

2020

PTB GLOBAL ADVISORS

A CONSULTANCY FOR
THESE TIMES



PTB GLOBAL ADVISORS

WASHINGTON — TOKYO — LONDON

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PTB Global Advisors: A Consultancy for These Times

- We are entering a new world of accelerating change.
- The global economy is at a pivot moment, in which companies will have to rapidly adjust to compete.
- There will be new challenges and competitors, but also new opportunities for businesses to prosper.

Since 2001, PTB Global Advisors has provided cutting-edge research and geopolitical analysis for major corporations and government agencies in the U.S., Europe, and Asia. We have consistently highlighted the impact of Indo-Pacific geopolitical competition on national economies and businesses, and we are uniquely prepared to assess this new era.

To help businesses best navigate this pivot moment, PTB Global Advisors offers intelligence, consultations, and real-time analysis tailored to client specifications.

We report where the strategic environment is currently headed, giving your firm a knowledgeable head start.

- PTB research reports are sourced from a worldwide network of contacts assembled over decades of diplomatic, business, intelligence, military, and other relationships.
- We closely track the foreign and economic policies of the major nations—particularly the U.S., China, and Russia—assessing their impact on key sectors including finance, energy, heavy industry, and trade. We also monitor competition in the digital sphere.
- Our principals then provide succinctly stated snapshots of current geopolitical and economic changes.



PTB has a record of success in helping firms understand the impact of geopolitics on business, which can be tailored to the needs of companies operating in any sector of the economy.

We spot trends and uncover facts to give our clients a valuable information advantage. In the past five years alone, we have delivered pioneering market assessments of major developments to our clients that were unavailable anywhere else—on Chinese state-owned enterprises, the implications of Brexit, the direction of U.S. policy under Trump, and most recently COVID-19.

We serve corporate clients and government agencies in a wide range of sectors, including:

- Heavy industries
- Finance and securities
- Cybersecurity
- International development
- Transportation and infrastructure
- Ministries of foreign affairs, trade, and finance

We are uniquely prepared to provide analytic capabilities for business planning during and after the pandemic.

Some of our many areas of expertise include:

- Fact-based analysis of U.S.-China strategic competition.
- China's attempt to change the international system amid the pandemic, and effects on the Sino-Russian partnership.
- Inside view of the Trump Administration's economic recovery plan and its projected international impact.



Our Global Network and Principals

PTB's network of sources capture the latest international developments. Our experienced analysts assess them to help you understand global change.

Current instability in the international system means companies will now, more than ever, have to factor a changing geopolitical environment into their business planning. Going forward, past ways of doing business will be disrupted and forced to evolve. Help your business compete in this environment by getting our experienced principals and contacts to work for you.

PTB is able to offer in-depth reports at competitive rates by combining a core staff and low overhead with a unique network built over four decades.

The experience and expertise of our team begins with our founder, Paul Goldstein, who has been involved in building U.S. business and security ties for over 30 years. His vision guides the company, combining a rich knowledge of history and culture with practical strategic business insights.

PTB Principals:

- **President/CEO Paul Goldstein** has been a private intelligence professional for the past 45 years, with deep connections to the U.S. national security system and major corporations.
- **Senior Cyber Advisor Dr. Linton Wells II** served as a U.S. naval officer and in the Pentagon for five decades. He was DoD's Chief Information Officer, where he pioneered the integration of digital technology, cybersecurity, and systems



resilience. He is a graduate of the U.S. Naval Academy and holds a Ph.D. from Johns Hopkins University.

- **Senior Advisor Rear Admiral Paul Becker (ret.)** served for 30 years as a U.S. naval intelligence officer. In 2016-17, he led the Intelligence Community Landing Team for Trump's transition. He is a graduate of the U.S. Naval Academy and holds an M.P.A. from the Harvard Kennedy School.
- **Executive Vice President Jeffery Steinberg** has spent five decades behind the scenes analyzing national security and political-economic issues. He is a college lecturer in U.S. political history and has extensive publications as a journalist covering international affairs on six continents.
- **Advising Partner Takaaki Nakajima** served as a Principal at PricewaterhouseCoopers in New York, and as General Manager of the Planning Division for the Americas at the Bank of Tokyo-Mitsubishi UFJ. He holds an M.B.A. from M.I.T. and a B.A. from the University of Tokyo.
- **Advising Partner Joe Saunders** is Founder and CEO of RunSafe Security, a cybersecurity firm, and has more than 25 years of leadership, business-building, and startup experience. He holds an M.B.A. from George Mason University, an M.S. in predictive analytics from Northwestern University, and a B.A. from the University of Michigan.
- **Director of Research Andrew Capistrano** is a Ph.D. candidate at the London School of Economics, and previously was a researcher at the Asia-Pacific Initiative, a Tokyo think tank. He holds an M.A. from Waseda University and a B.A. from the University of California, Berkeley.

