10% Cash on Cash

20% AAR

Magnitude Offering Memorandum

Branding at a Magnitude That Moves Markets

Nashville, Tennessee

Important Legal Disclosures – Please Read

This presentation is provided strictly for informational purposes only. JE Triplicity, LLC (the "Company") does not represent or warrant, either expressly or implicitly, the accuracy or completeness of the information contained herein.

Certain statements in this presentation may be considered forward-looking, including financial projections. These projections are based on assumptions that may not materialize. Actual results could differ significantly due to risks, uncertainties, and factors outside of the Company's control, including economic conditions.

This investment opportunity is being offered as a in a syndication pursuant to Rule 506(c) of Regulation D under the Securities Act of 1933, as amended. Participation is restricted to accredited investors, as defined under applicable securities laws. All participants will be required to verify their accredited investor status prior to investing.

Recipients are strongly advised to conduct independent due diligence and to consult with their own legal, tax, and financial advisors before making any investment decision.

Introduction

Leadership Team

Fund Manager & CEO
Real Estate Fund Manager & Mentor

Eddie Austin is a seasoned entrepreneur and respected leader in the commercial real estate industry, with a proven track record of building companies and managing large-scale investments. Since beginning his real estate career in 2004, he has overseen more than $100 million in projects spanning solar, industrial, and commercial developments, as well as value-add and redevelopment initiatives for apartment complexes in major U.S. markets. Eddie has grown multiple Midwest-based ventures into enterprises generating over $200 million in annual revenue and, since 2020, has successfully managed 506(c) fund operations for a real estate portfolio exceeding $315 million. His mission is to help others create lasting wealth by leveraging real estate as a transformative tool for financial freedom.

Real Estate Entrepreneur
Investor & Mentor

Dan Kinder brings over 28 years of real estate experience, starting in single-family investments and expanding into multifamily assets. He has remodeled, rented, or sold more than a dozen homes, and today holds ownership stakes as a limited partner in 1,501 units and as a general partner in 689 units. His hands-on knowledge of property systems, from electrical to structural, adds a practical edge to his investment strategy.
In addition to his real estate portfolio, Dan has a 30-year career at IBM as a computer engineer, with advanced expertise in Microsoft Excel, accounting, financial systems, Artificial Intelligence(AI) and automation, all skills that strengthen his underwriting, financial analysis and asset management capabilities.

JE Triplicity LLC
Investment Company

JE Triplicity, LLC is raising $2,000,000 on behalf of Magnitude, a full-service branding powerhouse based in Nashville, TN, to unlock its next stage of growth. With over 75 years of combined leadership experience and $26M+ in revenue since 2016, Magnitude specializes in transforming multifamily communities and fleet vehicles into bold, scalable brand experiences across the Southeast.
This capital raise id powered by JE Capital and represents a unique opportunity to establish full brand independence, strengthen cash flow, and accelerate growth. Proceeds will be used to eliminate $647K of high-interest debt, complete a strategic separation that secures full operational control, and deploy $450K in growth capital toward multifamily and fleet contracts, key hires, and operational expansion.

The Offering

Offering Summary

10% Preferred Return

20% AAR

$2M Equiy Raise

100% Total Returns

14% Cash on Cash

5 Year Hold

Magnitude

Nashville, TN

We transform properties, fleets, and spaces into bold brand experiences that command attention across the Southeast.

- Full-service branding powerhouse based in Nashville, TN
- Specializing in multifamily developments & national fleet graphics
- Serving clients across the Southeast with capacity for nationwide projects
- Over 75 years of combined leadership experience in the sign & wide-format industry, in continuous operation since 1991
- Positioned for rapid market share growth

