

Midas: We Drive Client Value Through Corporate Trade



At Midas, we deliver customized trade solutions that allow clients to increase their marketing return on investment through the monetization of corporate assets. Midas collaborates with clients and agencies to determine if a Non-Asset or Asset based exchange generates the best business outcome.



Midas' ability to procure media results in increased cash flow for clients to drive business growth.



Clients receive a 5-15% financial benefit, either in the form of a media savings, incremental media, or through converting a distressed asset into future media dollars.



Media plan is implemented and executed as developed and approved by the client and agency.

Value Propositions

DERIVE INCREMENTAL VALUE

Through the utilization of pre approved and budgeted media, clients can achieve incremental value, mitigate cost inflation and /or secure flexibility with cost commitments and timing.

MEDIA PRESERVATION

Media is implemented and guaranteed against the requirements as outlined by the agency with absolutely no compromise to quality.

MIDAS
E»»CHANGE



\$5.5B

CLIENT BILLINGS

SUCCESSFUL
IMPLEMENTATION

\$550M

CLIENT SAVINGS

CASHFLOW
ENHANCEMENT

160+

CLIENTS

EXPERTISE
AT SCALE