

WHAT ARE THE BENEFITS FOR TRUCK COMPANIES THAT CONTRACT WITH RPMB?

RPMB provides an additional revenue stream for truck companies operating in a small margin industry where every penny counts. RPMB will pay \$150 for the use of each trailer per month, which still allows you a 20% branding opportunity, or \$200 if you are not interested in self-branding. We are a credible, capable media startup with the ability to deliver a promise of quality product, above-and-beyond service, outside-the-box creativity and timely, efficient business practices. Our partners realize a bottom-line improvement without adding drivers to the payroll, reducing service, putting miles on the truck and without raising rates.

WHAT IS EXPECTED OF TRUCK COMPANIES WHO PARTNER WITH RPMB? ARE THE EXPECTATIONS TOO BURDENSOME FOR THE REVENUE STREAM?

We certainly don't think our requests are burdensome. Truck company partners are simply asked to, initially, make your trucks available for installation of our frames and banners, or perform changeovers, at a time and location convenient to you. We ask that you provide us with contact information for relevant personnel and terminals. We would also appreciate a list of your current inventory, including such things as location, descriptions and photos displaying license plates and trailer profiles. You are asked to provide original artwork and copy for branding, where applicable. A list of your current clients and the issues that concern you with regards to advertising would be helpful to avoid conflict. We also request that you share GPS or other tracking device details and statistics information, when available.

HOW MUCH DRAG DOES AN RPMB-INSTALLED FRAME SYSTEM CAUSE AND WHAT ARE THE SUBSEQUENT FUEL COSTS?

We offer two frame systems. One is a metal frame attached with small rivets – the frame and banners weigh less than 70 pounds per side when attached to a 53' trailer. The frames are designed to be aerodynamic – they feature smooth banners that are installed tightly to reduce drag. In fact, a recent study from the UK found that, when the system is professionally installed, it can actually improve fuel efficiency by around 3 percent. The second version uses a sophisticated interlocking material system applied with an adhesive – the manufacturer promises that the seal is stronger than welds or rivets. This frame extends less than 1/4-inch from the trailer, and its weight is less than 59 pounds per side. It's also aerodynamic, ensuring no drag and no added fuel costs.

HOW LONG DO INSTALLATIONS AND CHANGEOVERS TAKE?

RPMB takes advantage of our nationwide network of installation experts to ensure that you can have our equipment installed at a time convenient to you – including evenings and weekends. Installation of the frame systems takes about two to three hours at most, and banners can be installed in about 30 minutes – that's for both sides. Our aim is to work with our partners to ensure that you face the least inconvenience possible.

WILL THERE BE UNREPAIRABLE DAMAGE TO THE TRAILER CAUSED BY THE RPMB FRAME SYSTEMS?

One system uses rivets for installation; the small holes left behind are easily repaired with plugs if the system is removed. The other system, using a sophisticated interlocking material system that is attached with an adhesive, uses no bolts or rivets – it can be removed at any time, with no damage to the underlying trailer as long as it was properly installed initially. Our hope, of course, is that once the frames are installed they will remain on the trailer until it is retired by the owner.



DO THE FRAME SYSTEMS MEET CANADIAN GOVERNMENT STANDARDS?

Yes. Our frame systems, banner materials and business model all meet current government standards. The systems are Transport Canada and US DOT approved, and all business licenses and incorporation documents have been approved.

WHAT PRODUCT WARRANTIES, GUARANTEES AND STANDARDS ARE IN PLACE TO ENSURE QUALITY PRODUCT AND SUBSEQUENT UNINTERRUPTED SERVICE FOR TRUCK OWNERS?

Our frame systems are 100 percent guaranteed for the life of the truck/trailer when installed properly by a professional installer. The banners, which are made with products from 3M and Avery, are made from 18 oz vinyl and are warranted against normal wear and tear for two years the manufacturers also further warranty their products. When a UV coating is added, the inks and banners will be guaranteed for the entire advertising contract term. Our installer work is also guaranteed for the full term of the ad contract. Having said all that, our trucking partners can help ensure a long life for these products by cleaning regularly and parking out of the direct sunlight where possible.

ARE THERE POTENTIAL LIABILITY ISSUES RELATED TO THE RPMB BANNERS OR FRAME SYSTEMS?

We do not believe there should be any liability concerns. Trucking companies carry insurance to protect them against third party property or personal damage, and we carry our own \$5 million general liability policy to cover both ourselves and our trucking partners. Our insurers, CapriCMW/Northbridge Insurance, have extensive history in the auto insurance field. In addition, we assure you that our installers will be highly respected and trained to our very high standards – and they will also be insured in case something goes wrong during the installation. RPMB will continue to look into other insurance opportunities to ensure our trucking company partners are properly protected.

