

FACT SHEET



AT-A-GLANCE

Founded 2014

Leadership

Ron Symon
PRESIDENT

Tracy Miguel
CHIEF MARKETING OFFICER

Courtney Hogwood
CHIEF COMPLIANCE OFFICER

Joel Vogel
VICE PRESIDENT OF OPERATIONS

Contact

media@arrowshade.com
855.568.5924
333 Las Olas Way CU3
Fort Lauderdale, FL 33301

Locations

Corporate Headquarters
675 E. Hwy 20, Suite M Upper
Lake, CA 95485

Sales
333 Las Olas Way CU3
Fort Lauderdale, FL 33301

Operations
7500 College Blvd., Suite 559
Overland Park, KS 66210

Tribal parent

Habematolel Pomo
of Upper Lake

Partner Companies

Solstus²

Organizations

Native American Financial
Services Association
Online Lenders Alliance

BUSINESS

ArrowShade is the first performance-based affiliate marketing distribution network wholly owned by a sovereign government.

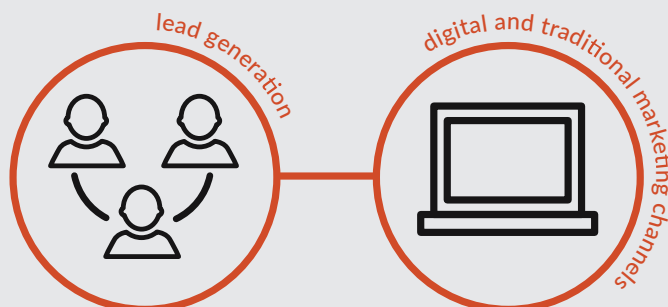
The company provides end-to-end solutions for advertisers seeking to originate short-term loans and better assist consumers in times of financial need. ArrowShade specializes in lead generation strategies and user experiences that translate into actionable, performance-driven goals. Leveraging exclusive partnerships, it focuses on program management and marketing distribution to meet consumer demand that achieves advertisers' objectives. ArrowShade's management team has more than 15 years of experience managing thousands of merchant programs and affiliate relationships for unprecedented returns.

MARKET POSITIONING

ArrowShade's corporate structure provides unique advantages over competing performance-based marketing networks in the short-term lending industry. The company is a wholly owned enterprise and economic development arm of the Habematolel Pomo of Upper Lake, a federally recognized, sovereign Indian Nation. With regard to financial services, the Dodd-Frank Act has recognized tribal governments as equivalent to states, and the Tribe has exercised its sovereign power by adopting a stringent set of Tribal laws and regulations. ArrowShade operates within this unique tribal regulatory environment, closely following all Tribal laws and regulations, as well as all applicable federal law.

SERVICE OFFERINGS

ArrowShade offers a comprehensive array of affiliate marketing services for lead generation, compliance and both digital and traditional marketing channels, collectively referred to as managed services.



BY THE NUMBERS



566

FEDERALLY RECOGNIZED
NATIVE AMERICAN TRIBES

18

SOVEREIGN NATIONS
IN E-COMMERCE
REPRESENTED



1000+

ADVERTISER
MARKETING CAMPAIGNS



1000+

PUBLISHER
MARKETING CAMPAIGNS

350,000

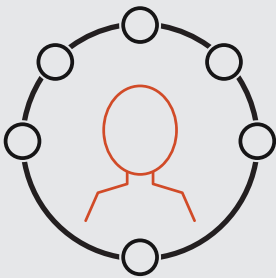
CONSUMER EVENTS
DAILY AND COUNTING



50+

UNIQUE AFFILIATE
OFFERS
AND COUNTING

MORE THAN
360 MILLION
LEADS PROCESSED
& COUNTING



MORE THAN

2.4 MILLION

CUSTOMERS & COUNTING

2014 > 2015

303%

REVENUE GROWTH

BRANDS

SWIFT

MOUNTAIN SUMMIT
FINANCIAL

GOLDEN VALLEY
LENDING

LEND WALLET

SILVER CLOUD
FINANCIAL

Dreamcatcher
Lending

MAJESTIC LAKE
FINANCIAL