

## A10 ASSOCIATES

## A public affairs firm with a vision like no other





# What is A10 Associates

Vision - Deliver bipartisan policies to strengthen the U.S. economy while empowering the next generation of female leaders.

Ethos - Be kind. The truth. Do your best.

**Guiding principle-** "You can always find something in common with anyone."

Guaranteed for every client - Strategy. Execution. Results.

**Daily challenge -** leave clients, contacts, employees, and other partners better than they came.

**Bipartisan political beliefs -** We "vote" for transportation, technology, infrastructure, community, workforce, and healthcare.

**Priority -** People and policy over political games.





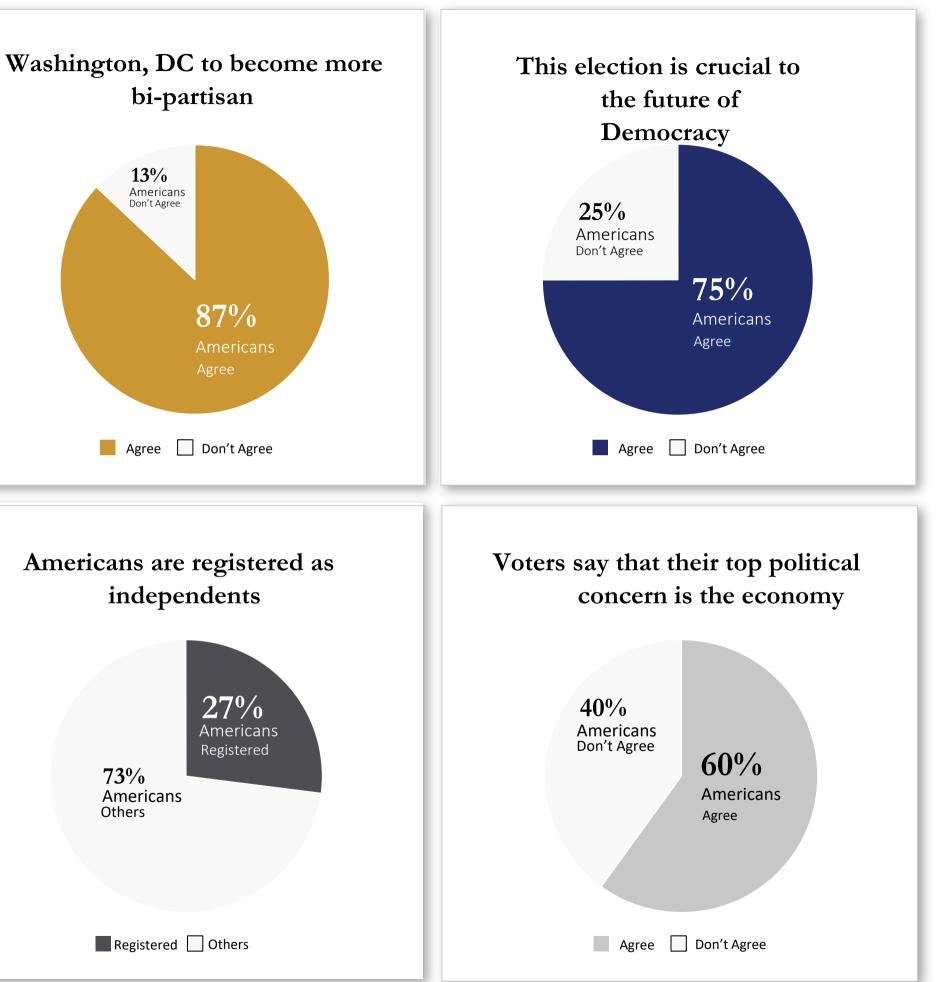
# A10's Vision

Delivering bi-partisan policies while training the next generation of female public affairs leaders.



## The need for bi-partisan politics

- **87% of Americans** want Washington, DC to become more bi-partisan
- Meanwhile, 75% of Americans believe that this election is crucial to the future of Democracy
- Nowadays, 27% of Americans are registered as independents
- Independents population tends to determine the outcome of elections based on the fact that there are only two political parties
- 60% of American voters say that their top political concern is the economy





## The Need for Female Business Leaders

Only about 30% of our elected officials nationwide are female.

Only 21% of chief executives in the nation are women.

55% of the current workforce is female.



10 million more women registered to vote than men.

Women only make 82% of the wages men make.

Firms with more women in senior positions are more profitable, more socially responsible, and provide safer, higher-quality customer experiences — among many other benefits.

