

BRANDON VEZMAR

WRITING SELECTIONS

PRODUCT MARKETING BROCHURES

Conducted a review of all existing Charles Schwab product marketing brochures with the goal of eliminating redundant communications, improving retained communications and bringing all design characteristic in line with brand standards. Made final recommendations to each business unit.

1. Reviewed over 30 brochures impacting 10 business units and the work of thousands of Schwab financial professionals and other advisors.
2. Issued a comprehensive report on recommendations to stakeholders.

The Charles Schwab logo is displayed on a blue rectangular background. The word "charles" is written in a white, lowercase, cursive script font. Below it, the word "SCHWAB" is written in a white, uppercase, serif font.

PRODUCT MARKETING BROCHURES

Schwab Pinnacle Service

A team of investment professionals is waiting to help you.
Call 1-800-435-9050.

Own your tomorrow.

Call your Schwab Pinnacle Service team
1-800-435-9050
8 a.m. - 8 p.m. ET, Monday-Friday



How we can help support you

As your Schwab Pinnacle Service team, we're here to help you with your day-to-day service needs. We encourage you to call us with any questions, no matter how small. You'll find we offer a reassuring level of personal attention based on our commitment to resolving matters quickly and professionally. Our primary focus is to offer you support for your long-term investing goals, and to that end, we'll strive to build a strong working relationship with you.

The questions you might ask

You can consult us for assistance with:

- Transferring accounts between Schwab and other financial institutions, moving money between accounts, drafting letters of authorization, changing account beneficiaries and titles, and more
- Executing trades for equities, exchange-traded funds, mutual funds, options, and the fixed income portions of your portfolio
- Implementing complex trading strategies requiring in-depth research or a knowledgeable second opinion
- Accessing and using resources on Schwab.com, such as expert articles and videos, online tools, and Schwab Trading Services



Our promise

At Schwab we believe investors deserve a better way.

And here's our promise:

Partnering.

You're not just a client with Schwab. We believe in partnering with you and getting to know you so we can work together on your terms.

Advice.

We provide access to commentary and insights from Schwab experts and advice that is understandable, relevant, and actionable.

Choice.

We offer a broad range of investment options from leading asset managers across the industry, not just our own.

Transparency.

We'll be open and honest in all aspects of our relationship, including what you pay for our services and the thinking behind our advice.

Value.

