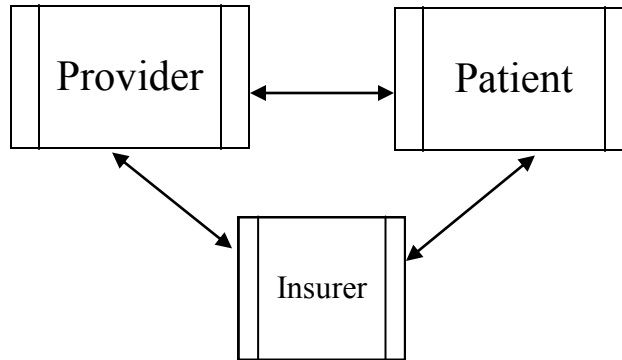


THE MODEL IS THE MESSAGE

Traditional Free Market Business Model



EXCHANGE INSERTS MIDDLEMAN

A Third Party is inserted into the traditional business model, between the customer and the producer/supplier, effectively controlling both the supply side and the demand side of the market.

This is the model of a monopoly. Price will increase.

THIS IS NOT FREE MARKET

It is Collective Market Management

