



Paradigm Shift Media

A circular graphic on the left side of the slide shows a low-angle view of several modern glass skyscrapers. The buildings are reflected in each other, creating a complex geometric pattern. The sky is a clear, light blue. The graphic is partially overlaid by a dark blue horizontal bar.

Fixed Income Exits

Presentation by PSM's Acquisition Team

PShiftMedia.com

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Introduction

Company Overview

PSM is an ideal successor for business owners in the news, media, and marketing industries with a community first approach.

Purpose & Mission

We seek to help sellers worry less about taxes, stress, loss of control, and secure a more sustainable financial structure for succession.

Growth Oriented

We're Not Just Buyers. We're Builders.



Traditional Sale vs. Fixed Income Deal

Traditional Sale

Traditional exits involve multiple parties; including accounting firms, law firms, banks, private equity, and authorization from **PSM's** Board of Directors; which can take several months. Furthermore, **PSM** requires sellers to maintain oversight for 2–5 years post-acquisition to mitigate operational risks. In the end, there is only one payment based on the market value of the business. If these funds sit unused in a bank account, they may be taxed unnecessarily.

Fixed Income Deal

Fixed Income exits focuses on long-term upside by compensating sellers through a series of payments instead of a one-time payout, reducing tax exposure and closing deals faster than traditional sales. Under this hands-off model, sellers receive monthly installments, while we manage operations. Ongoing involvement is completely optional.

Problem Solving

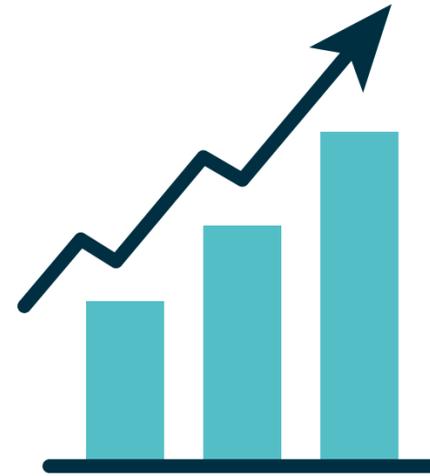
Fixed Income Exits is an alternative succession planning strategy for sellers who don't qualify for **PSM's** investment criteria but still want to exit their business free and clear.

Seller Benefits



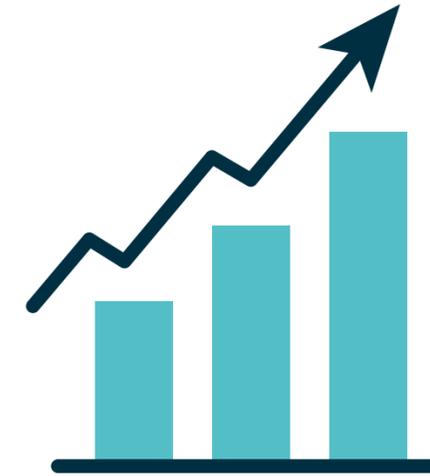
Operating

PSM takeover daily management roles, leaving sellers with passive income.



Financing

With sellers acting as financiers, deals can close in 7-9 business days allowing for a fast exit and long term income.



