

UNTAPPED POTENTIAL.

For 60 years, the same shell.
But now... we see what
others didn't.

A-Level  AlliancesTM
ENABLING PEOPLE, EMPOWERING PLACES.

April, 2025

**"CONSUMER BEHAVIOR
EVOLVED. RETAIL
FORMATS DIDN'T."**

**The misalignment isn't
emotional — it's structural.
This is not a crisis. It's a lag.**

THE STORY OF A NECESSARY SHIFT!

Why We Exist? Because the next generation doesn't want a transaction. They want a transformation.

Big box retail was built for efficiency.

We're building for **identity, connection, and shared momentum**.

When legacy formats push product, we design spaces that pull people in — not with ads, but with purpose.

We exist to serve the shift from **"shopping spaces" to "human experience networks"**.

*We Don't Fill Spaces. We Activate Them.
Big box retail saw square footage.
We see potential energy:
Stories, Startups, Movements, Culture, Creators.*



"CONSUMERS ARE HUMANS, NOT UNITS."

THE ALLIANCE BEGINS

A Level Alliances was born to enable people and empower places. It's not a company. It's a coalition—a cultural and commercial alliance built around real human needs. We are here to unlock spaces, amplify stories, and activate communities. We don't compete with the old system. We've outgrown it.



What If the Next Shopping Destination ISN'T A STORE ! — BUT A STAGE?

Where modular showcases replace shelves.
Where belonging drives traffic.
Where discovery feels human, not targeted.



HERE'S THE SOLUTION



At the core is ThirdSpaceHub™ — integrating

Plug-and-play brand showcases
Flexible **co-working** and meeting zones
Wellness and fitness suites
Creator labs and **event decks**
Phygital interaction systems screens, sensors, AI tools)

Designed to support discovery, collaboration, and daily engagement — all in one adaptive space.



5th Wall™ – The Engine Behind the Experience

Delivers, installs, and maintains all hardware, **phygital elements, and sensory systems that activate each space** — from light and sound to motion, scent, and projection.

It's not just atmosphere. It's the infrastructure of emotion.



JoinLocalLoop™ – The Pulse of Local Engagement

Hosts and distributes events, stories, programs, and curated content across all ThirdSpaceHub™ locations—**creating real-time, neighborhood-driven interaction.**

Built to make every space feel local, everywhere.



ShiftZone™ – The Interactive Display Grid

Deploys and manages **real-time public screens that sync hyperlocal content**, announcements, and social media streams—turning attention into participation.

Where digital presence meets physical pulse.

WHO WE ARE



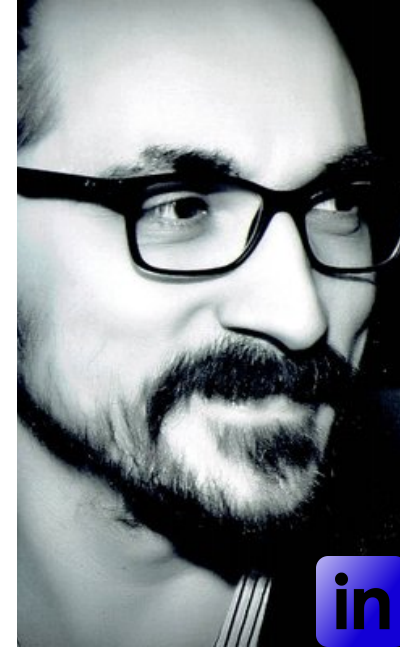
CEO, PARTNER

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CFO&COO

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CPO

Emre M. Gozlelli



**REAL ESTATE & OOH
MEDIA PARTNER**

Carlos Pujol



**5TH WALL PRESIDENT,
PARTNER**

David Block



**STRATEGY
& INVESTMENT
PARTNER,**

Randall Cox



**FOUNDER, PRESIDENT
(Memedi)**

Mehmet Narin

WHAT SETS US APART?

Innovative Thinking

We don't follow trends — we decode them early and transform insights into scalable, human-centered systems.

Exceptional Leadership

Our team leads with purpose, empowering communities, brands, and partners to move from vision to execution.

Decades of experience

From global markets to local impact, our track record blends strategic depth with bold, real-world performance.

From insight to execution — we bring decades of innovation, leadership, and market-shaping vision.

***“IT WASN’T ABOUT REPLACING WHAT’S GONE. IT
WAS ABOUT CREATING WHAT’S NEXT.***

-MEMEDI, FOUNDER ”

BACKED BY DEEP RESEARCH

"Our platform is not just visionary—it's validated. Each element reflects years of trend analysis, user behavior mapping, and cross-market innovation."

Why This Matters

People no longer want to walk through shelves. They want to walk through meaning. They want to feel seen, valued, and inspired. We believe people are not consumers—they are co-creators. Brands are not rulers—they are guests.

Who We Serve

We serve the unserved: independent brands, conscious startups, local creatives, and digital-first consumers who reject the predictable. Our mission is not to scale sameness. It's to scale significance.

The End of Big Box

Big box retail isn't just oversized. It's outdated. It doesn't speak the language of new generations, and it can't adapt fast enough to cultural shifts. We're not against it. We're beyond it.

BENCH MARKS

| BRAND | AVG.DAILY VISITORS AT PER LOCATION | VISITOR COMPARISION TO ALA | ANNUAL BRAND ONBOARD | ALA VS BRAND ONBOARDING |
|-------------------------|------------------------------------|----------------------------|----------------------|-----------------------------|
| Starbucks | 500 | 500 | 500 | N/A |
| Walmart | 8,000 | 1.6x More | 500 | N/A |
| Amazon | N/A (Onlline) | N/A | 800,000 | 1 ALA per 400 Amazon Brands |
| A Level Alliances (ALA) | 5,000 | - | 2,000 | - |

STARBUCKS

Community Flow & Loyalty Benchmark

Starbucks draws around 500 daily visitors mainly for coffee and builds a loyal community, while ALA offers a diverse experience by combining shopping, socializing, learning, and working all in one place.

