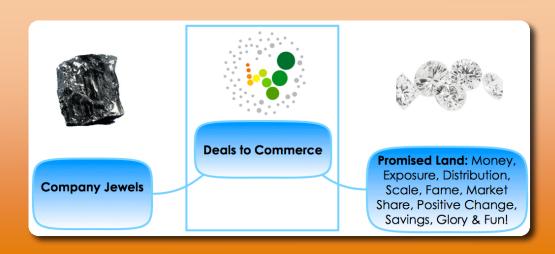
WieseLaw Contract Studio Communiqué

-- The Value of Your Business is the Sum Total of its Deals -

Welcome to the Communiqué, we're excited to share what we learn in our collective experience of doing deals. We call them "Deal World Rules":

Rule 1- The value of your business (and your life) is the sum total of its deals.

You need great people, content, ideas, money, products and services ("Company Jewels") to have a successful business... but those things are not enough. Company Jewels need to be connected to commerce to <u>extract their value</u>. Deals connect Company Jewels to commerce. We focus on deals.



Your deal portfolio drives the value of your business. SO – start focusing on your deals, individually and collectively. Great deals increase the value of your business ... one deal at a time. Unfortunately, the opposite is true as well (i.e., each bad deal decreases the value of your business).

Rule 1 is about awareness. Just think about it. Where are the dollars and risk for your business generated? Make a list. Check it twice. Are you getting the most from your deal portfolio? Do you even **know** your deal portfolio? Once you have the awareness you can take effective action to increase the value of your company.

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