



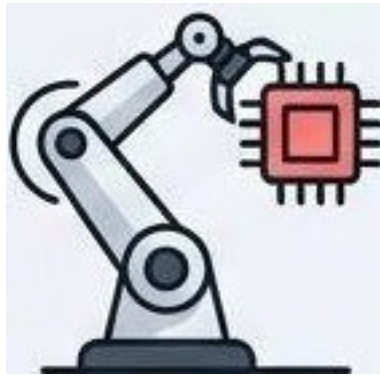
The Global Façade Monetisation Platform

Transforming Commercial Real Estate into
High-Yield Media Infrastructure

A READING DECK PREPARED FOR STRATEGIC PARTNERS & ASSET OWNERS

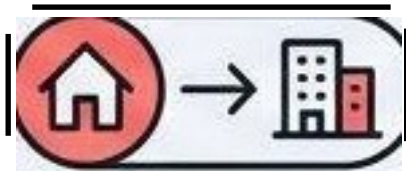
The Era of Passive Real Estate Income is Ending

An irreversible structural shift is compressing traditional rental yields and pressuring asset valuations.



Workforce Reduction

AI-driven optimisation and cost-cutting.



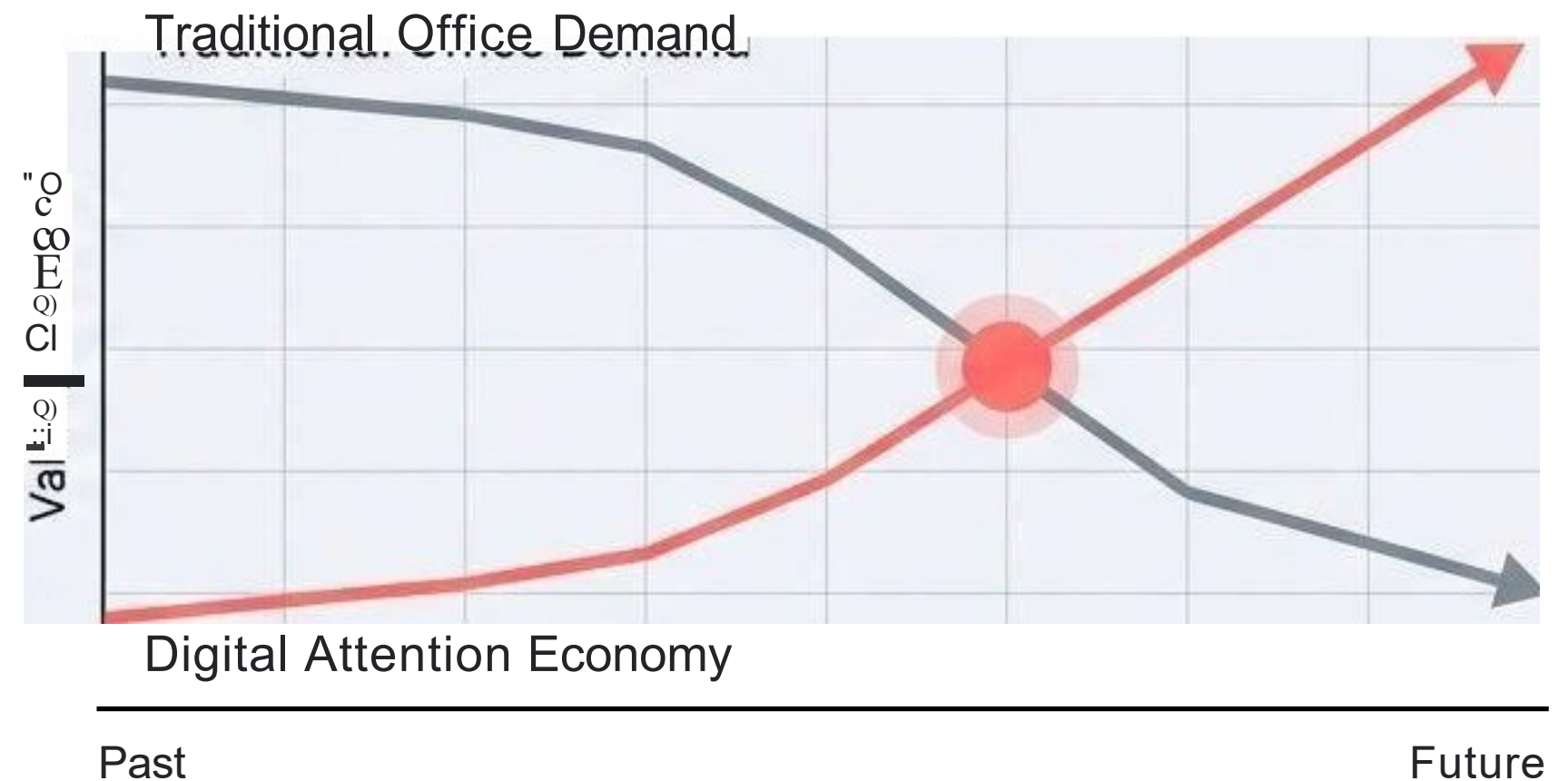
Remote Adoption

Long-term shift to hybrid work models.



