

# II TRANSATLANTIC, INC.

AUGUST, 2017



## Key Offering Data

Current Shares Out (common)	5,000,000
2015 Franchisee Stock Program	1,000,000
Total Shares Out (fully diluted)	6,000,000
Current Offering Units	445
Price Per Unit	\$ 10,000
Pref. A Shares Per Unit	10,000
Price per Series A Pref. Share	\$ 1.00
Series A Pref. Share Annual Dividend	6%*



## Investment

II Transatlantic, Inc. is offering up to 445 Units, each consisting of: 10,000 shares of Series A Preferred Stock, par value \$0.0001 (the “Offered Shares”). Holders of the Offered Shares shall be entitled to receive, prior, and in preference to Common Stock, a cumulative cash dividend payable at the rate of six percent (6%) annually. As of the date of this investment brief, the Company has raised approximately \$850,000.

\* Series A Preferred Shares are callable by the Company for \$1.18 per share at 3 years and \$1.30 per share at 5 years. The Owners of Series A Preferred Shares at the time of the Company's Call will at their option either receive the share value mentioned above as cash, or convert to shares of Common Stock.

### Use of Proceeds

Additional Management	\$ 620,000
Expansion & Marketing	750,000
Web eCommerce	1,380,000
Acquisitions	500,000
Working Capital Reserve	1,000,000
Offering and Legal	200,000
Total	\$ 4,450,000

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## Business Overview

II Transatlantic, Inc. (the “Company” or “Instant Imprints®”), was formed to develop a best-in-class franchise concept offering turnkey marketing and promotional solutions to small-to-mid-sized (SMB), schools, sporting organizations, regional and national organizations and retail consumers throughout North America through No Frill Franchising Inc., its U.S. subsidiary and II Canada, Inc., its Canadian subsidiary.

Today, the Company has grown to 53 Instant Imprints franchises, with 23 operating in Canada and 30 operating in the United States, and an additional 16 BizCard Express franchises. We continue to focus on supporting the organization’s franchise owners through training and access to a diversified set of marketing and promotional solutions to offer their community:

- Promotional Products
- Branded Apparel
- Print Services
- Custom T-Shirts
- Signs & Banners

We believe that small business owners want a one-stop shop for their marketing and promotional requirements, and the ability to interact directly with professionals that understand how to deliver best-in-class solutions in each category, cost effectively.

In contrast with emerging Internet-based, on-demand mass customization solutions offered by firms such as VistaPrint and Café Press, which are price-primary in their approach to market, Instant Imprints is positioned to cater to customers that have high expectations about the service and products they purchase and are willing to pay a little extra for them.

We believe we are well-positioned to become a global brand in the decorated apparel, print, sign and promotional marketplace.