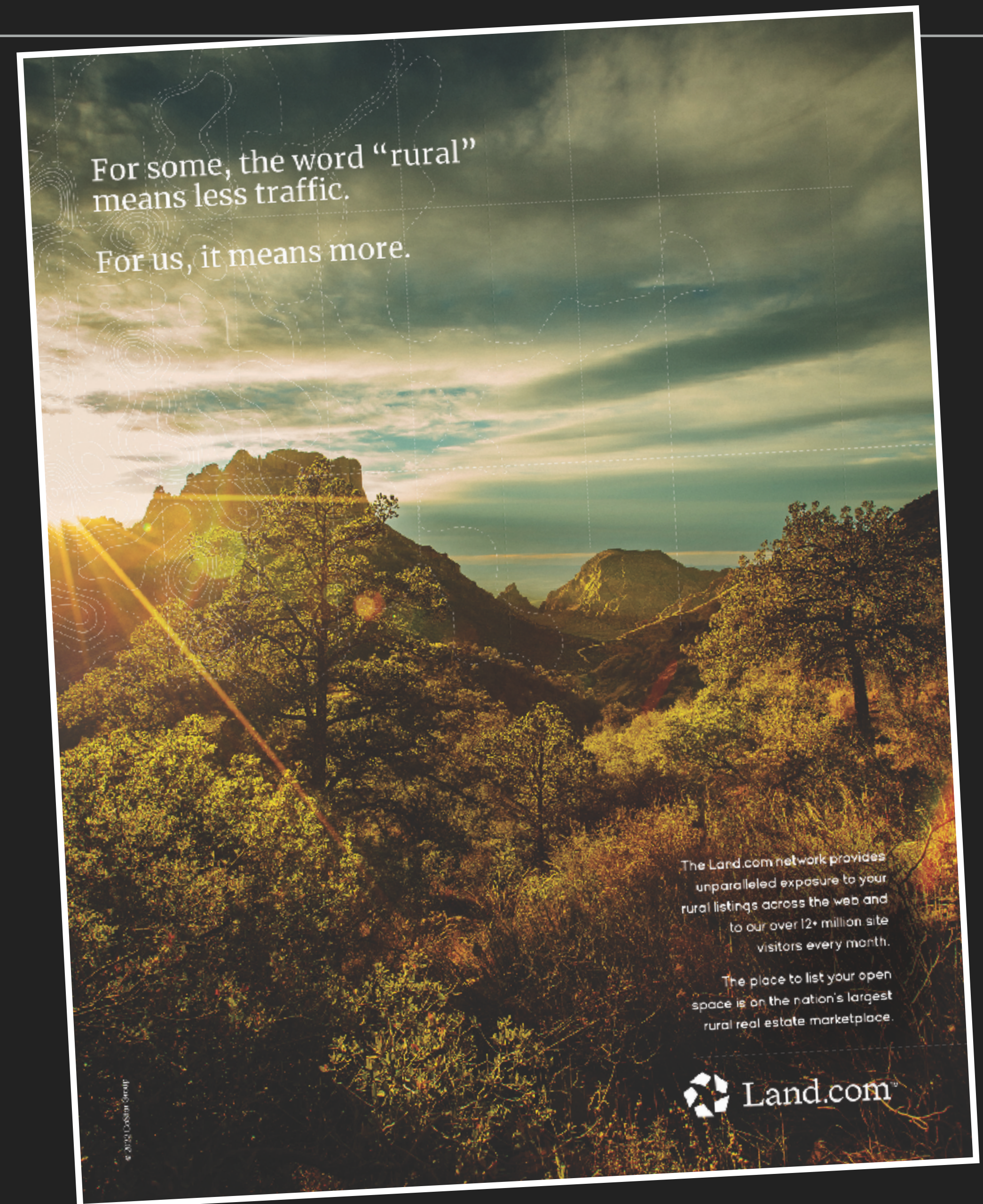
We design our products and services with a goal of driving down costs, so investors have more money to invest.

PRINT MAGAZINE AD

Developed language for 2022 Q4 Magazine Ad and One Page Sales Insert.

"The Land.com network provides unparalleled exposure to your rural listings across the web and to our over 12+ million site visitors every month."

The place to list your open space is on the nation's largest rural real estate marketplace."



MARKETING BROCHURE (ALL COPY AND STATISTICS)



Reach millions of buyers and sellers by joining the Land.com Network. Our network consists of the largest and most effective rural real estate marketplaces on the web: Lands of America, Land And Farm, and LandWatch.

As a Land.com Network seller, you'll receive unmatched exposure and traffic to generate new business and faster sales.


