### OAREX CAPITAL MARKETS, INC.

## 

**Referral Programs** 



## 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.



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.



## 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.



### **#1. E-MAIL INTRODUTION**

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.

# Three Net Zero Programs



# **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".

\*Cost of integration is on OAREX

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

We offer up to 60day custom cookie tracking.

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



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



# **Core Philosophies**

### FAST, FLEXIBLE, GROWTH-MINDED

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



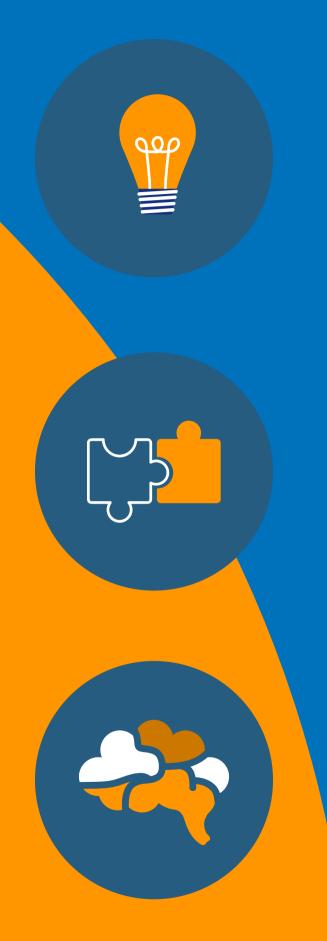






OUR GUIDING PRINCIPLES

# **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.



### $\star$ $\star$ $\star$ $\star$

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.



Great service all around

Great service all around. Would highly recommend to my colleagues



### $\star$ $\star$ $\star$ $\star$

### 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.

https://www.trustpilot.com/review/oarex.com

## What Our Clients Say

Dec 8, 2019

Dec 29, 2019



# Meet Our Executives

## HANNA KASSIS

CEO / Founder. Licensed Attorney & CPA

BILL GRATHWOHL CFO / Chairman. Former Partner, Goldman Sachs

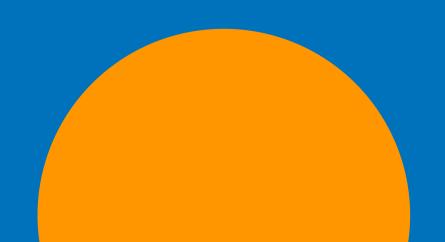
## **TAYLOR HADDIX**

Head of Operations, Seasoned Entrepreneur



## Let's work together!

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



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