

TOGETHER REVOLUTION

2022 - 2023

THE GLOBAL FUND RAISING MODEL & MOVEMENT
TRANSFORMING THE WAY THE WORLD GIVES

THE TOGETHER REVOLUTION 2022 - 2023

The Together Revolution is a new digital platform & global fundraising model set to transform the way the world gives by turning the humble T-shirt industry into a global cause related Movement.

Its mission is to protect and empower children to fulfill their true potential through enabling and growing sustainable direct-to-cause giving.

The Together Revolution (TTR) will donate 50% of its net-profits to the causes chosen or proposed by its customers and partners.

Major activities, directly benefiting children to empower the next generation, include: the campaign to disrupt the USD\$200 Billion global T-shirt market; building the first direct-to-cause giving e-commerce platform and network; an Education Platform; Special Events; and Grant Initiatives to help support local communities and causes around the world.

TTR PLATFORM - QUICK FACTS



BRINGING TOGETHER

Causes, consumers and retailers together



CONNECTING

Consumers directly to their chosen causes



HELPING BRANDS

Achieve greater social impact without additional costs



REDUCING

Excess inventory problem for known brand retailers



RECYCLING

Excess inventory into indirect donations



REMOVING

Excessive landfill disposal & environmental harm



SUPPORTING THE UN GLOBAL GOALS

Fashion is one of the most influential industries in the world and is one of the few industries that intersect with all 17 Sustainable Development Goals

We have a number of commercial sponsorship and partnership opportunities for businesses as well as charity sector packages.

This is a unique opportunity to be part of a new global Movement and forge a powerful philanthropic and commercial partnership helping The Together Revolution change the way the world gives by unlocking the power of the retail economy.



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HOW THE TTR DIGITAL PLATFORM WORKS

UNLOCKING THE POWER OF THE HUMBLE T-SHIRT

The power of the humble T-shirt is TTR's product. The T-shirt is a universal item and most consumed item of clothing globally.

Giving to charitable causes lags significantly behind spending on consumer goods.

Many people would rather spend USD\$20 on a T-shirt than give USD\$2 to a charity. As a result, the charitable sector is struggling to raise money for important causes while the retail sector enjoys and hoards extreme wealth.

TTR will change this for the good.

CHARITIES & CHARITABLE CAUSES

TTR direct-to-cause fundraising platform focuses on local, national and international charities and causes that support vulnerable children. With a primary focus on inclusion, protection and education as the areas that significantly impact mental health.

TTR is initially targeting a one per cent market share of the USD\$200 Billion T-shirt industry. Fifty per cent of TTR sales will be given to charitable causes while fifty per cent will be retained.

CONSUMERS CHOOSE

TTR website will function as an e-commerce platform and consumers will be able to choose between various product lines of T-shirts, including their own brand, known brands, official merchandise, custom brands and campaign brands.

RETAILERS

TTR is a unique sales proposition channelling wealth from the collective buying power seen in the retail sector to the third sector through a digital platform without disrupting existing business models.

THE TTR DIGITAL PLATFORM

CONSUMER FRIENDLY

Platform showcasing causes around the world and their work connected to an e-commerce engine

LOCAL GIVING ON A GLOBAL SCALE

First of its kind direct-to-cause e-commerce platform that will be the largest retail collaboration of its kind. through purchasing power the indirect donations have

SEARCHABLE DATABASE

Of local, national and international causes with tangible goals and transparent impact reporting

CONNECTING DIRECT

Consumers can connect directly with their chosen causes and follow the progress of each cause

CONSUMER ACCOUNT

The consumer will have an account and the platform will act as any other e-commerce website

DIGITAL WALLET

Will track funds raised through purchasing power and the impact indirect donations have

PROPOSE A CAUSE

Consumers can also propose a cause to be registered on the TTR platform



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UNLOCKING THE POWER OF THE HUMBLE T-SHIRT

The T-shirt market is busy, highly saturated and fragmented. From one-man store owners to luxury fashion houses, individuals and amateur teams needing charity T-shirts to global campaigns fighting for global injustice.

USD\$200 BILLION

VALUE OF GLOBAL T-SHIRT
MARKET PER ANNUM

2 BILLION

NUMBER OF T-SHIRTS
SOLD EACH YEAR

USD\$2 BILLION

1% MARKET SHARE PHASE
ONE TARGET INCOME

USD\$7+ BILLION

VALUE OF THE GLOBAL CUSTOM
T-SHIRT PRINTING MARKET

Activism merchandise might still serve a purpose, but it needs to be reimaged.

