

We've created a new kind of partnership for publishers.



## 1 | Wall Street. Simplified.

While other business sites and information focus on Wall Street, we make information accessible to the other 120 million "Main Street" Americans with IRAs, 401ks and mutual funds. This audience has been left behind or underserved by traditional, technical financial sites. We break down the complex world of finance.

Our partnership serves this audience with your brand. If you don't have a business section, you gain one. Already have a business section? PassFail offers you a new way to increase monetization. Provide a quality product without the rising costs of content creation.

## 2 | Free Content. Shared Revenues.

We embed over 300 million pages of business and finance content directly onto your site with your brand. This turnkey solution is also scalable to publishers' mobile and tablet sites. We don't require long-term, exclusive or syndication contracts. We share revenues with the publisher 50/50. Publishers don't have licensing, set up or hosting fees.

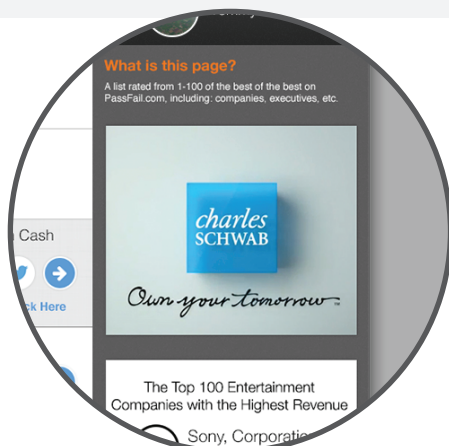
All pages are listed under your domain name, and your organic traffic automatically increases. Engagement is driven across site with a variety of features. Our Top 100 Lists synthesize huge amounts of data into an easy-to-digest format and act as entry points for deep dives into company research, advisor analyses, and news around companies and their executives. News on share price changes and activity drive users to Portfolio and Money Memory features.

The Top 100 Bay Area Executives Selling Stock

**#1** Mark Zuckerberg  
Facebook, Inc.  
See the whole list.



Mark Zuckerberg's Activity  
Sold 300,000 Shares for  
\$45,000,000 on 04/04/2014



## 3 | A New Way to Advertise. Own the User Experience.

We offer a new revenue opportunity for publishers, with a unique **always InView** ad placement on all content pages. One ad per page. 100% viewable. 100% of the time. This innovative ad model allows for more effective marketing strategies & delivers greater performance for advertisers. Display ads on PassFail are viewable over 1 minute on average per page, which is twice as long as a standard pre-roll video ad.