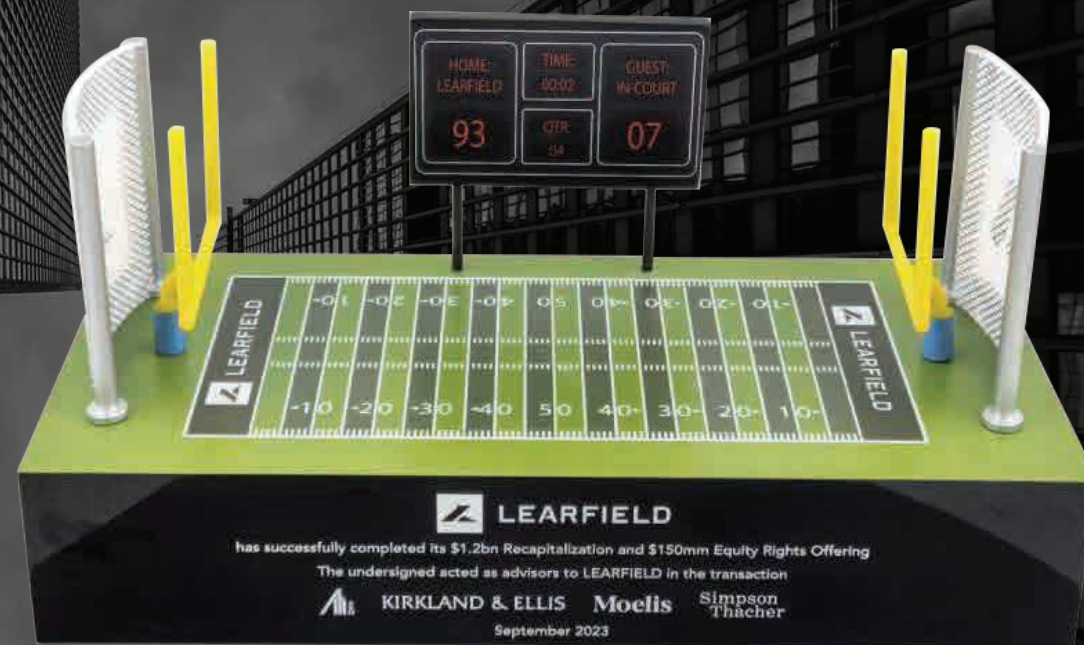


FINANCE GROUP SOCIETYAWARDS

Q2 2024

DEALMAKERS NEWSLETTER





Society Awards was named one of the fastest-growing companies in Inc. Magazine for the ninth time, a rare achievement that only 0.07% of companies can claim in the history of the Inc. 5000 list. "Being chosen for the Inc. 5000 list for the ninth time is an incredible honor," said David Mortitz, CEO of Society Awards "This recognition is a testament to our company's continued dedication to creating elevated luxury custom awards and trophies that represent a lifetime of achievement and success for talented artists and brands around the world."

Society Awards designs and crafts custom awards for a diverse client list that ranges from televised entertainment programs and large-scale digital media awards to financial services firms and esteemed law firms. The accomplishment is representative of Society Awards' unrivaled success and ability to consistently scale in an exceptional way, a recognition that very few have ever achieved. "Running a business has only gotten harder since the end of the pandemic," says Inc. editor-in-chief Scott Omelianuk. "To make the Inc. 5000-with the fast growth that requires-is truly an accomplishment. Inc. is thrilled to honor the companies that are building our future."