Lands of America[®] **Land And Farm** LandWatch[™] LAND MAGAZINES

11M
monthly visitsⁱ

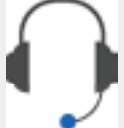
6.5M
monthly unique visitorsⁱ

3M
yearly marketing investment

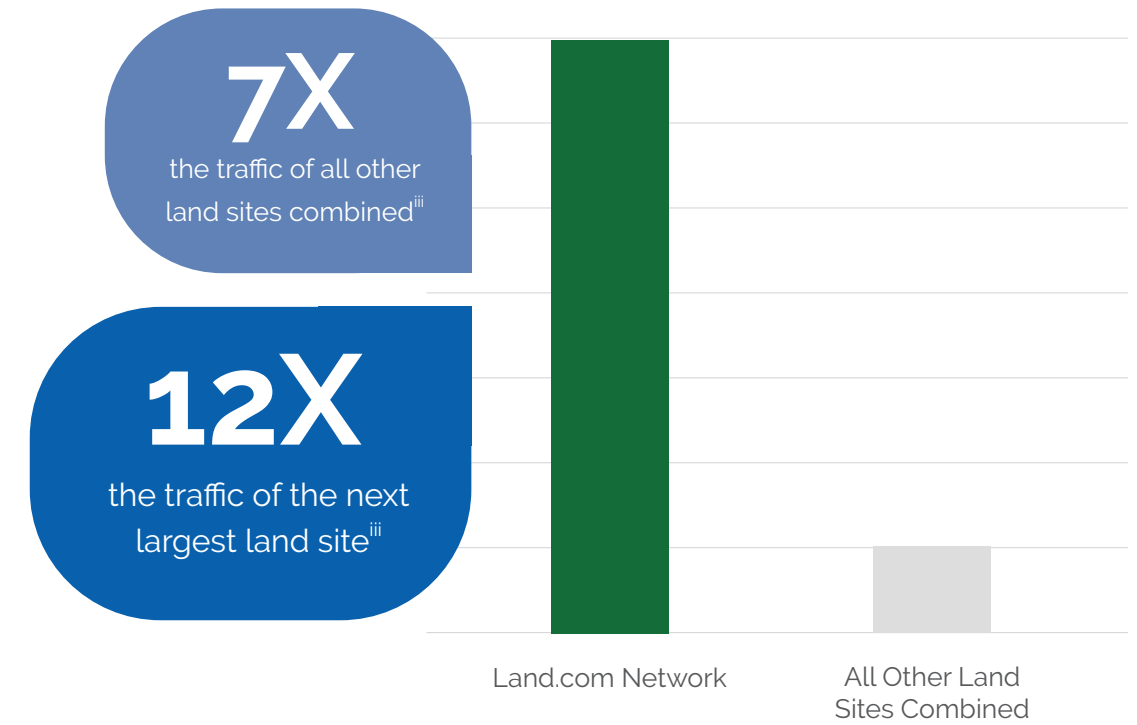



Centralized Listing Management System


Insightful Listing Analytics


Dedicated Client Support

Receive the Most Exposure
Promote your property on three premier land listing sites at once and receive the most visibility in the rural real estate market.



Drive Leads and Close Deals
Take advantage of our network's top search rankings to generate quality leads and drive traffic to your listings and website.

#1
the most rankings on Google's page 1^v

149K
email leads per month^v

ⁱGoogle Analytics, May '20.

ⁱⁱSimilarWeb, Jan. '20; land sites defined as real estate websites focused on rural properties.

^vSTAT, Jan. '20.

^vInternal data, Jan. '20.

 **Land.com**[™]
Drive The Most Exposure, Leads, and Sales

MARKETING BROCHURE (ALL COPY AND STATISTICS)

Get Advertising That Works

Achieve the best ROI with the right marketing mix for your business and clients.

Signature Plan

- Among the top 2% of our listings
- Top placement in search results
- Agent and business branding
- Listings on Lands of America, Land And Farm, and LandWatch
- Link to seller website and property URL
- Marketing campaign on Facebook, Instagram, Google, and Bing



Premium Plan

- 2nd highest search result placement
- Listings on Lands of America, Land And Farm, and LandWatch
- Agent and business branding
- Link to seller website and property URL
- Marketing campaign on Facebook, Instagram, Google, and Bing



Standard Plan

- Sorted below Premium listings
- Listings on Lands of America, Land And Farm, and LandWatch



^{vi}Internal data, 2018 average; exposure relative to Standard listings.