Declining Utilisation

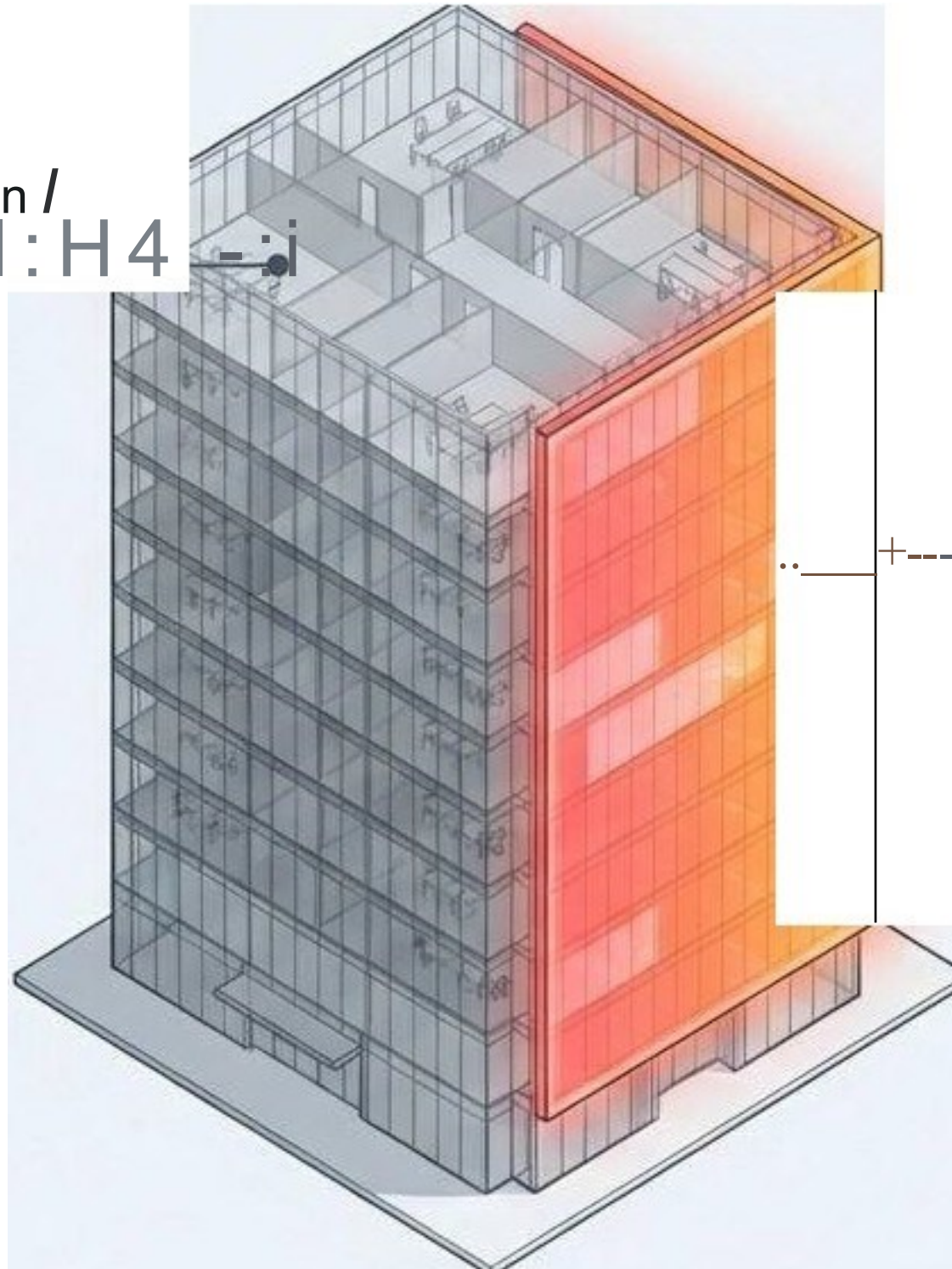
Effective occupancy rates hitting structural lows.



Owners must find a new revenue layer to survive the valuation pressure.

