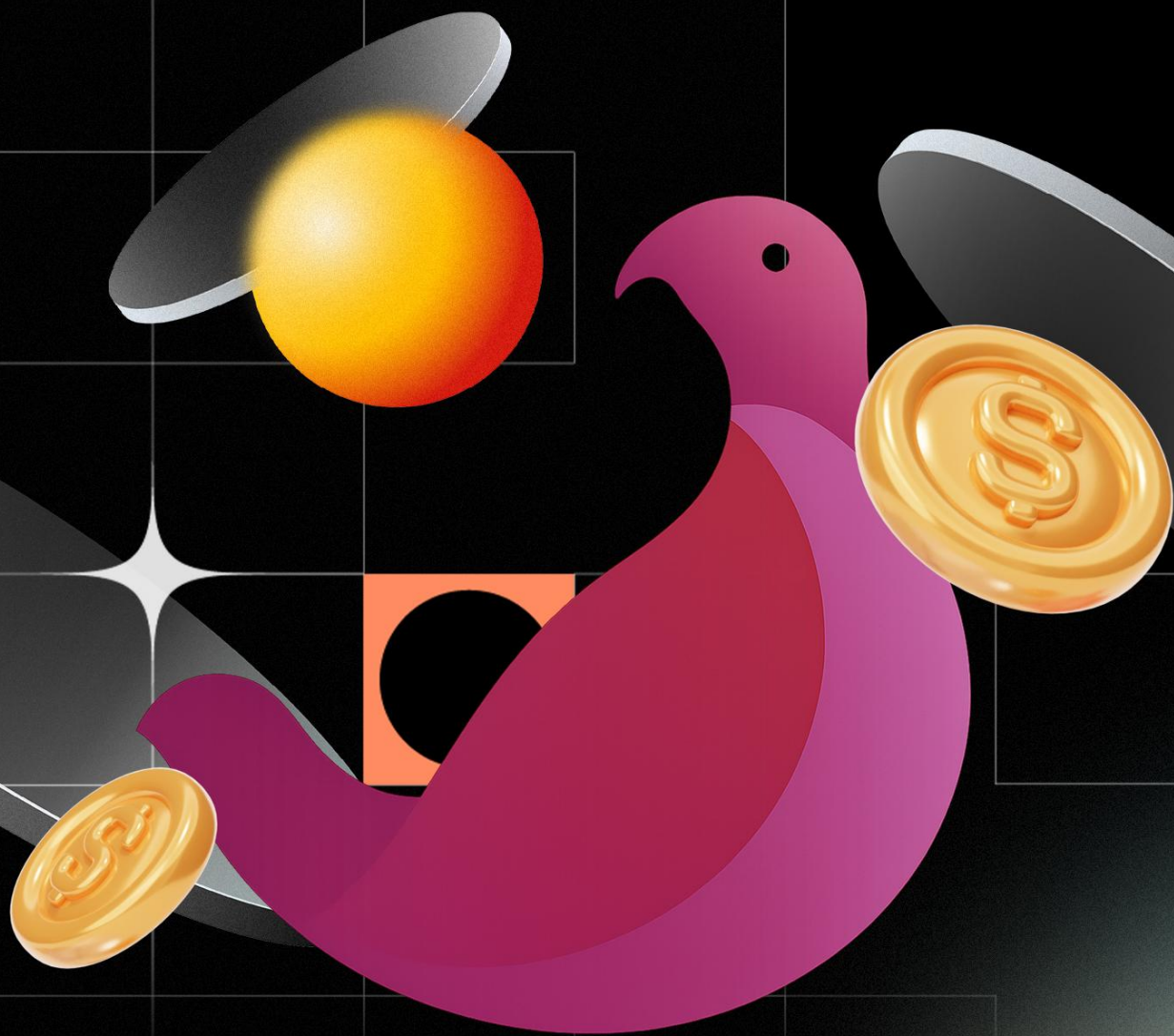


Ptarmigan Media



Ptarmigan Media

Innovative Business Models

Cross-Border Collaboration

Sustainable Growth · Shared Social Value

PMC North America: Global Financial Marketing & Innovation

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Introduction

With the rapid evolution of global financial markets and the deepening of digital transformation, the demand for precise, efficient, and data-driven marketing and communication solutions within the financial industry has been steadily increasing. As a global media and marketing agency long dedicated to the financial services sector, **Ptarmigan Media (PMC)** leverages its profound industry insights, innovative strategic frameworks, and extensive international resource network to help financial brands achieve business growth and enhance brand value in an increasingly complex and dynamic market environment.

