over $750,000 requires additional conditions for approval, including approval by third-party funding providers. Available only for applicants meeting certain prequalification and/or underwriting criteria. Fora Financial is headquartered at 1385 Broadway, 15th Floor New York, NY 10018.

PRESCREEN OPT-OUT NOTICE: This "prescreened" offer of credit is offered only to U.S.-based businesses defined as having fewer than 1,500 employees and no more than $38.5MM in average annual receipts. This offer is not guaranteed if you do not meet this criteria or additional underwriting criteria, which includes, but is not limited to personal and company credit history, business type, time in business, annual sales, and average bank balances. If you do not want to receive prescreened offers of credit from Fora Financial, you can opt-out by contacting us by mail at Fora Financial – Attn: Marketing Department, 1385 Broadway, 15th Floor New York, NY 10018, or by sending an email containing your name and address to opt-out@forafinancial.com.

COMMERCIAL ENTITIES: This offer is only valid for COMMERCIAL entities. A commercial entity is defined as a valid operating business, which includes sole proprietors, S corporations, C corporations, limited liability companies, partnerships and limited liability partnerships. All businesses must be in good standing with the secretary of state for the appropriate operating state and must have a valid business license and any other credentials deemed necessary by the local governing agencies. Information about your business including, but not limited to, your business name and individual contact information, may have been supplied to us by a company that is not affiliated with any Fora Financial entity. We reserve the right to verify the information we have obtained, with the written or verbal consent of the commercial entity, which may include the verification of revenue, time in business, SIC codes, ownership structures, business and operating licenses. When evaluating your application and in order to fund any commercial transaction, we reserve the right to request personal and business credit bureau reports from TransUnion, Experian or Equifax on the owners of the company.

USE OF FUNDS: Funds must be used for commercial and business purposes. THIS IS NOT A PERSONAL LOAN AND WE ARE NOT A CONSUMER LENDER. Funds may be used for purposes such as inventory, equipment, expansion and payroll. Funds may be made available through an unaffiliated third-party funding provider or directly through Fora Financial. Business loans are offered by Fora Financial Business Loans LLC or, in California, by Fora Financial West LLC, a licensed California Finance Lender, License No. 603J080. Revenue Based Financing is offered by Fora Financial Advance LLC. Products and amounts offered vary by state.

VERIFICATION OF IDENTITY: We reserve the right to verify the identity of the business' ownership, with the consent of the commercial entity. This may require you to provide us with the owner and business' legal name, home address, date of birth, Social Security Number, phone number, mobile number, state driver's license and/or other government-issued identification documents.

9688.0A

3 EASY STEPS

to get started today.

1. **Apply online** with your secure code.
2. **Approvals** in 4 hours.
3. **Get funded** 72 hours after an approval.

SIMPLE, FAST, SAFE

small business financing.

- Funding amounts from **$5,000 to $1,500,000***
- Fast and simple process
- Applying won't affect your credit score
- Exceptional customer support

APPROVALS in 4 HOURS + **FAST FUNDING** in just 72 HOURS

Dear David,

Great news—based on your business history and credit rating, BATTERY SYSTEM SLLC may qualify for **up to $1,500,000** in small business financing from Fora Financial.

At Fora Financial, we know that small business financing options aren't "one-size-fits-all." With flexible requirements, funding amounts and terms, you'll receive a small business financing option that's customized just for you. **Applying takes just minutes**—find out how much financing you can get today.

Sincerely,
The Fora Financial Team

SCAN **QR Code**
CALL **866-439-3672**
VISIT **foradirect.com**

Use Personal Invitation Code: FF213ZFVP2

Fora FINANCIAL

See inside for details.

Fora FINANCIAL

Move your business forward with fast financing exclusively from

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Fora Financial provides business capital, including business loans and Revenue Based Financing, to small businesses directly and through a network of unaffiliated third-party funding providers in amounts ranging from $5,000 to $1,500,000, with the average transaction being $36,000. Funding over $750,000 requires additional conditions for approval, including approval by third-party funding providers. Available only for applicants meeting certain prequalification and/or underwriting criteria. Fora Financial is headquartered at 1385 Broadway, 15th Floor New York, NY 10018.

