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This deck describes a proposed structure that is still being designed and has not been finalised by counsel. Structure, terms, figures, and timelines will change. Where this deck and advisors.silversmallbusiness.com differ, the website reflects the latest thinking.

This is not an offer to sell, or a solicitation of an offer to buy, any security. Any investment will be made only through signed agreements, which govern over anything in this deck.

Growth figures are targets and forward-looking statements, not guarantees. Nothing here is legal, tax, or investment advice; speak to your own advisors before making any decision.

The appendix on legal structure and tax is not included in this copy.

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Silver Lining

SILVER LINING'S PURPOSE TRUST

A Patient Raise For Collective Return

We are changing the global economy, one small business at a time — and inviting aligned capital to own that future alongside the people who build it.

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Silver Lining LTD · Confidential — for prospective investors

A $25M patient raise into a community-held Purpose Trust

Proposed structure — v3, locked for review with Carissa Reiniger, 22 September 2026.

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WHY WE EXIST

Business Is The Most Powerful Tool For Justice

We are on a mission to change the global economy, one small business at a time — not to raise money, steroid our growth, and make investors rich. We are proving you can build a business that is profitable, sustainable, and a powerful tool for justice.

THE SIX GROUNDING PRINCIPLES OF BUSINESS FOR JUSTICE — NOT UP FOR DEBATE

- Small Business First
- Accessible To All
- Global Fair Pay
- 10-to-1 Max Pay Ratio
- Success Back To The Team
- Proudly For Profit

These six become the Trust's stated purpose — the thing Silver Lining is legally bound to pursue forever. The pay ratio moves into an operating policy the Trust controls, because a number written into a deed needs a court to change.

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THE PROBLEM WE EXIST TO SOLVE

400 Million Owners Drive The Economy, And The System Fails Them

Micro and small business owners create the jobs, the innovation, and the community. Yet the way the world tries to help them has barely changed in decades.

THE OLD MODEL IS BROKEN

- Over 400 million micro and small business owners drive the global economy
- Their failure rate has stayed well over 90% for decades
- Training and advisory give information, but no support to take lasting action
- Capital products stay out of reach, and owners are treated like charity cases

WHAT OWNERS ACTUALLY NEED

- A plan built for profitability and sustainability, not vanity scale
- Behavior-change support that turns knowing into doing
- Capital they qualify for based on their behavior, not their collateral
- To be met as capable people who thrive with structure and access

Traditional models give information without action, and capital without access. silv=r™ was built to close both gaps at once.

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SILVER LINING TODAY

21 Years In, And Just Getting Started

An established global brand and the leading small business growth platform — built on revenue, profitable, with no outside investors and no debt.

17,000+
small business owners (Silvers) served on the platform

80+
countries, on every continent except Antarctica

7,000
jobs created by Silvers in the last 12 months

+27%
average revenue increase for Silvers in year one

The silv=r™ Ecosystem

silv=rAI™, silv=r™ Capital, Silver5X, and the SLAP™ methodology — one platform for planning, capital, and growth.

small.

small.news, buy.small, and small.books — a small-business-first media platform: no gate-keeping, no pay-to-play.

Global Majority

98% of Silvers are women and people of color; 93% report higher confidence, 76% provide better for their family.

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WHAT MAKES silv=r™ DIFFERENT

Not More Information, Lasting Behavior Change

Tech-Enabled

A proprietary platform built in-house on a modern stack to deliver customized support at scale.

Data-Driven

400+ live data points per owner, with 150+ algorithms activating tech and human interventions.

Behavior-Change Science

The same science behind lasting habit change — we drive outcomes, not just activity counts.

Deeply Human

silv=r™ Experts, available 24/7; 93% of intervention call time is started by us, not the owner.

Built By Business Owners

100% of features ship from real small business owner feedback, requests, and needs.

Accessible For All

Right-sized pricing and multiple languages — no owner is turned away from the support they need.

Three revenue streams: owner subscriptions on right-sized pricing, partner fees and per-owner subsidies from financial institutions and economic development agencies, and corporate-sponsored programs. A quadruple-win model — owners win, partners win, we win, the economy wins.

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SILVER LINING BY DECEMBER 2028

Where This Raise Takes Us

20,000 Paying Customers
Deeper presence across North America, LATAM, the Caribbean, MENA, and Africa

$2.3M MRR — $27.6M ARR
Sustainable, recurring, subscription-led revenue

silv=r™ With Agentic silv=rAI™
AI that doesn't just recommend actions, it takes them for owners

silv=r™ Capital At $5M AUM
Expanded to a credit card / termless credit vehicle

Silver5X Phase 3 Fully Activated
Supporting 5,000 owners impacted by global conflict and climate

500 Partnerships
Financial institutions, economic development agencies, and franchises

small. As A Leading Voice
Growing reach across small.news, buy.small, and small.books

The Purpose Locked Above The Business, Forever
A constitution the company cannot amend, and a waterfall that shares the returns with investors, the team, and Silvers.

