



## Advertising and Media Companies

**Advertising is a highly perishable commodity. Every unsold advertising spot cuts directly into your bottom line.**

**Ormita provides an opportunity for media company owners to realize the full value of their unsold advertising space, attract new customers and offset their existing cash costs.**

With fixed costs and competition on the rise you can't afford to miss a single chance to build revenue and cut costs.

Ormita can bring you new customers to fill those empty slots without interfering with your existing supply and sale agreements and there is no need to discount or to spend additional cash on costly promotions

Trade your excess advertising space and third party trade receipts for the things you need and offset your existing operating expenses using the new revenue that we bring you.

### Creating cost savings

Your business probably fixed purchases that it makes on a regular basis.

Business supplies, cleaning, repairs and maintenance, equipment leases, professional services, client entertainment, promotions, advertising, tea and coffee, printing and more.

Added to this are costs for unplanned capital purchases, family needs, holidays, client give-aways, donations, investments, alterations and expansions.

Ormita helps replace these expenses with income earned from new sales that we bring you.

### Here is how it works

1. Your business registers to provide its services via Ormita.
2. We review your ongoing expenses and provide alternative suppliers who will agree to supply on a trade basis.
3. You receive credits based on the dollar value of the media we sell on your behalf.
4. You now have credit to purchase products from other members within the Ormita network.

Using Ormita you can reduce your current cash outlay while increasing your portfolio of customers, creating more referrals and improving your balance sheet.

There is no requirement to trade until we have found suppliers to meet your buying needs.

### Summary of Benefits

- ✓ Recovers value from an otherwise perishable commodity.
- ✓ Ormita provides an excellent way to reduce your current overheads and make those additional purchases without sacrificing any of your valuable cash.
- ✓ Even if you have large costs already sunk into equipment and facilities there should be a relatively low cost to service additional customers once your overheads are paid from your current cash business.
- ✓ Under-utilized production capacity and empty advertising slots can be converted into hard assets or needed services.
- ✓ Ormita has controlled distribution to prevent interference with your current cash-paying customers and their partners.
- ✓ Our clients pay for your media at benchmark prices (i.e., what they would otherwise pay if they were a cash paying customer) in Ormita credit.
- ✓ Ormita is new business which contributes directly to your bottom line.

### A Unique Offering

- 💰 Buyers pay you instantly so there is no need for accounts collections.
- 🕒 24 hour, 7 day a week live brokerage services.
- @ Buy, sell and transfer funds online.
- ✗ No monthly fees, no account keeping fees and no transaction fees and we can manage all of your trade activity.<sup>1</sup>
- 👤 Specialized media buying staff.
- ✓ No cash outlay until we have met both your buying and selling needs.

<sup>1</sup> Subject to customer meeting minimum trading volumes per month.

Read more on the next page

## Some other Benefits of the Ormita Service

### Save Cash

- Realise full market value for non-recoverable, non-recyclable, limited commodities or otherwise unsold stock or time.
- Access interest free credit and repay borrowings with new sales.

### Increase Your Asset Base

- Buy at a discount of up to 90%.
- Invest in other businesses without the need for cash.

### Increase Your Financial Liquidity

- Convert existing bad debts to assets.
- Pay existing creditors from new sales.
- Convert equity from slow moving inventory or unsold appointment time.

### Attract New Cash Paying Customers

- Access innovative ways to new cash contract tenders.

### Build Your Brand

- Build a community network around your brand.
- Expand distribution channels and market reach.
- Align your business with charities and community enterprises.
- Gain repeat business and take customers away from the competition.
- Improve your social standing, customer and staff loyalty.
- Create local business opportunities within your community.

### Retain Staff and Customers

- Create customer loyalty programmes.
- Provide staff incentives.
- Implement a staff donation/giving programme.
- Pay for client entertainment.

### Become More Efficient

- Substitute imports with higher quality, locally provided goods or services at wholesale price.
- Decrease wastage and develop new consumer habits.
- Get more out of your employees with employee rewards and buying programmes
- Take overstocked, last season or end-of-line items off-market while earning full retail value.

## Turn Non-Producing Assets Into

... Advertising, Asset Purchases, Business Supplies, Capital Expenditure, Client Entertainment, Equipment Purchases, Food, Freight, Graphic Design, Hardware Leases, Health and Beauty, Holidays, Maintenance & Repairs, Marketing, Medical Services, Needed Goods, Office Supplies, Packaging, Promotional Items, Refurbishments, Signage, Staff Rewards, Stationery, Technical Supplies & Services, Travel, Wholesale Items...

... *and much more...*

## How we make it happen

- Step 1** You register your interest online with Ormita.
- Step 2** Ormita assesses the quality and quantity of your product and finds buyers who will pay in part cash and the balance in Ormita credits.
- Step 3** Working with Ormita, you will create a needs analysis regular and upcoming business expenses, community commitments, investment goals and lifestyle enhancement ideas.
- Step 4** Your Client Director will find suitable suppliers to provide many or all of these expenses.
- Step 5** Once our suppliers agree to sell, your business begins its commitment to provide a fixed amount of your product or service to our other customers.

Ormita's compensation is fee based and comes out of the cash we receive from a buyers booking fee. Media sellers pay no fees to sell and no fees to buy.

The only exception to this rule is if you buy advertising through Ormita, in which case we charge a 7% cash placement fee.

You only begin selling once we have a regular spend cycle in place for you.

**No false commitments – just a business working to meet your needs.**

## Become a Member Today:

Do you want to know more about Ormita or become a member?

Enter your details at [www.ormita.com](http://www.ormita.com) and one of our representatives will contact you shortly.

You can also phone us on any of our numbers across the country, speak to your local representative or email us at [customer-service@ormita.com](mailto:customer-service@ormita.com).



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You can also phone us on any of our numbers across the country, speak to your local representative or email us at [customer-service@ormita.com](mailto:customer-service@ormita.com).



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