



Innovation to Accelerate the Rate and Scale of Humanitarian Assistance

Lois Bruu, President, Recipco Capacity Exchange



Challenges in Humanitarian Assistance

- Managing information during a humanitarian emergency
- Gathering reliable data on the locations of people in need, what they urgently need, who is best placed to assist them
- Getting assistance to people in need in a form that is useful and timely
- Increasing donation funding



How Recipco Can Impact Humanitarian Aid

- Real-time communication linkages between those with needs and those with capacity
- Secure relief aid in a form and in a timeframe that is useful
- Quickly mobilize unused corporate capacity of any kind to create a new source of corporate donations
- Preserve precious cash



beyond
money

Recipco's Vision



To improve global economic and social conditions,
through better utilisation of the world's available
capacity



beyond
money

A Tangible Solution to Systemic Economic Problems

An abundance of capacity...



... to fulfill unmet need



beyond money

The Recipco System

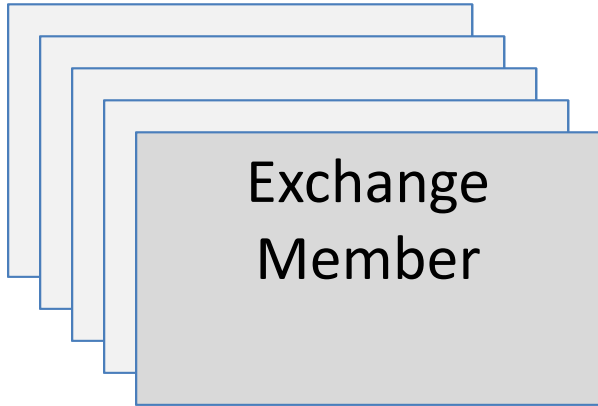
Recipco is an alternative market to trade a company's unused capacity:

- An Internet-based **marketplace** called the Recipco Capacity Exchange for multi-party trade of goods and services
- A global, non-sovereign **trading unit** called the Universal Trading Unit™ or UTU™
- A **member-backed facility** to ensure the liquidity of the UTU™ called RecipcoClear



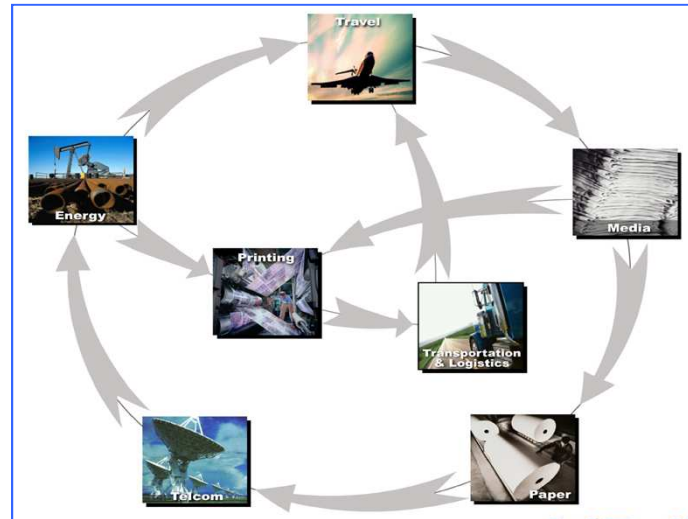
beyond
money

How It Works



Sells goods and services onto Exchange for UTU's

A large blue arrow pointing downwards from the text box to the market diagram.



Buys goods and services from the Exchange for UTU's

A large blue arrow pointing upwards from the text box to the Exchange Member stack.

Why Corporations Want to Use the Exchange

**The Recipco Capacity Exchange is a platform that enables multi-party trade of goods and services that may not otherwise have occurred,
creating value from unused capacity.**

The result is incremental sales and new resources for procurement, with less dependence on cash.



ACCELERATED RATE AND SCALE OF HUMANITARIAN ASSISTANCE



Value Proposition: Accelerate Rate and Scale

- Post needs and identify sources of supply. The very nature of an exchange supports critical real-time communications linkages.
- Tap into sources of donation capital in UTUs™ or into sources of useful goods and services.
- Complete online transactions to quickly mobilize unused corporate capacity.
- Preserve cash.

Together We Can Improve Global Economic and Social Conditions



beyond
money

For Further Information:

CONTACT DETAILS:

Lois Bruu
President
Recipco Capacity Exchange
lbruu@recipco.com
+1-646-431-2270



May 2013

PRIVATE & CONFIDENTIAL

beyond
money

12