Asset Overview

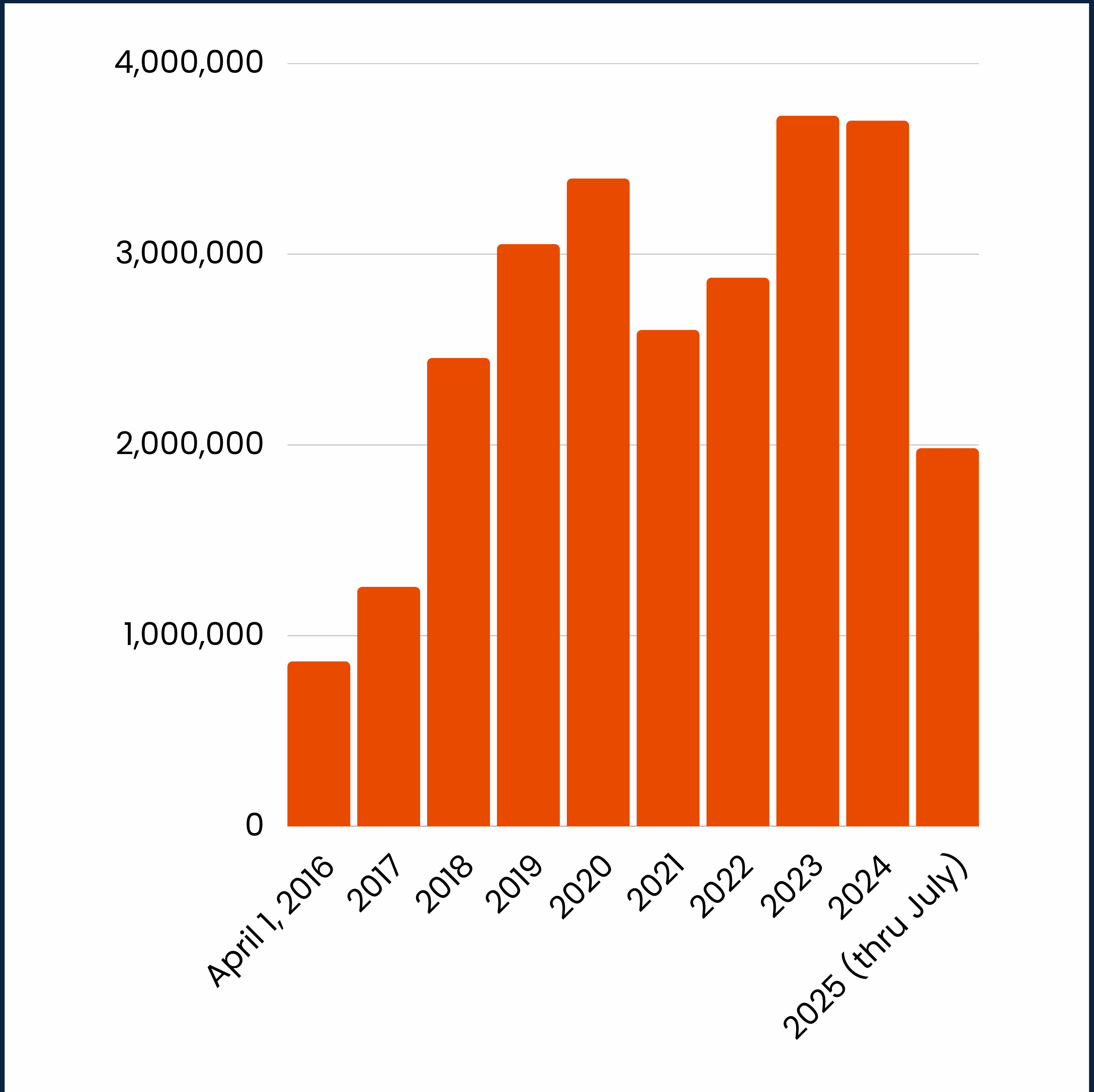
$26.36M
Revenue growth since 2016

282.6%
Revenue growth

50,000+
Units Delivered

20+
Full Time Employees

Asset Performance



Focus: Multifamily & Fleet

Multifamily Branding

- Serve Class B & C properties nationwide, with deep expertise in the Southeast
- Monument signs, leasing center branding, wayfinding, wall graphics, vehicle wraps
- Market Gap: fragmented, under-served, need for dependable, high-quality partners

50,000+ branded units delivered to date!

