

FINANCE GROUP SOCIETYAWARDS

Q1 2023

DEALMAKERS
NEWSLETTER



INNOVATIVE PRODUCTION

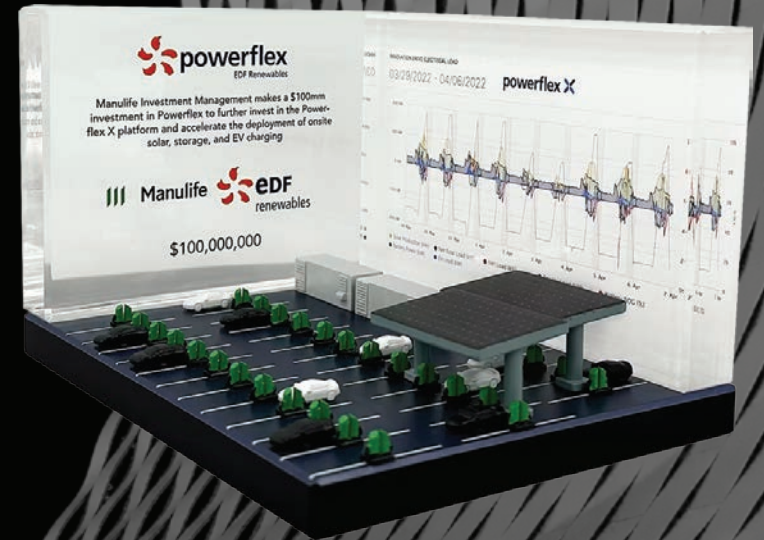
An essential component of our exceptional service is our purpose-built, US-based production facility, wholly owned by Society Awards. This facility allows us to execute client programs with absolute logistical accuracy. Just two years ago, it was expanded to more than double its original size and was converted to full solar power.

Our production facility supports all customization and personalization, quality control, inventorying and drop shipping. Its central location in the American Midwest allows us to drop ship nationally and internationally with optimal efficiency. This is particularly important to us, as the world's most impressive deal toys are only of value when paired with on-time delivery.

The expansion includes a lot more than an increase in square footage. The front of the building now features an outdoor community events pavilion designed by architect Joe Jattuso. Local charities will have access to the space for benefits free of charge. The local community has been incredibly supportive of Society Awards; this addition was a chance to give back in a meaningful way.



