

A black and white photograph of a typewriter. The focus is on the carriage and the top of the keyboard mechanism. The background is blurred, showing the rest of the typewriter and some light spots. The title 'The Phoenix' is written in a white, serif font in the upper right quadrant.

The Phoenix



Phoenix Holding Company LLC

The Phoenix is a globally integrated platform that serves as private merchant bankers with a focus on financial services, asset management, real estate and M&A for its own accounts and that of its investment partners.

The Phoenix Fintech capabilities provide solutions in managing liquidity as well assisting in the creation of innovative funding structures.

Our vision, investment ideology, and disciplined execution expertise allows us to act as project principals with capabilities beyond the boundaries of traditional debt and private equity markets.

Vertical Integration

The Phoenix provides a unique platform for comprehensive project planning, management, and execution in both domestic and international arenas and comprises Ma Niel UK Limited, Ma Niel Phoenix Limited and Bullfinch and Co. LLC

Ma Niel UK Limited has an international focus and is a fully integrated Infrastructure, Mixed-use Real Estate, Financial Structuring and M&A firm with extensive experience in large-scale institutional quality projects, operating effectively with financial advisory, transactional structuring and capital resources capabilities within the Private and Institutional Investment sectors.

Bullfinch & Co. LLC is domestically focused, also serving as a fully integrated Infrastructure, Mixed-use Real Estate, Financial Structuring and M&A firm, typically in large-scale institutional quality projects, operating effectively with boutique financial advisory, transactional structuring, and capital resources capabilities within the Private and Institutional Investment sectors.

Bullfinch Reserve LLC provides Institutional Asset Management and Fund Management with an exceptional track record in active asset repositioning, operational optimization, and value enhancement.

Bullfinch Technologies LLC is a firm that shall acquire and develop a specific crypto trade platform similar to Coinbase, combining traditional methods with the power and capabilities of the internet, social media and other channels across any device to transform our clients' relationships.

Texas Bahama Buddies, LLC is a wholly owned subsidiary of The Phoenix. It holds cash, cash equivalents and cash backed SBLC's utilized by The Phoenix in trade and special finance.



Specialized Investment Platforms

The Phoenix tailors the formation of investment platforms responding to specific project financing requirements.

The Investment Platforms are fully independent based upon the underlying asset class. The financially engineered product incorporates globally regulated solutions in the formation of synthetic or non synthetic trust offerings that capture underlying yield derivatives for a fixed tenure of income potential. The offerings capture derivatives on annuities and continue to derive for the tenure of the asset portfolio, thus allowing a risk adjusted, sustainable cash flow for distribution to our investors and partners.



INVESTMENT PLATFORMS



Infrastructure

The Phoenix infrastructure platforms assure well planned, well executed, technologically advanced project planning and development. Infrastructure, operational and asset management capabilities provide for enhanced performance of infrastructure investments.

Real Estate

Energy

Mining & Metals



An Integrated Financial Services Platform

The Phoenix Dynamic Processes

KNOWLEDGE

We benefit from diverse global resources in the execution of market focused analytics, project research, validation and development.

UNDERWRITING

We provide disciplined, institutional quality underwriting, isolating risk and validating the economic transactional fundamentals, while providing a value-based methodology maximizing returns to shareholders.

ECONOMICS

We track and control the bondability, issuance of securities for subscriptions, formation of dividend returns, integrated credit enhancement value, model stress testing, and transactional formation.

RISK

We provide risk transfer management, tax management, hedge risk management, repatriations and fund management, supported by ongoing active asset management protecting long-term value.

CLOSURE

We implement operational and management plans focused on underlying asset performance and sustainability, coupled with exit strategy management and value creation models.



Commercial & Retail Real Property

The Phoenix provides experienced market focused resources within the mixed-used commercial and retail real estate sectors, from resort and recreational to urban, city-center based developments.

The Phoenix strategically deployed commercial & experiential infrastructure capabilities drive enhanced user experience and financial performance, thereby protecting long-term values.

Project Development

The Phoenix has extensive experience in the development of mixed-use real estate and provides for the efficiencies, security, and risk mitigation that our investors, partners, and our clients' demand.

Our expertise ensures engagement of the very best professionals in the planning and execution of projects. From project envisioning and entitlements, through to full operational status, our focus is on build quality, process optimization and on-time/on-budget delivery.