In recent years, the world has faced heightened geopolitical turbulence, economic uncertainty, and a fundamental reshaping of the financial ecosystem. The ongoing fluctuations in geopolitics, the restructuring of market systems, and the accelerated pace of technological innovation have collectively brought both unprecedented challenges and new opportunities to global financial communications. Against this backdrop, **PMC** has relied on its proprietary data and strategy systems to continually strengthen its core competencies in data intelligence, content strategy, and cross-company communication. Through digital innovation, PMC provides clients with forward-looking and sustainable marketing solutions designed to navigate an ever-changing global landscape.

To further expand its global presence and enhance its international influence, **PMC has officially established its North American Division.** As a global hub for financial innovation and digital marketing, the North American market demands higher standards and more sophisticated strategies for financial brand communication. The establishment of PMC North America marks not only a major milestone in the company's global strategy but also signifies a deeper commitment to delivering targeted, measurable, and sustainable solutions in data-driven integrated communications, creative content development, and innovative business models for the North American financial market.

This white paper aims to comprehensively present **the business capabilities, innovative practices, and social value** of PMC North America. Through a systematic introduction to the division's business model, end-to-end service framework, innovative initiatives, and corporate social responsibility practices, we seek to provide financial brands, partners, and stakeholders with valuable insights into how marketing value, business growth, and social impact can be achieved in the digital era.

In addition, this white paper will highlight PMC North America's innovative project — the **“Online Employment Program.”** This initiative not only empowers local communities and global remote workers but also enhances corporate digital marketing performance, embodying PMC's

commitment to global responsibility and sustainable development.

Through this strategic endeavor, PMC North America strives to create a new business model where financial branding, technological innovation, and social value coexist and reinforce one another.

By reading this white paper, readers will gain a clear understanding of **PMC North America's strategic positioning, core competencies, innovative practices, and distinctive value** in the fields of financial marketing and corporate social responsibility. We believe this content will serve as a practical reference and source of inspiration for financial brands while showcasing PMC's global influence and professional excellence as a trusted partner.



Company Overview

1.1 PMC Development History and Global Presence

Ptarmigan Media (PMC) was founded in 1993 and is headquartered in London, United Kingdom. As a global media and marketing agency dedicated to the financial services sector, PMC has adhered for over three decades to the philosophy of data-driven insights, strategy-oriented planning, and creative integration. The company provides integrated communication solutions for banks, asset management firms, insurance institutions, and fintech brands.

To better serve the global financial market, PMC has established regional divisions across **Asia-Pacific, North America, and Greater China**, with



offices in key financial centers such as **Los Angeles, Hong Kong, Singapore, Sydney, Taipei, and Tokyo**. This global footprint ensures PMC can deliver localized strategies and execution in each market while maintaining leading expertise and resource integration capabilities across international financial communications.



Secretary of State Certificate of Status

I, SHIRLEY N. WEBER, PH.D., California Secretary of State, hereby certify:

Entity Name: Ptarmigan Media Ltd
Entity No.: B20250342311
Registration Date: 10/15/2025
Entity Type: Stock Corporation - CA - General
Formed In: CALIFORNIA
Status: Active

The above referenced entity is active on the Secretary of State's records and is authorized to exercise all its powers, rights and privileges in California.

This certificate relates to the status of the entity on the Secretary of State's records as of the date of this certificate and does not reflect documents that are pending review or other events that may impact status.

No information is available from this office regarding the financial condition, status of licenses, if any, business activities or practices of the entity.



IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of October 17, 2025.

SHIRLEY N. WEBER, PH.D.
Secretary of State

Certificate No.: 379468341

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1.2 Establishment Background and Strategic Objectives of the North America Division

The North American market, as a frontier of global financial innovation and digital marketing, presents a highly competitive financial services environment and a rich ecosystem of technological applications. To meet the advanced communication demands of financial brands in this region and leverage PMC's global resources and expertise, **PMC officially established its North America Division.**

The establishment of the North America Division holds multiple strategic significances:

- **Enhancing international influence:** As part of PMC's global strategy, the North America Division further expands the company's presence and influence in the global financial services market.
- **Localized professional services:** By deeply understanding the characteristics and audience needs of the North American market, PMC can provide financial brands with precise, measurable marketing solutions.
- **Implementation of innovative business models:** The North America Division facilitates the local deployment of innovative initiatives, such as the **"Online Employment Program,"**

exploring the integration of digital marketing and corporate social responsibility.

