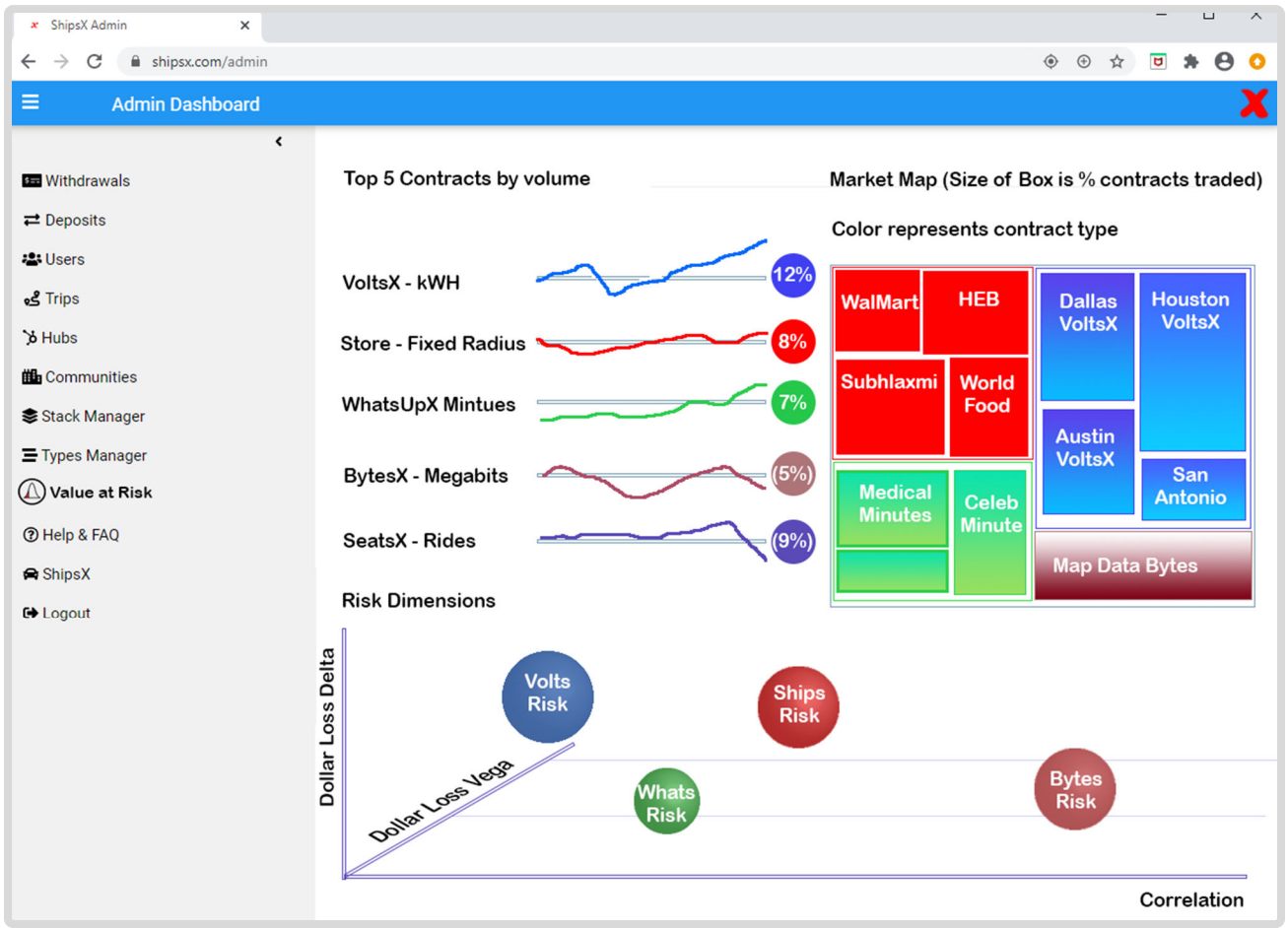
Trade it and Track it.



Most companies have limited systems

The “type manager” within the VoltsX platform system allows for risk managers in companies to create new assets and commodities in as little as 5 minutes. The breakthrough of “geolocation exchanges” allows for companies to capture risk that they were formerly not able to measure, quantify of even make as a legal contract due to technological limitations.

