

Inertia Corporate Video Comments

As a general note:

- 1) any link included here is just for a reference, does not necessarily mean we have to use it, but it has to be adhere to the same look and feel
- 2) Make the circles with the icons bigger so they can fill the page, because the white background looks very plain at times.



INERTIA

- Keep logo as is it, do not make it flip
- Remove the "Reflection" from the logo



SEAMLESS EXPERIENCE EXCELLENCE

- We want an icon reflecting customer experience excellence
 - Could include a happy family, happy individuals, etc



- For customers, investors, etc, replace with the **old world map**



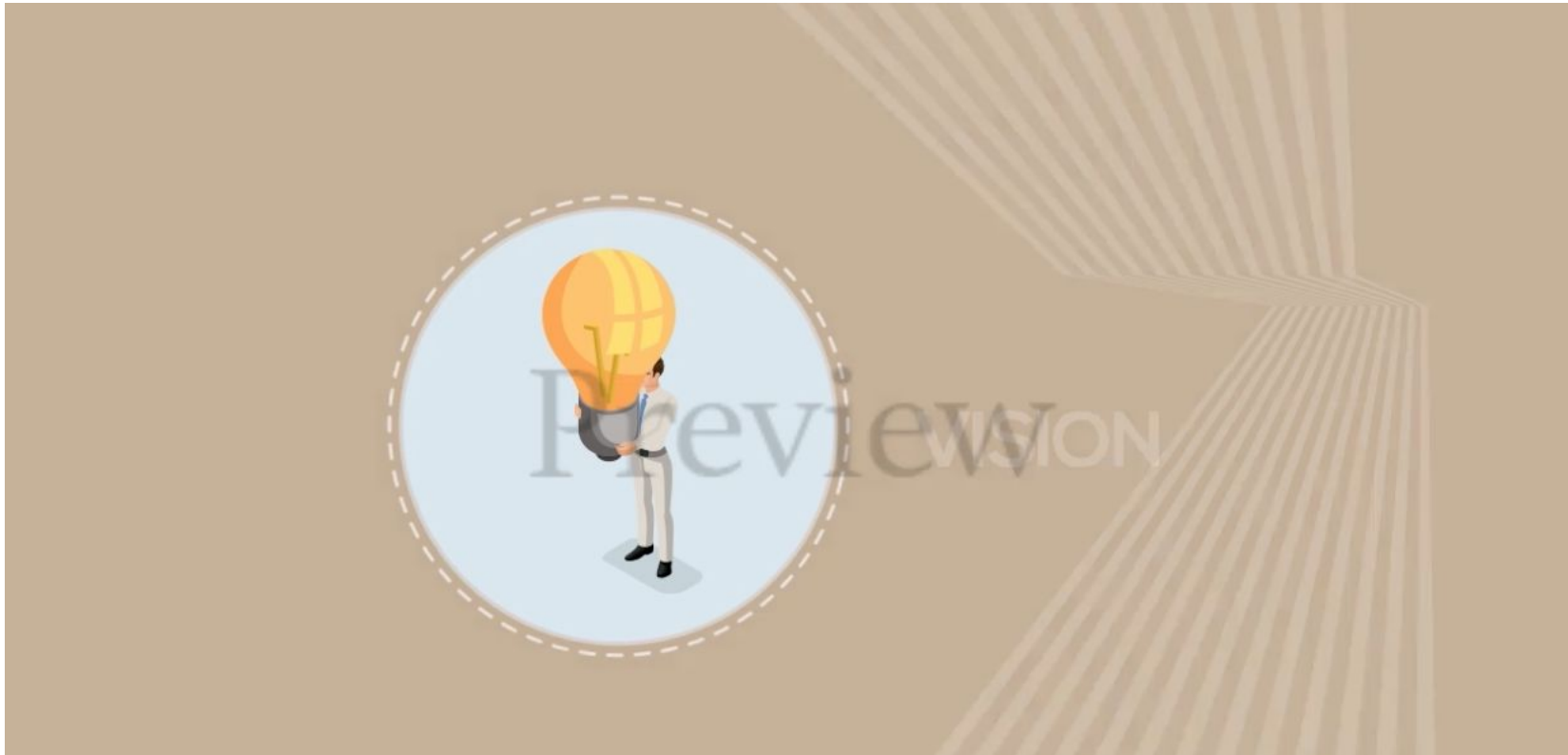
WE THINK **PROGRESSIVELY**, WORK **CREATIVELY**

