



THE DEJESUS ORGANIZATION

2020 MARCH REPORT

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BOSTON, MA - WWW.DEJESUSTC.COM

2020

Letter

March 17th, 2020

In the midst of the health and economic crisis that unfolds across the United States and the rest of the world due to the Corona Virus (COVID-19), I find myself in a position with many other leaders of small and big business. We have to be as strategic as possible to ensure that our businesses remain strong all while upholding the recommendations of public health officials to protect the safety of employees and customers and everyone involved.

Major changes are occurring at our organization in the midst of what is going on in the world. We are at the forefront of expansion and taking the steps necessary to have significant market dominance in the state of Massachusetts, Rhode Island, Connecticut, and Florida. Expansion plans have been temporarily suspended as business has slowed down significantly within our operation. A corporate resolution to change the brand name moving forward, for a number of reasons, was listed in the resolution which I recently passed.

On the investment side of business, we will be as strategic as possible to tap into lucrative opportunities in the domestic markets.

DeJesus Industries is the heart of the operation. This year, in a partnership with DeJesus Driveways, we will be restructuring and merging sales teams to become a more efficient operation. DeJesus Driveways DBA DeJesus Paving Corporation will be expanding its operation to eastern Massachusetts to overlap with the service area of DeJesus Industries. DeJesus Paving Corporation is expanding its clientele to include government contracts in Massachusetts, Rhode Island, Connecticut, and Florida.

Over the last few months you may have noticed that DeJesus Industries has been advertising and strictly classifying itself as a builder instead of remodeler. We will be restructuring business to take on new constructions and additions. We will slowly begin pulling out of remodels and refocusing business in this new direction.

The DeJesus Group will be acquiring its agents license soon to position itself to take on luxury sales. I will be the only agent and have narrowed down my selection of the brokerage firm to two.

Fifth Avenue Media is the newest on the list and was renamed from Opinion Media Group. Fifth Avenue Media will handle all in house media for any and all companies at The DeJesus Organization. Fifth Avenue Media is not open to the public market to take on customers. However it is not indefinite. We own the domain www.realfifthave.com and purchased it at a really good price. We also take ownership of the same social media handles on Twitter, Instagram, and Tik Tok. I see a lot of future success for Fifth Avenue Media once it transitions to take on B2B customers.

Ark Smart Homes + Development continues to gather research, development, and plans to create an efficient home in general looking at each component in close examination. Exploring new building materials, experiments, and products and identifying the most ideal combination of such for an energy efficient and smart home and home building process.

You may have noticed that annual financial reports are no longer being posted publicly. To protect the interests and information of the organization we will continue to keep financials private, particularly through our rapid expansion across the east coast of the United States.

My outlook for our organization is to get a situated sales team for our construction businesses, raise marketing and advertising efforts and tie it to the DeJesus brand to draw luxury home sales in the Greater Boston area, all backed by the media team of Fifth Avenue Media. We will remain headquartered in Boston and will be looking for a place to own (instead of lease or work out of) over the next few years.

A handwritten signature in black ink that reads "Alberto J. DeJesus". The signature is stylized, with a large, sweeping initial "A" and "D" that encompass the first part of the name.

Alberto J. DeJesus
Chairman & CEO
The DeJesus Organization