The North America Division represents not only a critical node in PMC's global network but also serves as an experimental hub for developing new financial marketing models and innovative business practices, providing replicable experience and case studies for global financial brands.

1.3 PMC Core Values and Mission

PMC upholds core values of **precision, compliance, and efficiency**, ensuring seamless integration between strategy, creativity, and execution.

The company is committed to providing financial brands with a competitive edge in complex and dynamic markets through **data-driven integrated marketing and creative content**.

PMC continually drives digital innovation, leveraging advanced data analytics and strategic systems to maximize marketing efficiency and performance. More importantly, PMC actively generates social value through innovative business models such as the “**Online Employment Program,**” empowering local employment and skills development while contributing to sustainable societal growth. Through these initiatives, PMC tightly integrates professional expertise, technological innovation, and social responsibility, forming a unique global competitive advantage.



PMC adheres to a **“Purpose, Planning, Performance”** trinity execution framework, combining clear strategic objectives, scientifically grounded planning, and measurable performance evaluation. This ensures that clients' strategic visions are accurately communicated and realized, delivering long-term growth and sustainable value across global markets.



Market Insights and Industry Trends

As a core pillar of PMC's global strategic layout, the **North America Division** not only carries regional business responsibilities but also serves as a crucial bridgehead for the company's expansion into global markets. Leveraging North America's leading position in fintech and digital innovation, PMC positions the region as a strategic hub to radiate influence across Europe, Asia, and emerging markets, achieving global synergy in technology, data, and resources, and promoting the internationalization of financial marketing services.

In recent years, global turbulence, economic shifts, and profound changes in capital markets have reshaped the financial landscape. Geopolitical uncertainty, monetary policy fluctuations, and the reconfiguration of the technology landscape present unprecedented challenges and opportunities for the financial services industry. PMC relies on its proprietary data and strategy systems to build a highly resilient, intelligent market response mechanism. By integrating multi-source data with real-time analysis, PMC quickly identifies trends, enabling financial brands to achieve growth while effectively managing risk through data-driven insights.



2.1 Global Financial Services Industry Trends

The global financial services sector is undergoing deep digitalization and intelligent transformation. The ongoing convergence of **artificial intelligence, blockchain, cloud computing, and big data analytics** is reshaping product design, client operations, and brand communication models within financial institutions. Traditional linear marketing is gradually being replaced by **data-driven dynamic strategies**, with financial brands increasingly relying on quantifiable models and real-time feedback mechanisms to achieve precise targeting and efficient conversion.

Simultaneously, the expansion of cross-border capital flows and international investment networks requires financial brands to possess **cross-market integration capabilities** and multi-regional communication strategies. Anchored by its North America Division, PMC integrates global data resources and industry research to deliver **comprehensive marketing solutions** that span regions and cultures, ensuring brand consistency and influence worldwide.

2.2 Strategic Value of the North American Market

North America is not only a key center of the global financial system but also a strategic hub for technological innovation and capital flow. Its market maturity, regulatory framework, and digital ecosystem provide a solid foundation for PMC to build a **globalized service system**.

Starting from North America, PMC exports **innovative practices, data-driven insights, and technological solutions** to global markets, establishing a forward-looking, multi-dimensional growth framework.

2.3 Global Digital Marketing and Remote Collaboration Trends

Digital marketing worldwide is entering a new stage of **intelligent collaboration**. The relationship between brands and consumers is no longer confined by geography or time zones but relies on a global digital network for real-time interaction and precise communication.

In this context, **remote work, micro-task economies, and digital engagement models** are rapidly emerging, creating new business opportunities for financial marketing. PMC leverages its North America Division as a hub to build a **cross-border digital collaboration network**, integrating creativity, data analytics, strategy development, and technological execution within a cloud-based ecosystem.