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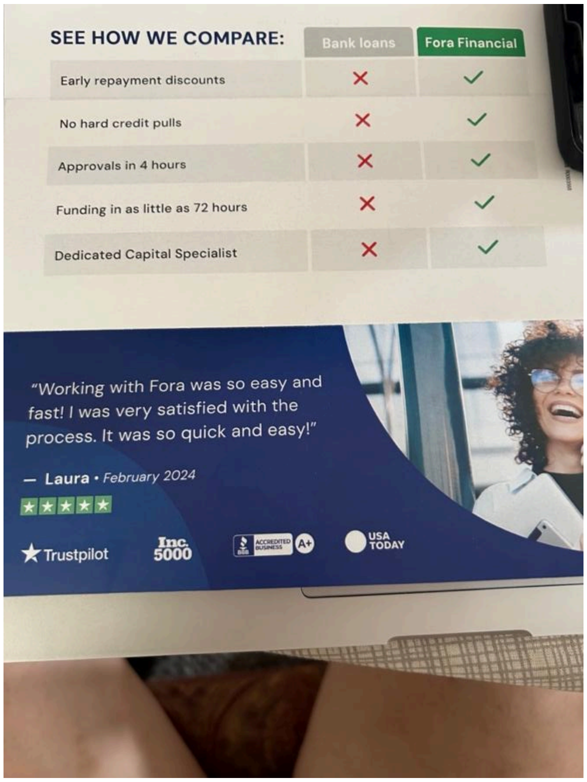

Who am I talking to?

I am speaking with small business owners whom are looking for a loan to grow their business or keep their business afloat.
I am speaking with small business owners whom have had Merchant Cash Advance Debt in their company.
I am speaking with those who need loans fast.
I am talking with business owners whom need anywhere between $5,000 and $1,500,000 fast

Gender: M-F ages 18 - 70 (young people now have businesses they run as well)
Occupation: business owner or CFO of company
Income level: 10k+/month in revenue
Geographical location: anywhere in the 50 states

Where are they now?

They have just opened a letter in a weird envelope, they open it up and see the ad
They were scrolling on social media until they get an email notification from this company
They could already be searching for loan options for their small business and come across the web version of this ad on the first page

The awareness need for this is at a level 3 most likely as we are in a period where lots of business would like to get as much working capital as possible due to uncertain times in the market. These business owners are aware that they need more working capital than ever before.

The market sophistication here is a level 5 as there are hundreds of business lenders out there which include the big banks, private equity, or just lending institutions in general

Current state: stressed out that they don't have enough money to support their business, it can go underwater any point in time now.
They are worried these MCA loans are taking too much money out of their bank account.
They are tired of speaking with lenders that gave them false promises when they are looking only for the amount they are looking for as opposed to how much they were approved for.
They don't want to wait too long to get a loan as they don't know what can happen to their business tomorrow
They are tired of their existing debt and are looking for ways to alleviate their business debt

Dream state:

After the loan process was complete I was able to pay off my dept quickly. Every call I made gave me pride as I made my payments to the debtors. And then after a few weeks when I checked my credit, I saw all the extra points for paying my debts… wow the pride I felt and the drive to keep moving forward! I have not felt this way in years!

I was overjoyed at the ease and speed at which my loan was approved.the funds were in my account the next day.

Getting a loan was quick and easy. The funds were in my account in a few hours.

I have no complaints at this time. The process was simple and the rep was on top of things.

Jay went above and beyond before she went out on maternity leave. She called me every single time she stated that she was, between us cutting up on the phone and laughing I would rate her a 10 if they had it. I called her 10 min before the branched closed and instead of telling me she would call me back she walked me through some more steps on getting my approval done and stayed for me and that spoke volumes.

Easy to work with and gave me several options. Low interest rate. They were not pushy with their optional insurance products.

The ease of the process was great

The process takes about 30min and you done, money in the bank go home and relax. That's what I did and I am very happy.

This was the simplest loan and approval I have ever experienced. Excellent staff. Caring and considerate.

It was very easy and quick process with OneMain. I was approved for more then what I thought I would be and I as able to consolidate all credit cards. Never had to walk into a location did everything over phone with wonderful rep and money was deposited in my account within 30 mins of signing documents electronically.

My experience was great. I applied online and was contacted immediately with a representative who was very helpful. I literally completed the application process within an hour and the money was directly deposited into my bank. I was able to consolidate my credit cards immediatley.

They want a very quick, easy, efficient loan process and didn't want to stay on the phone for too long.

They want a banker that would approve them very quickly as opposed to going to a bank and having the process take much longer than it needs to.

they don't want to be held back based off a poor credit score as well as early repayment discount options.

What do I want them to do?

I want them to read the ad, call 866-439-3672 and see what their business can be qualified for.
I want them to scan the QR code and fill out the questionnaire before having someone speak with them on the phone.
I want them to visit foradirect.com and read about what the company is and how it works to have them then fill out how much they qualify for
I want them to use the personal invitation code after they apply

What do they need to think/feel/experience to achieve those actions?

They need to be feeling the pressure from their business as they need to increase their revenue.

They like the colors of the ad and how it stresses the fact it will get businesses approved within a few hours and money hitting the bank within a few days.

They want to see how much they can get from $5,000 to $1,500,000 and would see how easy it is to fill out the form online

They want to be able to know that they can speak to a person about their loan if they were to get qualified easily

They would see the ad and see it would have the potential to lower the monthly payments on existing debt.