From liquids risk from butane to refined products to capacity markets, much of the system has been opaque and has lacked the ability to trade or measure or quantify risk. What is the market price of excess capacity? Today, all this has changed with VoltsX . VoltsX has created a new breed of trading and risk management systems to capture risk that was formerly managed loosely or worse, not managed at all.



How to increase your EBITDA Multiple

Why real asset EBITDA multiples are under pressure?

From private equity platforms to individual company platforms, the world is seeing transformative changes in the value of real assets. At best real asset platforms are valued at 4.5x to 6x EBITDA. However, the pressure of deflation on real assets due to more efficient digital platform assets is compressing EBITDA multiples even further. Commonly known examples are: Amazon platform virtualization of delivery service partners retail shopping has made shopping mall real estate a stranded asset. The Apple music platform has decimated the music production industry. The Netflix platform of streamed content and YouTube destroyed Blockbuster. The Adobe platform and personal computing stranded the ubiquitous copier machine once known as a Xerox machine.

From 2010 to present, much more substantial business model changes are occurring with decarbonization, electrification of vehicles, autonomous transport, decentralization of electricity, disintermediation of data, and more commonly the virtualization of real assets.

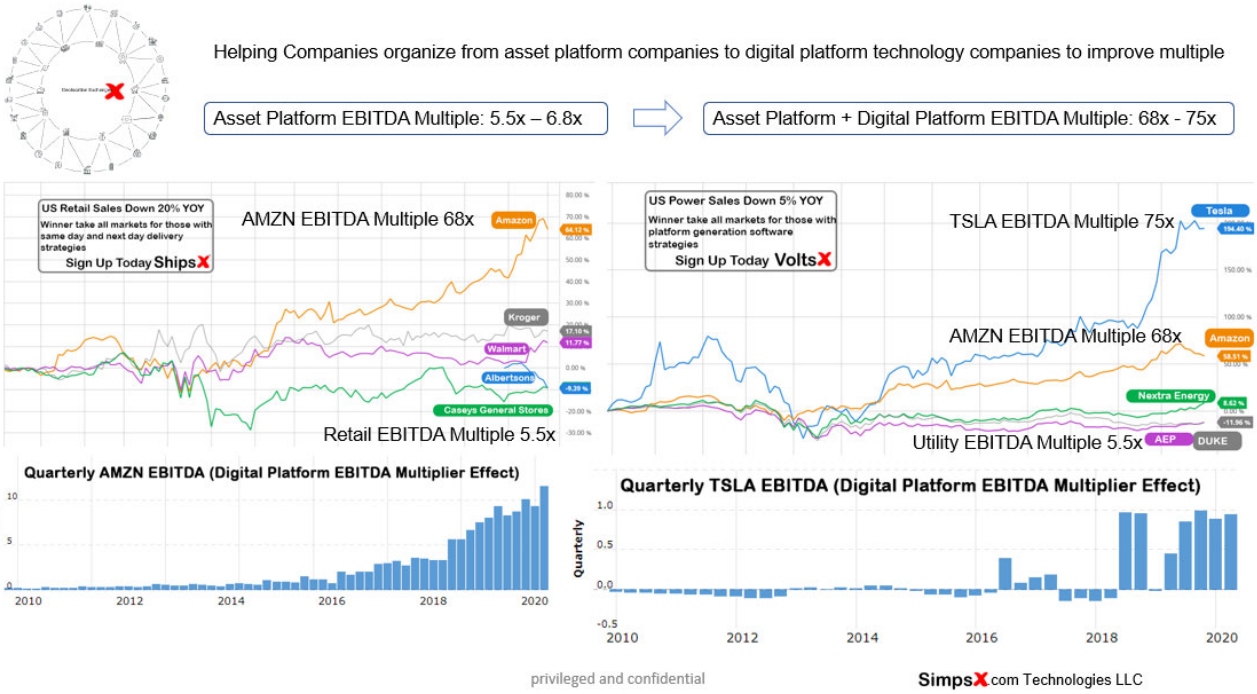
The winners and losers from these changes will be unparalleled. Capital markets are only in the first inning of stranding assets for corporations who do not have a cogent digitization and virtualization plan to lower carbon emissions and reduce asset intensity.

How to increase your EBITDA multiple?

