

Corporate Purpose

- Collectivemind provides integrated e-business professional services and solutions to top international advertising agencies and corporations in Latin America and the U.S. Hispanic market.
- Region-wide services include storefront solutions, non productive e-procurement (MRO), vertical portals, electronic security, e-business relationship management (CRM), enterprise portals, application public key infrastructure (PKI), electronic bill presentment and payment (EBPP), web based banking, cross platform integration of web-enabled applications, e-business vision development, architecturing services and business strategy.
- Collectivemind enables corporations to “extend the enterprise” to the Internet by providing technology, communication and consulting.

Company Description

- Full Latin American coverage including Argentina, Brazil, Mexico, Chile, Peru, Venezuela and Miami. Planned offices in Madrid over the next 6 months.
- J. Walter Thompson strategic alliance includes coverage of corporate multinational clients such as Ford, Nestle and Warner Lambert and support for off-line communication strategies.
- Meeting explosive demand for launch of internet ventures and established businesses seeking a “turn key” internet presence.
- Organized in three divisions: Development & Integration, e-Business Consulting and Interactive Communication.
- Employs approximately 250 people.

J. Walter Thompson (JWT) Relationship

- ✓ JWT is part of the WPP Group that has 246 offices, over 9,200 employees and is one of the world's top advertising agencies with sales of \$7.3 billion in 1997 and \$8 billion in 1998 and a market cap of \$10.4 billion.
- ✓ JWT has agreed to joint client coverage and to enter into a strategic alliance in Latin America and the US market in exchange for a 5% equity stake at CMI and a further 5% based on specific milestones related to revenues.
- ✓ CMI has an agreement with Mindshare Digital Network to share their customer base to provide joint services of digital media brokerage with creativity, strategy and development.

Blue Chip Client Base

Category: Automobile

Ford

Brand: Institutional (Argentina, Brasil, Chile)
Ford Focus (Argentina)

Mazda

Brand: Institutional (Argentina)

Volvo

Brand: Institutional (all region)

Category: Food

Nestlé

Brand: Institutional (Argentina, Brasil, Uruguay, Paraguay)
Sin Parar (Argentina, México)
Nescau (Brasil)
Nestlé Baby (Brasil)
Chocolates (Brasil)
Yopa (Brasil)
Negrita (Chile)

Warner Lambert.

Brand: Entrale (México)
Bubbaloo (Argentina)
Tostines (Brasil)

Blue Chip Client Base

Category: Technology

Indexes Search Engine

Altavista Argentina

Brand: Institutional (Argentina)

Páginas Doradas

Brand: Institutional (Argentina)

Telecommunications

CTI Móvil

Brand: Institutional (Argentina)

Movicom Bellsouth

Brand: Institutional (Argentina)

Blue Chip Client Base

Category: Insurance and Financial Institutions

Grupo Siembra

Brand: Siembra (Argentina)

Tiempo de Siembra (Argentina)

Diners Club International

Brand: Institucional (Argentina)

Banelco

Brand: Institucional (Argentina)

Pagomiscuentas.com (Argentina)

Ford Credit.

Brand: Institucional (Argentina)

Banco de Galicia

Brand: e-galicia.com (Argentina)

BNP PARIBAS Asset Management

Brand: Institucional (Argentina).

Joint Venture McKinsey & Company & Banco Mercantil de Venezuela.

Blue Chip Client Base

Category: Wholesale

Wal-Mart

Brand: Institucional (México)

Sam'' s Club (México)

Officenet

Brand: Institucional (Argentina)

Category: Health Government & Political Party

National Party: Alianza (Argentina)

Buenos Aires City Government (Argentina)

Category: Personal Care

SmithKline Beechan

Brand: Mimito (Argentina)

Kimberley Clark

Brand: Siempre Libre (Argentina)

Unilever

Brand: Closeup (Brasil)

Lux (Brasil)

Blue Chip Client Base

Category: Dot Coms

Brand:	minutricionista.com (Argentina)
	edunexo.com (Argentina)
	netenvios.com (Argentina, Brasil, Chile, México)
	despegar.com (Argentina)
	dearriba.com (Argentina)
	submarino.com (Argentina)
	micontacto.com (USA, Miami)
	eglobalproperties.com (USA, Miami)
	negociando.com (Chile)
	Estilingue (Brazil)

Marketplace:

Brand:	gastemenos.com.ar (Argentina)
	autopartes1.com.ar (Argentina)
	ecupharma.com.ar (Argentina)

Highlights

- CMI covers Latin America and the US Hispanic market for Internet services with over 250 employees in 7 countries.
- CMI's strategic alliance with J. Walter Thompson delivers premier regional client list and global communications reach.
- Only service company with an organically created regional network.
- Additional value is created with existing and future ownership in e-commerce ventures.
- Conservative projection of over \$25 million in revenues for 2001.
- "Internet Services" is an explosively growing market - \$13 billion in 1999 and \$54 billion in 2002.
- CMI expects to go public within the next 18 months.