NEW IN DEAL TOYS



THE IMPORTANT RULES OF DESIGN

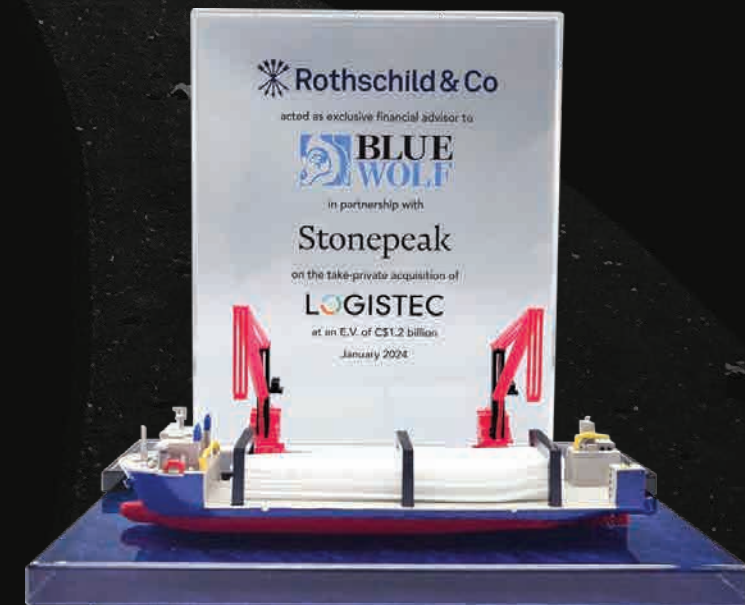
Effective deal toy design relies on a combination of key principles, including balance to create visual equilibrium, contrast to generate interest, and alignment to establish order. Proximity groups related elements together, while repetition ensures consistency and unity. A thoughtful color hierarchy draws attention and guides the viewer's eye, supported by intentional typography choices for clarity and communication. A clear focal point anchors the design, drawing attention to the most important element. By considering and skillfully applying these principles, designers can create visually appealing and effective deal toys that engage and communicate with their audience.



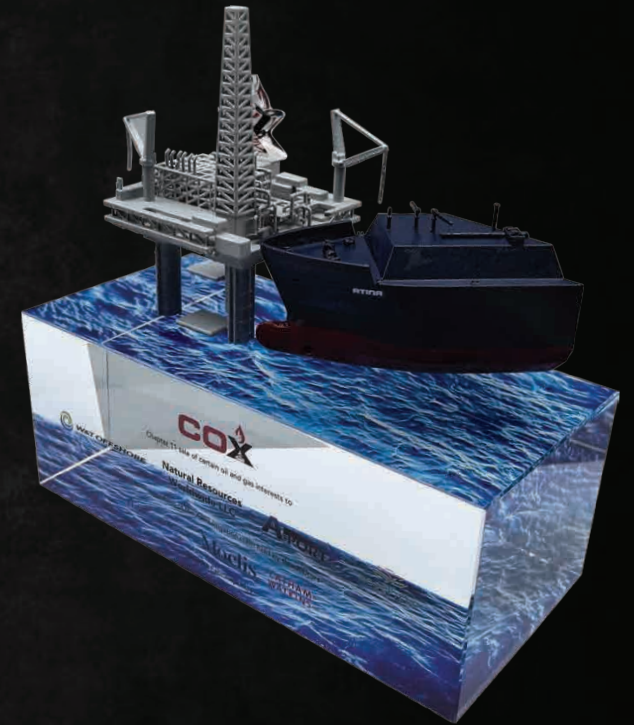
DEAL TOYS

Deal toys, also known as financial tombstones or deal gifts, play a significant role in the finance industry as symbolic commemorations of major transactions, such as mergers, acquisitions, and initial public offerings. These customized tokens, often made of crystal, metal, or wood, serve as tangible representations of a company's achievements, fostering a sense of pride and camaraderie among deal team members.

Deal toys also function as marketing tools, showcasing a firm's expertise and track record to clients and prospects. Furthermore, they provide a lasting reminder of a company's milestones, milestones that can motivate and inspire future generations of professionals. Deal toys have become an enduring tradition in the finance industry, encapsulating the spirit of collaboration, innovation, and success that drives business forward.



NEW IN DEAL TOYS



DEAL TOY INDEX

Investment banking revenues are experiencing a significant surge in 2024, marking a robust return to celebrating deal closures with traditional symbols of achievement like deal toys and financial tombstones. This resurgence underscores the heightened activity in mergers, acquisitions, and capital markets, fueled by pent-up buyer demand, improved financial markets and easing concerns about inflation.

As deal volumes and transaction sizes increase, firms are once again embracing the symbolic gesture of commemorating successful deals with these bespoke client gifts. Beyond their symbolic value, deal toys and financial tombstones serve as tangible reminders of collaboration, innovation, and the culmination of complex negotiations, reinforcing the prestige and competitive spirit within the investment banking industry.



YOUR DEAL 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 has 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 client. In the end that is what it is all about.



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