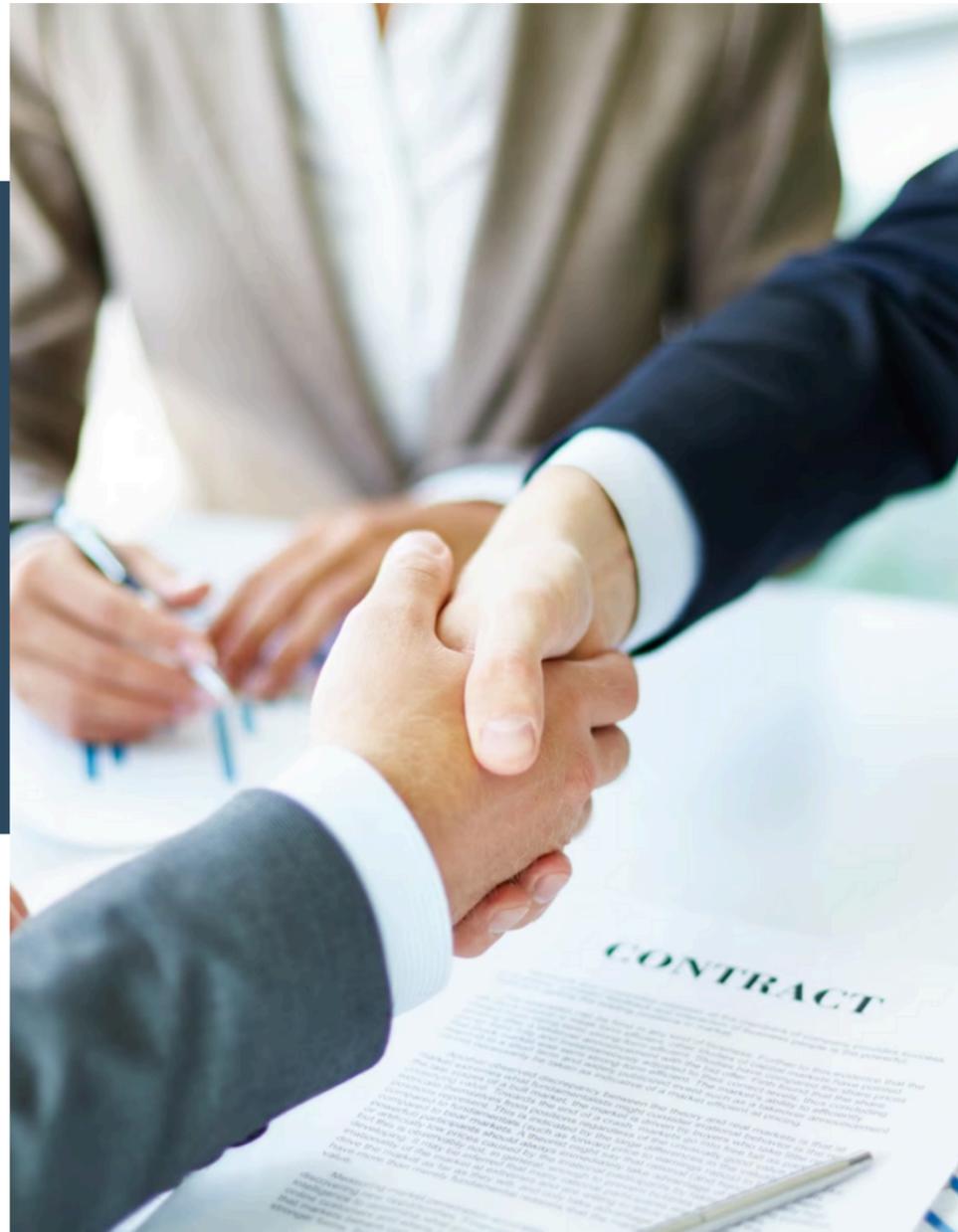
Investing

For the right companies, **PSM** injects working capital to scale operations.

Tax Benefits & Opportunities

Tax Advantages

Avoid Capital Gains Tax
Hit. Earn Interest On
Monthly Payments.

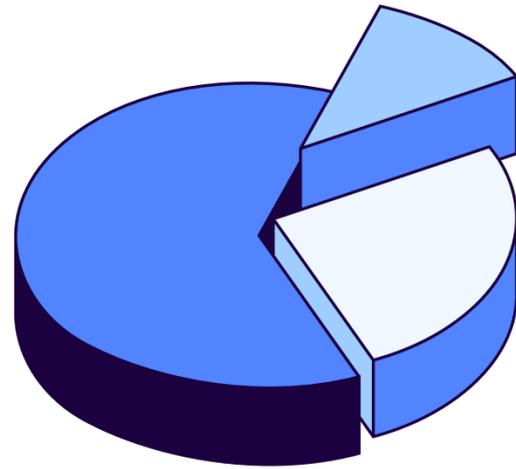


Opportunities

Passive Income. Zero
Headaches. Evade
Operational Burdens.
Keep Your Legacy Alive.

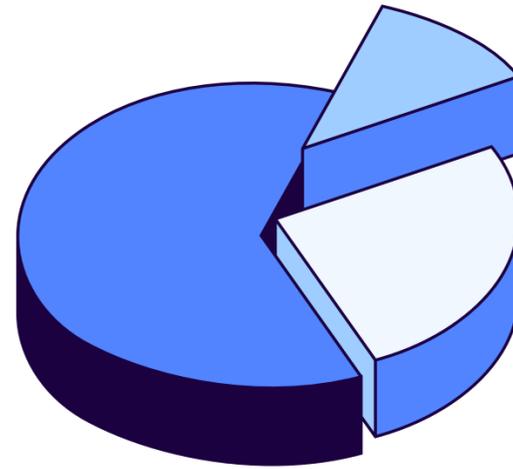


Income Statement Overview



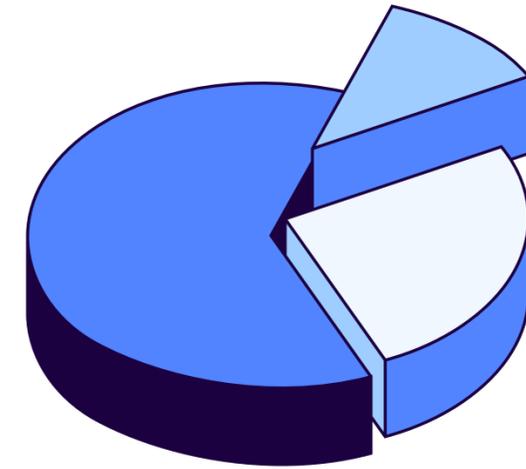
Revenue

We conduct in-depth analysis of high-performing sales personnel and key revenue strategies to scale them for long-term growth.



Operating Expenses

We focus on staff retention while maximizing operational efficiency through technology-driven workflow improvements.



Profit

Longer payment terms create more sustainable profits for **PSM** and increased wealth for the seller.