The Exterior is the New High-Yield Asset

Declining Utilisation /
Leasing Risk ---



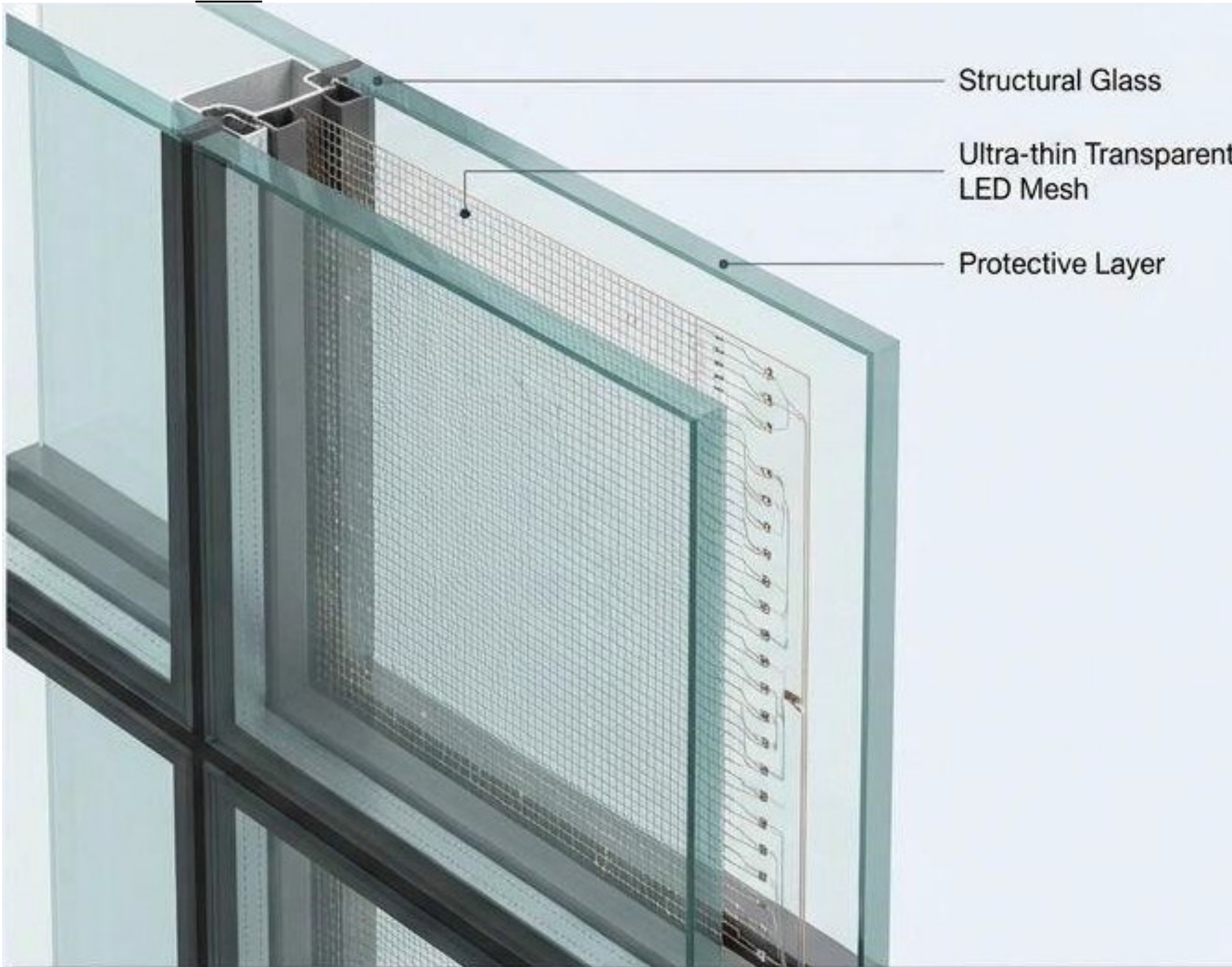
100% Visibility /
Monetised Surface

Introducing facade-based monetisation as a parallel and superior revenue layer

Converting visual exposure in top urban locations into immediate, prepaid income.

Operating independently of office occupancy while increasing the strategic value of the underlying real estate.

Invisible Infrastructure, Maximum Impact



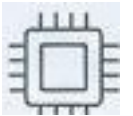
View from Inside



View from Outside



Ultra-thin & Transparent:
Preserves architectural
integrity and natural light.



Smart LED:
High-definition
videowalls capable of
massive scale.