The Phoenix Operations

Infrastructure Management and Operations

Family Office and Funds Management

Green Energy Solar and Wind Power

Merger and Acquisition

Entertainment Sports and Leisure

Legal and Accounting

Feasibility Evaluation and Analysis

Corporate Project Underwriting & Financing





The Phoenix' integrated platform delivers full project lifecycle capabilities

The Phoenix' Global Competitive Advantage

The global reach and unique expertise of The Phoenix' capabilities are enhanced by a privileged network of professionals, investors, and financial partners. Together, these strategic global partnerships deliver market solutions with successful results.

1 Depth of Experience

We have delivered projects worldwide, covering urban, resort, mixed-use, hospitality, green energy, and transportation sectors and are committed to continuing to create and build value on behalf of our clients and partners. Our distinct ability to add value to a project lies in our integrated platform, delivering highly trained professionals in conjunction with proven process optimization maximizing ownership returns. The Phoenix' network allows us to deploy the best professional team members to the right places.

2 Bold Thinking

We continually invest in R&D and are leaders in identifying and implementing best practices and techniques that have become the standard in the business of global market intelligence, strategic planning, and project execution. We strive to find more efficient, cost effective ways to innovate by utilizing the latest technologies and solutions that deliver higher returns.. The Phoenix' diverse expertise with leading global brands and experiential infrastructure offer exceptional results for our clients and partners.

3 Organizational Strength

Our integrated platform brings broad based expertise across the entire spectrum of project development. This includes planning, underwriting, marketing, sales, operations, project financing, and ongoing asset management. This breath of experience enables us to develop comprehensive and cross-functional solutions focused on project-specific needs for our investors, partners, and clients.

4 Trusted Partnerships



5 Disciplined Process

From envisioning, planning, and executing through to full implementation and operational status, The Phoenix offers disciplined process management and best practice utilization in conjunction with strategic execution capabilities. Our best-in-class value engineering expertise optimizes project value on a step by step basis throughout a project's evolution.



Global Transactional Expertise

The Phoenix transactional teams have extensive experience in structuring and closing complex acquisitions, joint ventures, mergers and dispositions. The Phoenix provides for sophisticated financial engineering from Sovereign and Government sponsored infrastructure projects, to Institutional real estate portfolios, our granular approach to deal structuring ensures risk adjusted financial objectives are achieved.

We are a value driven organization focusing on opportunities that offer above market returns when coupled with our extensive capabilities in transforming, developing, operating and asset managing real estate. Our financial services platform provides for capital markets solutions through efficient structuring based upon strong economic fundamentals.

We seek to unlock hidden value, thereby enhancing returns to our owners, investors, and partners.

A black and white photograph showing a close-up of a person's hand holding a white cane. The person is wearing a dark suit jacket and a dark leather bag. A name tag is attached to the bag, featuring a logo and the number 164722. The background is blurred, suggesting an indoor setting with a window or light source.

Executive Team

Jim Pomeroy

Chairman
Managing Director
The Phoenix



James Pomeroy (Jim) serves as Chairman and Managing Director of the global Phoenix Family of Companies. Jim is responsible for all aspects of the firm and its affiliated companies strategic focus, performance and delivery across all markets and investment sectors. He has served on various global and domestic corporate boards.

Jim is a highly accomplished thought leader in the international capital markets sector and an innovative financial engineer with 30+ years experience supporting private equity and hedge fund clients. As a young man, Jim met his mentor, Archie Albright of Drexel Burnham, who hired Jim as his personal assistant after a conversation on an airplane. Jim's diverse international background in finance and banking began with a focus on commodities, energy, precious metals, and real estate markets.

Jim has spent extensive time engineering, structuring, and arranging finance for growth and development stage companies in emerging and established global markets. More recently, he co-founded the Argo Group, an international private merchant banking organization. He was responsible for the entire capital market structure, sector financing plans, strategies, and organizing \$2billion USD in assets during that time frame.

The breadth of his reach spans from the United Kingdom, the Americas, and Europe with expansion to South Africa and the Pacific Rim.

His early success was built upon a foundational approach: Design, Deliver, Embed, serves him to this day. He is published and a well-received motivational speaker.

Among his advanced degrees in finance from the University of Maine, Jim was awarded an Honorary Doctorate of Divinity from Palm Beach Theological College. Learning the lesson early in his career that education is the only thing that can never be taken from you.

