

Project Atlas – Themes

- Principals have skin in the game on all deals
- The financial interests of the principals and capital source are aligned
- All credit risk is originated and managed by life company lenders
- Vertical integration drives compelling competitive advantages that will be difficult to replicate
- Decentralized decision making, yet highly collaborative
- Entrepreneurial incentive structure
- At least one or more instances where Principals have worked together -- all but one principal has previously worked with the Project Atlas CEO – The Principal who has not, worked together as a tandem partner with one of the other Principals on transaction executions at a market leader Wall Street firm
- Principals have deep track records in real estate finance and related capital markets
- All Principals regularly practice business ethics that are beyond reproach