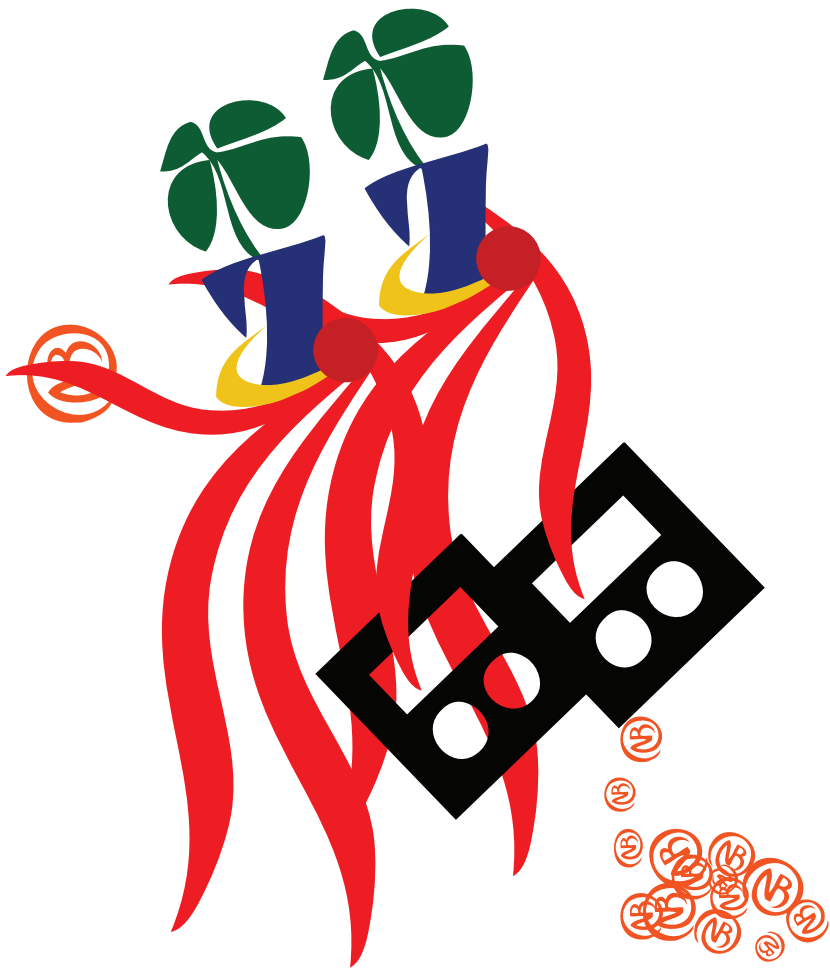
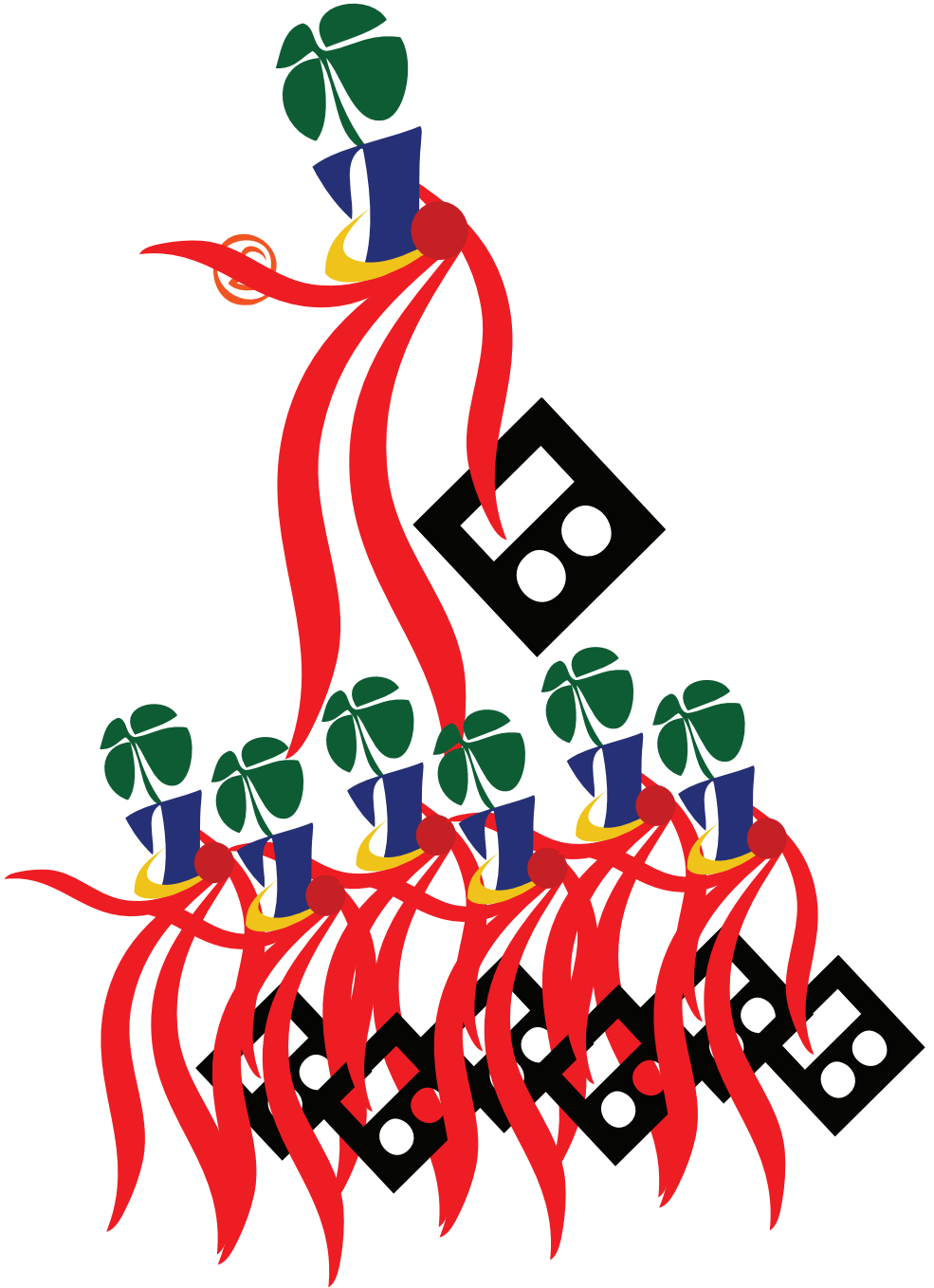


