

2024
NEW
YEAR
OPPORTUNITY

VALUE
OF
A LEVEL
ALLIANCES
LLC

The
LOCAL
LOOP
EST. 2023
SWITCH

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PROJECT OVERVIEW: CHARTING A NEW COURSE IN RETAIL

Our initiative as A Level Alliances goes beyond traditional market classifications. Our journey is not just a relocation; it is a paradigm shift from Asia to the Americas, bringing a new perspective to the retail landscape.

For more than two decades, what we started with Grand Source Investment has been misunderstood and often equated with street furniture. However, our essence lies beyond furniture - we are architects of the retail space, innovators of commercial environments. Our approach reimagines what retail space can be by challenging traditional norms and creating multi-functional, engaging experiences.

Welcome to the world of the 5th Wall, a concept that goes beyond the traditional to redefine retail in both form and function. In the Americas, we are introducing 5th Wall, the American version of Qumbet, the label brand of our success in Asia and Europe, which embodies our global vision to revolutionize retail spaces.

Our business defies easy categorization. Instead of fitting into an existing market mold, we create a new one. We invite you to discover A Level Alliances in our own words, understand our vision and decide on the potential we bring to the retail industry.



IDEOLOGY AND STRATEGY: PIONEERING ACCESS AND GROWTH IN RETAIL

At the core of A Level Alliances' business plan is a strategy rooted in a powerful ideology. Our mission transcends traditional business objectives, aligning with the rising importance of social responsibility. We are committed to creating tangible, positive impacts in the retail sector.

Our vision is clear: We aim to revolutionize the retail landscape by providing an accessible platform for local and global brands, as well as manufacturers who face challenges in entering the market. Our purpose is to empower small and medium-sized businesses and entrepreneurs by offering them an easily accessible display and sales area within existing retail spaces, fostering a strong connection with the local community.

The goal is not just to create retail spaces but to be a catalyst for growth. We strive to be a pioneer in supporting these businesses and entrepreneurs in successfully navigating and thriving amidst competitive market conditions. Our approach is to integrate and uplift, providing the tools and opportunities necessary for success in an ever-evolving retail environment.

This ideology-driven strategy positions A Level Alliances at the forefront of retail innovation, where our commitment to accessibility, community engagement, and entrepreneurial growth sets us apart and defines our path forward.



MARKET ANALYSIS SUMMARY: THE 5TH WALL CONCEPT IN RETAIL

In assessing the potential market for A Level Alliances' innovative 5th Wall Compact Retailing and Neo Retail Matrix Spaces, a comprehensive analysis of the retail landscape in the U.S. reveals significant opportunities.

This analysis focuses on the expansive presence of major retail chains and the overall scale of the brick-and-mortar retail sector.

• EXTENSIVE RETAIL CHAIN PRESENCE:

The U.S. is home to a vast network of large retail chains including Walmart, Target, Costco, Kohl's, and more. An estimated total of approximately 50,000 to 60,000 stores are operated by these retail giants.

This estimation considers the high store counts of Walmart (around 5,253 stores), Dollar General (17,348 stores as the largest retailer by store count), Dollar Tree (15,375 stores), and CVS (9,813 stores), along with substantial store counts from other significant chains like 7-Eleven, Walgreens, Alimentation Couche-Tard (Circle K), Verizon Wireless, AutoZone, and O'Reilly Auto Parts.