Starbucks fosters loyalty through routine, while ALA enhances engagement via multi-layered environments.

WALMART

Scale Without Soul

Walmart draws around 8,000 daily visitors per store through necessity-based shopping, prioritizing scale and pricing, but lacking emotional engagement. In contrast, ALA focuses on curated, value-driven traffic that emphasizes rich experiences over mere transactions.

Benchmark Insight: Walmart excels in physical volume, while ALA combines volume with values.

AMAZON

Digital Scale, No Physical Touch

Amazon features over 9 million brands, adding 800,000 each year for digital visibility. However, many brands lack offline presence. ALA provides a platform to engage digital-born brands in interactive spaces.

Amazon leads in virtual listings while ALA enhances its physical presence and real-world relevance.

THE MARKET & OPPORTUNITY

TOTAL ADDRESSABLE MARKET (TAM) – UNITED STATES (2024–2025)

 RETAIL : \$8.53 TRILLION*

 COWORKING SPACE: \$5.67 BILLION**

 RETAIL MEDIA NETWORKS: \$53.7 BILLION***

 STORE FIXTURES: \$5.3 BILLION****

 **\$8.6 Trillion**

TOP U.S. STATES WITH HIGH GEN Z CONCENTRATION

- California – Los Angeles, San Diego, San Jose, Bay Area
- Texas – Austin, Houston, Dallas-Fort WorthFlorida – Miami, Orlando, Tampa
- New York – NYC, Buffalo, RochesterIllinois – Chicago and suburban areas
- Georgia – Atlanta MetroNorth Carolina – Charlotte, Raleigh-Durham
- Arizona – Phoenix, TempeWashington – Seattle, Tacoma
- Colorado – Denver, BoulderNevada – Las Vegas, Reno

These states have the largest populations of Gen Z (born ~1997–2012), driven by urban density, university ecosystems, and diverse cultural scenes.

*capital one shopping 2024 **Mordor Intelegence 2024 ***Interactive Advertising Bureau 2024 **** IBIS 2024

WHAT WE OFFER

Not a Format. A New Framework for the Future of Living, Buying, and Belonging.

A PROVEN BLUEPRINT — BENCHMARKED, BUT NEVER IMITATED

Like IWG, we scale plug-and-play environments — but for commerce, not just coworking

Like Trader Joe's, we curate trust — not shelf space

Like Amazon, we connect digital-first brands — but give them a physical soul

Like Starbucks, we build daily rituals — but we democratize the luxury lounge experience, turning every center into a place to gather, socialize, and belong

Like Walmart, we serve millions — but with depth over discounting

A FULLY INTEGRATED PHYGITAL INFRASTRUCTURE

- *500 physical hubs designed for commerce + community*
- *Modular showcase pods for retail, wellness, and learning*
- *ShiftZone™ digital media grids to convert attention into interaction*
- *JoinLocalLoop™ engine to localize every experience*
- *5th Wall™ systems to layer emotional, sensory, and digital engagement*

A MEASURABLE, MONETIZABLE ECOSYSTEM

- *5,000+ daily visitors per location*
- *1B+ annual physical impressions*
- *Extra + revenue per center from wellness, co-working, and modular showcases*
- *Real-time data from screen traffic, footfall, and Gen Z engagement*
- *National footprint to serve the 55% of “overlooked American brands”*

A NEW DEAL FOR BRANDS, CITIES, AND CAPITAL PARTNERS

- *For Brands: Reach, test, and sell in high-flow environments with no CapEx*
- *For Cities: Convert underused real estate into civic assets and job engines*
- *For Allies: Access a \$10B+ transformation across store fixtures, retail media, and local construction*
- *For Developers: Turn parking lots and vacant boxes into modular lifestyle landmarks*
- *For Operators: Run a turnkey platform that generates traffic, loyalty, and community impact*

WHO WE'RE SEEKING

Long-view investors who recognize the shift from traditional real estate to modular, experience-driven assets — and want to lead the transformation, not chase it.

Execution-driven builders and place-makers who can convert concepts into activated, revenue-producing hubs across urban and suburban landscapes.

Visionary consumer brands, wellness leaders, tech innovators, and community-focused creators ready to co-own, co-curate, and co-monetize the next evolution of lifestyle-driven commerce.

Foundations, city planners, retail media strategists, and ESG institutions that understand policy, impact, and civic regeneration — and want a stake in a scalable, future-proof urban model.

CAPITAL ALLIES

DEVELOPMENT ALLIES

**BRAND CURATORS &
MARKETPLACE ANCHORS**

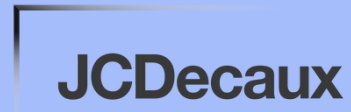
INSTITUTIONAL ALLIES

We're Looking for Co-Creators. For Allies

This isn't capital seeking capital.
It's purpose meeting possibility.

We build more than modular platforms —
We build the next human experience economy.
And we do it shoulder-to-shoulder with those
who see what's coming before the rest of the world does.

Join us — not as a shareholder.
But as a stage architect, a culture shaper, a movement starter.
Let's make history — not headlines.



NORDSTROM



Arçelik



RELIANCE
Anil Dhirubhai Ambani Group



NOKIA
Connecting People



CEMUSA

SAMSUNG



A-Level > Alliances™
ENABLING PEOPLE, EMPOWERING PLACES.



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