Combined with our principals' experience and expertise, PTB's network of well-placed contacts gives us an edge.



Deliverables:

Template Reports and Custom Research

PTB Global Advisors can help your business navigate and benefit from the fast-paced changes ahead.

PTB builds our coverage around the regions and issue areas important to your firm. We have the information and analytical capabilities to assist you and are ready to customize our services to your requirements.

PTB usually offers two general products:

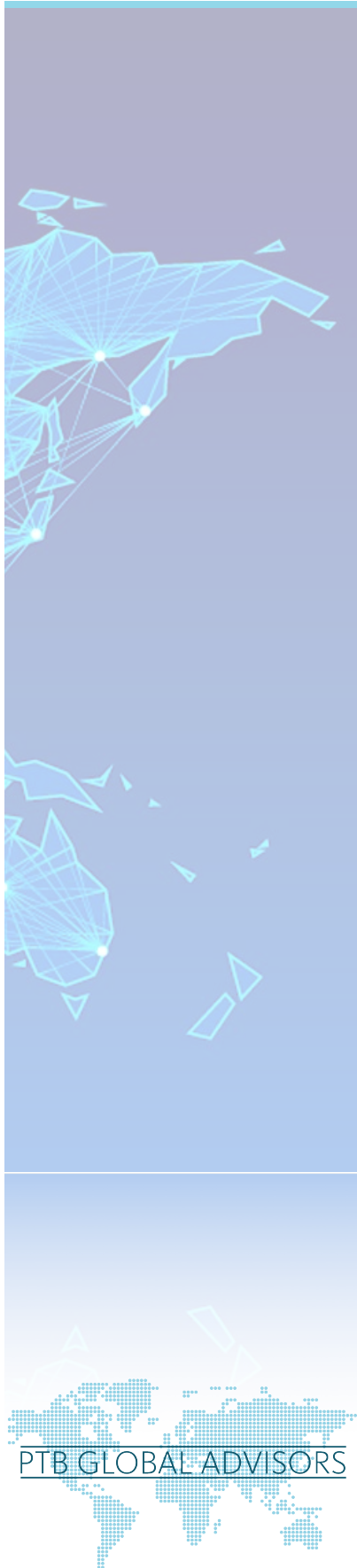
- **Strategic Insights**—delivered once or twice a month.
- **Custom Analysis**—delivered once or twice a month.

Alongside our reports, PTB can include monthly consultation packages with President/CEO Paul Goldstein to clarify and elaborate our research.

We can also provide you with tailored products on a client-only basis and produce multi-client special reports on single topics as requested.

Standard pricing structure (in USD):

- **Strategic Insights subscription:** \$1000 per month.
- **Custom Analysis (monthly report, no consultation):** from \$1500-\$2500 per month, depending on length.
- **Custom Analysis (monthly report plus consultation):** from \$2500-\$3500 per month, depending on length.
- **Multiple reports and monthly consultation:** from \$4000-\$6000 per month, depending on length. Please contact PTB Global Advisors for specific estimates.



PTB can provide coverage of major policy developments in the U.S., Asia, Middle East, Europe, and Latin America. For example, we can provide the most current and accurate profile of:

- U.S. policy development—Executive Branch and Congress.
- Status of U.S. alliances.
- Geopolitical and geo-economic developments in the Persian Gulf/Middle East region.
- China's strategy in pursuit of dominance, information warfare, and the Sino-Russian dynamic.
- Indo-Pacific alliance developments, including relations among Japan, India, Australia, and South Korea.

In addition to our core product of real-time research and analysis, PTB provides a link between U.S. and foreign corporations and government agencies. We also have relations with leading U.S. cybersecurity and cyber-training companies, whose unique products can fill vital gaps in cyber resilience.

The ongoing transformation of the global economy is and will be intertwined with geopolitics.

In particular, policy decisions made in Washington and Beijing will affect the international economic system in ways that will challenge businesses to adapt to new conditions.

Our approach will continue to deliver critical intelligence for our clients.

PTB Global Advisors is ready to deploy our vast and unique capabilities to help your business navigate the coming period of change.



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