

Ascension Licensee Program Opportunity

Benefits/Advantages of Ascension Licensing: An Ascension license holder recognizes an opportunity for their company to expand their product offerings, increase their revenues, grow their business and expand their market presence with minimal amount of capital investment when working in a symbiotic mutual relationship with an Alpha OEM licensee. Ascension companies are seeking to offer their own branded standing seam roofing system(s) to their customer base that is uniquely their own. However, the Ascension ownership may be limited on capital reserves to purchase both a BRS license along with the licensed panel profile required roll-forming mill(s). The Superior Seam Technology®-SST® license fee for one profile is \$ 185k and the additional profile fee when purchased together adds an additional \$ 92.5k which will total \$277k. The licensing fees have three pay-out options to assist in the purchasing of the profile technical data and know how to market/sell their brand-named profile. The licensing fee costs along with an expected minimum expense for a trapezoidal panel mill line may range from \$ 480k -\$650k and an additional \$ 185-250k for the addition of the panel Craft 216/218 profiles depending on final roll forming mill configuration and selected equipment options. The combination of these two capital expenditures may be too much of a financial stretch for many companies on the verge or at the point they need to be providing their own standing seam roofing products due to their growing market customer base. BRS has designed a way to assist these financially limited companies with an opportunity to take a multi-step approach to producing their own brand-named /marketed standing seam roofing system(s). Working with its' Alpha OEM licensee strategic partnerships, BRS has developed a market entry level opportunity for mid-size or smaller companies with limited capital expenditure monies to become a standing seam roofing system provider under their own brand name banner. The program is called the "Ascension program" which allows the interested company the ability to license their desired panel profile(s) utilizing one of the BRS three- option payment licensing plans WITHOUT having to simultaneously commit to purchase roll forming line(s) to produce the selected specifically branded standing seam panel system(s). The new Ascension license holder will receive the benefit of purchasing all their SST® roof system parts (clips, closures, rake/eave plates, etc.) at licensee costing directly from our clip/accessory strategic partners. Thereby allowing them to compete with anyone in their marketplace due to the cost savings associated with the reduction in material costs and the special Alpha OEM pricing schedules.

New Ascension licensees will have the ability to purchase their panels packaged with their own branding, paperwork and company name through an Alpha OEM license holder at a reduced competitive cost. The Alpha/Ascension symbiotic licensee relationships will have mutually agreed upon established reduced pricing by the Alpha OEM due to their status as a Superior Seam Technology®-SST® Strategic Partner. The Alpha OEM production facility will become the manufacturing division for the Ascension licensees while increasing both parties' influence

within the market. This arrangement will allow a new Ascension license holder's almost immediate access to the marketplace under their own brand name in lieu of waiting 9-15 months for their new purchased roll forming line to be built and coil inventories to be delivered. The new licensee would be required to figure panel freight from the manufacturing site to wherever the project location in their initial bid estimate. The Alpha OEM will stock their own white and galvalume coils to be sold at the reduced set panel price levels. However, the Alpha OEM will offer a "Toll Roll" service for non-stocked Ascension standard palette or specialty color material. This service is limited to smaller specialty or company specific colors from the Ascension coil stock. The specialty or proprietary color material will need to be slit to the proper production coil widths for the profile being produced. The coil material will be treated as if it was Alpha OEM owned and any issues that negatively affects the manufacture of the panels will be dealt with as they are encountered. All unused portions of the coil will be shipped back to the Ascension license holder to be returned to their inventories. The "Toll Roll" charge will be established by the Alpha OEM to cover costs of machine usage, wear/tear of equipment, packaging, loading, short-term storage and a small profit for this service option. Freight and/or shipping arrangements to be determined on an individual Alpha/Ascension licensee

Benefits of Ascension Licensing

- License purchase has three payment options beginning with a \$80k signing fee.
- The cost of roll forming equipment including coil inventories may be delayed until the new licensee has established themselves as a standing seam system provider to their customer area.
- The entrance into the market is almost immediate with the customer modification of the tech transfer data to reflect their company logo and product trade name. This can be done in as little as 90 days after license purchase sign up.
- No additional coil stock inventory if project roof systems sold are white or galvalume since Alpha OEM will stock those colors then sold at "grocery list" panels only price points.
- No monies tied up in additional inventories which frees up dollars for other more immediate or pressing expenses.
- No capital expended initially for a panel roll former and the decision to purchase or continue with the Alpha OEM manufacturing process may be extended indefinitely
- The decision to purchase a roll former will be one that can wait until market gets established or be totally elective when to enter the manufacturing arena.

- The overhead expenses associated with staffing, insurance, maintaining/ servicing roll forming equipment and increased coil inventories is averted due to the symbiotic relationship.
- No idle time for equipment not continually in use -no roll-former downtime.
- Facility expansion costs will be delayed or averted while using an Alpha OEM panel supplier.
- Reduced staffing costs and overhead for manufacturing capabilities assigned to the Alpha OEM provider.
- Cost savings for direct purchasing standing seam roofing parts at the licensee reduced price level from the BRS strategic partners per the Ascension licensing agreement.
- Access to BRS technical, sales, testing and developmental capabilities.
- The first-year listing in the digital architectural website specification site ARCAT is included in the license purchase. However, after one year the site requires a small listing/management fee which will be billed annually. Unfortunately, this is a third-party site which does not prorate on the month entering the listing under the branding vehicle name -Superior Seam Technology®™-SST®.
- Create revenue growth through new project opportunities previously closed due to high cost of standing seam roof system buyouts from other competing component manufacturers bidding on the same projects.