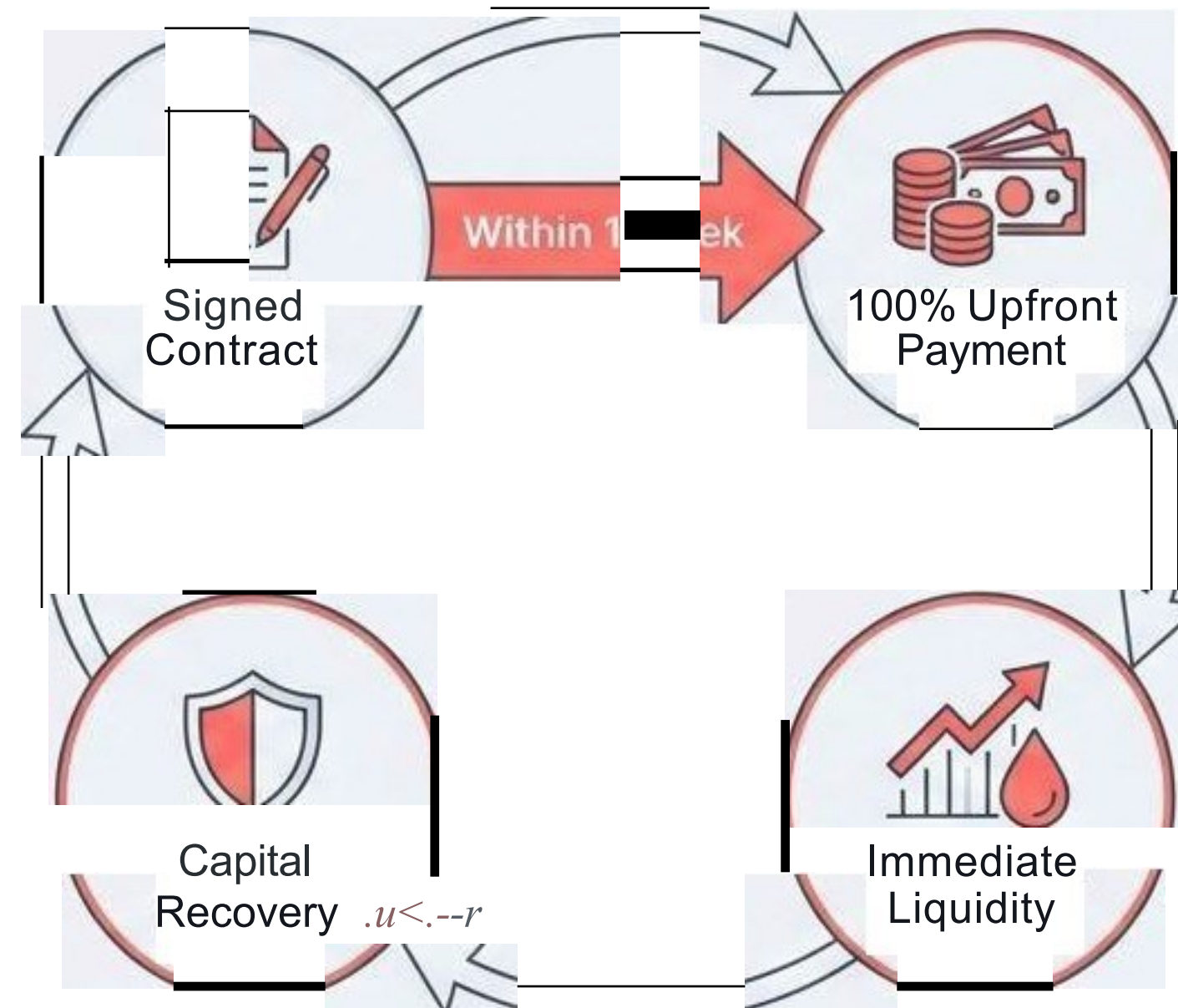


Deployment:
500 to 1,500 square
metres of surface area
per prime location.

Transforming underutilised skins into active digital assets
without compromising the building's design.

The Economic Engine: The Prepaid Liquidity Model

Immediate liquidity. Zero receivable cycles. Rapid capital amortisation.



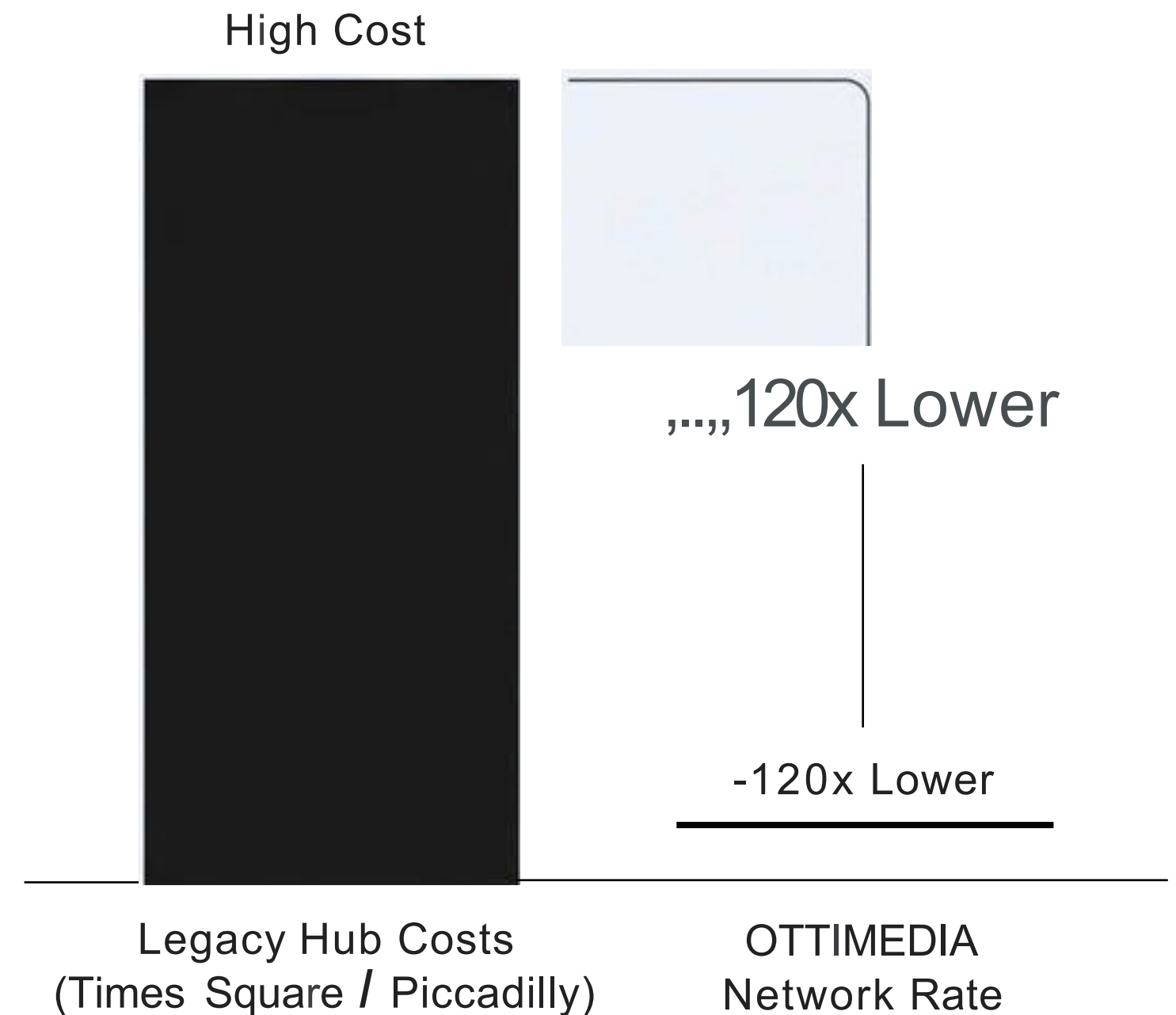
Unlike traditional models with long receivable cycles, OTTIMEDIA creates immediate cash inflow enabling capital recovery in weeks, not years.