Mr. Pomeroy used his extensive background in sports education to create "Velocity Sports and Education", a non-profit education teaching group focused on helping kids in the Americas to combine the benefits of a healthy lifestyle with a focus on education in all forms. The empowerment of women and children continues to be a core value of Mr. Pomeroy's philanthropic endeavors.



Paul White

Special Advisor to the Chairman
The Phoenix

Paul is a 1970 graduate of Lehigh University with a BSEE. During his professional career, Paul was employed at Westinghouse Defense and Electronic Systems Center in Baltimore, MD from 1969 until 1974, involved in the development of high-power microwave systems for use in airborne radar applications.

In 1974, Paul joined the Hewlett Packard Company as an Instrument Field Sales Engineer until 1980. While at HP, Paul also developed and taught several courses at the Johns Hopkins University Applied Physics Labs, including “Microwave Integrated Circuit Design” and “Microwave Measurements”.

In 1980, Paul became a partner in Applied Engineering Consultants, a manufacturer’s representative firm. In this capacity, Paul provided sales and applications support for a variety of microwave suppliers to the major defense contractors in the Baltimore/Washington marketplace.

In 1987, Paul left Applied Engineering to found Chesapeake Microwave Technologies, Inc., a manufacturer of active microwave components and subsystems. During his 13 years at Chesapeake, the company grew from a small engineering “job shop” to a significant provider of microwave power amplifiers for both defense and commercial wireless customers. It was sold to Andrew Corporation, a Fortune 500 company, in 1999.

After the sale of Chesapeake to Andrew Corporation, Paul served as Andrew’s Chief Technologist for active products, as well as the Director of Engineering. Paul was a Co-founder of IDSI after leaving Andrew Corp in 2002. Over the next 5 years, IDSI grew from 2 employees to 170 with annual revenues of almost \$100M. IDSI was sold to General Dynamics C4Systems Division in 2008.

Paul retired from GD at the end of 2008, moving to Florida in 2009. He continues to sit on 4 corporate boards as well as several non-profit boards. He continues to be active as a leader and mentor at The Bridge Church in Bradenton, FL.

José Luis Gonzalez

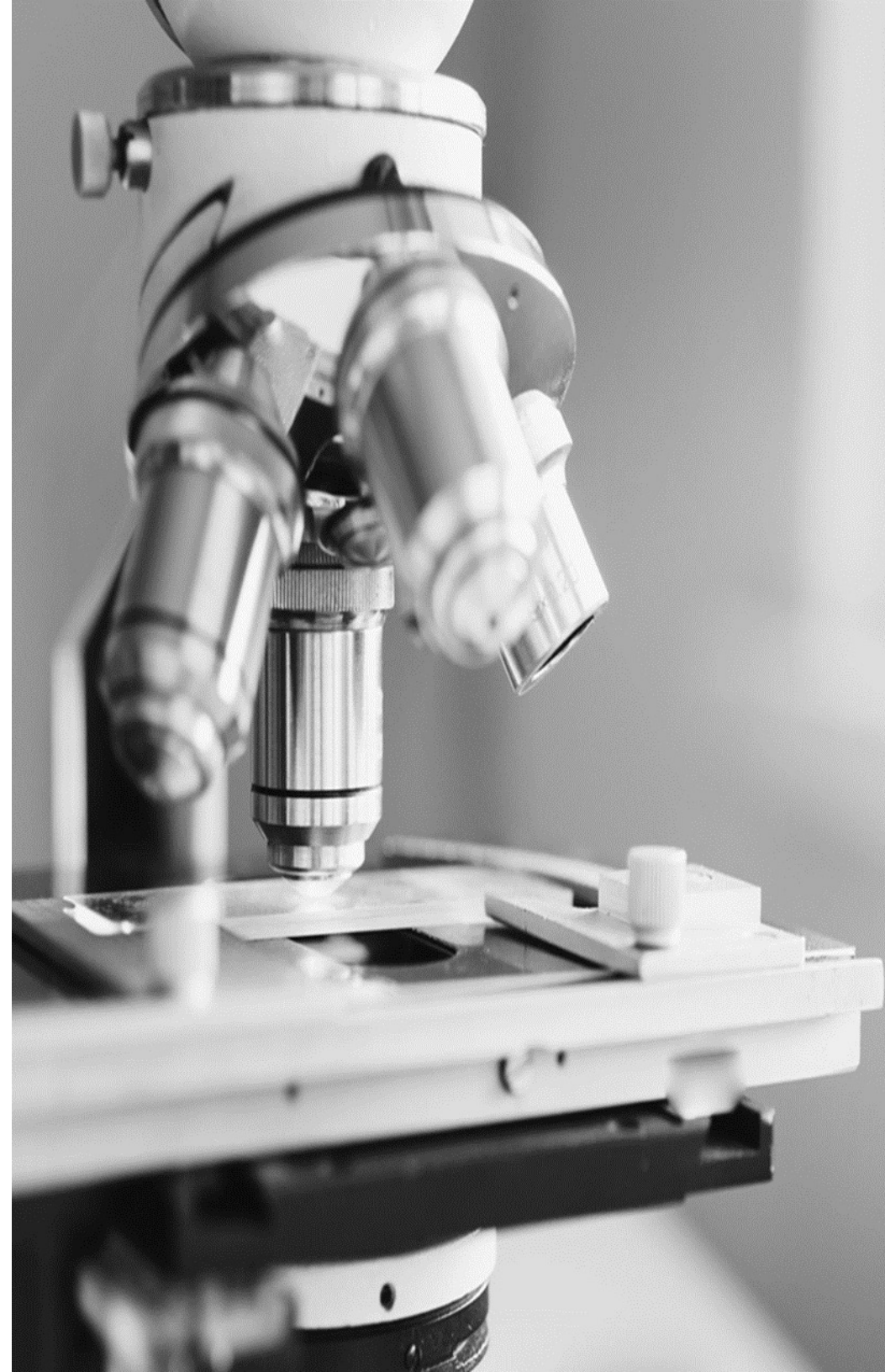
Director
The Phoenix
Ma Niel Phoenix Ltd.