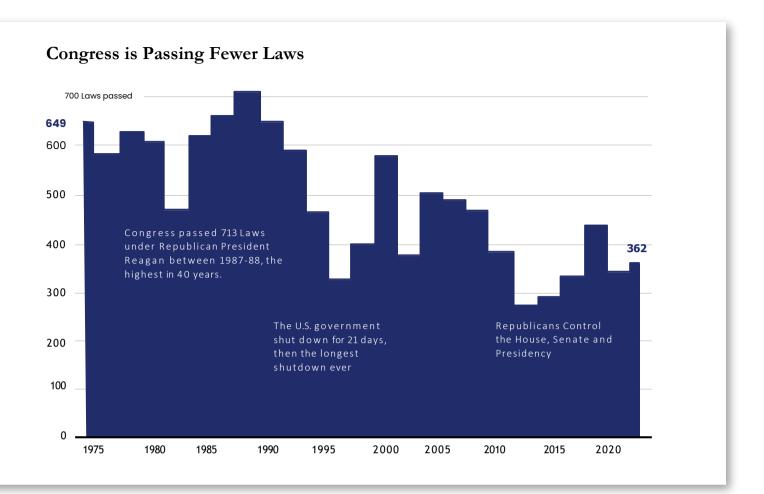
82% of successful men in the USA have male mentors at work, but only 69% of successful females have female work mentors. Women-led companies have 34% higher return on equity and 42% higher return on invested capital than male led companies.

Only 19% of women hold a chief executive title.

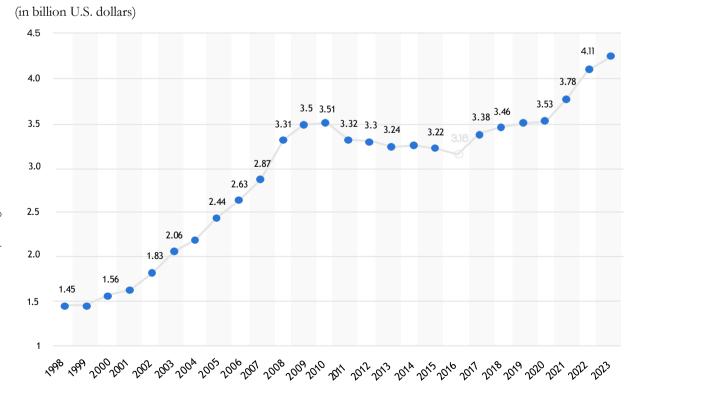


## Changing political landscape: What it means for business

- Fiscal year 2021 and beyond is subject to a discretionary funding cap of 1%, unlike the fiscal years 2011 and prior. In 2023, Congress spent \$16.7 billion on 8,852 earmark projects. Still, congressionally directed spending in 2022 and 2023 was less than the average of \$17.8 billion in fiscal years 2008 through 2010.
- In 2011, the federal government provided \$607B to states before the earmark ban, now is \$765B - a \$1.5B increase.
- These changes have forced the lobbying market to switch gears away from only seeking federal funding via earmarks – to focus on state, federal and local grants.
- Securing funding for clients now requires bi-partisan effort across state, federal, and local governments.
- Why we are winning? The A10 secret sauce is supporting female candidates and teammates while being disciplined to focus on bi-partisan issues and ability to deliver results. We give our clients a measurable, financial return on investment time after time.