Winning Through Radical Price Asymmetry

Competing through structural efficiency, not spending wars.

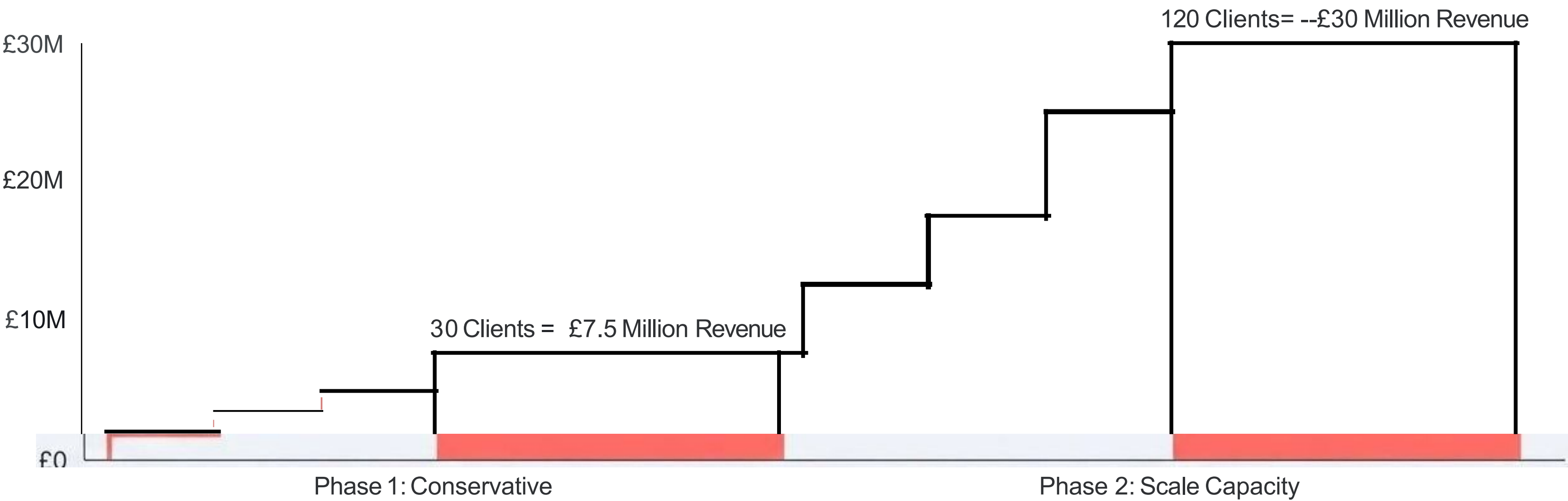
Premium metropolitan exposure at a fraction of legacy costs drives:

- Immediate advertiser demand.
- Rapid post-presentation booking.
- High utilisation rates from launch day.



Unit Economics: Revenue Potential Per Fa ade

Based on a representative prime metropolitan tower (500-1,500 sqm).
Annual rates per client: £200k - £500k.



Revenue scales exponentially as rates increase based on scarcity and demand.

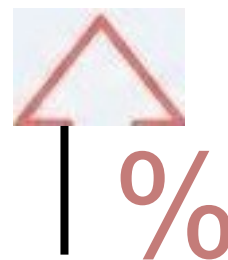
The Value Proposition for Asset Owners

Turning a static liability into a dynamic partner.