2.4 Strategic Insights and Future Directions

Through systematic research on global and North American financial markets, PMC not only gains insight into structural shifts in fintech and digital marketing but also defines its strategic direction of **“linking global markets.”** This approach positions PMC to proactively compete

internationally while maintaining sensitivity to innovation and cross-market integration capabilities.

Looking ahead, PMC will continue to strengthen the **strategic engine role** of its North America Division by delivering technology, sharing data, and fostering collaborative innovation, ultimately building a **global digital financial marketing ecosystem**. This will empower financial brands to achieve long-term growth and maintain competitive advantage in a rapidly evolving global environment.



Core Capabilities and Service Framework

PMC North America adheres to the company's global strategy and core values, combining decades of accumulated experience in the financial services sector with innovative technologies to deliver a **comprehensive, end-to-end marketing and communications service framework**.

Leveraging deep industry understanding, a global resource network, and advanced data analytics capabilities, PMC provides financial brands with complete solutions—from strategic planning to execution optimization—ensuring precise communication and business growth in complex and dynamic market environments.

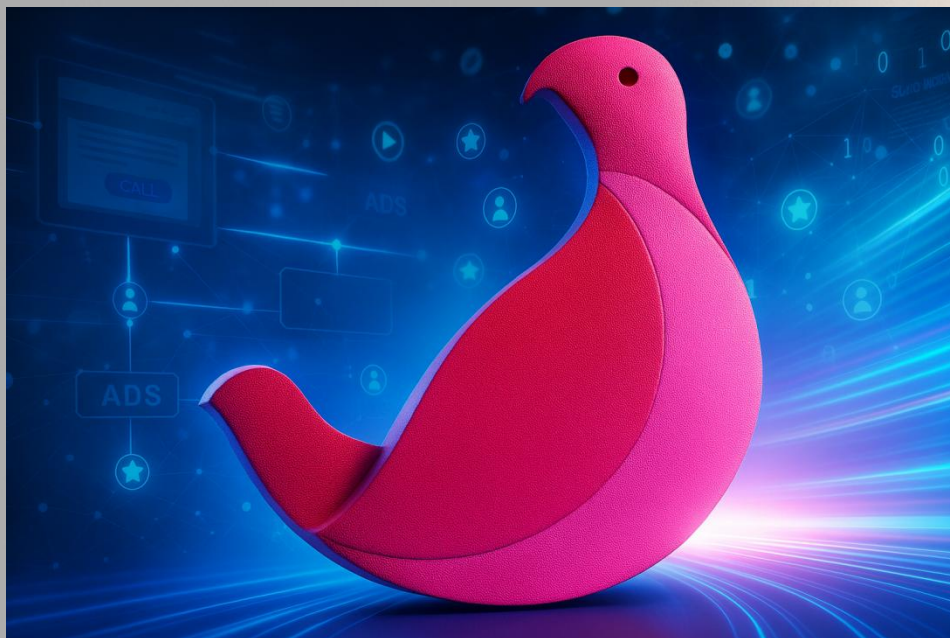
3.1 Financial Services Industry Expertise

Since its founding in 1993, PMC has focused on serving **global financial institutions**, including banks, asset management firms, insurance companies, and fintech brands. Through deep collaborations with international clients such as **HSBC, Barclays, Franklin Templeton, Royal Bank of Scotland, and Standard Life**, PMC has accumulated extensive industry experience and market insights. This expertise enables PMC to understand the characteristics of diverse financial products and services and to develop **differentiated communication strategies** tailored to various audience segments, helping clients stand out in highly competitive markets.

3.2 End-to-End Integrated Marketing Services

PMC North America offers end-to-end solutions covering the entire marketing and communication lifecycle, including:

- **Strategy:** Develop measurable marketing objectives and strategic directions based on market insights and audience analysis.
- **Media Planning & Buying:** Utilize data-driven media mixes to efficiently reach target customers.
- **Content & Creative:** Combine creative design with financial expertise to produce precise and compelling marketing content.
- **Audience Insight & Analytics:** Employ advanced data analytics tools to gain deep understanding of customer behavior and market trends, optimizing marketing strategies.
- **Performance Measurement:** Continuously monitor campaign effectiveness and perform real-time optimization to maximize return on investment.



This end-to-end system ensures that each stage—from strategy development to execution optimization—is seamlessly connected, achieving **precision, control, and efficiency** in marketing execution.