Fleet Programs

- Expand programs with HVAC, plumbing, municipal, logistics, and service fleets
- Focus on contracts with 5+ vehicles (up to hundreds) for recurring revenue
- In-house wrap production → faster turnarounds, higher margins

Dozens of regional fleets wrapped annually.

Business Plan

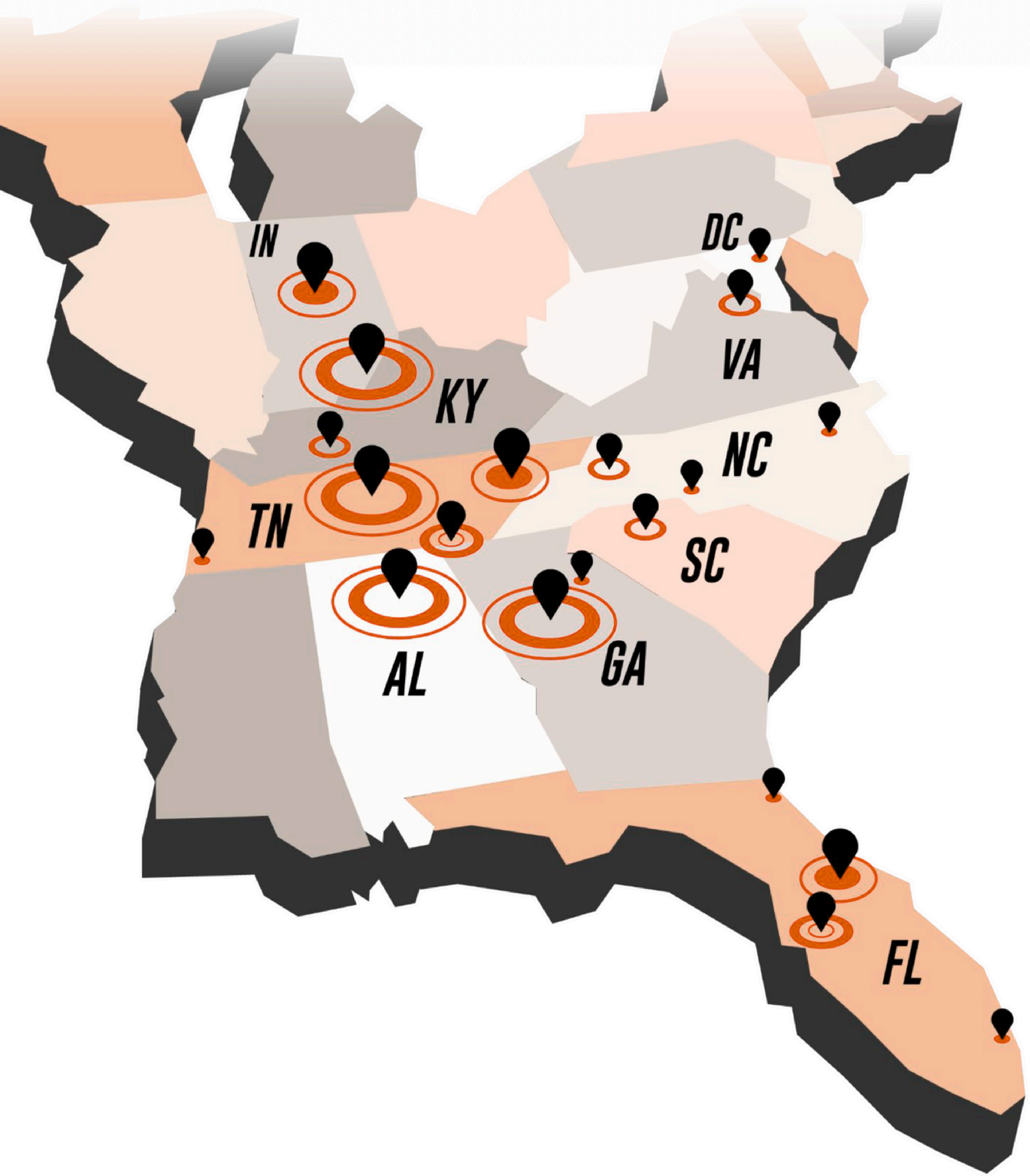
Business Plan

Minimize Expenses
- Streamline overhead costs
- Optimize resource allocation
- Eliminate all franchise royalties and high interest debt

Expand National Footprint
- Enter high-demand U.S. markets
- Execute multi-site growth strategy
- Build brand presence across target regions

Maximize Capacity
- Introduce operational automations
- Improve output effeciency
- Scale output from current level below 50% capacity

Expand Sales Force
- Recruit multifamily focused professionals
- Shift to contract-based sales to drive volume
- Strengthen client acquisition efforts