All Listing Plans Include Smart Marketing Tools



Custom mapping tool & map integration



Inclusion in seller directories



Thousands of sales comparables



Property video & virtual tour display

Boost Results with More Advertising Solutions

Listing Enhancement Ads

Elevate site search ranking with Showcase and Featured Properties

Land Specialist Ads

Establish yourself as the go-to land professional in your target markets

Display Advertising

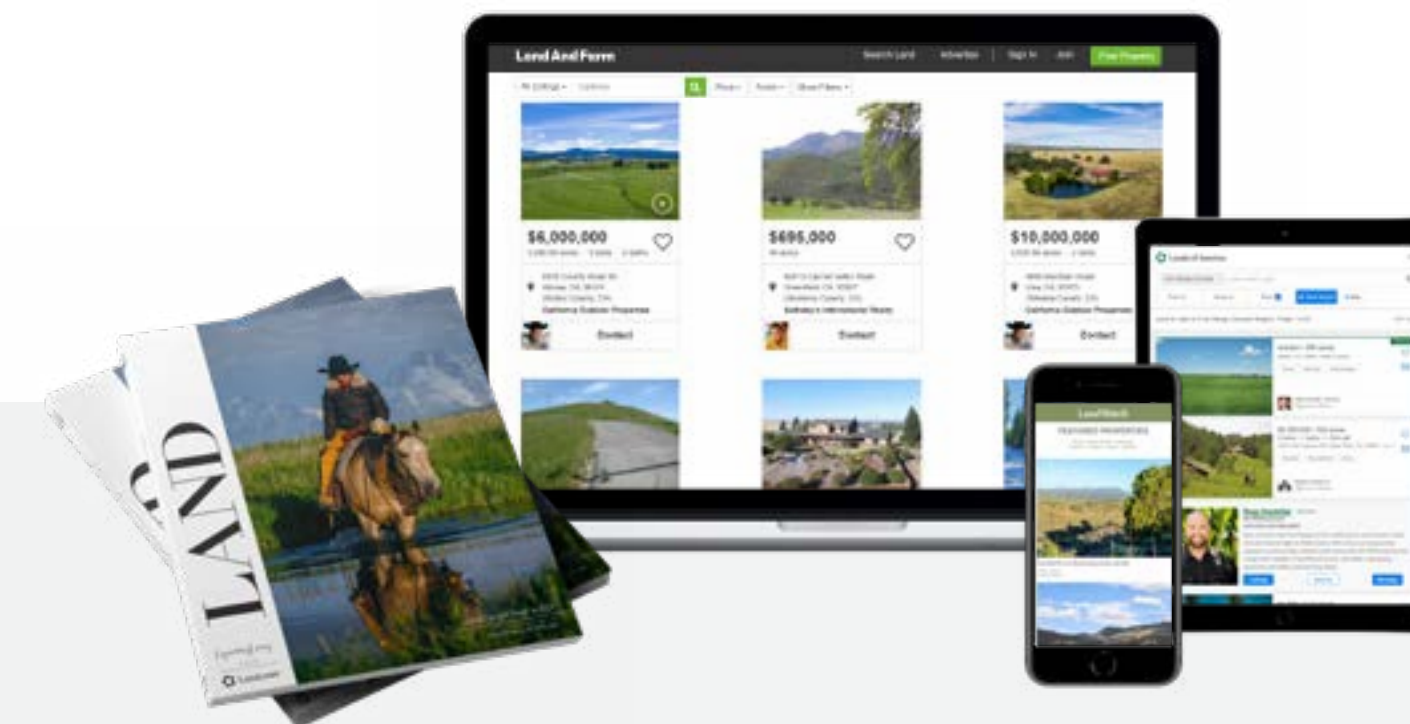
Get in front of buyers and customers in your select counties, states, and regions

Print Advertising in LAND Magazines

Reach high-end land buyers and owners through our LAND and Texas LAND Magazines

Email Marketing

Engage directly with 920K+ active subscribers



“ Obtaining listing leads was easy, finding buyers was not. The very same day that we began our subscription with the Land.com Network, it was as if a light switch came on and the leads started pouring in. Thank you Land.com Network for all you've done for our business. We look forward to partnering with you for many years to come!”

—Thomas Peacock, NC Real Estate Broker/Realtor,
Mossy Oak Properties Carolina Timber & Realty

“ I am very impressed with the amount and quality of buyer leads the Land.com Network has provided us on a consistent basis. Combine that with their top-notch customer service and it is a win-win business solution.”

—Ben Crosby, National Land Realty, LLC.