WHAT CAN TRUCK COMPANY PARTNERS EXPECT IN TERMS OF FUTURE GROWTH AND RATE INCREASES?

Canadian advertisers spend approximately \$16 billion annually on advertising and marketing. With radio and newspaper advertising in decline, RPMB is in an excellent position to benefit and grow – and grow the benefits for our partners. Mobile advertising, compared to other media options, is relatively inexpensive when it comes to cost per thousand, exposure and a number of other relevant metrics. Our rates have been set initially to woo advertisers; these rates are likely to increase as advertisers recognize the benefits and RPMB expands its reputation. Truck companies who contract with RPMB can expect to benefit from these rate increases at the rate of 20 percent of gross increase, each time an increase is levied.

ARE CANADIAN TRUCK OWNERS ABLE TO TAKE PART IN THE DECISION-MAKING PROCESS WITH REGARDS TO WHO AND WHAT IS ADVERTISED ON THEIR TRAILERS?

There are plenty of points to be considered when it comes to advertising, and we realize that there's a need for truck companies to consider potential conflicts related to their clients and products that they haul. We also recognize that there are issues and subjects that may not fit into the values of your company or may run the risk of offending others. RPMB is happy to place advertisers that make sense, based on your client lists and corporate values.

ARE TRUCK COMPANIES ABLE TO BRAND THEMSELVES EFFECTIVELY AND STILL BENEFIT FROM THE RPMB REVENUE STREAM?

Absolutely! Our model offers an opportunity for the truck owner to share space with the advertiser, with a small reduction in revenue share. The advertiser will use 80 percent of the ad space, and the truck company 20 percent. The advertisement and brand detail will be printed on the same banner, for cost effectiveness, but will be clearly delineated for effective messaging. This is a great opportunity for truck companies that don't already self-brand, or companies that currently do not take full advantage of the self-branding opportunity.

RPMB Marketing can help improve your corporate image by professionally designing and printing logos and other important details to our high standards and in accordance with your needs and suggestions.



WHY WOULD ADVERTISERS PURCHASE AN RPMB MOBILE BILLBOARD CAMPAIGN?

Canadian commuters spend an average of 12 hours a week in their vehicle, and the average truck, driven 24,000 kilometres a year, will pass by 9 million vehicles. Truck ads produce between 40,000 and 60,000 impressions daily. Needless to say, this is an excellent opportunity for advertisers to leverage a captive audience that pays attention to what they see on the trucks that pass them daily.

Surveys indicate that:

- 92% of people said they view and read graphics on a truck
- 97% of people recall seeing an ad on a truck
- 98% of people thought that truck ads create a positive image
- 85% of people – of all income levels, ages, genders and backgrounds – are reached by truck ad marketing
- 98% of in-car audiences indicated that they noticed truck side ads
- 92% of people believe that mobile ads are more effective than any other form of outdoor advertising; 29% of people indicated that truck ads caused them to visit a store within one week;
- 30% of mobile ad viewers indicate they base buying decisions on the ads they see on trucks.



WHO IS RPMB, AND CAN WE TRUST YOU TO PRODUCE AS PROMISED?

RPMB's senior management is a collection of professionals with more than 60 years of collective experience in the Canadian media industry – newspapers, radio and media management. We are well-funded, connected and completely committed to RPMB's success. Our professional team includes highly regarded members of the legal, accounting, insurance, manufacturing, design and printing industries. Our national sales representatives are highly capable and ready to sell RPMB's banner placements to Canada's largest advertisers. We envision a team of 24 sales representatives handling territories across the country – our eight Western Canadian representatives are now ready to go, and we will have the rest in place by December 31, 2018. Two very experienced office executives will manage our day-to-day activities. In today's day and age, in this high-tech world we live in, we believe it is entirely possible to stay connected, coordinated and effective without large corporate head offices, massive staff, and extensive day to day costs. By partnering with national installers, a large coast-to-coast printer, a successful frame manufacturer,

and Canadian truck companies – utilizing their greatest individual strengths to assist in the creation of RPMB – we believe we have created a business model that will guarantee our future success by lowering overheads and maximizing efficiencies and relationships.

By contracting our sales individuals in each market, community, and region in which they live, we believe we can provide better representation and day after day connection. Our team of professionals have been hired based on their likability, integrity, work ethic, technical savvy, and their proven abilities.

THIS IS OUR COMPETITIVE ADVANTAGE, THE FORMULA FOR OUR SUCCESS, AND THE PREDOMINANT REASON YOU CAN BE SURE WE WILL PROVIDE AS PROMISED.

