

OAREX CAPITAL  
MARKETS, INC.

**OAREX**<sup>®</sup>

Referral Programs

2020

## THE **PAIN** IN DIGITAL MEDIA

Publishers have to wait 30-90 days to get paid their ad revenue. This impedes growth for lack of cash flow.

## THE **PAIN** FOR YOUR SALES TEAM

As a network, SSP or exchange, the biggest pushback your sales team encounters is a potential pub complaining about net terms.

GET PAID NET ZERO

OAREX offers **Net Zero pay terms** to the digital media eco-system by purchasing invoices on demand.

OUR PUBLISHERS KISS NET 30, 60 AND 90 TERMS GOODBYE AND **SCALE UP WAY FASTER.**

**OAREX**<sup>®</sup>

# Know some publishers?

Send them our way, and get paid for the life of the account. We pay **10% revenue share *for life*** on all factoring fees.

We pay out net 15 after we've been paid. As of January, 2020, we have **24 paid referral partners** who have monetized their networks or client base with OAREX.

Each one has access to our portal to track commissions. Our commissions, paid every month, amount to a **residual income**.

# Three Net Zero Programs

## #1. E-MAIL INTRODUCTION

Simply introduce sales@oarex.com to a potential customer.

## #2. BUTTON-IN-PORTAL\*

Add a button to your portal (billing or reports section) that says "Get Paid Now - Powered by OAREX"

## #3. SELL YOUR INVOICES\*

Sell your invoices, then use the cash to pay select pubs on net zero.

\*Referral Options 2 only available with online dashboard/portal  
Referral Options 2& 3 only available for firms that pay out pubs monthly.

# Option 1: Email

INTRODUCE CLIENT TO SALES@OAREX.COM

YES, IT'S THAT SIMPLE.

# Option 2: Button in Portal

If a publisher complains about being paid on net terms, your sales team can direct them to your portal - in the billing or reports section - to click a button that says "Get Paid Now".

"Get Paid Now" -  
*Powered by* **OAREX** \*

We offer up to 60-day custom cookie tracking.

Offering net zero pay terms is a HUGE value add (and you get paid).

\*Cost of integration is on OAREX

**OAREX**®

# Option 3: Cash as Inventory

Does a pub want to get paid sooner? Sell some invoices and pay them on net zero.

## Example - \$100K Pub Earnings, Paid Net 60

Earnings	\$100,000	<i>Publisher earnings prior period</i>		
Net Zero Payout	\$96,000	<i>Net 60 terms, paid now (2%/mo)</i>		
Sale to OAREX	\$106,667	<i>Amount of Invoices purchased by OAREX</i>		
Fees % per mo.	1.50%	<i>Per month, on invoice amount</i>		
Fees Paid - Total	\$3,189	<i>Total paid to OAREX, after we get paid \$106,667</i>		
Gross Margin (+)	\$811			
As % of Cash	25.42%	<i>If treating cash inventory, return on inventory</i>		



# Core Philosophies

## FAST, FLEXIBLE, GROWTH-MINDED

OAREX prides itself on being fast, flexible and a growth oriented partner for publishers and digital media firms.



**OUR GUIDING  
PRINCIPLES**

# Core Values



**Flexible, unique financing to help publishers scale their revenue with you**



**Solutions-Oriented, we will find a way to cut the deal.**



**Win-Win for all parties to increase their gross profit.**

# What Our Clients Say



Dec 2, 2019

## An AMAZING Partner!

Hanna, Taylor and their team has been nothing short of EXCEPTIONAL! They have been an amazing partner helping us grow our business with quick access to strategic financing.



✓ Verified order

Dec 8, 2019

## Great service all around

Great service all around. Would highly recommend to my colleagues



Dec 29, 2019

## I'm happy to have worked with them

I'm happy to have worked with them. Great asset to helping alleviate cashflow issues as a content publisher. With their help, we managed to scale our operations 10x.



# Meet Our Executives



**HANNA KASSIS**

CEO / Founder. Licensed Attorney &  
CPA



**BILL GRATHWOHL**

CFO / Chairman. Former Partner,  
Goldman Sachs



**TAYLOR HADDIX**

Head of Operations, Seasoned  
Entrepreneur

**Let's work  
together!**

**CONTACT HANNA KASSIS AT  
HANNA@OAREX.COM TO SET-  
UP AN INTRODUCTORY CALL.**

**HEADQUARTERS**

2529 Detroit Ave. Suite 135  
Cleveland, OH 44113

**PHONE**

**855-GO-OAREX**

**EMAIL**

**sales@oarex.com**

**OAREX®**