Today all this has changed, VoltsX has created a turn key solution to virtualize your company asset platform into a digital asset platform company.

The steps to onboard a typical company take 7 to 30 days and may be done in a manner that breaks the transition into stages to make the change less stressful on the organization. Simply use the VoltsX platform to create a new commodity or utilize one of the pre-fabricated commodities to digitize your current real assets. Create a series of virtual hubs to correspond with your current asset hubs. The system virtualizes those addresses into trading hubs. Further the system converts the virtual hubs into social network communities which can be shared or used to create community and markets around the asset. Once the virtualization of the real asset hub and social network is complete, the magic begins to increase your EBITDA multiple by earning software margins over your physical assets by including other peoples assets in those virtualized marketplaces.

Amazon was able to use delivery service partners to then buy Amazon vans while Amazon leveraged their software to manage the delivery vans. This lowered capital intensity, yet expanded their brand and business. Similarly, Tesla is creating an electricity platform that goes beyond traditional vehicles. Tesla is not a car company.



Terminology

SWAPS:

Swaps are privately negotiated financial contracts in which two parties exchange risk exposures over a predetermined period of time. They can be used by a media buyer, for example, to synthetically convert media purchases at floating market rates to an effective fixed rate. While there are no standardized swap transactions, all swaps share a similar structure. There is no up-front charge. Instead, the parties involved typically agree to exchange payments over the life of the agreement, with one side paying a fixed price and the other side paying a variable price. Settlement is often financial, that is, cash changes hands, but physical product does not. Each month during the life of the transaction, the difference between the two prices is determined and payment made to the appropriate party.

CAPS AN FLOORS:

These contracts are often called “price guarantees”. In exchange for paying a fee known as the “premium,” the user is entitled to full price protection when advertising prices move above or below a specified level. A price cap gives the holder protection against rising prices without sacrificing the potential benefits associated with falling prices. Floors are the opposite of caps; they protect the holder against falling prices but allow the company to retain the upside potential associated with price increases. When a customer buys a price cap or floor, the full cost of the protection is predefined (it is equal to the premium paid). There are no potential future costs related to price movements.

COLLAR:

Collars are privately negotiated financial contracts that limit the user's exposure to advertising price volatility within a prescribed range. Collars combine the features of both a cap and a floor in one transaction and can be structured to be "zero cost,” meaning that they require no up-front premium from the company using them.

Collars are over-the-counter instruments that can be customized to meet a particular set of needs. For a company hedging advertising costs, for example, a collar will establish a floor, or minimum price, and a ceiling, or maximum price, to be paid.

Put VoltsX resources to work for you

As the leader and first inventor in the development of price risk management tools for the advertising industry,

VoltsX has the experience and resources to help you manage your advertising price risks. We can structure swaps, floors, caps and collars, as well as more complex risk management products designed to meet more complex needs. We are one of the few companies in the world that could, where appropriate, combine price protection for your advertising needs. We are one of the true innovators in advertising and may not only deliver financial risk management solutions but also logistics using our technology and intellectual property to provide a marketplace to buy, sell or trade actual physical advertising.

Because every advertising price risk management tool is an over-the-counter contract designed to meet your specific needs, we can offer you a wide variety of ways to structure your payments for these products.

Depending upon the structure, you may be able to pay no premium at all, or pay your premium up -front, over time or in arrears. In some cases, premiums or payouts can be made in a physical product.

You know that your sales, profits and cash flow are too important to be affected by fluctuating advertising prices. Find out more about our risk management solutions today by contacting us at 832-916-2001. We look forward to working with you.

Make a Free Account Online:

VoltsX .com

Call our Customer Service:

