



*For growing companies*

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## Proposed professional services: **Sales Pooled Retainer**

Exotake is a specialized professional service group with several affiliates and geographically distributed entities.

We are headquartered in Fort Lauderdale, Florida.

Our mission statement is to support technology providers in the Media Entertainment Technologies (M.E.T.) universe in developing business, establishing sales and managing recurring revenue streams in overseas markets including Latin America.

We are specialists, operating exclusively in the M.E.T. segments of interest, namely:

### Acquisition and Production

- Capture accessories, devices and Software**
- Metadata capture**
- Telecollaboration**
- Digital news solutions**

### Distribution and Delivery

- Advertising | Analytics | Media sale solutions**
- Connected TV | Streaming Media devices**
- OTT | Hybrid | IPTV**
- Streaming media devices | Mobile TV apps**
- Content delivery Networks**
- Content Discovery Solutions**
- User Experience | GUI**
- Streaming | Webcasting**
- Test and measurement equipment | QoS**

### Management Systems

- Digital asset management and storage**
- Digital Rights Management | Content Protection**
- Search | Metadata Software | Applications**
- Workflow Software and Solutions**
- Video Content Servers | Video Processing**
- IaaS | PaaS | SaaS for media delivery**



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Exotake is a pure play professional services company, thus differentiating ourselves from generic intermediaries and third parties.

We are NOT “consultants”: we will not limit ourselves to supplying recommendations to you. We are tooled and skilled to carry out all the typical tasks of accomplished technical sales managers, sales directors, product managers, account managers, software developers.

We will work under strict exclusivity for you whenever a retainer is included in our agreement; under such circumstances your pipeline of opportunities will be considered exclusively yours and we pledge NEVER to introduce any of your direct competitors to the same opportunity we have been cultivating on your mandate.

Our strength lies in representing the technology supplier DIRECTLY, thus creating the necessary channel of trust with the buying prospects in the region.

We have almost 10 years of established operations in the LATAM region, counting on an extensive network of collaborators and partners.

We can scale our services to mirror your current situation as well as your pre-disposition to use channel partners, your penchant for international sales, your required degree of involvement and control you want to retain.

A brief outline follows, describing a simple form of cooperation, designed to prepare the ground for your entry into new markets.

**Sales pooled Retained** is a retainer remunerated service.

The depth of engagement is left at the complete discretion of Exotake. The selection of target markets and target prospects within those markets is guided by purely opportunistic considerations of either readily available opportunities or available resources in place. The service is designed to be a low cost and pragmatic approach to existing opportunities, with effort pooled by Exotake- allowing your company to ride on established channels and existing business development and sales process. These parallel efforts are always on behalf of solutions parallel to yours and not directly in competition

This service package is an articulation of a pooled mode of engagement with opportunities indicated by Exotake.



## Services Offered

- Sales, NOT tied to a representation contract ,nor to a referral agreement
- The services deployed to produce sales: Marketing, Business development, campaigns, competitors’ intelligence .These results may be communicated and discussed with our client.



## Scope and Responsibilities

- All necessary actions , at the discretion of Exotake, to close a sale
- We will consider compatibility, technical and regulatory compliance,price point,partner appeal factor,demand fulfilling potential in selecting opportunities.



## Territory

- Latin America : Exotake will choose countries from the following List: Chile, Argentina, Brazil, Paraguay, Uruguay,Bolivia,Peru,Colombia,Ecuador,Mexico
- Target customer segments: please indicate preferences.



## Remuneration

- Based on pure retainer. Commission levels are set to ZERO. LOW monthly retainer to cover part of our risk and running expenses we will sustain on your behalf. Exotake will pool the effort with ongoing sales actions.
- No travel or time cost covering is due (retainer is all inclusive).
- Direct marketing actions requested by the client are not included in the retainer (trade show participation, communications)
- Complete exclusivity vis-a-vis a single opportunity, meaning that competing proposals will NOT be introduced (you OWN the pipeline)



## Duration - Termination -Service evolution

- Minimum 6 month required duration. Termination of agreement upon client communication and 4- week paid period of retainer.
- Evolution towards market advisory services, representation services, retained business development and sales services, reseller services, account management, corporate support