Jose Luis Gonzalez is the co-founder of Ma Niel Phoenix Ltd. Mr. Gonzalez also sits on the board of Ma Niel UK and holds the position of Vice President of Ma Niel Group Mexico, Ma Niel Group SA, and Ma Niel UK Limited. Mr. Gonzalez is an accomplished business leader with extensive experience in international finance and business development.

Mr. Gonzalez is an Engineer with market leading experience in advanced Plasma and Gasification Technologies. He is President and founder of Recovered Energy Inc., Mexico. He has overall responsibility for strategic management of the company including the development of next generation engineering solutions. Mr. Gonzalez has held senior positions with Spear Williams and Tecnologías Minotauro Inc.

José Luis acted as Director General of the California Organization of Police and Sheriffs (1985-1990) & the National Police and Crime Line Organization (1990-2000), as well as Director y Productor, Co-fundador del programa Anti-crimen a nivel Nacional conocido como “We-Tip”.

Mr. Gonzalez is well known for his generous commitments to public/government sponsored social initiatives and non-profit endeavors in Mexico and the United States. His focus has been developing and implementing long-term solutions in social, educational, and economic redevelopment.



Mesrop Nerkararian

Managing Director
Swiss Providential Trust AG

Mr. Nerkararian has over 20 years of global experience in creating growth with new business models, innovative technology, and disruptive go-to-market approaches.

His focus has been related to the purchase and sale of energy and other commodities, the creation of financial structures for investment platforms related to international industrial and commercial commodities, and strategic planning for the creation of international investment vehicles.

He has served as Chief Executive Officer at Nerkararian Capital in Buenos Aires working with C-suite executives to invent, launch, and scale business models that leverage and reinforce their company's core capabilities and create new revenue streams.

Mesrop was also the founder of Adam Capital Ltd. an energy advisory and brokerage firm operating in Hong Kong and Bangkok. Prior to that, Mesrop founded Able Meatz Pty Ltd, a licensed Australian meat exporter.

He has been featured in numerous publications as one of the topmost influential and notable professionals in the energy and finance industries.

Mesrop holds a Master of Business Administration from Moscow State University of International Relations and a PhD in Economics at University of Queensland, Australia.





Madabushi Gosakan

Managing Director
Swiss Providential Trust AG

Mr. Gosakan is a results focused finance professional with diverse background supporting complex organizations, with a proven track record of establishing and executing process and control improvements, managing strategic projects, thus delivering results.

Madabushi started his career working for Emmar, a family-owned capital assets company, that developed turnkey solutions primarily for the railway, defense, power, and steel markets in India, Asia, and Africa.

