

AGGLOMERATION



EXECUTIVE SUMMARY

The Alliance Group utilizes the proprietary methodology known as the Agglomeration to bring together fantastic small to medium-sized businesses from around the world to list on a reputable stock exchange publicly. This unique model awards efficient, well-run companies with the benefits of being public while keeping their brand and culture.

For investors, the Agglomeration model allows for full liquidity in fast-growth companies that have proven business fundamentals and exceptional leadership. Our saying is simple.

"WHY COMPETE WHEN YOU CAN COLLABORATE?"



COMPANY DESCRIPTION

The Alliance Group will be a consolidated group of well run, profitable and relatively debt-free companies from around the world who have decided to join forces to list publically. The Alliance Group is a private equity firm whose role is to seek and acquire small to medium-sized companies interested in this arrangement.

The Alliance Group will hold an equity stake in all companies listing on the exchange, acting as a partner with an invested interest to grow the Group. The primary growth strategy will be through acquisition, using our shares as currency to bring onboard more companies.

All qualified companies will earn a minimum of USD 500,000 per year, and our focus will be on companies making between half a million - five million USD in net earnings.



MARKET ANALYSIS

Currently, small to medium-sized companies make-up about 50% of the GDP in any given market. Regardless of those economics, investors pay little attention to opportunities in this space. A large investment firm will invest in every possible asset to include stocks, bonds, real estate, even cryptocurrency, yet hardly any resources are deployed into small to medium-sized companies. The reason for this is because small to medium-sized companies are too small, too illiquid, and cannot scale.

An Agglomeration solves that because it gives owners liquidity, stability, hyper-growth, and the prestige of being part of a public group.

In the U.S, 10,000 baby boomers are retiring every day, with an expected 10 trillion dollars of wealth that will be transferred over the next ten years. Yet only 1 in 13 businesses listed for sale get sold, and most wind down their operation.

The Agglomeration model is ideal for owners who eventually wish to exit as they can sell their shares over time, and establish the appropriate management structure that ensures their legacy and hard work is prosperous in the future.

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MANAGEMENT TEAM



CHRIS CAMERON

Chris Cameron is a United States Navy veteran and served in support of Operation Enduring Freedom and Operation New Dawn. After transitioning out of the military, he moved into the financial and federal contracting industries, eventually working for large consulting firms such as Booz Allen Hamilton and BAE. After deciding to pursue entrepreneurship, he founded and grew a marketing company with clients spanning the United States, U.K., and Australia, eventually exiting in 2017. Mr. Cameron has a Bachelor of Arts in Intelligence Collection from American Military University and a Masters of Science in Management from the University Of Maryland University College.



ADAM COX

Adam Cox is a Caribbean based entrepreneur and a founding member with invested business interest in industries such as real estate development, media, health care, automotive, and more.

"My goal is to push the SME space forward, and the Agglomeration model unlocks the true value of these companies."



JEREMY HARBOUR

Jeremy is a global leader in the field of small business Mergers & Acquisitions. Based out of Singapore, he owns investments in 12 countries, has bought and sold over 100 companies, and advised on more than 200 acquisitions. Jeremy has been a Chairman, director, senior advisor & mentor to numerous international companies throughout his career. With his expertise in mergers and acquisitions (M&As) for SMEs, Jeremy is CEO and Founder of The Unity Group of Companies, a private equity firm specializing in helping entrepreneurs grow their business and pioneering the Agglomeration™ model. Jeremy is also the founder & former chairman of The Marketing Group ("TMG"), the first global digital marketing network that is using the Agglomeration™ model, listed on Nasdaq First. Using the same Agglomeration™ model, Unity Group recently listed MBH Corporation in Frankfurt in February 2018.



ROBERT ALLEN

Robert Allen has an extensive career in start-ups, project funding, distressed real estate, private equity, and multi-asset class trading. Most recently, Robert has built from the ground up two successful personal development and real estate training companies that were sold and exited in the competitive seminar industry after quantum growth and client acquisition across Canada, US, Mexico, and Brazil using cutting edge proprietary methods.



FINANCIAL PROJECTIONS

The Alliance Group plans to build multiple groups with a market cap of over 100 million USD. The Group will accomplish this by creating a clear and concise plan our investors can understand that achieves the highest possible multiple on earnings valuation. To attain this value, we will seek to consolidate 7 - 10 companies earning 1 million USD per year to work underneath our umbrella company. After acquisition, we will synergize where appropriate allowing us to maximize the bottom line.

