

Primetime Live/Limitless Acquisition Outline

LimitlessX is an agency with a primary focus on direct-to-consumer (DTC) products specialized in health, wellness, and other services that advocate for healthier living and self improvement.

LimitlessX identified the distressed public company that specializes in mobile outdoor marketing as a way to leverage their existing infrastructure for advertising while also pursuing a path to entering the capital equity markets. By acquiring the distressed company, it enabled LimitlessX to take advantage of the equity capital markets while also benefiting from the company's existing advertising capabilities and use it to promote their own products or services.

Additionally, this allowed LimitlessX to become publicly traded without the extreme time allocation it takes from the founders and employees to finalize and conduct a traditional IPO. As a result of the immediate access to the capital markets it opened a door for the company to immediately raise a little over \$12,000,000. There are plans to expand the advertising companies website and continue evaluating if the business will be a viable integration to LimitlessX. The previous

owners are still involved on the side of the business but are no longer in control positions of the company.