After becoming the company's leader, he re-structured Emmar into a family office, successfully creating a globally integrated company that has the capacity to invest, underwrite, and manage the company's positions.

The Emmar Family Offices provide consolidated management in focused on specialized investing in the global infrastructure markets.

Mr. Gosakan has since successfully created a globally integrated corporation that has the capacities to invest, underwrite, and manage its underlying positions by orchestrating the integration of a highly skilled group of technologists and underwriters all positioned within the latest acquisition, a Swiss trust company established in 1931, providing fully structured, regulated investment, and management modules that are all in- house.



Alain LeMieux

Managing Director

Demeter Management and Commercialization Inc

Intuitive and tenacious, rewarded for his proven consistent ability to complete results-oriented, complex negotiations and transactions. Over the past 40 years, Alain has acquired extensive experience in a broad range of private and public, government and intergovernmental corporate transactions, start-up projects, infrastructure, financings, mergers, and acquisitions, including the development and implementation of bilateral government transactions internationally.

Alain now provides consulting services in business development, corporate structures, and integrations for several international corporations, governments, and start-ups, mainly aiming at Green Energy, Innovation technologies, Carbon Credits, Branding, and Marketing sectors.

In 2019, he also became an active partner in a boutique engineering firm, Groupe S Fortier Inc., which participates in the development, coordination, and execution of a multitude of projects for different industries in the environment, water and wastewater management, and treatment, information technology, agri-food, and 3D printing. Its clients include recognized firms such as Tetra Tech QI Inc., Domtar Inc., and Waste Management Inc.

In April 2022, after several months of working closely with James Pomeroy, Group Chairman of The Phoenix, Alain finalized the transfer of its Montreal-based Canadian corporation, Demeter Management and Commercialization Inc., which has an extensive relationship with Scotiabank, to Phoenix and retained 10% ownership through its co-owned corporation Steadfast Industries Inc.



Michael Ducas

Chief Financial Officer
The Phoenix

Michael Ducas is the Chief Financial Officer, managing the financial planning, control, and compliance of The Phoenix global family of companies.

Michael is a Certified Public Accountant and an accomplished finance and tax executive with multinational corporation experience. Most recently, Mr. Ducas served as the CFO of HDIMAX, INC, a digital publishing and broadcast company, maintaining the finance and accounting areas to best-in-class standards and was a business partner to the CEO and the executive team.

Prior to that, Michael held the title of Treasurer and was a member of the Board of Directors for Sanofi Pasteur Inc., a \$60billion worldwide pharmaceutical company where he served in several lead financial and tax positions including Director of North American Tax reporting to U.S. CFO and VP of Tax Worldwide for the global vaccine division of Sanofi S.A. He also served as the CFO in a joint venture between Sanofi S.A. and Merck and Co.

Michael also worked as the Vice President of Tax and Chief Tax Officer in North America for Havas Advertising, a \$6billion worldwide advertising company with operations in 82 countries, later serving as Chief Financial Officer and Vice President of Tax for Rant Network, Inc.

Michael graduated from The Pennsylvania State University with a Bachelor of Science in Accounting, and from Marywood University with an MBA in Finance

Craig Talley

Chief Operating Officer
The Phoenix

Craig Talley is an operational expert with a diverse portfolio of both start-up and established industry clients. His proven organizational leadership ensures processes are expertly resourced and managed, and that opportunities for improvement are determined, acted upon, and implemented for The Phoenix family of companies. With 30+ years of business development experience, Craig specializes in quality assurance, revenue generation, strategic marketing and planning, and increasing shareholder value.

Mr. Talley has held senior management roles that include Alcyone, Inc., GoBig Network, Possitivity, Verify, Inc., United Technologies, Honeywell, and Blue Shield.

He and his teams have been recognized as “World Class Suppliers” by Boeing, Lockheed Martin, Northrop Grumman, Thiokol, Rolls Royce, BF Goodrich, McDonnell Douglas, and received the Six-Sigma Award from Motorola.

As a graduate of The Ohio State University, Craig received two Bachelor of Science in Business Administration degrees, the first in Operations Research, with a minor of Industrial Engineering and the second in Economics, with a minor in Business Law.

The Institute of Industrial Engineers awarded Craig “Best Project Performed by an Industrial Engineer” for a work measurement project assessing white-collar productivity. Also, he led a service company to become ISO9001 certified, establishing the design component within a service company, which previously was only awarded an ISO9002 distinction for the industry.