3.3 Data-Driven Methodology: Purpose, Planning, Performance

PMC integrates the **trinity methodology of Purpose, Planning, and Performance** into all marketing activities. First, clear strategic objectives (**Purpose**) guide each communication initiative. Second, during the planning stage (**Planning**), market insights and audience analysis inform the design of optimal media mixes and creative content. Finally, through performance monitoring and optimization (**Performance**), campaigns achieve expected results with measurable return on investment.

This **data-driven, closed-loop approach** enables PMC North America to deliver highly precise marketing solutions in complex financial markets while maintaining flexibility to adapt to evolving conditions.

By combining **professional expertise, an end-to-end service framework, and a data-driven methodology**, PMC North America provides financial brands with differentiated, measurable competitive advantages, laying a solid foundation for the next section on **business models and innovative practices**.

Global Business Model and Regional Layout

As a leader in global integrated marketing and digital communications, **Ptarmigan Media (PMC)** adheres to the core principle of **“global strategic layout with localized deep operations,”** building a business system that spans North America, Europe, Asia-Pacific, and Latin America. Through proprietary data analytics systems, strategic engines, and digital communication networks, PMC integrates the communication logic of global financial brands with local market characteristics, delivering solutions that are both strategic and locally relevant.

PMC's global business model emphasizes not only marketing efficiency and precise communication but also the **sustainability of business models and the creation of social value.** Through digital innovation and



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responsibility-driven initiatives, PMC has established replicable business ecosystems across regions, forming a closed loop between brand communication, user engagement, and societal impact, thereby advancing the financial marketing industry toward a higher level of integrated development.

4.1 Global Organizational Structure and Regional Layout

Headquartered in London, PMC has established regional divisions in key financial hubs, including **Los Angeles, Singapore, Toronto, São Paulo, and Dubai**, creating a multi-layered, matrix-style operational network:

- **London Headquarters:** Oversees global strategic planning, capital operations, and data R&D.
- **North America Division (Los Angeles):** Focuses on fintech and high-net-worth client marketing.
- **Asia-Pacific Division (Singapore):** Serves emerging Asian markets and digital financial brands.
- **Latin America Division (Santo Domingo):** Emphasizes digital employment, content distribution, and emerging economy markets.
- **Middle East & Africa Division (Dubai):** Drives Islamic finance brand initiatives and cross-border communication collaborations.



This combination of global reach and local adaptation enables PMC to quickly respond to regional policies, cultural differences, and market rhythms, providing multinational clients with **stable, efficient, and compliant communication and growth support.**

4.2 North America Division: Efficient Collaboration and Innovation-Driven

As a key node in PMC's global strategy, the North America Division integrates the Group's international experience with **localized needs of the North American financial market.** Based in Los Angeles, the division brings together experts in market strategy, media planning, creative design, data analytics, and technology development. Through a modular collaboration system, PMC North America can rapidly respond to client needs, delivering **full-chain services from brand building to precision marketing.**

The North American team has extensive experience working with international financial institutions, including **HSBC, Barclays, and Franklin Templeton.** By combining data-driven advertising optimization with creative execution, PMC helps clients achieve significant improvements in **brand penetration, conversion rates, and customer loyalty** in the North American market, establishing a strong professional reputation.

4.3 Global Innovative Projects

PMC has launched the forward-looking **“Online Employment Program”** as part of its global business practice, integrating digital marketing with corporate social responsibility. The program has been implemented in emerging markets such as the **Dominican Republic, the Philippines, India, and South Africa.**

The program's core concept is to provide **sustainable digital employment opportunities** through a flexible, remote task-based company. Users earn income by completing tasks such as ad viewing, data labeling, market research, and content distribution, thereby integrating personal earnings with the digital economy.

Key advantages of the program include:

- **Flexibility and inclusivity:** Global users can participate according to their schedule and skills, breaking traditional labor boundaries.
- **Digital skills empowerment:** Participants enhance their data literacy and marketing skills, improving future employability.
- **Corporate marketing value:** Clients gain precise market feedback and data support through large-scale distributed execution.



- **Social responsibility practice:** Creating jobs, supporting digital training, and skills development achieves a triple win for governments, businesses, and individuals.