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SILVER LINING'S PURPOSE TRUST

A Constitution Above The Business, Not A New Company

This is not a raise toward an exit. It is a raise toward permanence. Nothing gets reorganised: the values live in a constitution the company cannot amend, the money moves through a waterfall, and participation is a set of contracts.

Now

A profitable, self-funded company with no outside investors and no debt, owned by one person.

The Constitution

The six grounding principles and the policies that protect them sit above the board. One veto share, held by an independent Purpose Guardian that nobody inside the company can remove, blocks any sale or change of purpose. A Purpose Council of investors, team, and Silvers, equal voices, sets the policies beneath it.

The Waterfall

Each year, after reserves and debt service, free cash flow is shared across investors, the team, and Silvers in a fixed order and on a fixed split.

Investors

Aligned capital that funds the future and holds real shares in the return

Team

The people who build Silver Lining hold participation shares in it, one formula worldwide: a vote while they are here, and economics that last

Silvers

The owners we serve become members, and share in the profit they help create — paid in cash against the subscription they keep paying

An **Annual Success Share** pays the collective every year, in perpetuity. Everything here is built inside the existing company. The only thing outside it is the Guardian that holds the one veto share, and it holds nothing else.

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PURPOSE TRUST STRUCTURE

Governed By Values, Designed By Community

Values, In The Constitution

The six grounding principles of Business For Justice are written into the company's charter and a constitution that no board, no CEO, and no future owner can amend. They are designed by the community, not by one person, and they come before returns.

Three Voices, One Guardian

One veto share over the purpose, any sale, and the waterfall order sits with an independent **Purpose Guardian**: a veto-share service provider or a one-share perpetual trust, bound by its own constitution to use the veto and removable by nobody inside the company. A **Purpose Council** of investors, active team, and Silvers in good standing, equal voices whatever their share of the money, sets the operating policies and instructs the Guardian. The **company board** runs the business; investors hold board seats and lenders hold consent rights, as anywhere.

Operating Policies

The purpose is fixed; the operating model stays free to evolve. Policies such as the reserves rule are principles with flexibility — a recession may call for six months' cash rather than three. The Purpose Council can change a policy; nobody can redefine the purpose.

The Waterfall

Free cash flow is distributed in a fixed order: reserves, debt service, then the Annual Success Share on a fixed split — **two-thirds investors, one-sixth team, one-sixth Silvers**. An investor who waives their return passes it to the collective third, never to the other investors. Neither collective share can be reduced without that group's own consent.

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WHAT WE NEED TO GET THERE

A $25M Raise, Allocated With Intent

WHERE THE CAPITAL GOES

$7M	**Silver5X** Phase 3 — support 5,000 owners facing conflict and climate	INTO THE BUSINESS
$4M	**silv=r™ Capital** Launch and prove silv=r™ Credit	INTO THE BUSINESS
$2M	**AI & Company Growth** Leverage AI to dramatically improve the product	INTO THE BUSINESS
$7M	**Carissa Reiniger** A first liquidity event after 21 years building for the collective (targeting $5M post-tax). The last money out	BUYS SHARES · LAST
$5M	**Team** Participation shares for the people who built Silver Lining, earned over time. Grant and donor capital funds this pool	FUNDS THE TEAM POOL

TOTAL RAISE

$25M

To hit 20,000 customers, prove silv=r™ Credit, support 5,000 owners in crisis, and lock the purpose above the business.

$13M builds the business
$12M buys 21 years of work
—
A patient raise, for a collective return.

Three sources, one narrative. Grant and donor capital funds the team and Silver participation structures, never the founder buyout. Friendly equity funds growth first. The founder buyout is the last money out, sized to what the business's own performance can finance. We would rather you read that here than find it later.

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INVESTMENT TERMS

Early Capital, Better Entry

You invest directly in Silver Lining, in a class of shares that carries the returns. The purpose, and any sale, sit behind a veto share held by an independent Guardian; you, the team, and Silvers set policy beneath it with equal voices. Accredited investors only, typically $25,000 to $100,000; a small community sliver runs through a regulated crowdfunding platform.

ROUND	Round 1 · friendly capital	Round 2	Round 3	Round 4
Valuation, set once at the open of each round	**$25M**	**Follows performance**	**Follows performance**	**Follows performance**
Minimum investment (accredited)	$25,000	$25,000	$100,000	$100,000
Community sliver (crowdfunding platform, ~5%)	from $1,000	from $1,000	from $1,000	from $1,000

How You Get Paid

Shares carrying a permanent place in the Annual Success Share. Every year, after reserves and debt service, Silver Lining distributes free cash flow on one fixed split — **two-thirds to investors, one-sixth to the team, and one-sixth to Silvers**. There is no buyback, no exit, and no end date. An investor who waives their return passes it to the team and Silvers.