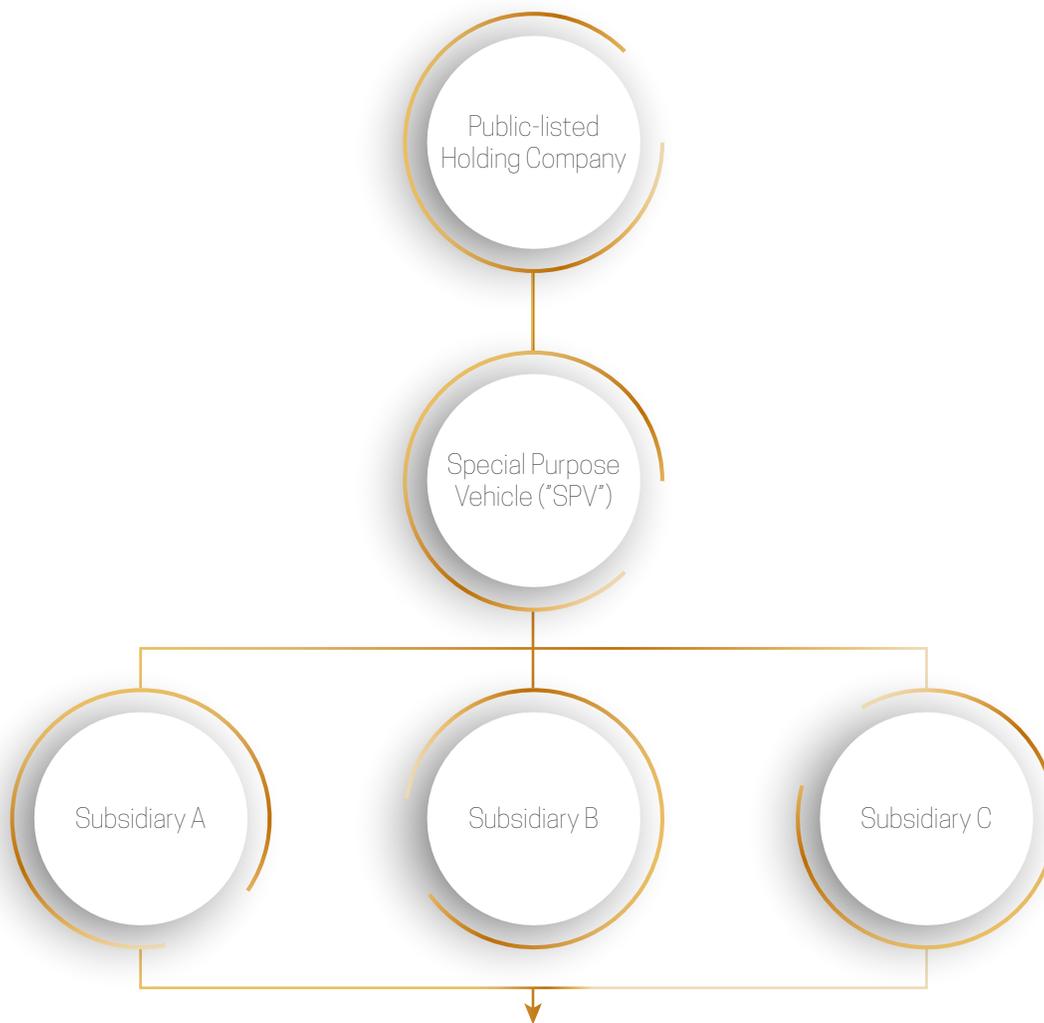
STRUCTURE & RECAP

The Alliance Group is a private equity firm that seeks to find and publicly list profitable, well run, debt-free companies globally on a reputable stock exchange. The initial listing will be with an "anchor company" whereby The Alliance Group will work with this business to acquire other companies in the same industry using shares or bonds as currency.

Agglomeration is a three-step process, as illustrated below.



This method was created and perfected by our partner Jeremy Harbour of Unity-Group, where he successfully listed a company on the Frankfurt Exchange, currently generating 200 million USD per year, growing to 1 billion. Below is the corporate structure of the Agglomeration model.



Subsidiaries will group together under an SPV.
 The holding company then acquires the SPV.
 The original owners of the subsidiaries each own portions of public-listed holding company.

The struggles of private companies to demand their value in the market will continue to be an issue with more supply than demand and the overarching inability to scale. The Agglomeration gives them access to all the benefits of a larger company, allowing them to receive the compensation they strive for.

WHY WOULD INVESTORS BE INTERESTED IN THIS STRATEGY?



All companies will be profitable and relatively debt-free.



International reach



Unwind clause - for companies that join the Group and do not perform or shrink by a certain percentage, will be unwound from the Group to ensure a healthy organization.



Synergies within the Group allow for further growth.



Ability to scale quickly through acquisition

WHY COMPETE WHEN YOU CAN COLLABORATE?