Financial Forecast

Revenue Projections

In the pre-deal phase, **PSM** plans for two years of projected revenue growth with the goal of sustaining 10% to 50% year-over-year growth, based on company size, over the next decade.

Profitability Outlook

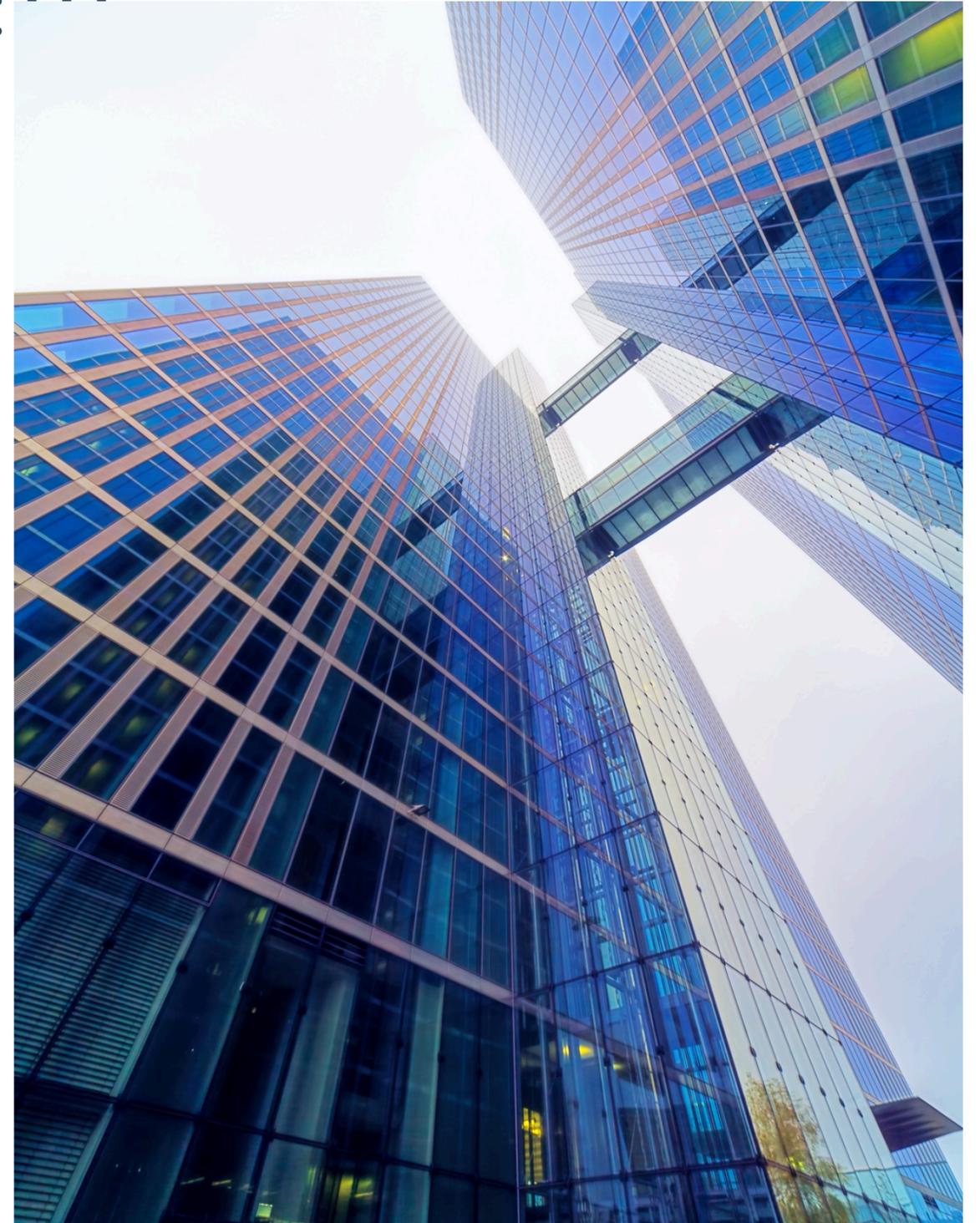
We ensure that profitability covers seller's income, all operating expenses and overhead, and allows for maintained or increased profit margins. This is enabled by **PSM's** deal structuring.

Expense Forecast

In contrast to traditional private equity practices, our approach to operational efficiency prioritizes people. We favor transitioning staff to part-time roles over layoffs and focus on using AI to support and enhance employee performance.

Why Paradigm Shift Media?

- Community driven mission with a focus on supporting small business.
- Proven operators in media who've managed \$500 million to \$19 billion in revenues.
- Focused on legacy, not just ROI, and enhancing branding to stand out in competitive markets.



Conclusion

The Fixed Income Deal is an ideal solution for sellers who don't have immediate plans for their exit capital. Rather than taking a one payment that's heavily taxed and then sitting idle in a low-yield bank account, where inflation quietly chips away at its value, this structure offers a smarter alternative similar to a bond or annuity.





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Thank You
for your attention

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