Market Opportunity

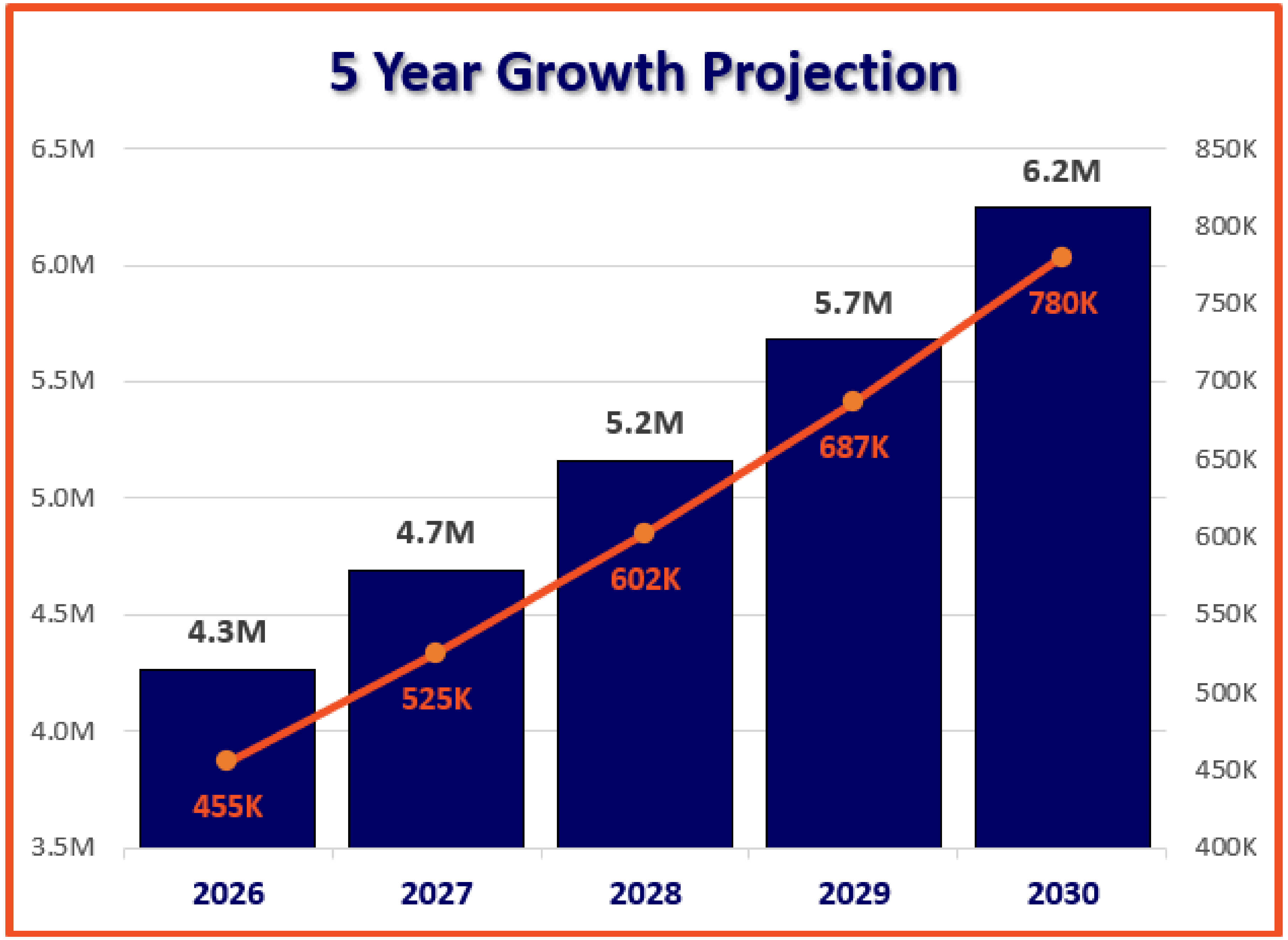
Southeast Reach & Growth Potential

- **12 States served**
- **275+ Complexes completed**
- **50,000+ Doors branded**

The Southeast multifamily market is very strong, with Class B and Class C properties leading in value-add renovations and property rebranding. Magnitude's deep regional presence positions us to dominate this high-demand segment as multifamily transaction flow is expected to regain significant volume in the next five years.