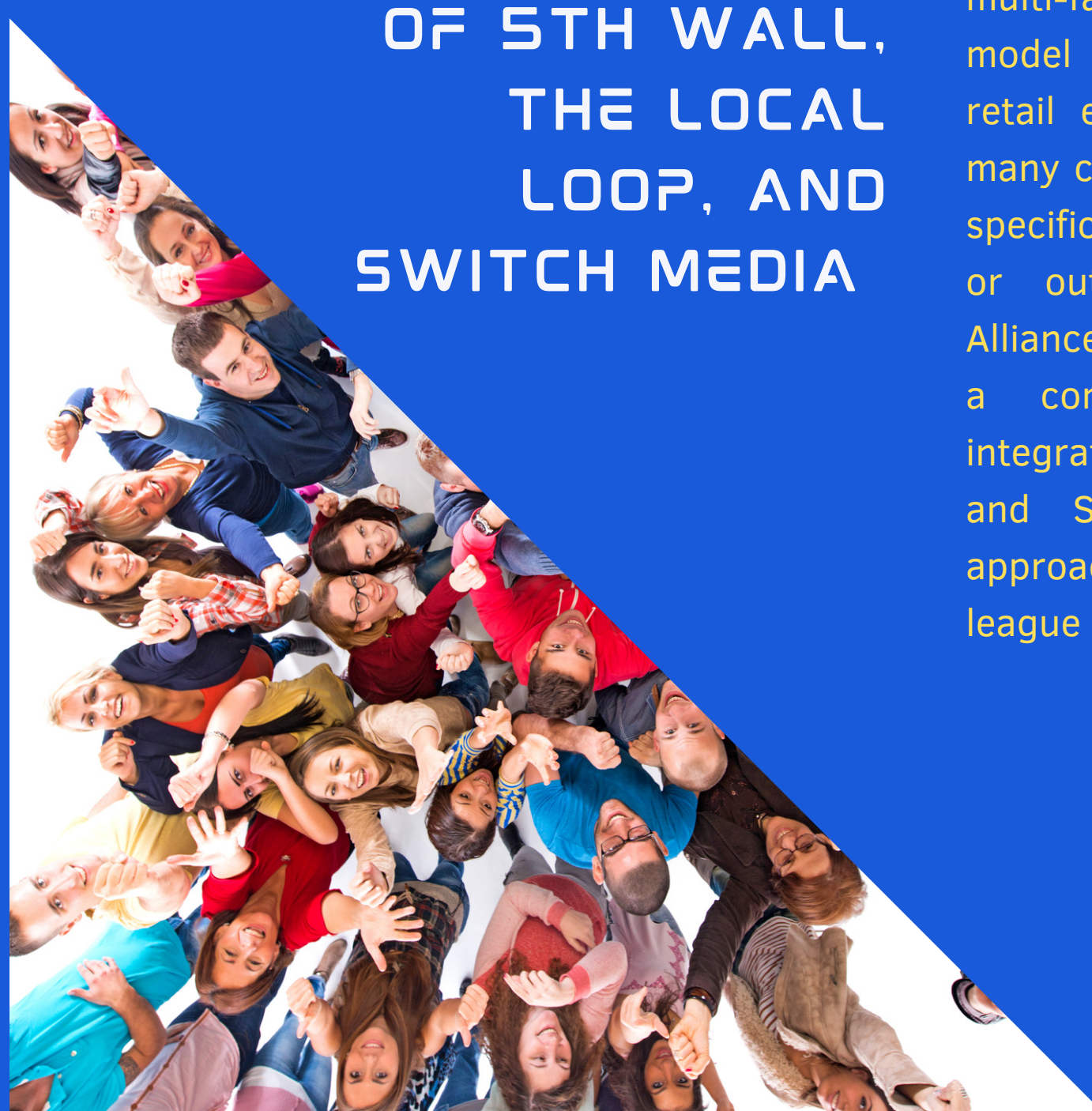
• BROAD MARKET SIZE:

As of 2020, there are over 1 million (1,045,422) brick-and-mortar retail establishments in the U.S. The significant presence of major retailers like Dollar General, Dollar Tree, and CVS underscores the extensive potential for implementing 5th Wall and Neo Retail Matrix concepts across various retail locations.