With a mission to unlock the power of the retail economy by disrupting the USD\$200 Billion global T-shirt market, TTR is innovating the third sector with a shared economy model.

UNLOCKING THE POWER OF THE HUMBLE TSHIRT

- Targeting the fast fashion & custom T-shirt market globally
- Interconnecting economies & innovating the third sector
- Harnessing the power of media, technology & brand
- Fostering and innovating direct to cause giving
- Igniting collective buying power for local giving on a global scale
- Creating the largest multi sector impact collaboration of its kind
- Curating powerful philanthropic & commercial partnerships
- Working with proven brands, while becoming one

TTR has the potential to be the largest retail collaboration of its kind.



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PACKAGES

We have developed sponsorship and partnership packages to suit differing levels of budget and branding needs...

SPONSOR & PARTNER PACKAGES

TIER 1

OFFICIAL FOUNDING SPONSORS

Up to 10 x OFFICIAL FOUNDING SPONSORS from many sectors including finance, retail, manufacturing, marketing, technology and more.

TIER 2

OFFICIAL BUSINESS PARTNERS

OFFICIAL BUSINESS PARTNERS for large (non SME) businesses from many sectors including finance, retail, manufacturing, marketing, technology and more

TIER 3

OFFICIAL SME PARTNERS

OFFICIAL SME PARTNERS from many sectors including finance, retail, manufacturing, marketing, technology and more

OFFICIAL BRAND, SUPPLIERS & MEDIA PARTNERS

Unlimited number of Official Designer & T-Shirt Brand Partners
Up to 10 x Official Media Partners

OFFICIAL MERCHANDISE PARTNERS

Unlimited number of Official Merchandise partnerships

CHARITY & CAUSE RELATED PACKAGES

TIER 1

OFFICIAL FOUNDING CHARITY & CAUSE RELATED PARTNERS

10 x OFFICIAL FOUNDING CHARITY & CAUSE RELATED PARTNERS - helping build TTR direct-to-cause giving network

TIER 2

OFFICIAL CHARITY & CAUSE RELATED PARTNERS

Unlimited number of OFFICIAL CHARITY & CAUSE RELATED PARTNERS - helping build TTR direct-to-cause giving network

OTHER OPPORTUNITIES TO GET INVOLVED

GRANT PROVIDERS

Where TTR meets the grant maker criteria & policies for funding development

DONATIONS

TTR welcomes donations in kind. E.g. skills in marketing, technology, retail or charity or just some time to donate

INVESTORS

TTR has a number of opportunities for businesses and / or individuals investing in a business that will provide a significant social impact on a global scale with a financial return. This includes the Seed Enterprise Investment Scheme (SEIS), which offers tax efficient benefits to those investing in early stage start-ups

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WHY THE TIME IS RIGHT

TTR fills a huge gap.

THE THIRD SECTOR

\$3-\$4 TRILLION PER YEAR
Needs to be mobilised to achieve the 2030 Sustainable Development Agenda

HARD TO CONNECT

Sector crammed full of a sea of undefined causes which consumers can't connect to

FRAGMENTED

A fragmented sector unlikely to consolidate. Duplication of work, operations & costs. Consumer apathy and a lack of trust

LAGGING 5 -10 YEARS

Behind in innovative technology

\$2.5 TRILLION

Funding gap

URGENT

Need for innovation

THE RETAIL SECTOR

USD\$3 TRILLION
Industry

2%
Of the world's GDP

USD\$26.7 TRILLION
2020 global e-commerce sales

62 MILLION
Metric tons of apparel consumed globally each year

UP TO 40%
Brands over produce by

63%
Predicted rise in clothing consumption by 2030

57%
Of all discarded clothing ends up in landfill and incinerated

CUSTOM T-SHIRT PRINTING

Market expected to expand at CAGR of 6.3% between 2019 and 2027

USD\$500 BILLION

Lost annually due to unsold stock

GBP£140 MILLION

Worth of clothing sent to landfill every year in the UK alone

MCKINSEY STATE OF FASHION 2021 SURVEY

- Circularity will be the biggest disrupter to the fashion industry in the next decade
- The industry has an oversupply problem, which is an environmental problem as well
- Few are under any illusion about the scale of the challenge
- It is not the kind of revolution that can be led by a few, a collective effort is required
- We expect to see long-lasting changes to both consumer demand and ways of working
- There will be a reset of the fashion industry
- We expect winning brands to be those that can define clear, long-term ambitions
- The ecosystem is fragmented, with no single player accounting for more than one per cent of the market
- An industry-wide circular business model is a long way from being realised
- Fashion industry should move to deeper partnerships that bring greater agility and accountability

"One of the biggest polluters on the planet, we need to make clothing production much more sustainable. To do this correctly, we need cross-industry collaboration that goes beyond borders and brands". The Prince of Wales.