Lands of America™

Land And Farm

LandWatch™

LAND MAGAZINES

land.com/advertise

512.263.5600

support@land.com

CORPORATE NEWS BLOG



Extending Our Digital Workspace Remote Support Capabilities Through Strategic M&A

Support demands on today's IT teams have never been higher. Employees are utilizing more devices and business applications than ever before while employers increasingly rely on these tools for mission-critical tasks and processes. So, when a device or app goes down in the field, IT must react quickly and efficiently to reduce the impact on employee productivity and safety, as well as improve customer satisfaction.

Our VMware Workspace ONE platform helps IT manage and better secure any device - mobile, PCs, rugged and IoT - from a single solution. VMware is committed to supporting customers with a unified digital workspace platform approach to drive significant time and cost savings for IT, improve security, and provide the best employee experience. We continue to invest in internal innovation efforts to build out Workspace ONE's unified endpoint management (UEM) capabilities while also exploring opportunities to augment by acquiring technologies and talent where needed. This strategy has, and will continue to, help us deliver the industry's leading digital workspace platform.

In line with this strategy, we are pleased to announce today our intent to acquire AetherPal, a provider of remote support solutions that enable IT to remotely view, control, troubleshoot, and fix devices and applications in the field to improve productivity and efficiency, while reducing downtime.

Remote support capabilities are a high priority requirement for purpose-built and ruggedized devices that are used for specific jobs today - in warehouses, manufacturing facilities, retail settings, etc. When these devices have issues in the field, productivity is directly impacted. As more and more business-critical applications and work flows move to new form factors and locations outside the office, remote support technology will likewise become a high priority requirement for supporting employees across all businesses. For telco operators and device hardware manufacturers that support thousands or even millions of business customers and consumers, the need for remote support technologies is even more profound.

Upon close, AetherPal's modern approach to enabling remote support will add to the intelligence-driven Workspace ONE platform and its deep cross-platform UEM capabilities, reinforcing VMware's commitment to simplifying customers' digital workspace journeys.

We look forward to adding another significant capability to the VMware end-user computing platform upon closing of the acquisition of AetherPal. To learn more about the announced acquisition and how it supports our Digital Workspace strategy, read this blog post.

PRESS RELEASE

Billboard Mobile Entertainment Live Recognizes Mix Me In2 Taylor Swift in Best Music Engagement Category

(San Francisco, CA) Fried Green Apps has been chosen as a finalist at this year's Billboard Mobile Entertainment Live event in San Francisco, CA. In a remarkable year for mobile entertainment and music delivery functionality, Fried Green Apps' Mix Me In2 Taylor Swift gains recognition for the unique means by which users are able to interact with their favorite songs.

Eighteen finalists have been selected in six categories, to be judged on criteria not currently released. Billboard's event highlights the trends in mobile music delivery, creating product categories reflective of the versatility available in mobile applications.

At the heart of Fried Green Apps product is the patent-pending Mix Me In[®] (.mmi) audio format, a unique, stem-based technology that allows consumers to engage their favorite artists and music in a participatory role, customizing the sound and production in a fun and engaging way.

The compression technology developed at Fried Green Apps and employed in the Mix Me In[®] (.mmi) audio format reduces file size without causing a loss in quality, allowing for forms of interactivity previously not possible on mobile devices.

Mix Me In[®] (.mmi) has garnered support from artists and fans alike. Swift has called the app "awesome" and "unbelievable." More than 90% of game users said they would recommend to a friend.

"This is quite an honor, and I appreciate the recognition from Billboard. It's also consistent with the response we've received from the majority of the music industry. Mix Me In2 Taylor Swift represents a shift in music from passive media to one of limitless customization and interaction with the user." Bill Pike, CEO, Fried Green Apps.

About Fried Green Apps

Fried Green Apps has developed numerous widely adopted mobile apps, each driven by an ambition to create apps and games that bring a fresh outlook to their respective genres. Based in Atlanta, GA, Fried Green Apps began developing mobile and music compression applications in 2009 and has received numerous commendations from industry and fans alike.

Mix Me In[®] (.mmi) is a patent-pending new audio format that allows for revolutionary new applications of multi-track audio in networked and mobile environments.