The 5th Wall and Neo Retail Matrix concepts by A Level Alliances, designed to enhance customer experiences and optimize underutilized spaces in retail environments, align well with the current market dynamics. Given the extensive network of retail establishments and the significant consumer spending in malls and shopping centers, there exists a substantial opportunity to redefine retail spaces and create new value for consumers and businesses alike.

• HIGH CONSUMER EXPENDITURE IN MALLS:

Shopping centers and outlets account for a notable share of consumer retail spending. In early 2023, 12.9% of U.S. consumer spending on retail goods and services occurred in shopping centers, with retail and retail-adjacent services expenditure in malls reaching \$818.7 billion in 2022. This data indicates a robust market potential for retail space innovations.



CONSCIOUS MARKET POSITIONING WITH A-LEVEL ALLIANCES: A SYNERGISTIC INTEGRATION OF 5TH WALL, THE LOCAL LOOP, AND SWITCH MEDIA

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A Level Alliances enters the market recognizing its unique position. The multi-faceted nature of our business model sets us apart in the dynamic retail environment. While there are many companies offering solutions in specific areas such as in-store kiosks or outdoor advertising, A Level Alliances sets itself apart by offering a comprehensive package that integrates 5th Wall, The Local Loop and Switch Media. This holistic approach is rare and puts us in a league of our own.



Our competitive advantage lies in this integrated approach. We are not just another participant in the retail market; we are pioneers shaping the future. The 5th Wall offers innovative use of physical space, The Local Loop brings the latest software solutions and Switch Media creates a seamless advertising network. Together, they form a synergistic ecosystem that addresses various aspects of modern retail.

We approach the market with a deliberate strategy, taking into account the dynamic nature of the industry and constantly evolving consumer preferences. We maintain our competitive edge not only through our unique offerings, but also through our determination to stay ahead of trends and adapt to new market entrants. We constantly monitor the environment to ensure that A Level Alliances remains at the forefront of retail technology and consumer engagement.

In summary, A Level Alliances' competitive advantage stems from our informed market positioning, our unique, integrated business model and our commitment to innovation and adaptability. This positions us not only to compete, but also to lead those remaining in retail's narrow space between online and large chains.



5,200+

Walmart

17,300+

Dollar General

15,375+

Dollar Tree

9,813+

CVS

WHY IS THIS A TREMENDOUS OPPORTUNITY VALUE?

By conducting an opportunity valuation for A Level Alliances LLC's US business model, and in order to effectively communicate this to early investors, we are declaring in this document the unique aspects of our project and why they translate into an attractive investment opportunity. Our project overview offers a significant shift from traditional market models, bringing innovation and a new approach to retail space utilization.



Here we share with you in 10 steps why it is a tremendous opportunity value

STEP 1 : MARKET DISRUPTION AND INNOVATION

A Level Alliances stands as a beacon of innovation, ready to illuminate the retail market with our pioneering concepts. By reimagining underutilized spaces through the 5th Wall and integrating the latest technology with The Local Loop and Switch Media, we are creating a new retail paradigm. This approach not only improves customer experiences, but also sets a benchmark in the retail industry, opening new avenues for businesses.



STEP 2: CROSS-CONTINENTAL EXPANSION

A Level Alliances exemplifies cross-continental expansion, extending its innovative retail solutions from Asia to the Americas. This strategic move showcases our scalability and adaptability, highlighting a business model with global potential. Through this expansion, we demonstrate our ability to understand and cater to diverse markets, positioning ourselves as a global leader in retail innovation.



STEP 3: UNIQUE BUSINESS IDENTITY

A Level Alliances stands out with a unique business identity, transcending traditional market categories. Our innovative approach goes beyond the narrow confines of street furniture, embracing a broader vision of retail transformation. We redefine retail environments by integrating technology, sustainability, and customer engagement in unprecedented ways, setting a new standard in the industry. This distinct identity showcases our commitment to impactful and forward-thinking retail solutions.