Guaranteed Base Rent

Minimum £200k per facade/year
(with voluntary annual
escalation).



Revenue Share

20% recurring commission on
every referred advertising client.



Asset Value Drivers

- Increased tenant demand
- Tower branding as global media landmark
- Internal tenant advertising incentives

Capital Efficiency & Velocity

Optimized for rapid returns and scalability.

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- **Startup Capital:** £6M - £9M for global rollout.

- **Risk Profile:** Low barrier to entry compared to real estate redevelopment.

Traditional Infrastructure



Payback in 5-10 Years

OTTIMEDIA



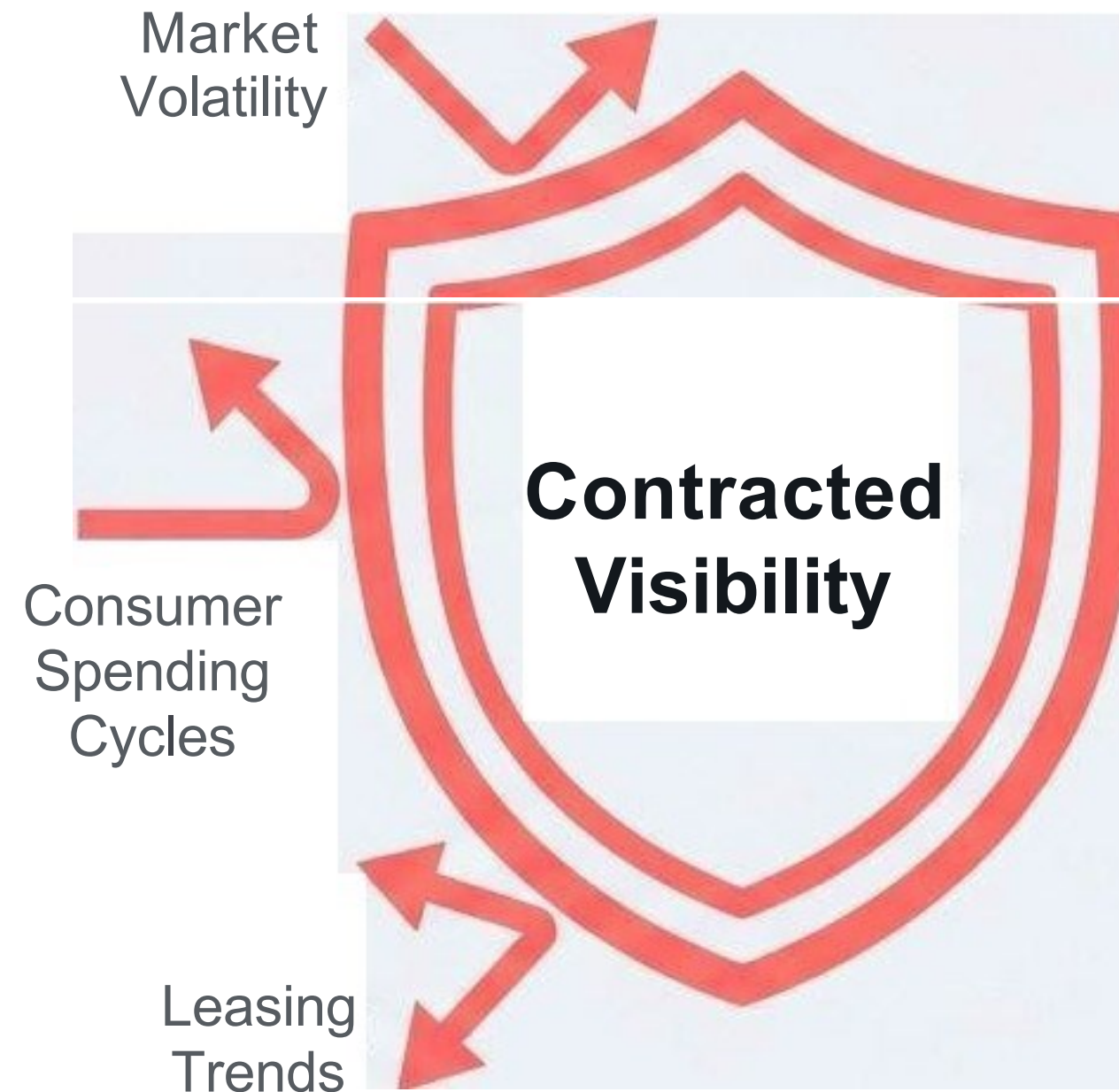
Payback in Weeks

Driven by 100% upfront annual payments.

Stability Strategy: Decoupling Revenue from Risk

Immune to Volatility

Not dependent on discretionary consumer spending, volatile media budgets, or office leasing trends.



