

Leading the world

in corporate trading



Every year, companies are at risk of losing billions of dollars due to underperforming assets. With so much at stake, more companies are turning to corporate trade, and Active International, to help minimize these losses and create maximum value. Since 1984, we have created over \$1.5 billion in cash savings for our clients by applying our business model to their businesses.

With operations in 16 countries and extensive relationships with the media community and respected product and service providers around the world, we have the ability to acquire underperforming assets across an expansive range of asset classes. The breadth and depth of our capabilities and the hundreds of professionals experienced in all areas of business enable us to develop tailored financial programs for our clients that address their business challenges – and this is what truly distinguishes Active in the world of corporate trading today.

Active's Beliefs

Integrity

We stand behind the quality of our services and the value we deliver.

Commitment

We are dedicated to building mutually beneficial, long-term relationships.

Value

Our focus on value has produced an unparalleled track record for creating economic benefits for our clients.

Partnership

We will only structure a program if all of a client's best interests are served.

Active International

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Solutions

As a global company, Active can acquire underperforming assets across an expansive range of asset classes. This breadth and depth allows us to offer multi-market solutions to companies with global operations almost anywhere in the world.

Inventory

Close-outs
Returns
Factory seconds
Seasonal items

Receivables and Debt

Bankruptcy claims
Delinquent receivables
Credit card charge-offs

Sponsorships

NASCAR, IRL and CART
PGA/ LPGA
Olympic sports

Real Estate

Owned properties
Leased properties
Property portfolios

Capital Equipment

End-of-term leases
Early release
Outright sale & disposition

Remarketing your inventory

Active International is a global remarketer with long-term relationships with wholesalers, retailers, distributors, liquidators and other buyers around the world. As a result, we can acquire inventory in one part of the world, ship it to another part of the world, warehouse it in another, and sell it in yet another.

More importantly, however, we understand that the protection of your brand is paramount, and for that reason confidentiality and understanding your requirements are of the highest priority. This forms the foundation for all our relationships.

Services

Active can provide you with a wide range of services to help you meet your business needs.

- ▶ Advertising
- ▶ Fixtures and POP
- ▶ Freight
- ▶ Premiums and incentives
- ▶ Printing
- ▶ Shipping and packaging
- ▶ Sports & events marketing
- ▶ Travel, meetings & conferences
- ▶ Or you can work with your own suppliers

Active at a glance

- ▶ Headquartered in Pearl River, NY
- ▶ Global operations in 16 countries
- ▶ \$1.5 billion in annual gross trading volume (as of 2004)
- ▶ Ranked as one of the world's largest media specialists by *Advertising Age* magazine
- ▶ The only corporate trading company to be a member of the *American Association of Advertising Agencies*
- ▶ An employee-owned company (ESOP)

What is corporate trade?

Corporate trade is a mainstream tool used by many Fortune 500 companies around the world. The concept emerged in the 1970s and involves using an excess asset to purchase goods and services that you would otherwise purchase with 100% cash. As corporations gain experience using corporate trade, they are starting to include it as an integral component of strategic planning, and they are working with companies like Active to help them accomplish their goals.

How corporate trade works at Active

Typically, Active will purchase a client's under performing assets at up to full wholesale value, in the case of merchandise, or at a multiple of the current fair market value for real estate, capital goods or troubled receivables, with a trade credit or cash.

Our clients agree to purchase products and services through Active at their own established commercial rates and terms, using trade credits in lieu of 100% cash.

Active charges no fees or commissions for its services, we only purchase goods and services on behalf of our clients when we receive written approval, and we provide full proof of performance for every purchase we make.