THE PPPTPC INSTITUTE PRESENTS:

JUST CHANGE







A celebration at Lækjartorg and people standing by the statue of Jón Sigurðson the 17 of June 1913, his birthday and Independence Day of Iceland. He was the leader of the independence movement in Iceland. Photo from the Reykjavik Museum of Photography /photographer: Magnús Ólafsson/drawing: Berglind Jóna.

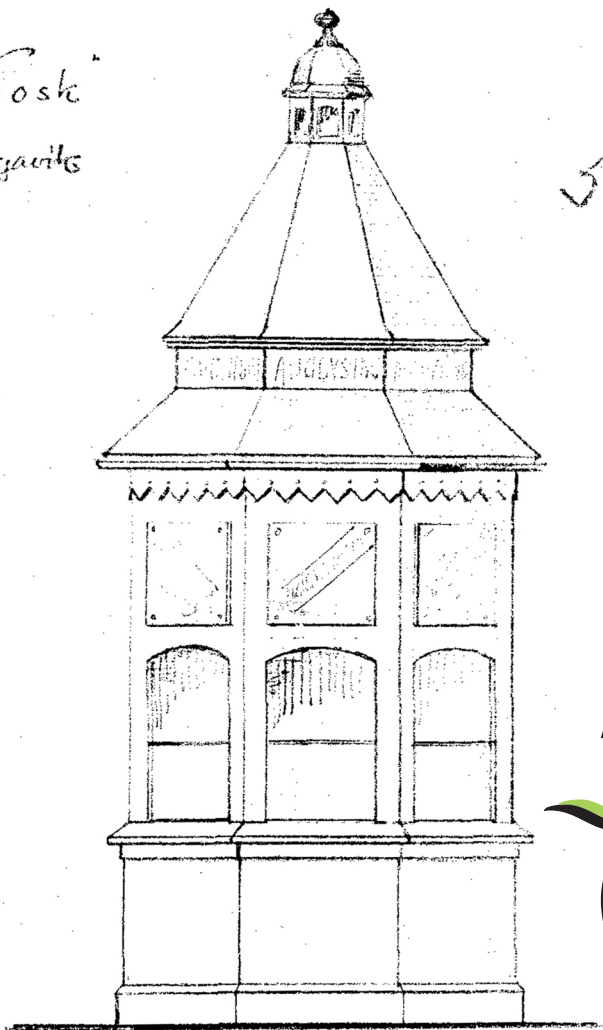
The PPPTPC Institute

is an independent international research and educational organization. It is a libertarian think tank that aims at producing a new society that reflects the needs of today's market economy. We have a whole network of departments specialized in different fields that deal with the past, present and future of the city and community development. We work within the commerce of tourism, marketing, analysis, finance, development, news and politics. Our business is in publicity, propaganda, popular thinking and pop culture (PPPTPC). We try to use all the tools available to us in today's information society. We use multimedia, various forms of catalogues, brochures, websites, and public events to reach our people. We have chosen the old Sales Tower in Iceland as our emblem because we feel it reflects our identity and energy which emerged within the shores of Iceland. We launched with great success the first faze of our urban takeover in the old Sales Tower in Reykjavik with a series of strategical