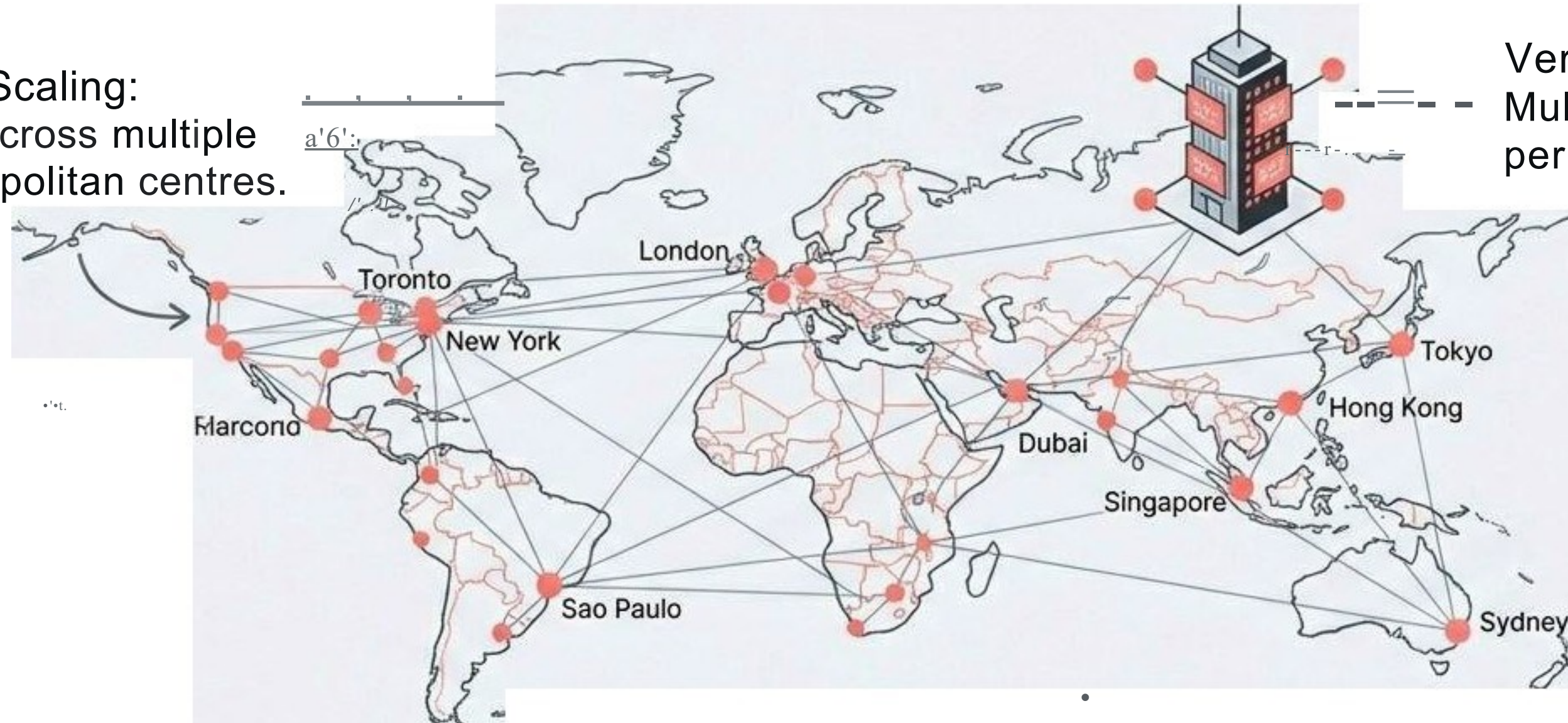
Anchored to Scarcity

Value is derived from irreplaceable top-location urban visibility, which appreciates as cities densify.

The Network Effect: Horizontal & Vertical Scaling

Optimized for rapid returns and scalability.

Horizontal Scaling:
Expansion across multiple
major metropolitan centres.