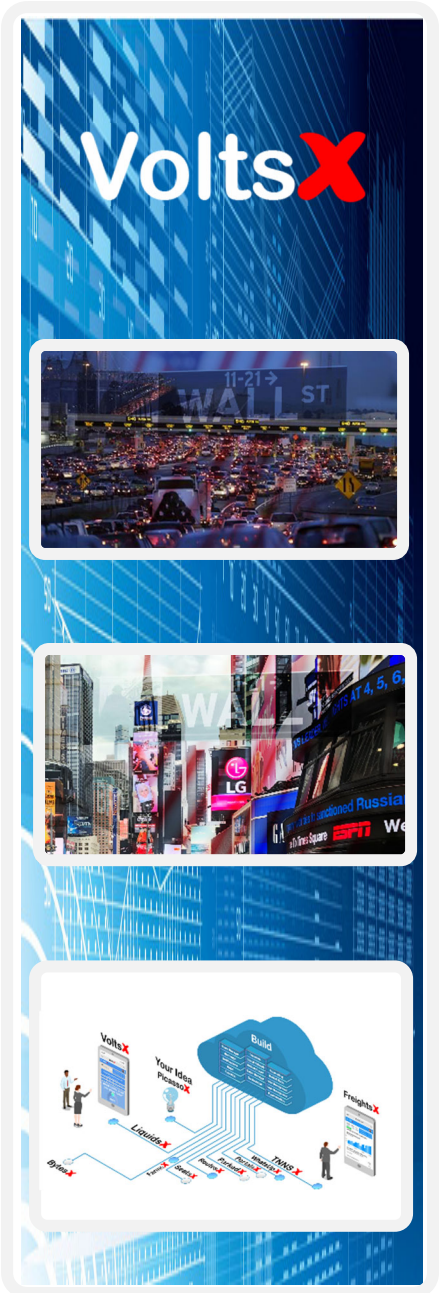
832-916-2001

Legal

In recent years. much has been written on how important it is that financial market participants fully understand the nature of their relationships with counter-parties. We agree that this is critical: unless a market participant has Informed Itself as to exactly where its counter party's responsibilities ends. it cannot easily assess where its own responsibility begins.

These materials describe the economic terms of advertising price risk management transactions. These transactions involve a variety of significant potential risks. Including risk of adverse or unanticipated market developments, risk of counter party default, risk of illiquidity and other similar risks. The specific risks presented by a particular transaction necessarily depend on the nature of the transaction and your circumstance.

Your company should not enter Into any financial and physical transaction unless it fully understands the potential risks and rewards of chat transaction and has Independently determined that the transaction ls appropriate In light of its objectives. experience, financial and operational resources, and other relevant circumstances. Please bear In mind chat In proposing transactions or discussing market opportunities with you, VoltsX *is acting as a potential arm's-length counter party and not as your company's financial advisor*



VoltsX
12335 Kingsride #418, Houston, TX 77024

Technical support: Call (832) 916-2001

Caps

Advertising Price Risk Management Products

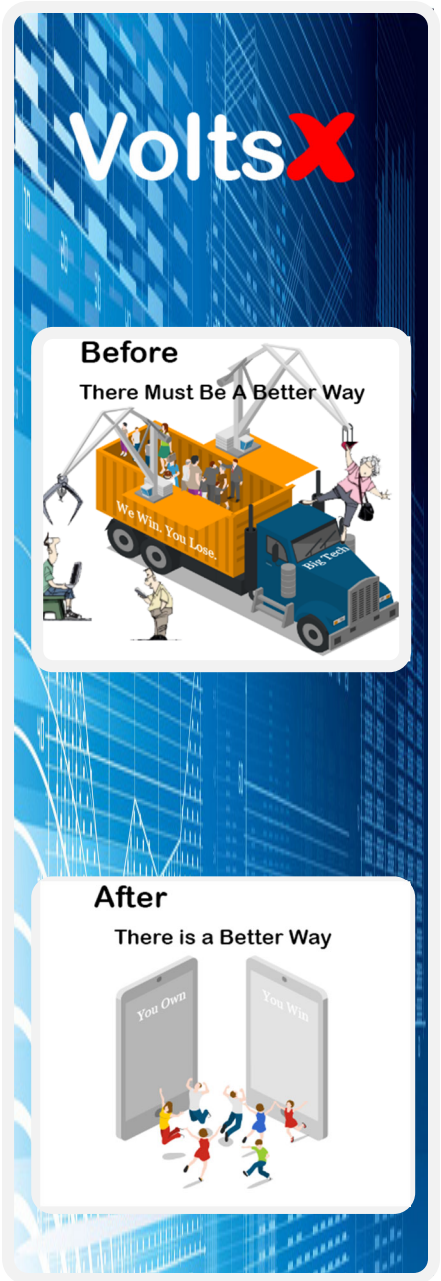
CAPS ARE PRIVATELY NEGOTIATED risk management tools that provide compensation to the buyer if market prices for a given product, such as advertising time or space, move above a predetermined level.