WEALTH DISTRIBUTION INEQUALITY

Now is a critical time to innovate sectors with a shared economy approach. The World Inequality Report recently published said that 2020 saw the steepest increase in billionaires' wealth on record. The wealth of billionaires rose by more than €3.6tn (£3tn), while 100 million more people joined the ranks of extreme poverty. The equivalent amount of money needs to be mobilised to achieve the 2030 Sustainable Development Agenda.

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OTHER ACTIVITIES

EDUCATION PLATFORM - PLAYING FAIR TOGETHER

TTR is an education platform. It offers Sponsors and Partners a plethora of activities.

The challenges of inequity are present in every country and region.

With so much attention on the 'Global South', many children in more developed countries who are left behind are often overlooked.

The equity agenda and aid funding at the highest level prioritises the most disadvantaged.

However, TTR wants to give all children and young people a fair chance in life

Working across three-core pillars of protection, inclusion, education with mental health and the removal of barriers as core strategic priorities throughout.

Activities include:

ACTIVITY	DESCRIPTION
MAILING LIST	Monthly email sent out to database
WEBSITE	Weekly thought leadership articles released through website and social media
PODCASTS & LIVE VIDEOS	Special guest speakers talking fashion, sustainability and related news
EDUCATIONAL VIDEOS	Monthly video highlighting best -practices, news and innovations across the key areas of TTR

In the words of Éliane Ubalijoro, a professor of international development at Canada's McGill University and the executive director of the research group Sustainability in the Digital Age.

"We need to reset capitalism in terms of how we are contributing to social good. The responsibility is held collectively. The technology industry is creating a lot of powerful people. We need to look at power as our capacity to empower those who have less, not as a vehicle for accumulating more wealth."

MENTAL HEALTH MATTERS

In nearly every part of the world, be it rich or poor countries, mental health conditions cause significant suffering for children and young people. Despite all this, governments and societies are investing far too little in promoting, protecting and caring for the mental health of children and young people.

Globally about two per cent of government health budgets are allocated to mental health spending, less than USD\$1 per person.

"UNICEF celebrated its 75th anniversary in 2020 and remains at the forefront of driving a revolution in child rights. But UNICEF cannot do it alone. The long-term, large-scale change that children and young people require is only possible through concerted action in partnership." Henrietta Fore, UNICEF Executive Director.

TTR AWARDS 2023

A planned TTR Awards night to celebrate TTR's first year.

Details are currently being developed and founding sponsors have the opportunity to help shape this event.

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THE CAUSES

LOCAL GIVING ON A GLOBAL SCALE

TTG works with

- Local, national, and international causes
- Organisations with 'boots on the ground'
- Causes who can evidence tangible impact goals

There will be no duplication of causes on the platform. Fundraising money collected is done so on a restricted funds basis. Creating sustainable and consistent funding without disrupting existing business models.

With the combined approach of causes proposed by its customers and partners, alongside its own campaigns, TTR creates high impact collaborations and ecosystems.

Causes that directly benefit vulnerable children and young adults across its three pillars – protection, education, inclusion.

SHARED GOALS.

TTR is passionate about understanding and communicating the goals of the causes it works with.

To foster an environment of sustainable philanthropy and provide a platform for shared value and collaboration, there must be transparency and shared goals.

Fundraising money collected is done so on a restricted funds basis.



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MAIN BENEFITS

■ BRAND EXPOSURE & ASSOCIATION

The opportunity to integrate with THE TOGETHER REVOLUTION 2022 - 2023 on:

NAMING RIGHTS & PRESENCE
SPECIAL EVENTS

BRANDING ON PLATFORM –
WEBSITE & MARKETING MATERIALS

■ LESS WASTE. MORE IMPACT

Any business partnering with TTR will be able to report on social impact as follows:

- This year we reduced our excess inventory wastage by x per cent
- Contributed x per cent to the international aid market, directly to the cause our customers care about
- Helped improve the lives of x number of children
- Helped x number of customers support their chosen causes
- One T-shirt line contributed the value of x dollars to over x causes
- Extended the lifecycle of our products

■ CHANGE MAKING FOR GLOBAL GOALS

An opportunity to make a difference. Fashion is one of the most influential industries in the world and is one of the few industries that intersect with all 17 Sustainable Development Goals.

