

| <b>B</b>                     | <b>I</b>         | <b>N</b>              | <b>G</b>                                            | <b>O</b>                    |
|------------------------------|------------------|-----------------------|-----------------------------------------------------|-----------------------------|
| turn key                     | ROI              | 30000<br>foot<br>view | flesh/flush<br>it out                               | reach<br>out                |
| leverage                     | close<br>the gap | the<br>beauty<br>of.. | mitigate                                            | at the<br>end of<br>the day |
| partners                     | robust           | <b>FREE</b>           | value ad                                            | best<br>practice            |
| hit the<br>ground<br>running | holistic         | report<br>out         | its not rocket<br>science/its<br>not<br>complicated | out of<br>the box           |
| granular                     | gig              | low-hanging<br>fruit  | buy-in                                              | manage<br>expectations      |

|                        |                                                     |                             |                       |                       |
|------------------------|-----------------------------------------------------|-----------------------------|-----------------------|-----------------------|
| <b>B</b>               | <b>I</b>                                            | <b>N</b>                    | <b>G</b>              | <b>O</b>              |
| leverage               | its not rocket<br>science/its<br>not<br>complicated | at the<br>end of<br>the day | sustainability        | biobreak              |
| reach<br>out           | hit the<br>ground<br>running                        | best<br>practice            | holistic              | the<br>beauty<br>of.. |
| value ad               | ROI                                                 | <b>FREE</b>                 | mitigate              | low-hanging<br>fruit  |
| manage<br>expectations | it is what<br>it is                                 | cuss<br>word                | flesh/flush<br>it out | organic               |
| partners               | right?                                              | buy-in                      | out of<br>the box     | close<br>the gap      |

| <b>B</b>                   | <b>I</b>                                   | <b>N</b>            | <b>G</b>           | <b>O</b>               |
|----------------------------|--------------------------------------------|---------------------|--------------------|------------------------|
| out of the box             | low-hanging fruit                          | manage expectations | ROI                | hit the ground running |
| 30000 foot view            | its not rocket science/its not complicated | close the gap       | turn key           | biobreak               |
| wrap our heads around this | win-win situation                          | <b>FREE</b>         | cuss word          | at the end of the day  |
| reach out                  | mitigate                                   | enterpris<br>e      | value ad           | leverage               |
| buy-in                     | partners                                   | holistic            | flesh/flush it out | best practice          |