Caps, sometimes referred to as "call options," are arranged in conjunction with the physical purchase of advertising in order to establish a maximum price a media buyer will pay for that space or impression. They provide full protection from rising prices. In addition, caps allow media buyers to benefit fully from decreases in the price of advertising.

Financial caps provide cash compensation when ·market prices rise above a predetermined level and physical caps give the holder the right, but not the obligation, to buy advertising at a predetermined price level.

To purchase a cap, the buyer pays a cash premium to a counterparty willing to assume the underlying risk. (This counterparty is often a company such as VoltsX which both buys and sells platform price risk management tools and will hedge the risk of doing so through offsetting transactions with other entities.) The premium is the only cost to the buyer in such a transaction.

Companies in diverse industries with a wide range of business applications, including revenue smoothing, hedging costs and reimbursement of "lost opportunity costs" can use caps.



Floors

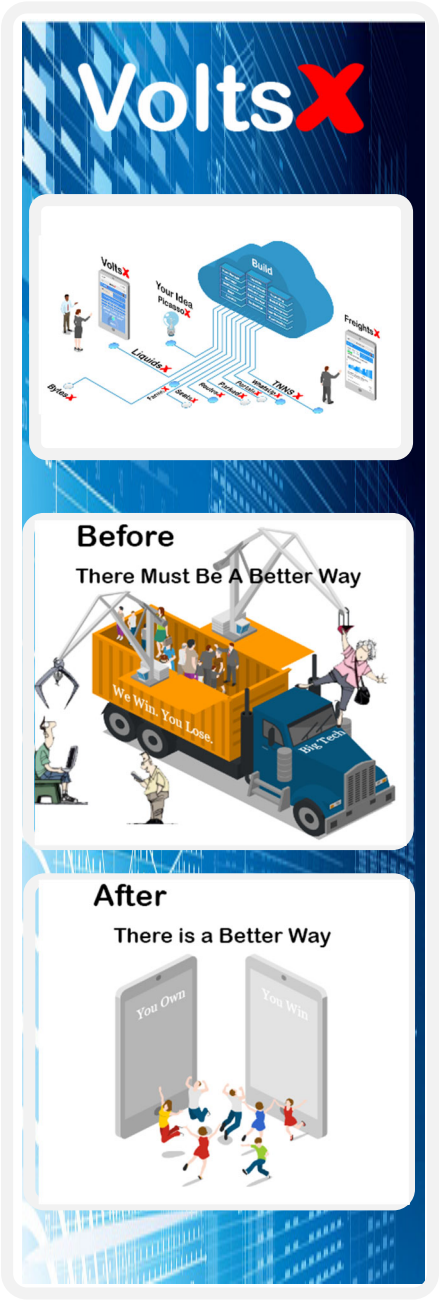
Advertising Price Risk Management Products

FLOORS ARE PRIVATELY NEGOTIATED risk management tools that provide compensation to the buyer if market prices for a given product, such as advertising time or space, move below a predetermined level.

Floors, sometimes referred to as "put options," are arranged in conjunction with the physical sale of advertising in order to establish a minimum price an advertising provider receives for advertising space. They provide full protection from falling prices. In addition, floors allow an advertising provider to benefit fully from increases in the price of advertising.

Financial floors provide cash compensation to the holder when market prices fall below a predetermined level and physical floors give the holder the right, but not the obligation, to sell advertising at a predetermined price level.

To purchase a floor, the buyer pays a cash premium to a counterparty willing to assume the underlying risk. (This counterparty is often a company such as VoltsX , which both buys and sells advertising price risk management tools and will hedge the risk of doing so through offsetting transactions with other entities.) The premium is the only cost to the buyer in such a transaction.
Companies in diverse industries with a wide range of business applications, including revenue smoothing, hedging costs and reimbursement of "lost opportunity costs" can use floors.



Floor Application

XYZ Publisher Group carries independent content in 30 markets in across the United States. While a prosperous economy has helped the company meet most of its profit targets over the past five years, XYZ's management knows that its earnings could be severely impacted the next time the economy softens and advertising prices decline. Management wishes to protect the company's revenues against this event, while retaining the ability to benefit when advertising prices are strong. To do this, the company must first calculate the impact that price fluctuations have on its sales and profits.

