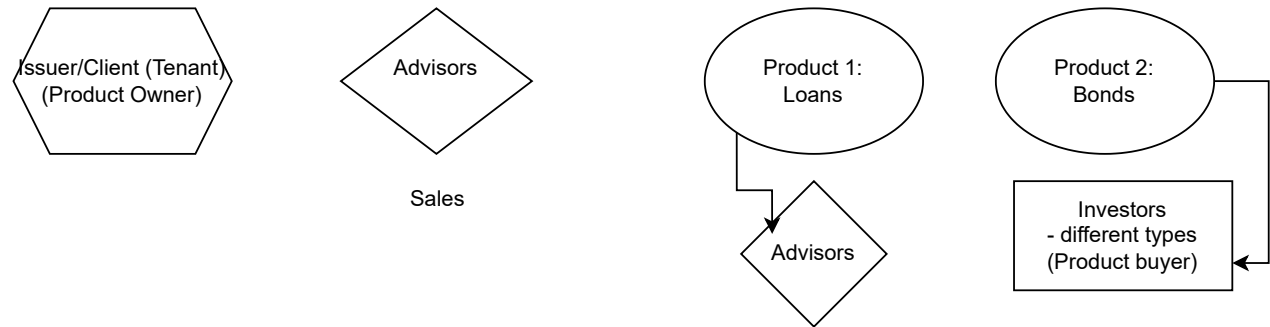
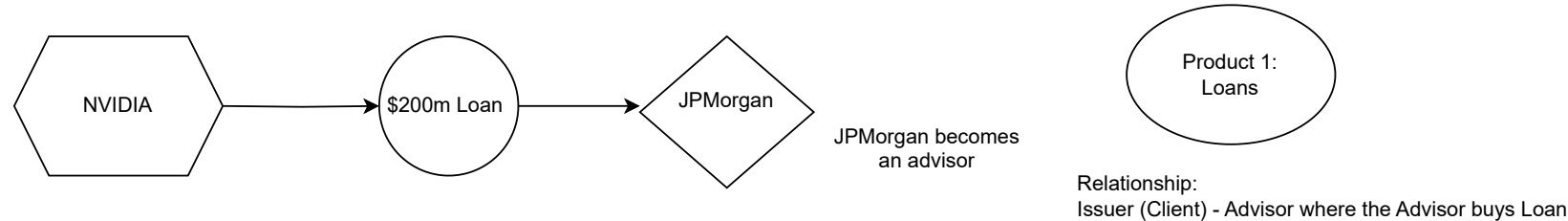


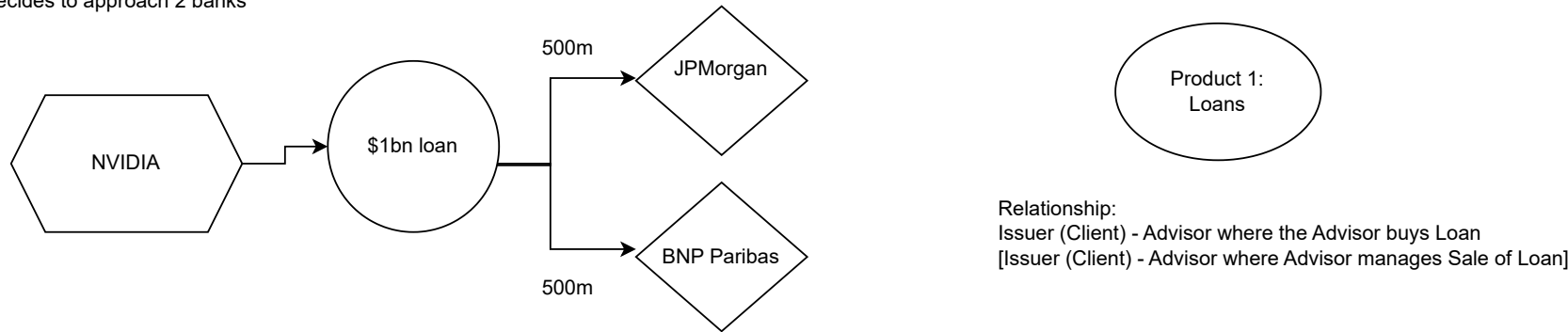
Within the CRM, there are THREE stakeholders (including client) and TWO products



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



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



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