- Replace with an icon that reflects innovation & enterprise and creativity
- Could include team in a non-corporate looking office working together
 - Ex: <https://www.shutterstock.com/image-vector/business-meeting-brainstorming-idea-concept-teamwork-709>



PARTNER **STRATEGICALLY** AND ACT **RESPONSIBLY**

- Add 'act responsibly' as a slide on its own, and health & safety **icons**
- Ex: <https://www.shutterstock.com/image-vector/construction-working-surrounded-by>



- Change vision icon that reflects something that is long term, something to inspire you



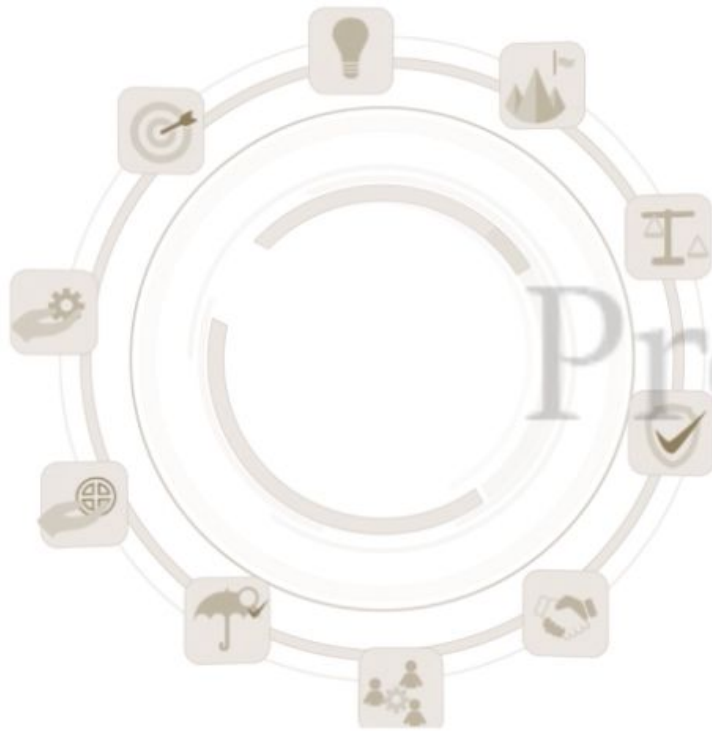
ADD **VALUE** THROUGH DELIVERITNG OUR DEVELOPMENTS

- Replace with "greenery, accessibility (roads), education, health, clubhouse, concierge, loyalty program" icons
- Delivering is spelled wrong – change to "DELIVERING"



50,000 **COMMUNITY MEMBERS** BY 2022

- Replace with families, individuals, people multiplying to fill the whole screen



Preview

AS FOR OUR CORE VALUES
WE **APPRECIATE** BEHAVIOR THAT IS

- Change sentence to : **INERTIA APPRECIATES** BEHAVIOR THAT IS



- Make this slide stay for at least 3 seconds, and any title slide should stay for at least 3 seconds



Preview **TRANSPARENT**
HONEST AND ETHICAL

- Change to three icons that reflect the bold words



Preview

**INTEGRITY, RESPECT
AND ETHICAL BEHAVIOR**

- Change to three icons that reflect the bold words



Preview CUSTOMER EXPERIENCE
EXCELLENCE IS OUR PRIMARY FOCUS

- Change icon to reflect customer experience excellence, ie: a happy client
- Keep animation text similar to the previous slides for this slide and all upcoming slides
- Ex: <https://www.shutterstock.com/image-vector/businessman-hand-giving-five-star-rating-663157873?src=ou>



review
**CUSTOMERS UPON
THEIR INTEREST FIRST**

- Include an icon communicating timely delivery & happy customers
- (maybe an hourglass & happy customers?)



review
**RESPONSIBLY CONSIDERATE AND
ACTIVELY ENABLING**

- Add icons relating to ecosystem such as: Egypt map, sea, land, compass, commercial and residential icons
- Ex: <https://www.shutterstock.com/image-vector/eco-system-save-energy-network-info-185184836?src=Q4tQgo-q-19mXge>



Change bulb to another nicer looking one



Preview **PROMOTE AND ENCOURAGE**

- Replace with an icon that **promotes & encourages innovation**



Preview DELIVER EXCEPTIONAL RESULTS

- Have two people stand on each block



review **RELIABLE**

- For reliable and the rest of the adjectives, please put icons that hammer on teamwork & collaboration



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