Example: Financial Floor

XYZ reviews historical ACU data for its major demographics (time-of -day slots) across 30 markets over the past five years. The company finds that, on average per quarter, it receives a $4.30/ACU for 5,000,000 impression ACUs, or $21.5 million

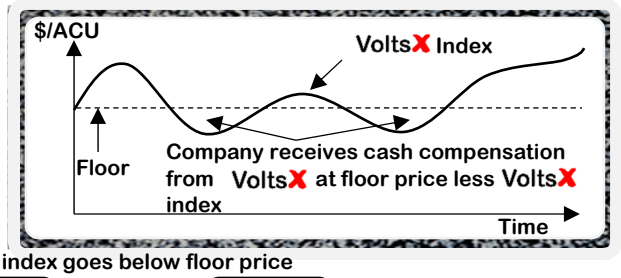
By comparing its sales records to its ACU impression data, the company calculates that its quarterly sales decline an average of $500,000 or 0.1%, for every $0.10/ACU below $4.30 per ACU.

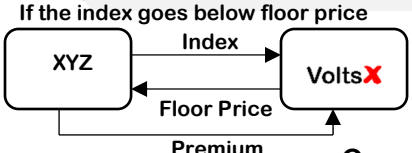
For the upcoming year, management wishes to protect the company against any earnings shortfall associated with ACUs falling below a $4.30 each quarter, yet still be able to take advantage of any price increases.

The company buys a floor from VoltsX with a "strike" price at $4.30/ACU, in which VoltsX will track the ACUs in the 30 markets from January through December and pay the company $500,000 for each $0.10 below $4.30/ACU, as measured by the VoltsX Index.

With this contract, the company has set a floor on its potential annual revenues of $21.5 million ($4.30 ACU x 5,000,000 units/ quarter x 4 quarters), less the cost of the floor itself. Meanwhile, if the market proves to be strong, the company will still enjoy 100 percent of any associated increase in sales and profits.

ACU Financial Floor



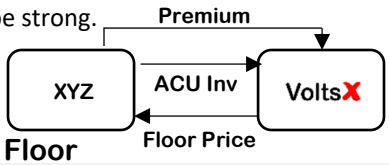


Example: Physical Floor

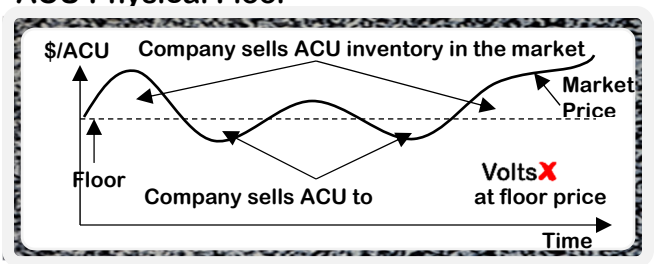
While the financial floor described above protects XYZ Publisher Group against unanticipated declines in the market price for advertising impressions, it doesn't protect the company from differences between market prices, as represented by the VoltsX index, and the actual prices it is able to negotiate with media buyers, which may be more or less than the index depending upon the company's negotiating strength. If the company is highly confident in its negotiating abilities, this may not be a concern. If it is a concern, the company may wish to eliminate this risk by buying a physical floor rather than a financial floor. Physical floors protect against this execution risk, sometimes referred to as "individual performance risk." Here's how:

- XYZ Publisher Group reviews its sales and income records and determines that it does not want to take the chance that it might have to sell advertising inventory below $4.30/ACU.
- The company buys a floor from VoltsX, giving XYZ the right, but not the obligation, to sell 100,000 ACUs to VoltsX at $4.30/ACU for a total of $0.43 million.

With this transaction, the company has put a floor on its revenues of $0.43 million, less the cost of the floor. Additionally, company XYZ can benefit if the market proves to be strong.



ACU Physical Floor



Swaps

Advertising Price Risk Management Products

SWAPS ARE PRIVATELY NEGOTIATED contracts that allow a company to reduce or eliminate the impact of specified market conditions on its business. There are two main types of swaps: financial and physical.