Ken DeVellis

Chief Development Officer
The Phoenix

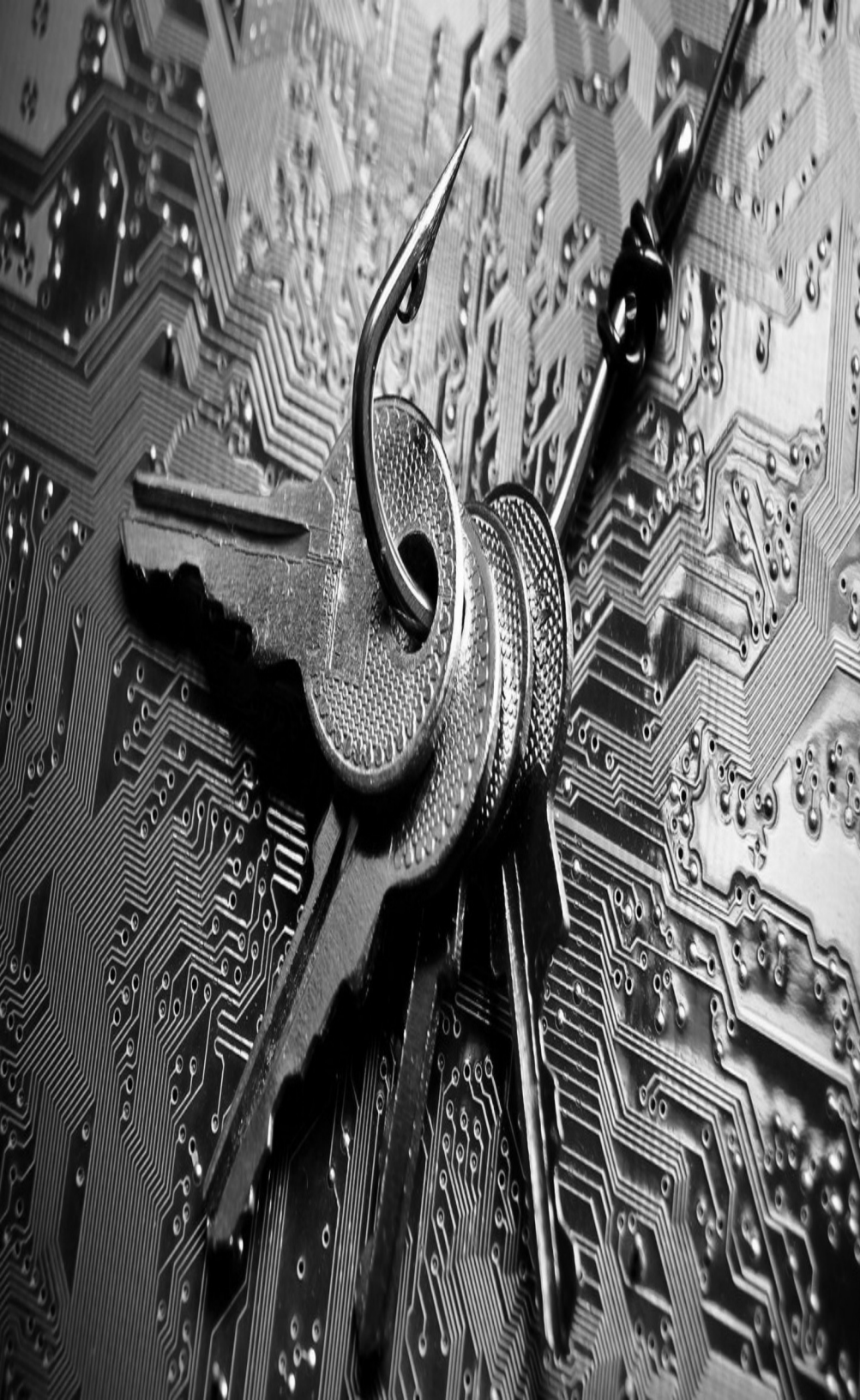
Ken DeVellis is the Chief Development Officer and Senior Analyst for The Phoenix family of companies and oversees the identification, evaluation, financial modeling, proforma analysis and sequential economic development of our internal subsidiary divisions including the assessment, vetting and valuation of any business ventures as well as acquisition opportunities, providing prescriptive project analysis and capital structuring for business development projects with proven results.

