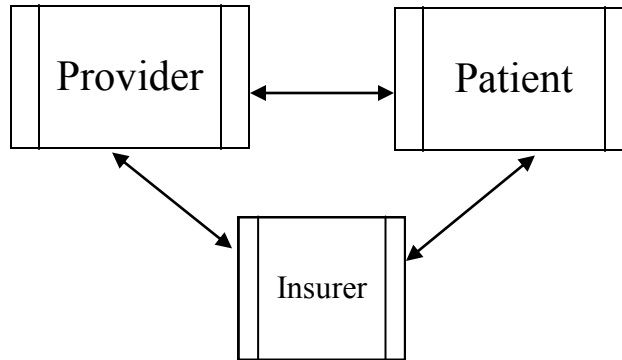


# THE MODEL IS THE MESSAGE

## 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*