- TTR focus is specifically on the following goals: 1,2,3,4,5,6,8,10,11,12,13,16
- Working with causes directly impacting the next generation and vulnerable children
- In collaboration with global partners for a stronger impact together

■ MEDIA, PROMOTION & PR RIGHTS

Sponsors can create media coverage through news PR activity. There will be coverage in local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

TTR is hot news. All Sponsors and Partners will have rights to associate with the platform and any Special Events for PR and advertising activity. Sponsors and Partners can create content through: Ambassadors; Event Highlights; Promotions; and Press Conferences.

The PR campaign ensures wide coverage of projects throughout the year, featuring:

- Media engagement and editorial in business and lifestyle magazines
- Features on fashion, sustainability and the environment
- Online campaign of advertising, editorial, blogging and social media
- Working with influencers globally to back the movement
- International and local news channels

■ MEDIA PARTNERS

Guaranteed coverage with our Media Partners – currently being confirmed.



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MAIN BENEFITS

Ad ADVERTISING

A media-wide advertising campaign will run throughout the year focusing on news, lifestyle, fashion and business publications enhanced with editorial content.

TTR will be extensively publicised through a varied and diverse mix of marketing methods, print and online outlets, influencer marketing and affiliate marketing.

By working with a comprehensive range of media, the platform and its Special Events are widely promoted across both national and local stages.

In addition to print and online coverage, direct mails, e-newsletters and the promotion of the platform's news via social media are all used to deliver messages to target audiences.

📺 DIGITAL & SOCIAL RIGHTS

Exposure through...

f **FACEBOOK**
<https://www.facebook.com/thetogetherrevolution>

t **TWITTER**
<https://twitter.com/Thetogetherrev>

📷 **INSTAGRAM**
<https://www.instagram.com/thetogetherrevolution/>

🌐 **WEB**
<https://www.thetogetherrevolution.com/>

👥 EXPERIENTIAL RIGHTS

TTR offers a major opportunity through its activities to demonstrate a strong commitment to charitable causes, sustainability, climate action and UN Global Goals.

There will also be opportunities for presence marketing at ant TTR Special Events, such as the planned TTR Awards 2023.

🍷 NETWORKING RIGHTS

TTR offers a global networking opportunity to connect with decision-makers in fashion, retail, business and the third sector. An excellent way to do and promote your business.

🛍️ MERCHANDISING RIGHTS

We offer our Sponsors and Partners the opportunity to produce joint branded T-shirts. To be sold through the TTR platform.



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SPONSORS & PARTNER PACKAGES RIGHTS INVENTORY	PARTNER LEVEL		
	TIER 1	TIER 2	TIER 3
	OFFICIAL FOUNDING SPONSOR	OFFICIAL BUSINESS PARTNER	OFFICIAL SME PARTNERS / OFFICIAL SUPPLIERS/ MEDIA PARTNERS
TITLE RIGHTS			
Rights to title "OFFICIAL FOUNDING SPONSOR THE TOGETHER REVOLUTION" for PR and advertising use	Yes		
Naming rights any Special Events organised: currently under development – for example "The Together Revolution Awards 2023 in association with [Official Founding Sponsor Names]	Yes		
Rights to title "Official Business Partner THE TOGETHER REVOLUTION" for PR and advertising use		Yes	
Rights to title "Official SME Partner THE TOGETHER REVOLUTION" for PR and advertising use			Yes
Rights to title "Official Supplier / Media Partner THE TOGETHER REVOLUTION" for PR and advertising use			Yes
INTELLECTUAL PROPERTY & BRANDING RIGHTS			
LOGOS & IMAGES			
Right to use THE TOGETHER REVOLUTION Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
Right to use Special Events Composite (lock-up) Logos: for example TTR Awards 2023 - on all internal and external marketing	Yes - all Founding Sponsor Logos included		
PLATFORM BRANDING - GENERAL			
Corporate logo on home and sponsor specific page and inclusion in general and Education Platform activities https://www.togetherrevolution.com/	Yes	Yes Less Prominent	Yes Less Prominent
SPECIAL EVENT BRANDING - TTR AWARDS 2023			
Corporate logo displayed at Special Event, on any video screens advertising hoardings, media interview area backdrops. Level dependent on Tier	Yes	Yes Less Prominent	Yes Less Prominent