The **“800,000 Online Employment Program”** in collaboration with the Dominican government has become a global benchmark. Leveraging PMC's proprietary data system, the program enables local residents to earn income through remote micro-tasks, accelerates the country's digital economy transformation, improves employment structures, and provides an innovative social model for international development agencies.

4.4 Technology and Corporate Support: Data-Driven Global Engine

At the core of PMC's global operations is the **highly integrated data and technology platform**. The system supports full-process functionality, including task assignment, performance tracking, payment settlement, and behavioral analysis, enabling multi-language, multi-currency, and multi-regional collaboration. Using AI-driven optimization, PMC can **adapt task recommendations and ad distribution strategies in real-time** based on regional culture and user behavior, enhancing marketing precision and user engagement.

Moreover, PMC has established robust **data compliance and security mechanisms**, ensuring secure operations under regulations such as the **EU**

GDPR, US CCPA, and other national laws. This system not only supports operational efficiency but also reinforces PMC's **global standards for responsibility and regulatory compliance.**



Business Model Innovation and Digital Practices

PMC positions its **North America Division** as the strategic core of its global operations, leveraging innovative business models and digital practices to drive international expansion and sustainable growth. Unlike traditional marketing agencies with a single-market focus, PMC aims to use North America as a pivot to build a **digital communication and social responsibility ecosystem** connecting Europe, Asia-Pacific, Latin America, and the Middle East. Through technology-driven innovation, creative integration, and a focus on shared value, PMC is developing a global business model that balances **economic performance with social impact**.

5.1 Global Digital Marketing Innovation System

PMC relies on its proprietary **Global Insight Engine** to enable full-process digitalization and intelligent management of marketing campaigns worldwide. The system integrates **multi-dimensional data analysis, audience behavior modeling, media placement algorithms, and real-time monitoring modules**, supporting cross-regional and multi-language campaign optimization.



Through this system, PMC helps financial brands to:

- Achieve precise market segmentation and audience identification;
- Adjust marketing placements and creative content in real time;
- Quantify and track communication pathways through data-centric approaches.

The North America team serves as the **core R&D and strategy hub** for PMC's global digital innovation, continuously providing technologies, standards, and methodologies that are replicated across Asia-Pacific, Latin America, and Europe, creating a globally shared innovation network.

5.2 Online Employment and Micro-Task Model: Integrating

Digitalization with Social Value

The **“Online Employment Program”** exemplifies PMC's global business model innovation. Initially developed by the North America Division, it has expanded to markets including the **Dominican Republic, India, the Philippines, South Africa, and Vietnam.**

This model establishes an ecosystem that integrates **digital marketing execution with flexible employment:**

- Users earn income by completing tasks such as ad viewing, market research, and data labeling;

- PMC provides training and skill assessments to help participants gain experience in the digital economy;
- Corporate clients gain high-quality data feedback and precise marketing execution results.

This innovative model not only enhances marketing efficiency and brand ROI for businesses but also provides flexible employment and income opportunities for people in diverse regions. It transforms technology-driven social responsibility into a **sustainable economic model**, enabling mutual empowerment between business and society.

5.3 Data Subscription and Intelligent Analytics Services

PMC offers long-term **data subscription services** to financial brands through its global data network and intelligent analytics tools. Clients regularly receive:

- Market trend forecasts;
- Consumer sentiment and behavior analysis;
- Media investment performance benchmarking;
- Competitive environment monitoring and other intelligence reports.

These data products support clients' marketing decisions and form a key component of PMC's long-term revenue model. By standardizing data and algorithmic frameworks, PMC can quickly replicate analytical

methodologies developed in North America across other regions, enabling “**data as a service**” on a global scale.

5.4 Global Membership and Customized Strategy Services

PMC provides international financial brands with a **global membership-based value-added service system**, offering cross-market strategic consulting, creative content, and media resource integration.

Membership clients enjoy:

- Priority media placement across multiple regions;
- Customized data reports and brand monitoring;
- Strategic advisory support from dedicated consulting teams;
- Co-creation of creative content and access to digital lab resources.

This system strengthens client engagement and collaboration depth while creating a **stable long-term revenue structure** for PMC worldwide.