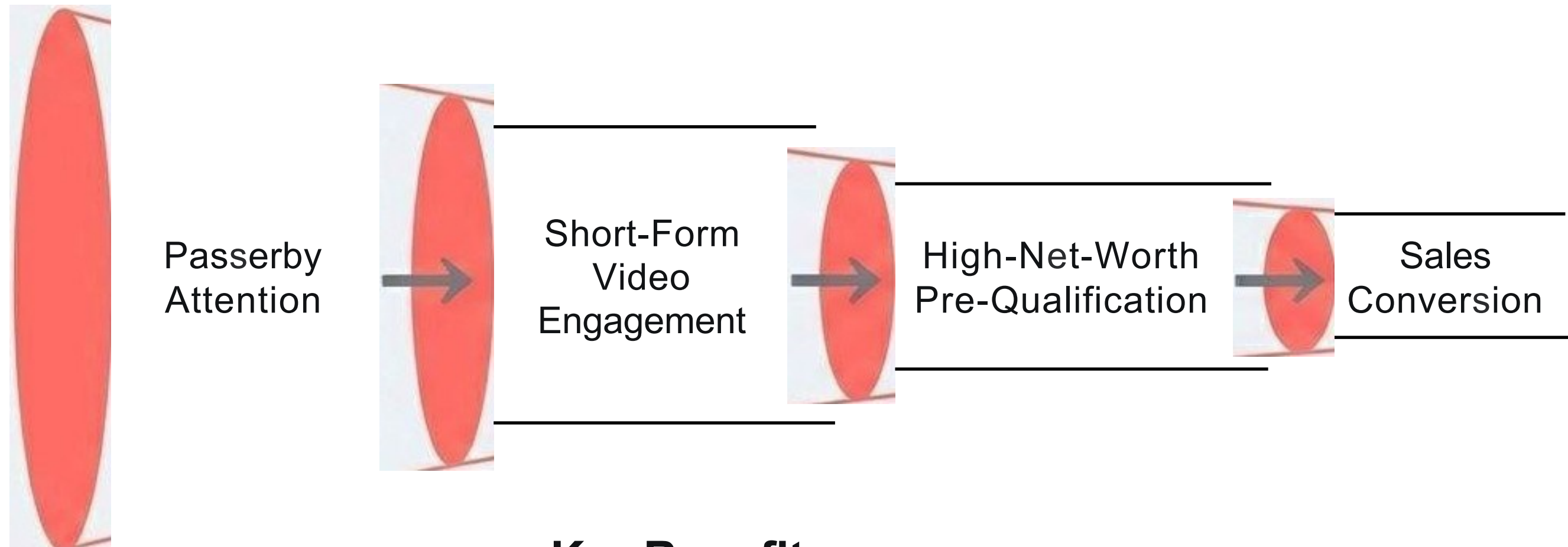


Vertical Scaling:
Multiple fac;ades
per tower.

Revenue multiplies without proportional increases in OPEX or staffing.
Each new location strengthens the global reach and cross-city campaign appeal.

Accelerating the Underlying Asset

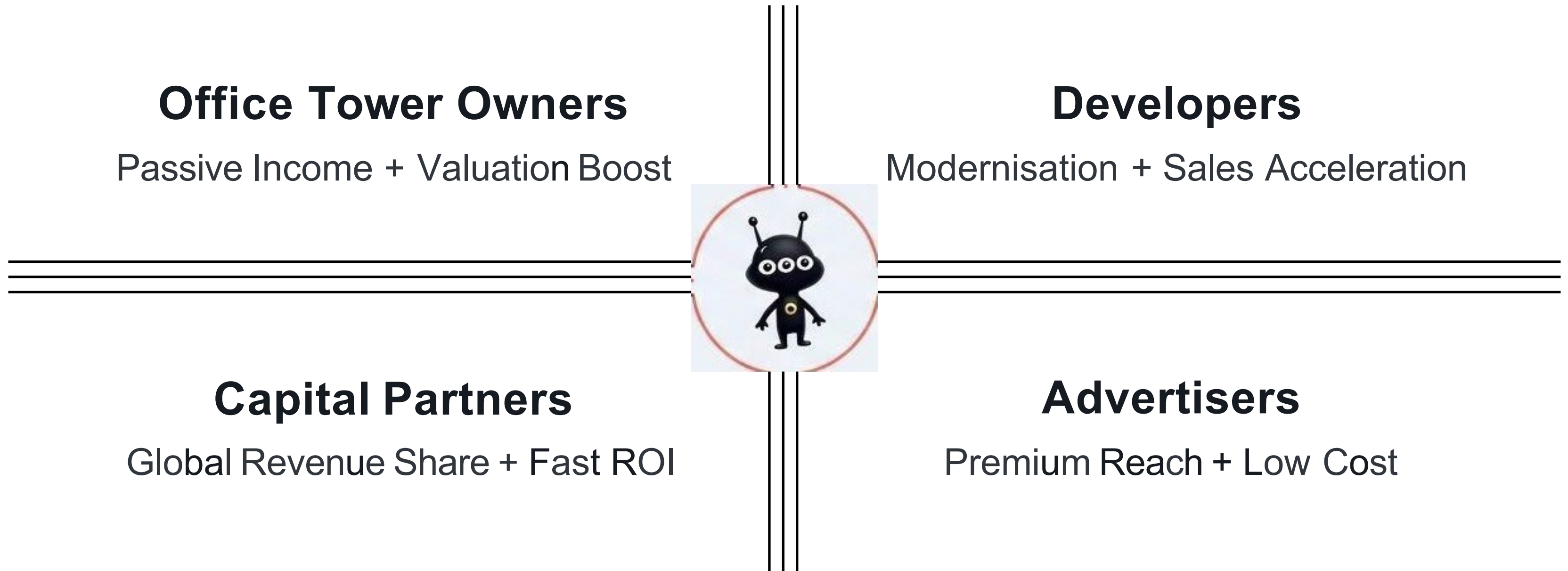
The Real Estate Transaction Acceleration Layer



Key Benefits

- 1. Compresses decision cycles.
- 2. Reduces viewing friction.
- 3. Materially increases transaction conversion efficiency for developers.

The Stakeholder Nexus



A shared exposure to aggregated global revenues, decoupled from traditional leasing risk.

From Billboards to Distributed Infrastructure





The Intersection of Real Estate, Media, and Urban Economics

Partner to transform the skyline.



**Speed of
Monetisation**

**Capital
Efficiency**



**Global
Scalability**

<http://www.ottimedia.eu/>