Total lobbying spending in the United States from 1998 to 2023



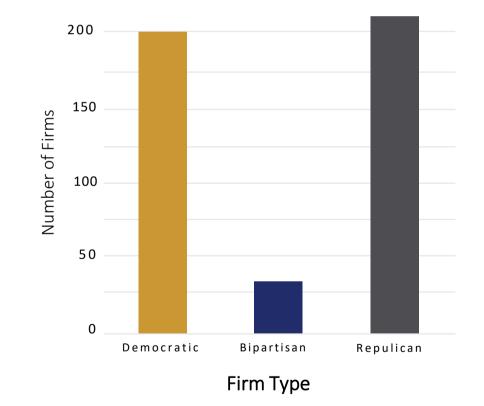
© A10 Associates 2024



## Bipartisan Firms:

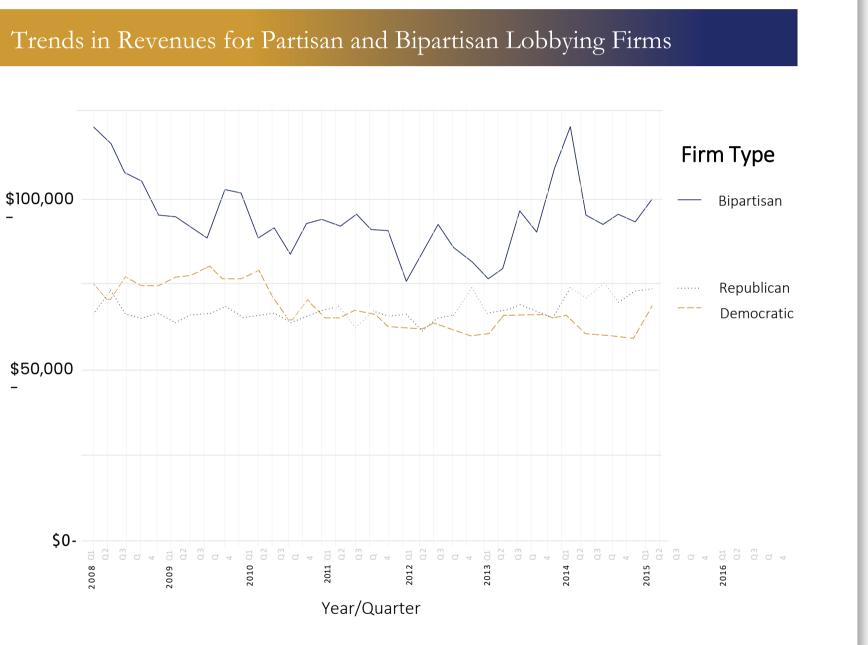
Underrepresented but making more revenue

Distribution of Lobbying Firms by Partisan Ties



According to the study, "The Partisan Ties of Lobbying Firms", of the firms whose partisan identities could be discerned, only 34 (7.62%) identified explicitly as bipartisan. Democratic and Republican firms are roughly at parity: 201 (45.07%) Democraticallyidentified firms and 211 (47.31%) Republican-identified firms.

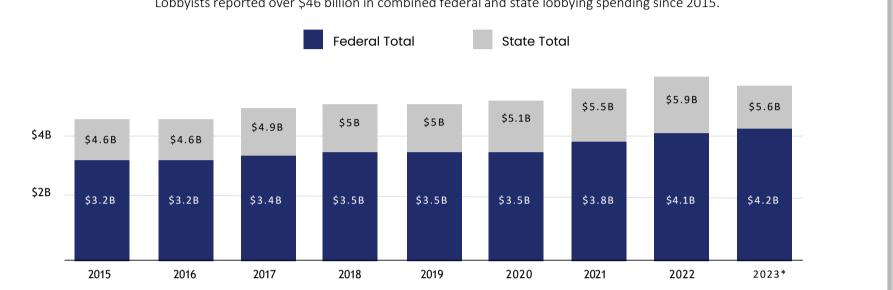
Median revenue per lobbyist

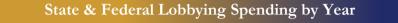




## **Industry Shift Benefits A10** and our clients...

- Ranked as the largest woman-owned lobbying firm in the USA by revenue and number of clients the last three years.
- Fastest-growing lobbying firm 5 consecutive years in Bloomberg Government's national rankings.
- Boston Business Journal's Fast 50 List number 14 in the state.
- We are growing because we are following the market trend of being bipartisan and delivering financial results through state, federal, and local funding.





Lobbyists reported over \$46 billion in combined federal and state lobbying spending since 2015.

#### A10 Associates Growth

Clients	Employees	Consultants	Revenue (USD millions)
12	4	2	1.2
18	6	4	1.8
20	7	10	2.6
26	8	4	3.0
30	10	2	3.5
30	15	5	4.0 projected



## Empowering women specifically at A10 Associates

#### 01 Overcoming Gender Bias

Through results and fact-based analysis, we repeatedly defeat our opponents by being the most gualified, hardest working, and knowledgeable.

#### Providing a safe and professional work environment 02

that empowers motherhood and family

- Mother's hours
- Liberal leave policy Paid maternity leave Combined work from home

### 04 Internal curriculum

- Coffee and learns
- Retreats
- Dress for success and lead like a boss 9
- Personal professional development plans and coaching
- Access to c-suite and political officials
- Access to A10 CEO and leadership team
- Empowerment for client employees
- A10 family functions

### 05 Vision and enlightenment program online

#### Additional training and 03 certifications for staff

- **Grant writing**
- Government registrations
- Industry days
- Work study programs
- Co-op programs

- Monthly blogs published each month to encourage and empower female leaders
- Social media highlights the powerful connections and opportunities our female team experience each week
- Outreach via additional medial platforms to showcase the resilience of our female team leaders