STEP 4 : FINANCIAL PROJECTIONS AND METRICS

Financially, A Level Alliances is poised for significant growth. The company projects a Net Present Value (NPV) of \$101 million and an Internal Rate of Return (IRR) of 35% over ten years at 50 randomly selected locations, with a capital expenditure (Capex) of \$12 million. These projections are based on current traffic of 411,000, using only 10% in the simulation and 4% in the financial calculations. The digital network capacity is set at 12 hours per day, but only 1 hour is used in the financial analysis, targeting an occupancy rate between 50% and 73% over ten years.



STEP 5 : INVESTOR VALUE PROPOSITION

A Level Alliances Investment Appeal: Transforming underutilized spaces with the 5th Wall, enhancing retail operations and customer experiences with The Local Loop, and creating novel advertising opportunities with Switch Media, we offer a unique investment opportunity in revolutionizing the retail landscape.



STEP 6: COMPETITIVE ANALYSIS

With our unique blend of innovative retail spaces (5th Wall), advanced technological solutions (The Local Loop) and a strategic approach to market integration, A Level Alliances is leading the way in redefining the retail experience. Our biggest challenge in analyzing our competitors was not being able to find our peers!

Value Determination Procedure

7

NEW ERA IN RETAIL LEASING PAY AS YOU GO

Risk Assessment and Mitigation with A-Level Alliances: Through diversified strategies, adaptive technology and continuous market analysis, we proactively identify market uncertainties and mitigate risks, providing a robust and flexible approach to retail innovation.

Our key differentiator is the pay-as-you-go model that eliminates the burden of heavy long-term leasing costs and commitment liability, which is most difficult for A Level Alliances target audience.

8

INVESTMENT STRUCTURE POC AND EQUITY STAKE

A Level Alliances LLC has structured a compelling investment opportunity for early investors. We've set an Opportunity Value of \$30.0M for an equity stake in the venture's initial phase, extending until pilot results are validated. Our company is authorized to issue 30,000 shares, each valued at \$100.00.

Out of these, 25,000 shares are held by existing shareholders, while 5,000 shares are open for investment in the first phase, with individual allocations ranging from 50 to 500 shares per investor. This structure ensures that each group of 50 shareholders holds one vote, contributing to a democratically represented Board of Directors with 6,000 shareholders.

Key decisions, including voting rights, dividend policies, and exit strategies, will be democratically determined by shareholders at the first ordinary general meeting. This approach not only empowers our investors but also aligns their interests with the company's long-term vision, ensuring a transparent and inclusive investment journey.

9

OBJECTIVE PROJECT

Case Studies and Pilots at A Level Alliances: By conducting a Proof of Concept and Pilot in our first year to validate ROI and train teams on-site, we lay the groundwork for wider deployment and demonstrate the effectiveness of our business model. \$12.0M Initial target of 50 locations deployment investment, plus an additional \$3.0M in Over Capex - reserve reserve and \$3.0M in contingent risk operating capital investment.

AND NO: 10 COMPETITIVE KEY ADVANTAGES

• Traditional In-Store Booth, Stand, and Kiosk Producers:


Companies specializing in creating custom in-store displays, booths, stands, or kiosks can be considered indirect competitors. These businesses focus on maximizing the use of retail space within the store but don't typically extend to transforming external spaces like parking lots.

• Parking Lot Advertising Operators:

Firms that specialize in outdoor advertising, particularly those leveraging parking lot spaces for advertisements, are more direct competitors. These companies utilize external retail spaces, although they might not offer the full range of services encompassed by the 5th Wall concept, such as creating multifunctional environments.

• Retail Technology and Connectivity Solutions (Similar to Switch - The Local Loop):

Companies providing retail technology solutions, especially those focused on bridging the gap between local communities and nearby shopping outlets, could be considered competitors to Switch - The Local Loop. These might include firms offering retail management software, customer engagement platforms, or local shopping apps that connect consumers with nearby stores.



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