In a financial swap, a company receives financial compensation in the event of adverse market conditions, but pays out money in the event of favorable market conditions. Financial swaps are structured to cover a finite period of time and when used in the advertising industry are always tied to a specific advertising price index, such as VoltsX. The parties to the contract establish a "strike" price for the chosen index. When the index falls below the strike price, one of the parties owes a payment to the other. When the index price is higher than the strike price, the payment flow is reversed. Financial swaps are always settled in cash, regardless of which party is making the payment.

A physical swap is structured much like a financial swap, again with a finite life and a specified strike price. However, the contract is settled with real assets; that is, by an exchange of advertising inventory for cash. Like financial swaps, physical swaps are typically settled on either a monthly or quarterly basis over the life of the contract.

Swap Application

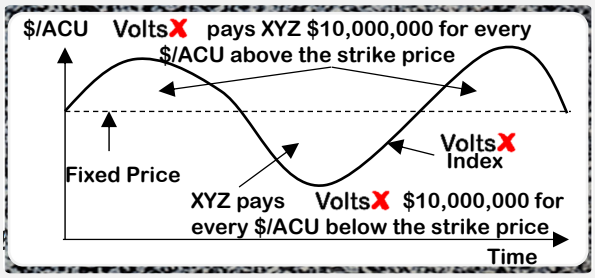
Advertising Price Risk Management Products

XYZ Department Store Company is a retail chain with 50 stores throughout California. Its revenues and profits are critically dependent upon cost effective advertising; the company runs advertising spots year-round, and also promotes sales and holiday events. Given this business model, the company's profits are highly sensitive to advertising prices. In one recent year, unexpectedly high advertising expenses reduced the company's net income by 3 cents per share.

Example: Financial Swap

The managers of XYZ agree that adverse advertising prices should not play a role in the company's profitability. They decide that they would like to eliminate the cost of unexpected increases in advertising expenses, and further agree that they would be willing to give up the financial benefits of unexpectedly low prices to achieve this cost stability.

- A review of historical ACU (Advertising Capacity Unit) impression data reveals that over the past five years, advertising prices for the cities where XYZ Department Stores are located have fluctuated by approximately 30%.
- XYZ calculates that each dollar increase in ACU increases its total advertising budget by approximately $50,000,000. Similarly, each dollar decrease in ACU cuts its costs by a like amount.
- The company enters into a swap agreement with VoltsX covering a one-year period from January through December, agreeing in advance to a specified ACU "strike" price for the VoltsX index. For each month that advertising prices are above the strike price, VoltsX will pay the company $10,000,000 per ACU monthly $/ACUs above the strike price. During months that index is below the strike price, XYZ will pay $10,000,000 per ACU monthly $/ACUs below the strike price.