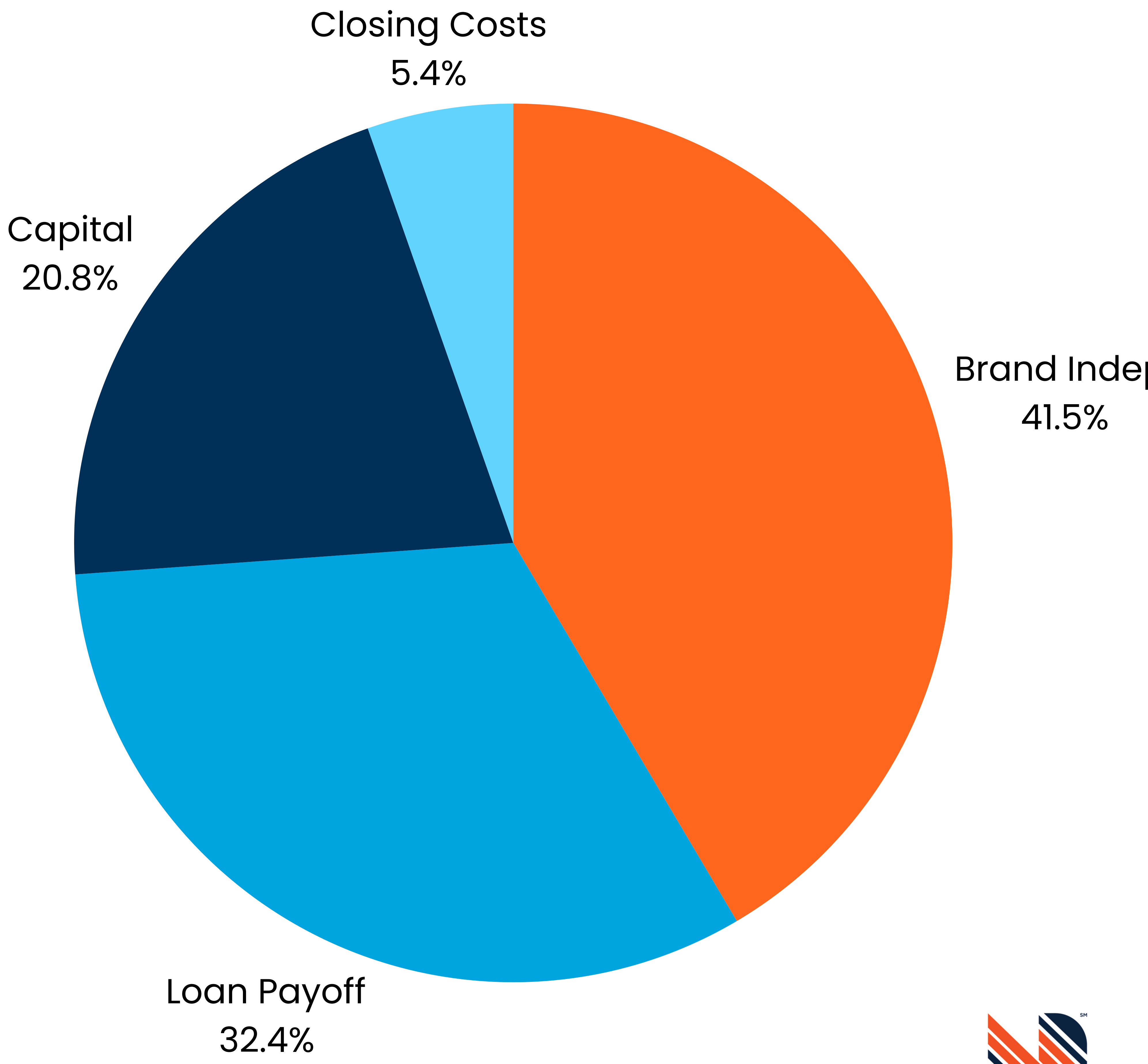
5-Year Financial Projection

Category Description	Projected 2026 Amount ($)	Projected 2027 Amount ($)	Projected 2028 Amount ($)	Projected 2029 Amount ($)	Projected 2030 Amount ($)
Gross Revenue	$ 4,266,292	$ 4,692,921	$ 5,162,213	$ 5,678,434	$ 6,246,278
Total Cost of Goods	$ 1,369,087	$ 1,505,996	$ 1,656,595	$ 1,822,255	$ 2,004,480
Gross Profit	$ 2,897,205	$ 3,186,925	$ 3,505,618	$ 3,856,179	$ 4,241,797
Advertising & Promotion	$ 42,942	$ 42,942	$ 42,942	$ 42,942	$ 42,942
Computer Software Expense	$ 69,726	$ 76,699	$ 84,368	$ 92,805	$ 102,086
Credit Card Merchant Fee	$ 20,940	$ 23,034	$ 25,338	$ 27,871	$ 30,659
Dues and Subscriptions	$ 5,492	$ 5,657	$ 5,827	$ 6,002	$ 6,182
Employee Training	$ 5,216	$ 5,738	$ 6,312	$ 6,943	$ 7,637
Equipment Rental	$ 7,821	$ 8,603	$ 9,463	$ 10,410	$ 11,451
Gasoline	$ 29,102	$ 32,013	$ 35,214	$ 38,735	$ 42,609
Total Insurance Expense	$ 106,900	$ 117,590	$ 129,349	$ 142,284	$ 156,512
Legal & Professional Fees	$ 20,036	$ 20,637	$ 21,256	$ 21,893	$ 22,550
Meals for Staff 100%	$ 5,793	$ 6,372	$ 7,010	$ 7,711	$ 8,482