Ken brings over forty years of business finance and real estate development experience focused on the creation of financial models utilizing proprietary predictive analytics and structuring applied to the underwriting of debt and equity transactions involved in the formation of businesses, the development of mining resources as assets, and the construction of projects in the residential, hospitality and senior living industries.

He founded financial transaction processing companies to serve as third-party origination, structuring, and underwriting entities for private and institutional commercial lenders, including the provision of advisory and consultative services to mid-market developers, sponsors, and operators of commercial real estate development projects.

Mr. DeVellis graduated from Worcester State University on the Dean's List with a double major in Economics/Finance and Business Administration in addition to minors in Geography/Geology, Psychology and Sociology.





Aleksander Pomeroy

Data and Cyber Security Director
The Phoenix

Alek is an information security expert focused on our Cyber Security efforts to directly protect the Company. He has strong experience in providing strategic level leadership in, highly available technology solutions, with a specialization in compliance systems, processes, and policies that drive improvements to business performance.

Aleks' professional history includes leading technical training programs for military personnel, with expertise in deploying business and technology resources according to operational requirements and compliance standards. Organizes and supports IT teams to ensure excellent user support and quality customer experiences. Knowledgeable in enterprise IT infrastructures and support processes, with a technical focus on cybersecurity and information assurance. Currently seeking professional roles as an Information Security Officer.

Certified Ethical Hacker (CEH) - EC COUNCIL

Lean Six Sigma Black Belt

NSE 4 & 7 – Fortinet

Security + Certification - COMPTIA

CYBERSECURITY EXPERTISE: Vulnerability Scanning, Penetration Testing, Office 365, Exchange, Transport rules, DLP, Business Continuity and disaster Planning, EDR, NDR, XDR, SOC, NIST 800-53, 800-171, HITRUST, HIPAA, PCI-DSS, SOC 2, Encryption, Azure, Azure AD, Physical Security and implementations, Firewall Security configurations, route, and policy review, Data Security, Network Security, AWS.



Ramiro Sanchez

Chief Trade Desk

The Phoenix

Ramiro has an extensive background in international markets with a focus on creating innovative solutions to complex regulatory, environmental, and cultural barriers. Ramiro utilized his expertise in identifying cross-border trade opportunities and linking those opportunities with raw material deficiencies creating solutions to expand the market presence of Sears World Trade, where he created solutions for the trans-boundary movement of commodities and their by-products.

Mr. Sanchez utilized his relationships in Latin America to coordinate credit facilities designed to assist the private local market iron ore mines to finance the highly capital-intensive mining and transport process facilitating the sale of direct shipping ore to the Chinese markets at below market costs during a period of rapidly increasing prices in the seaborne markets.

Ramiro's innovative structures and unique relationships brought him the significant attention of hedge funds and private equity firms, and over the past five years he has served in executive and board member positions for a number private companies with a focus on commodities, energy, and real estate markets in the United States, Europe, and the Middle East. With Mr. Sanchez overseeing the trade desk, Ma Niel Phoenix is assured of continued growth and expansion into new markets.

Mr. Sanchez is a graduate of the University of Miami holding degrees in International Finance and Marketing. He also holds multiple licenses for insurance and financial services.

Ramiro is fluent in English and Spanish and is passionate about international cultures.

Robert Weber

Sales and Distribution Manager
The Phoenix

Robert Weber manages the sales and distribution of selected products manufactured and produced by the Phoenix family of companies and subsidiaries, coordinating sales distribution, establishing sales territories, quotas and goals, in addition to training sales representatives with specialized programs based on an analysis of the collection of sales statistics, determinations of market potential, and variable inventory requirements gathered by monitoring the preferences of our customers.

Bob has established himself in a number of different industries with over sixteen years experience in the sales and distribution of an array of commercial and residential products ranging from mining concerns to marine goods and services.

Bob has successfully expanded the regional and Statewide product sales for major companies operating in the southeast United States by evaluating the market growth capabilities of specific targeted areas and subsequently creating, implementing and executing a distribution and sales model with the application of a highly trained sales force specializing in each particular product.

Mr. Weber's primary role includes management of the logistics involved in the storage, distribution and sales of the specialized products generated by our Metals and Mining Subsidiary, ensuring the successful transportation, stock control, warehousing and monitoring of the flow of internally and externally delivered goods.





The Phoenix

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