Philanthropic Route

A grant through our fiscal sponsor, Realize Impact, or from your donor-advised fund, that funds the team and Silver participation structures — never the founder buyout, because charitable dollars cannot end in a private pocket. You receive a tax receipt and forgo the personal return; your share of the waterfall passes to the collective. We say that plainly.

One structure, designed once, run as several rounds. The price is set once at the open of each round and never changes inside it; a later round is priced on the business's performance at the time, up or down. Team and Silvers together hold **at least a third** of every distribution: a waived investor return moves to them, never to the other investors.

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INVESTOR VALUE PROPOSITION

Two Returns, One Investment

Collective Return

Not martyrdom. Not CSR. Not philanthropy. "No one is losing when there's collective return."

- 20,000 owners growing profitable, sustainable businesses
- 5,000 owners in crisis supported through Silver5X
- A company that can never be sold, and a mission that cannot be changed
- The way out of the mess capitalism made isn't to abolish it, it's to do capitalism better

Personal Return

Patient capital with a real, perpetual yield — not a bet on a distant exit, and never an obligation that could squeeze the company that generates it.

- Shares in Silver Lining at a valuation fixed for your round
- Round 1 enters at $25M; later rounds are priced on performance
- **Two-thirds of the Annual Success Share goes to investors**, every year, in perpetuity
- Equity, not debt — in a lean year nothing is owed on your shares, so the business is never squeezed to pay you
- Held for life, inheritable, and transferable with a right of first refusal to the company

A company that distributes everything cannot fund growth, cannot capitalise silv=r™ Capital, and cannot meet a lender's covenants. What is distributed is the **Annual Success Share** — profit after reinvestment, reserves, and purpose funding — and it is split two-thirds to investors, one-sixth to the team, and one-sixth to Silvers — every year, permanently. Waived investor returns move to the collective third.

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OUR INVESTORS

Leaders In Small Business And Business For Justice

We are gathering capital that shares our belief — that the most important businesses in the world are the small ones, and that backing them is how you change an economy.

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Mission-Aligned Individuals

Leaders who have built or backed small business and want their capital to reflect their values.

Philanthropic & Impact Capital

Donor-advised funds and impact investors routing return toward justice through Realize Impact.

The Community

Silvers, team, and supporters investing from $1,000 — backers of what they helped build.

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THE SILVER LINING TEAM

A Team As Global As The Owners We Serve

CR Carissa Reiniger
Founder & CEO

GE Gil Erez
Chief Strategy Officer

TR Ted Reiniger
Chief Customer Officer

LR Lorrette Reiniger
Head of People Development

JR Jason Reiniger
Director, Product

TD Tshepy Davids
Director, silv=r™ Success

21 countries

A distributed team as diverse as our customer base, across the Americas, Africa, MENA, and Asia.

Global Fair Pay

A public compensation chart and a 10-to-1 maximum pay ratio — paid for the role, not the location.

We Are Silver Lining

Regional growth leaders across Africa, the Americas, LATAM & the Caribbean, and MENA & Asia.

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ANTICIPATED INVESTOR QUESTIONS

The Questions We Hear Most

Do early investors get a better deal?

Yes. Earlier tranches buy more shares per dollar, entering at a $25M valuation rather than $50M. The profit share runs on the same terms for everyone from the first distribution. Simple and fair.

Isn't "collective return" just philanthropy?

No. Not martyrdom, not CSR, not philanthropy. No one loses when there's collective return. The way out of the mess capitalism made isn't to abolish it; it's to do capitalism better.

What am I actually buying?

Shares in Silver Lining, the existing company. They carry the returns. The purpose and any sale sit behind a single veto share held by an independent Guardian, with you, the team, and Silvers setting policy beneath it as equal voices. That is why your investment cannot be sold out from under the mission you backed.

What's my personal return?

A permanent share of the Annual Success Share: two-thirds of what reaches the bottom of the waterfall goes to investors every year, for as long as the company does. No redemption deadline and no exit. A profit share is not a debt, so the company is never squeezed to pay it.

Who governs the purpose?

An independent Purpose Guardian holds the one veto share and cannot be removed from inside the company. A Purpose Council of investors, active team, and Silvers in good standing sets policy with equal voices. The company board runs the business and the CEO answers to it. Investors take board seats and lenders take consent rights, as anywhere.

Is it actually a trust?

It is a refreshed corporate structure: a constitution, a waterfall, and participation contracts, built inside the existing company on counsel's advice. "Purpose Trust" is the name of the programme. The only piece outside the company is the Guardian holding the veto share, which is what makes the lock outlive every board.

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THE INVITATION

We are 21 years in and just getting started.
Come build the future of small business with us.

A patient raise, a collective return, and a business built to be the most powerful tool for justice — held above the business, in perpetuity, for the people who build and use it.

Request The Term Sheet

Explore The Data Room

This structure is in design. Counsel has reviewed the shape and will build it; the constitution, the waterfall, and the investment terms are set by the documents rather than by this deck. We would rather show you the plan honestly than sell you a finished thing that isn't.