Office Supplies & Software	$ 12,753	$ 14,028	$ 15,431	$ 16,974	$ 18,672
Total Personnel Expenses	$ 1,760,794	$ 1,918,674	$ 2,092,341	$ 2,283,375	$ 2,493,513
Postage & Freight Out	$ 8,795	$ 9,675	$ 10,642	$ 11,706	$ 12,877
Total Rent and Utilities	$ 214,423	$ 235,865	$ 259,452	$ 285,397	$ 313,937
Total Repairs and Maintenance	$ 60,392	$ 66,431	$ 73,074	$ 80,382	$ 88,420
Supplies-General & Office	$ 25,331	$ 27,864	$ 30,650	$ 33,715	$ 37,087
Taxes & Licenses	$ 9,101	$ 10,011	$ 11,012	$ 12,114	$ 13,325
Total Travel	$ 30,987	$ 34,086	$ 37,495	$ 41,244	$ 45,369
Total Expenses	$ 2,441,744	$ 2,661,637	$ 2,903,466	$ 3,169,423	$ 3,461,918
Net Operating Income	$ 455,461	$ 525,288	$ 602,152	$ 686,757	$ 779,879
Vehicle & Equipment Lease	$ 103,949	$ 103,949	$ 103,949	$ 103,949	$ 103,949
Debt Service Interest Expense	$ 219,365	$ 219,365	$ 219,365	$ 419,365	$ 419,365
Total Other Expenses	$ 323,314	$ 323,314	$ 323,314	$ 523,314	$ 523,314
Net Income	$ 132,147	$ 201,974	$ 278,838	$ 163,443	$ 256,566
Total Interest from Debt Service	$ 219,365	$ 219,365	$ 219,365	$ 419,365	$ 419,365
Net Cashflow After Debt Service	$ 120,264	$ 190,091	$ 266,955	$ 151,560	$ 244,683