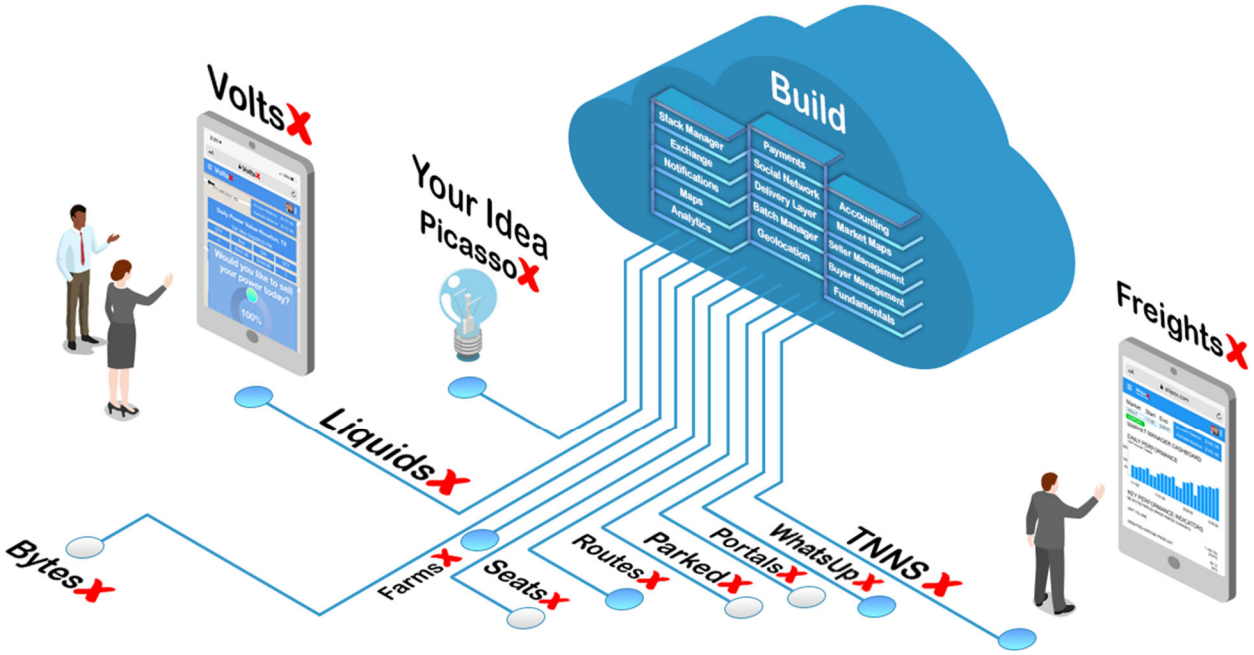
The financial swap described above serves as a hedge against volatility in the market price for advertising impressions, as measured by an index such as VoltsX. But it doesn't protect XYZ Department Store Company from differences between the index price and the actual prices it is able to negotiate in the marketplace. If the company is highly confident in its buying prowess, this may not be a concern. If not, it may wish to eliminate this risk by entering into a physical fixed price swap rather than a financial swap. Physical swaps protect against this risk of execution, sometimes referred to as “individual performance risk."

In this example, XYZ Department Store Company uses a physical swap to insure that it receives advertising inventory at a fixed price:

- XYZ wants to lock in a price for 5,000,000 ACU impressions over the course of the upcoming year and eliminate any uncertainty about future market prices during that period of time.
- The company agrees to pay VoltsX $4.30/ ACU for 5,000,000 ACUs over the course of the year, or a total of $21,500,000.
- Each quarter, XYZ pays VoltsX $5.375 million in exchange for 1,250,000 ACUs.

By entering into this physical fixed price swap, XYZ is assured that even if market prices increase dramatically, it will still pay just $4.30/ACU. In exchange for this protection, it is willing to give up the potential benefit associated with unexpectedly low market prices.

Product Matrix



Technology Product Matrix

0% Step 01 — Create a Market, Create a Hub

50% Step 02 — Create a social network around the hub

100% Step 03 — Trade it and Track it, Map it

Build Your Market in Minutes

Pre - Fab or Imagine

Our APIs, SDKs and live geolocation markets give developers tools to build markets and platform companies within your industry or in new industries.

Financial Product Matrix

Type	Financial	Physical	Structured Products
Swap — Fixed price contract	Shipper cash flows are swapped with PicassoX via-a-vis the PicassoX daily or monthly index	Shipper buys capacity from PicassoX directly Carrier sells capacity to PicassoX directly	PicassoX helps companies improve EBITDA multiple with a digital platform market in their core business. PicassoX helps companies meet their financial goals and objectives. Companies can swap products for capacity with PicassoX Products include anything for which a secondary market exists. Companies may work with PicassoX to develop new products in their core business.
Cap — Upper price limit for a premium paid over time or up-front	Shipper is protected if the PicassoX monthly index climbs above a specified price level. The buyer pays a premium for the price protection.	Shipper is protected by PicassoX with a guaranteed price for physical capacity. The buyer pays a premium for the price protection.	
Floor — Lower price limit for a premium paid over time or up-front	Carrier is protected if the PicassoX monthly price falls below a specified price level. The buyer pays a premium for the price protection.	Carrier is protected by PicassoX with a guaranteed price for physical capacity. The buyer pays a premium for the price protection.	
Collar — Upper and lower price band for a premium paid over time or up-front This may be structured as "zero cost" to the buyer	Companies are protected within a price band as the PicassoX monthly price fluctuates. The buyer pays a premium or no cost for the price protection, if the cap and floor premiums are equal.	Companies are protected within a price band as the PicassoX monthly price fluctuates. The buyer pays a premium or no cost for the price protection, if the cap and floor premiums are equal.	