SPONSORS & PARTNER PACKAGES RIGHTS INVENTORY	PARTNER LEVEL		
	TIER 1	TIER 2	TIER 3
	OFFICIAL FOUNDING SPONSOR	OFFICIAL BUSINESS PARTNER	OFFICIAL SME PARTNERS / OFFICIAL SUPPLIERS/ MEDIA PARTNERS
MEDIA, PROMOTION & PR RIGHTS			
Logo on platform (and any Special Events) literature, website, stationery etc.	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Brand name mention and logo in any THE TOGETHER REVOLUTION platform press information and advertisements and any marketing / sales materials	Yes	Yes Less Prominent	Yes Less Prominent
Logo on advertising in Media Partner publications – size dependent on sponsorship level	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Representative to speak at press conferences	Yes		
DIGITAL & SOCIAL RIGHTS			
Branding on platform (and any Special Events) emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme e.g. Instagram & FB posts	Yes	Yes Less Prominent	Yes Less Prominent
Top-level logo placement on https://www.togetherrevolution.com/	Yes Prominent	Yes Less Prominent	Yes Less Prominent
EXPERIENTIAL RIGHTS			
Opportunity for brand activations / Promotional literature / sampling at Special Events – where applicable	Yes	Yes Less Prominent	Yes Less Prominent
HOSPITALITY & NETWORKING RIGHTS			
Access to TTR database and introductions to the TTR network	Yes	Yes	Yes
VIP tickets to all networking and planned Special Events	Yes	Yes	Yes
MERCHANDISING RIGHTS			
Opportunity to produce join branded T-shirts for sale through TTR platform	Yes	Yes	Yes

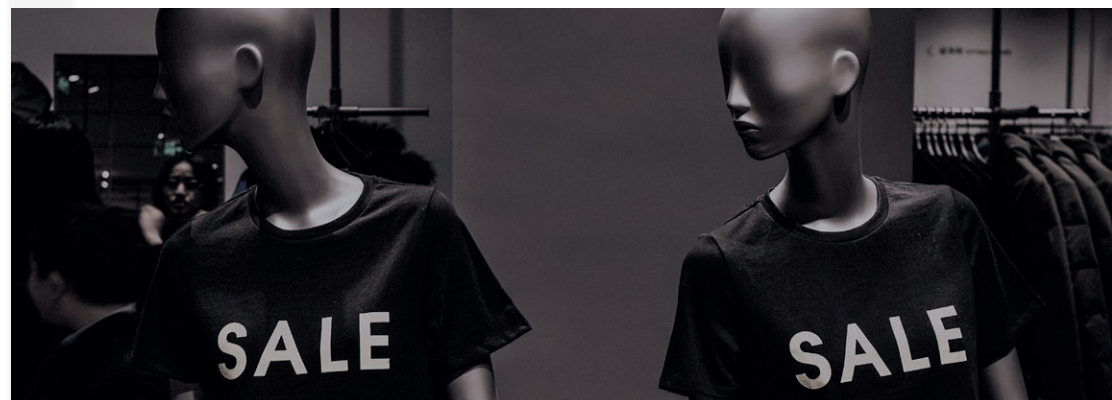
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CHARITY PACKAGES RIGHTS INVENTORY	PARTNER LEVEL	
	TIER 1	TIER 2
	OFFICIAL FOUNDING CHARITY PARTNER	OFFICIAL CHARITY PARTNER
TITLE RIGHTS		
Rights to title "OFFICIAL FOUNDING CHARITY PARTNER THE TOGETHER REVOLUTION" for PR and advertising use	Yes	
Rights to title "Official Charity Partner THE TOGETHER REVOLUTION" for PR and advertising use		Yes
INTELLECTUAL PROPERTY & BRANDING RIGHTS		
LOGOS & IMAGES		
Right to use THE TOGETHER REVOLUTION Composite (lock-up) Logo on all internal and external marketing	Yes	Yes
Right to use Special Events Composite (lock-up) Logos: for example TTR Awards 2023 - on all internal and external marketing	Yes	Yes
PLATFORM BRANDING - GENERAL		
Logo on home and charity specific page and inclusion in general and Education Platform activities https://www.thetogetherrevolution.com/	Yes	Yes
SPECIAL EVENT BRANDING - TTR AWARDS 2023		
Logo displayed at Special Event, on any video screens advertising hoardings, media interview area backdrops. Level dependent on Tier	Yes	Yes Less Prominent
MEDIA, PROMOTION & PR RIGHTS		
Logo on platform (and any Special Events) literature, website, stationery etc.	Yes Prominent	Yes Less Prominent
Charity name mention and logo in any THE TOGETHER REVOLUTION platform press information and advertisements and any marketing / sales materials	Yes	Yes
Logo on advertising in Media Partner publications - size dependent on sponsorship level	Yes Prominent	Yes Less Prominent
Representative to speak at press conferences	Yes	