Use of Funds

Use of Funds	Amount ($)	% of Total
Brand Independence Acquisition	$830,000	41.5%
High Interest Loan Payoff	$647,135	32.4%
Working Capital	$415,365	20.8%%
Closing Costs	$107,500	5.4%
Total	**$2,000,000**	**100%**



Investor Returns

Projected Limited Partner (LP) Returns	Year 1	Year 2	Year 3	Year 4	Year 5	Total Return	Return %
Beginning LP Capital Account Balance	$ 100,000	$ 100,000	$ 100,000	$ 100,000	$ 100,000		
LP Cashflow	$ 10,000	$ 10,000	$ 10,000	$ 20,000	$ 20,000	$ 70,000	
Cash on Cash Return	10.00%	10.00%	10.00%	20.00%	20.00%		
Average Cash on Cash Return to Date	10.00%	10.00%	10.00%	12.50%	14.00%		
Net Proceeds/Profits from Refinance	$ -	$ -	$ -	$ -	$ 30,000	$ 30,000	
Average Annual Return to Date	10.00%	10.00%	10.00%	12.50%	20.00%		
Return of LP Capital - P/I Escrow							
Return of LP Capital from Sale							
Ending Member Capital Account Balance	$ 100,000	$ 100,000	$ 100,000	$ 100,000	$ -		
Total Return on Investment	$ 10,000	$ 10,000	$ 10,000	$ 20,000	$ 50,000	$ 100,000	100%
Average Annual Return (AAR)							20.00%
Equity Multiple							2.00 X
Average Cash on Cash Return							14.00%

$100K Minimum

10% Preferred Return

20% AAR

100% Total Return

2.0X Equity Multiple

FAQs

FAQs

What is the minimum investment?
$100,000

Is the offering for accredited investors only?
Yes, only accredited investor may invest.

How is this Deal Structured?
This offering is structured with a 10% preferred return with a projected 10% additional cash on cash returns in years 4 and 5. Then, another 30% on the exit of the deal for a total of 20% average annualized rate.

What are the potential risks of this offering and how do you plan to mitigate these risks?

Risk: Customer Concentration - Reliance on a few large clients
Mitigation: Expand client base across multifamily and fleet accounts.

Risk: Underutilized Capacity – Operating below 50% efficiency
Mitigation: Add automation, streamline processes, and scale throughput.

Risk: Sales Model – Small, inconsistent orders
Mitigation: Shift to contract-based agreements for recurring revenue.

Risk: Execution Risk – Challenges in multi-site growth
Mitigation: Standardize processes and leverage experienced leadership.

Next Steps To Invest

Investment Process

- Review the Offering Memorandum
- Go to the Investor Portal
- Read and sign the Subscription Agreement and the Operating Agreement in the Investor Portal.
- Manager Review and Sign both Agreements
- Wire Transfer or ACH instructions sent
- Transfer or Wires Funds
- Investment Complete