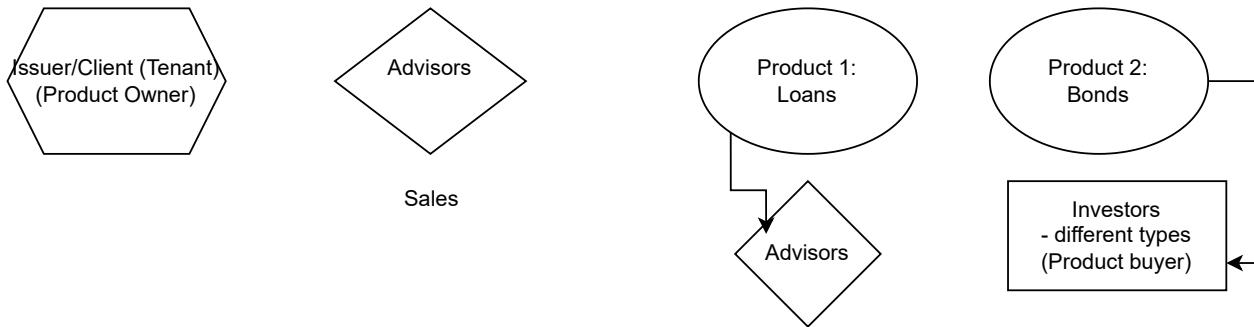
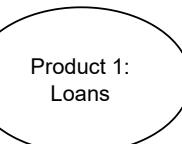
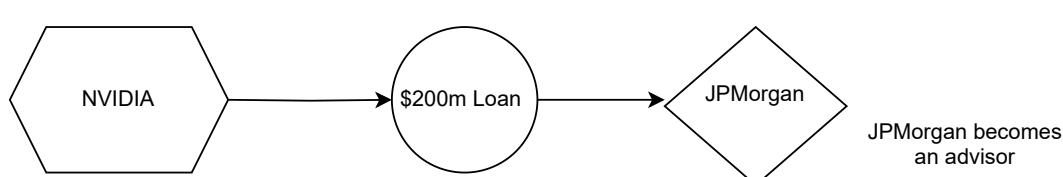


Within the CRM, there are THREE stakeholders (including client) and TWO products

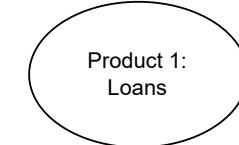
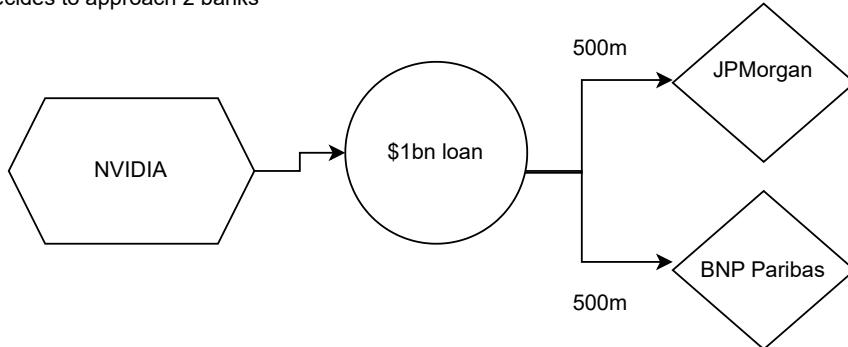


Scenario 1 : NVIDIA needs \$200m  
Goes to one bank



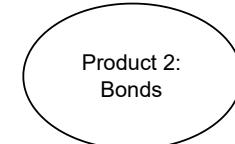
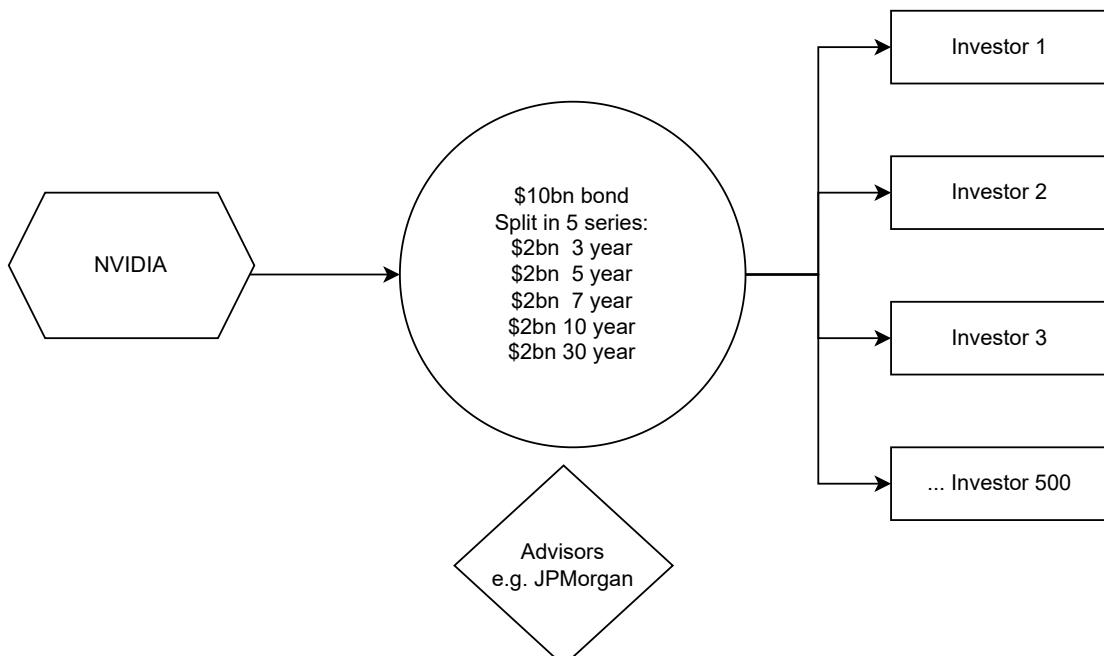
Relationship:  
Issuer (Client) - Advisor where the Advisor buys Loan

Scenario 2 : NVIDIA needs \$1bn  
Decides to approach 2 banks



Relationship:  
Issuer (Client) - Advisor where the Advisor buys Loan  
[Issuer (Client) - Advisor where Advisor manages Sale of Loan]

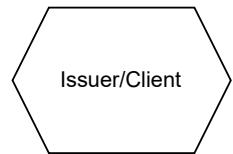
Scenario 3: NVIDIA needs \$10bn  
It asks its banks for advice - these banks are now its "Advisors"  
They advise NVIDIA to raise the capital in the bond market



Relationships:

Issuer - Advisor where Advisor manages sale of bond  
Issuer - Investor - where Investor buys the bond





Product      Sales      Buyers