CHARITY PACKAGES RIGHTS INVENTORY	PARTNER LEVEL	
	TIER 1	TIER 2
	OFFICIAL FOUNDING CHARITY PARTNER	OFFICIAL CHARITY PARTNER
DIGITAL & SOCIAL RIGHTS		
Branding on platform (and any Special Events) emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent
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Opportunity to produce join branded T-shirts for sale through TTR platform	Yes	Yes



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ORGANISERS

LUCY NORTHMORE – FOUNDER

Lucy's career started at Brunswick in 1999, a critical issues consultancy, advising the world's leading companies and global brands on how to navigate the issues they face and engage with their critical stakeholders. During this time, she was also seconded in-house to British Airways to help re-launch Concord. While appointed to British Airways, the September 11th attacks took place and she was responsible for leading the media team, reporting directly to the CEO. Upon completion of the secondment, Lucy set up her own consulting company, Brand Equity Asset Management Group in 2003.

At the same time as carving out a professional remote working consultancy career, Lucy launched her second business in the sport of Polo in 2006. Her experience in the polo industry and working with polo clubs around the world saw the inception of Polonetworks. Polonetworks re-structured the global polo industry into a direct membership model and operated as a commercial agency for the sport and its members and stakeholders. Alongside designing and managing a new network of communication between players and clubs globally and launching a series of new events and initiatives for sponsors. The future model, structure and commercial capabilities of the sport were redesigned on behalf of the Governing Body of Polo.

She has continued to amass over 20 years of experience in public relations, communications, crisis management, and corporate affairs around the world. Designing and delivering multi-territory integrated campaigns and strategies for charities, governing bodies, start-ups, celebrities, sponsors, sports teams, private equity-backed, and listed companies across sectors.

Understanding first-hand how the power of media, technology, and brand can redefine the rules of business and bring powerful changes – good and bad, the concept of The Together Revolution started evolving in 2015. Lucy wanted to use her skills to bring about social change and positive social impact. In 2018 The Together Revolution was officially incorporated, and the R&D started to be put into formal consideration. In 2020 during the global pandemic, The Together Revolution launched.

TESTIMONIALS

“Lucy is fiercely loyal with lots of energy, drive, determination and tenacity. She has zero fear of hard work and is highly articulate, savvy, entrepreneurial and creative. She is a self-starter with lots of drive and is honest and straight talking. She has natural empathy and is a people-oriented problem solver alongside being results and goal oriented. She knows how to get on with it, implement ideas and execute strategies.”

Alison Cornwell, Group Chief Financial Officer, Vue International

“Lucy is a high-energy, tenacious, committed and responsive problem solver. She is very dedicated to her work and is honest and proactive in everything she does. She has handled very sensitive and critical communications and issues extremely well. I would always go into battle with Lucy. She wants to understand everything so that she can make the most positive impact.”

Rachael Barber, Head of Community Development, EMEA, Citi

“Lucy really doesn't understand the concept of can't and can find solutions however insurmountable a challenge seems, even when managing what might seem like unrealistic expectations. She will always seek new people, relationships, angles, conversations, and coverage and will find solutions. Her honesty and straightforwardness are refreshing, she is lots of fun and cares passionately about the people and causes that she works with.”

Cathy Gilman, CEO, Starlight Children's Foundation

“Lucy is very logical in her professional capacity, can see problems quickly, assess the issue, find a solution and get things done. She is an overall problem solver and a great asset who is extremely relatable and compassionate but also strong minded. She is very good at motivating others, empathetic and extremely passionate about her work.”

Anouska Fabes, Commercial Counsel, Deliveroo

“Lucy has built profitable businesses and campaigns and has enormous energy and optimism for her work. She also looks at the detail and notices things others do not. She has a huge track record in PR and communications with natural skills and in-depth knowledge, she can transcend any industry. Lucy can engage and get results from a Founder or CEO to front line staff and has the right character to work with absolutely anyone. She is very entrepreneurial with a lack of fear and does everything with complete conviction.”

Cristel Lee Leed, Chief Marketing Officer, IG Group

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