5.5 Cross-Border Remote Work and Global Collaboration Ecosystem

In an era where digitalization and remote collaboration are the norm, PMC has built a **global remote work ecosystem** to efficiently integrate cross-regional resources. The company brings together strategists, creative designers, data scientists, and execution teams from over **20 countries**, creating a real-time global collaboration network.

This cross-border collaboration system enables PMC to respond to client needs worldwide within **24 hours**, significantly enhancing project execution efficiency and market adaptability.

5.6 Measurable Outcomes and Global Social Impact

PMC's business model innovations serve corporate growth while generating measurable social impact:

- **Job creation:** The Online Employment Program has generated hundreds of thousands of flexible jobs across emerging economies;
- **Skills development:** Training modules help participants gain digital skills certification, enhancing long-term employability;
- **Economic advancement:** Partner governments leverage PMC's model to implement digital employment policies, improving socio-economic structures;
- **Sustainable growth:** Corporate clients participating in the system gain both ROI and enhanced social credibility and brand trust.

This **North America-centered, globally radiating business model** marks PMC's transformation from a traditional advertising agency to a **comprehensive digital ecosystem company**, integrating **data technology, social innovation, and global responsibility**.

Corporate Social Responsibility and Global Impact

PMC North America has always regarded **corporate social responsibility (CSR)** as a core component of its business strategy, upholding the principle of “**balancing commercial success with social value.**” The division is committed to leveraging innovative business models and digital practices to create a dynamic equilibrium among corporate profits, client value, and societal benefit. In the context of accelerating digitalization and evolving global economic structures, PMC recognizes that its responsibility extends beyond profit generation to **driving social progress and fostering global shared value.** The **Online Employment Program** serves as a starting point for exploring new models that integrate social responsibility, digital innovation, and inclusive global growth.



6.1 Innovative Practices in Online Work and Flexible Employment

PMC North America pioneered the **Online Employment Program**, providing **flexible, diverse, and measurable employment opportunities** for global remote workers and local North American residents. Through a proprietary digital ecosystem, participants can freely select tasks such as ad viewing, content review, data labeling, and market research, choosing both projects and schedules while receiving immediate compensation. This approach breaks the traditional constraints of time and location, allowing more individuals to participate in the **global digital economy**.

More importantly, PMC views this system as a foundation for **long-term skill development**. Through structured training and task experience accumulation, participants enhance their competencies in **data analysis, project management, and digital marketing**, laying a solid foundation for future career growth. A transparent performance system and fair incentive structure ensure that the value of each online worker's labor is **quantified and respected**, promoting both personal growth and societal contribution.

6.2 Multi-Stakeholder Value: Government, Enterprises, and Individuals

PMC's CSR initiatives establish a **multi-stakeholder value creation model**.

Governments benefit from stable digital employment channels and skill-training ecosystems, supporting public employment policies; corporate clients leverage PMC's online workforce for **task outsourcing**,

cost efficiency, and operational effectiveness; individuals gain flexible employment and skills enhancement, creating ongoing income and growth opportunities.



This collaborative mechanism translates social responsibility into **tangible, real-world impact**. PMC's digital ecosystem acts simultaneously as a government policy implementation tool, a vehicle for corporate strategy innovation, and a capability engine for individual development, forming a **sustainable triple-win system** among government, enterprise, and individual. This approach transforms the concept of responsibility into **data-measurable and results-trackable global practice**.

6.3 Global Responsibility and Cross-Border Employment Impact

Starting from North America, PMC's CSR vision is expanding globally. In response to global economic uncertainty and regional employment gaps, PMC leverages its **digital strategy and data-driven ecosystem** to actively promote cross-border employment initiatives. The most notable example is the **“800,000 Online Employment Program”** in the Dominican Republic, which provides local residents with stable income and sustainable skill development through online tasks and digital training programs.

This initiative not only alleviates regional employment pressure but also serves as a **model for international collaboration**. Participants are no longer constrained by geography and can engage in the global digital economy via the internet, achieving both income generation and skill enhancement. PMC's cross-border employment model fosters **inclusive growth at the social level**, enhances resource allocation efficiency at the corporate level, and promotes **shared value creation globally**. This approach establishes a sustainable responsibility network centered on digital employment, connecting individuals and institutions worldwide.

