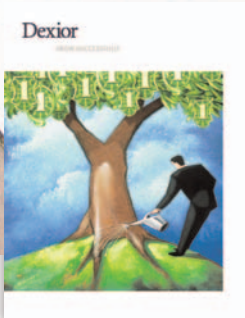




## Private Equity For Investors

*In an environment of volatile stock markets and low interest rates, choosing an investment path that delivers reasonable returns is becoming more and more difficult. That's especially true if your portfolio is limited to traditional investments such as stocks and bonds. Achieving better returns is possible, but it increasingly requires new asset mix strategies and the addition of alternative investments. One of the most compelling of today's alternative investments is private equity, which is the ownership of equity securities in companies that do not trade on any of the stock exchanges. Private Equity may be appropriate if you are a high net worth investor and have a long term investment horizon.*



# Illustrated investments.

### > The Background

After Serengeti successfully completed the visual upgrade to the corporate website we were asked to continue the process with all of Dexior's corporate communications material.

### > The Process

The project involved a redesign and upgrade of their marketing brochures. This included replacing the generic traditional business style photographs (money and buildings) with the colourful and thematic illustrations that Serengeti sourced for the website.

With the brochures, Serengeti had to supplement the main illustrations sourced for the website, because many more were required to illustrate the expanded content.

Serengeti designed a series of brochures based on a clean, simple approach that allowed the illustrations, with all their inherent appeal, to be featured and utilized.

Throughout this process, Serengeti worked directly with the VP of Marketing.

### > The Result

Dexior felt that the eye catching illustrations exactly represented how the company wanted to be perceived.

The response, both internally and externally, has been very positive.

So far, four high-impact marketing brochures have been created, with a fifth soon being added to the series.

### Dexior Financial Inc.

Dexior Financial Inc. was established to address the equity gap for smaller businesses, while simultaneously providing compelling, private equity investment opportunities for qualified investors. Dexior Financial is part of the Dexior Financial Group, which comprises three independent private investment companies operating within Canada, the United Kingdom, Ireland, Netherlands and the United States.