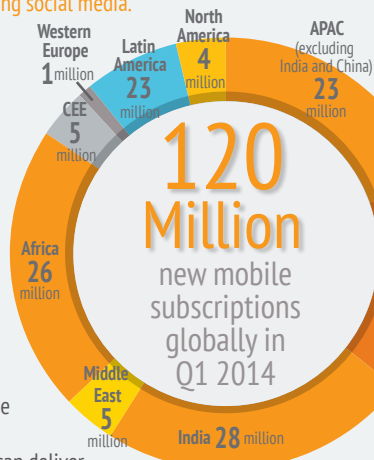


A WORLD CONNECTED VIA MOBILE

The GlobeOne® target audience is a highly networked segment with more than ¾ of the audience using social media.

The proliferation of social media use and the decrease in price for mobile devices has created the possibility for banks to reach previously underserved markets with solutions to their financial needs in a medium that fits their lifestyle using GlobeOne®.

Our audience is far from disconnected. They are actually more active users of mobile phones and social media than the population at large. Due to this unprecedented connectivity, we can deliver products and services faster, at a lower cost, and with less friction. Both GlobeOne's members and its member banks will benefit greatly from our innovative approach to financial inclusion.



GLOBEONE® IS BUILDING A GLOBAL FINANCIAL COMMUNITY

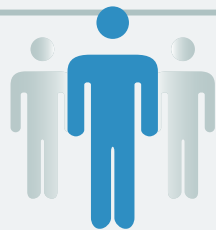


2.5 billion people in the world are underbanked.

90% of underbanked have mobile phones

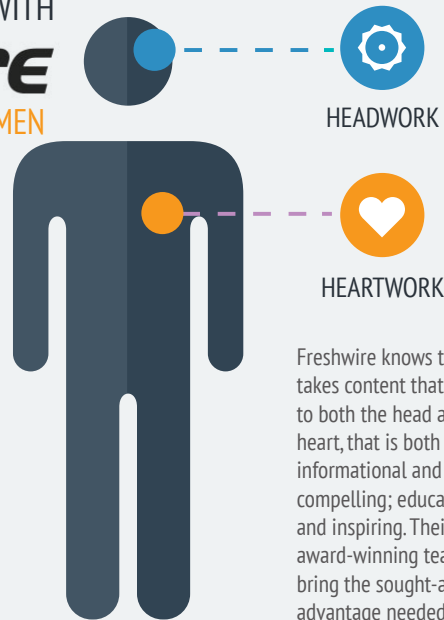
3/4 of the world's poor are unbanked.

EXPERTISE & EXPERIENCE



GLOBEONE® IS PARTNERING WITH **Freshwire** FOR THEIR SOCIAL MEDIA ACUMEN

Freshwire's pro team of writers, producers, designers, directors and strategists will be leading GlobeOne in the strategic and operational work needed to bring it's story to life online. With vast experience and the professional knowledge needed to cover all of the aspects of a well-orchestrated campaign, as well as developing production in all forms and distribution strategies to amplify our message, Freshwire is committed to bringing GlobeOne's fresh content, served daily.



Freshwire knows that it takes content that appeals to both the head and the heart, that is both informational and compelling; educational and inspiring. Their award-winning team will bring the sought-after advantage needed in the financial services market to help GO member banks succeed on many levels.

100%

Fresh content daily targeted at both B2B and B2C targets and coordinated across media.

A SOCIAL STRATEGY FOR SUCCESS

OUR GOAL IS TO BUILD **TRUST, CONFIDENCE AND CREDIBILITY**. A REAL COMMUNITY. **HOW?** BY CREATING A TRUE SOCIAL NETWORK. **WHY?** BECAUSE **"CONSUMERS TRUST THE COMMUNITY MORE THAN THEY TRUST THE BRAND."**

THE MAIN THEMES OF OUR CAMPAIGN WILL BE:

BREAKTHROUGH AND TECHNOLOGY

TRANSFERS AND REMITTANCE

FINANCIAL INCLUSION

CURRENT BANKING LANDSCAPE

THE GLOBEONE THOUGHT LEADERSHIP TEAM



MICHAEL WOLPER



STEPHEN LANDRY



PHILIP VALVARDI



JIM TINGEY

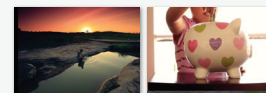
EACH THOUGHT-LEADER WILL HAVE THEIR OWN BLOG AND WILL CREATE A STEADY STREAM OF FOCUSED AND ENGAGING CONTENT IN THE BLOGS AND IN E-BOOKS AND WHITE PAPERS AMONG OTHER MEDIA.

A COORDINATED & STRATEGIC APPROACH

We will use a multi-faceted approach in various media in a very strategic and synergistic campaign. Utilizing videos, blogs, e-books, white-papers, presentation sharing, and a posts that are substantive, engaging, inspirational and educational.

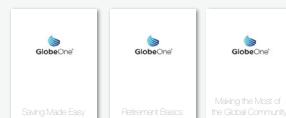
VIDEOS

Impactful, engaging and informative, GO's video campaign will spread the word of our services with authenticity and focus.



E-BOOKS

A series of GlobeOne E-Books that educate on a variety of topics from savings to retirement.



BLOGS

Blogs will be a big part of GlobeOne's online presence. Each thought-leader will have their own blog in addition to the general GO blog and will cover a wide variety of pertinent topics.



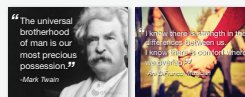
WHITEPAPERS

For more in-depth topics, we will publish whitepapers that delve in with more complexity.



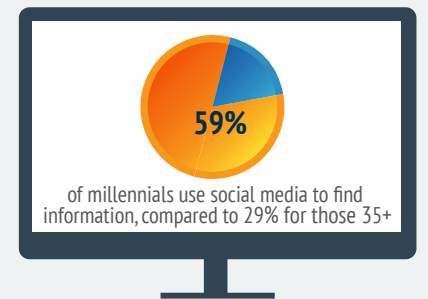
POSTS

A steady stream of informative, interesting and inspiring quotes will engage the members and encourage them to participate in the growing GO global financial community.



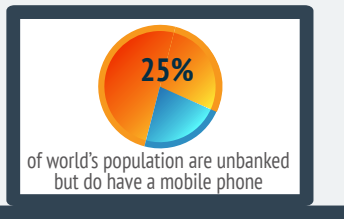
THE AMAZING POWER OF SOCIAL MEDIA IN TODAY'S BANKING WORLD

Social media is one of the most highly successful (and inexpensive) channels in reaching our target audiences, and an increasingly important one in the banking world. GlobeOne® has identified the Millennials as opinion leaders that are early adopters and influence adoption by other groups. They will be our key primary target (along with Generation X) in our strategic international social media campaign.



GLOBEONE® IS ONLINE AND ON-TARGET.

A recent study found that roughly 25% of the world's population are unbanked but do have a mobile phone, and we all know the research supporting Millennials' use of social media. Research has also uncovered that the most common complaint when consumers engage with financial institutions on social media is that **the experience is not relevant**. That's where we come in.



A LOCAL FOCUS, GLOBALLY.

With our worldwide network of 'social ambassadors', we focus on what is important to each market, country by country, not a generic company-wide approach like many banks. We recognize the key to a successful social media campaign is relevance, pertinence and focus on what is important to our members and the community.



OUR DIGITAL CONTENT ECOSYSTEM