6.4 Long-Term Value of the Online Employment Program

PMC North America recognizes that the **true value of CSR lies in its longevity and measurability**. The Online Employment Program is not only an innovative market practice today but also a blueprint for **inclusive**

employment in the future digital economy. Through continuous **data monitoring, task evaluation, and impact reporting**, PMC ensures that every social contribution is traceable, verifiable, and optimizable.

Furthermore, the division has developed a **replicable, standardized framework** based on accumulated global experience, promoting digital employment transformation in other countries and regions.

This socially responsible business model enhances PMC's **brand trust and global influence**, creating a virtuous cycle between corporate development and societal progress. PMC believes that true globalization involves not just market expansion but also the **extension of responsibility**. By continuously advancing digital employment and skills empowerment, PMC exemplifies its corporate mission of “**global growth with shared prosperity**” , simultaneously generating economic value and promoting sustainable social impact worldwide.



Strategic Outlook and Development Plan

Amid the ongoing **digitalization and intelligent transformation** of the global financial services industry, PMC is leveraging its **North America Division** as the strategic fulcrum for its international expansion. In recent years, the global landscape has experienced turbulence, with profound shifts in economic structures and capital markets. **Geopolitical uncertainty, fluctuations in monetary policy, and the restructuring of the global technology landscape** present unprecedented challenges and opportunities for the financial sector.

Looking forward, PMC aims to drive a **triple-pronged strategic approach**—integrating **business model innovation, social responsibility, and sustainable development**—through strengthened technological



innovation, enhanced data-driven capabilities, and integrated creative execution.

7.1 Global Development Direction and Strategic Nodes

PMC positions the **North America Division as the core strategic node**, promoting both the **vertical depth and horizontal expansion** of its global business network, forming a strategy of **“North America as the pivot, radiating across global markets.”** Key focus areas include:

- **Global client expansion:** Deepen partnerships with international financial institutions, sovereign wealth funds, and fintech enterprises, establishing a **multi-region, cross-industry client ecosystem**.
- **Integrated global execution:** Utilize a unified **data ecosystem and intelligent strategy platform** to coordinate global operations from strategy formulation and creative production to deployment and evaluation, while enabling localized execution.
- **International brand positioning:** Position PMC as the **preferred strategic partner for global financial brands**, leveraging innovation, trust, and data expertise as core competitive advantages.

The North America Division will serve as PMC's **central hub for global operations**, linking major financial centers worldwide and providing stable technology output, data support, and brand influence.

7.2 Global Expansion of the Online Employment Initiative

Within PMC's global strategy, the **Online Employment Initiative** represents not only an innovative business model but also a **long-term strategic practice with both social and economic significance**. Its core goal is to reconnect individuals, enterprises, and social value globally through a **digital ecosystem**, creating a cross-geography, multilingual **“digital employment ecosystem.”**



7.3 Integration of Technological Innovation and Global Collaboration

To support the sustained growth of this multinational employment and marketing network, PMC positions the North America Division as the **technological core**, building a globally coordinated innovation infrastructure. The guiding principle of this system is to **extend social value through technology** while **amplifying creativity with intelligence**, ensuring innovation generates both commercial and societal benefits.



7.4 Sustainable Development and Long-Term Strategic Blueprint

PMC's future development will continue to be guided by **innovation, responsibility, and inclusivity**, driving progress for both business and society. A truly forward-looking enterprise, PMC believes, must not only achieve financial growth but also **create enduring social impact on a global scale**.

Sustainable development is therefore established as a **cornerstone of PMC's long-term strategy**. Through the combined advancement of the **digital employment program, intelligent collaboration systems, and cross-border innovation networks**, PMC is constructing a global framework that balances **economic resilience with social consciousness**.

Future initiatives will focus on:

- **Data-driven resource optimization:** Ensure coordinated progress across all global branches.
- **Technology-enabled social empowerment:** Extend digital dividends to more regions and populations.
- **Open and collaborative engagement:** Work with governments, enterprises, and international organizations to promote responsible digital economic development.

Through this strategic pathway, PMC aims not only to consolidate its leadership in **global financial communication and digital marketing** but also to shape a **sustainable, intelligent, and inclusive global business ecosystem** under the philosophy of “**technology for good.**”

As the **hub of PMC's global strategy**, the North America Division will continue to fulfill its mission of “**connecting the world, driving the future,**” ensuring that every innovation contributes to the **flow of global value.**



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