NEW IN DEAL TOYS



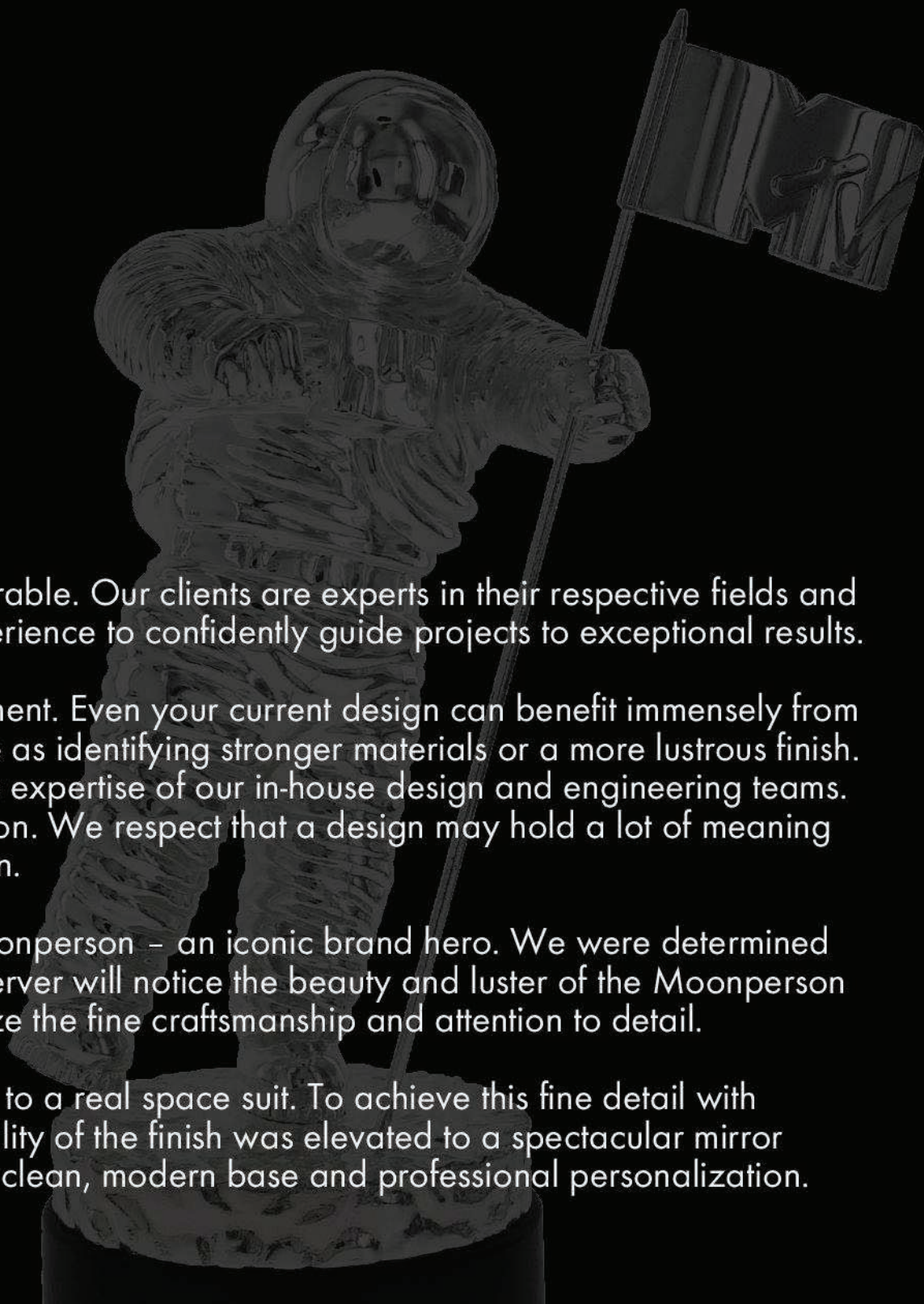
WE MAKE DESIGNS BETTER

At Society Awards, we make the process of designing your deal toy pleasurable. Our clients are experts in their respective fields and trust us as experts in ours. It's why our clients love us – we use our vast experience to confidently guide projects to exceptional results.

Our long-term Concierges instinctively recognize opportunities for improvement. Even your current design can benefit immensely from our state-of-the-art machinery and finishing techniques. This can be as simple as identifying stronger materials or a more lustrous finish. For completely new design projects, your Concierge has at his fingertips the expertise of our in-house design and engineering teams. Between these extremes, there are levels of design modification and evolution. We respect that a design may hold a lot of meaning and can become iconic – even within the population of a small organization.

A prominent example of design evolution is our work on the MTV VMA Moonperson – an iconic brand hero. We were determined to maintain the essential design and associated brand equity. A casual observer will notice the beauty and luster of the Moonperson even from a distance. If lucky enough to see one up close, you will recognize the fine craftsmanship and attention to detail.

Our work included refining the design and sharpening the details to be true to a real space suit. To achieve this fine detail with precision and accuracy, we utilized a high-end die-casting process. The quality of the finish was elevated to a spectacular mirror luster through intricate hand polishing. The new look was finished off with a clean, modern base and professional personalization.



NEW IN DEAL TOYS






NOT JUST ANOTHER DEAL TOY COMPANY

In addition to creating the highest quality deal toys in the financial services sector, Society Awards is responsible for manufacturing the most iconic awards in the entertainment business.

Pictured above are some of the prestigious awards we make. When you want to impress your client with top notch presentation and prestige, we are the only partner to consider. There is intrinsic value in a deal gift created by the brand known for creating works of art for the most famous business titans and movie stars.

Pictured above (left to right): AFTA Koons, David Yurman x ACM, AAFA American Image Awards, CFDA, MTV Fandom, VMA Moon Person, Movie & TV, DWTS Mirrorball, NATAS Emmy, Golden Globes, AMA, iHeartRadio, VH1 Hip Hop Honors, Billboard Music

BUYING A BARREL OF BOURBON

A black and white photograph of a person wearing a cap and safety glasses, looking into a wooden barrel. They are holding a flashlight. A label on the barrel reads "BUFFALO TRACE DISTILLERY" and "088208". Another barrel in the foreground has a label with "28", "LOT NO. 05", "BUFFALO TRACE DISTILLERY", "BT MASH #1", and "DSP-KY-112".

In preparation for our anniversary, CEO David Moritz traveled to the Buffalo Trace Distillery to sample a few rare barrels of bourbon whiskey.

True bourbon is defined by three simple factors: American heritage, majority corn-content mash, and charred new American Oak barrel aging. Yet within this wide-sweeping definition, the tiniest changes can yield diverse results. The unique mash bill, barrel location, and temperature fluctuations all produce very different characteristics. Most unknowable and most critical to sensational bourbon, however, is the barrel.

After a meticulous search, our CEO, along with spirits expert John McCarthy, and Master Distiller Harlen Wheatley unanimously selected the barrel we would bottle as our Anniversary Bourbon. After bottling, our barrel traveled to Mexico where it is aging a fine añejo tequila.

YOUR TOY PROVIDER OF CHOICE

Why is Society Awards the deal toy provider of choice?

We are one of only two vertically integrated deal toy firms—with manufacturing, sales, and design all under one roof—in the world. This, along with our flat organizational structure, makes our value proposition unmatched.

Our experienced team of professionals have over 25 years of combined experience in the financial tombstone space, making the entire process run smooth for you and your team.

We know what it takes to make a lasting impression with your colleagues and clients. In the end that is what it is all about.



For project inquiries or questions, reach us at (646) 290-7448 ext. 900
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