campaigns in November 2009. We are now here in Gothenburg to look for partners and investors to help us develop and adapt our strategies to this region. We are looking for people to run our Sales Tower centers throughout the city. Those who take part will learn to look at the city environment through our eyes, learn how to utilize local peculiarities and history to empower our resurrection of the city and will start to understand the important projects we are building for our global future. We have partners around the world who are at this moment bringing us closer to the full realization of this development project which aims to change permanently the way in which we organize power. Join us in the fight against the public squandering of our resources and help us build a future that empowers the individual and his needs. Help us fight for a free and prosperous world where individuals benefit from greater choice, competitive markets, and personal responsibility.

"Kiosk"
i Røtzbakke

59



3/4 2007
Landsbyrået byggingsselskap
2004 1904. Haldor Amundsen
Røtzbakke Olafsen



Söluturninn. From the city planning archive of Reykjavik /architectural drawing: Rögnvaldur Ólafsson/ drawing: Berglind Jóna.

DisNý Developments DND: Söluturninn

Now when the New Söluturninn (NS) sales tower developments are on their way, we at the PPPTPC would like to take the time to commemorate the old sales tower in Reykjavík. We see the sales tower as a perfect image for our ideas. The eight-sided tower, designed by Rögnvaldur Ólafsson and build in 1907, was intended to be like a Turkish kiosk reflecting the European fashion of time.

Local citizens quickly knew the Sales Tower as The Tower in the heart of Reykjavik. In its prominent place at Lækjartorg, it became a meeting point where people gathered around to talk about politics and gossip, as they bought their daily paper.

In an ever expanding and changing city, The Tower has been consequently relocated a numerous times. Generationally neglected for a couple of years and then reconstructed and reserved. We want to be the

generation that rebuilds and gives it a new dimension, a dimension for growth and stronger adaptability to the changing surroundings.

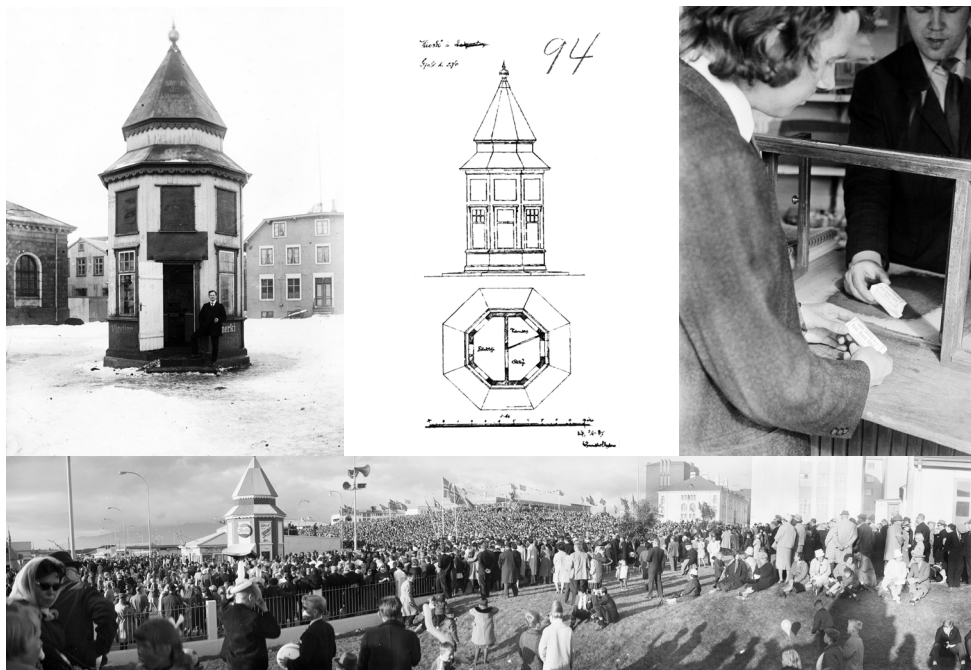
In the beginning, the use of The Tower was limited to the sales of postcards, stamps, event tickets, a delivery boy service and a public telephone. In a testimony about The Tower after it was rebuild in 1978 it said: "It has been decide that the sales tower should be some sort of information center for citizens and guests where one can get directions and brochures about the city, it's institutions and constructions." To celebrate the sales tower we published the brochure Reykjavíkurvasakver, which was the name of the first publication by Einar Gunnarson assembled in Söluturninn. Einar later became the editor of Vísi a well-known Icelandic newspaper. We mediate our campaigns from The Tower, making it again an info-center in the city.



The new and better Söluturn

-PPPTPC DisNý Developments





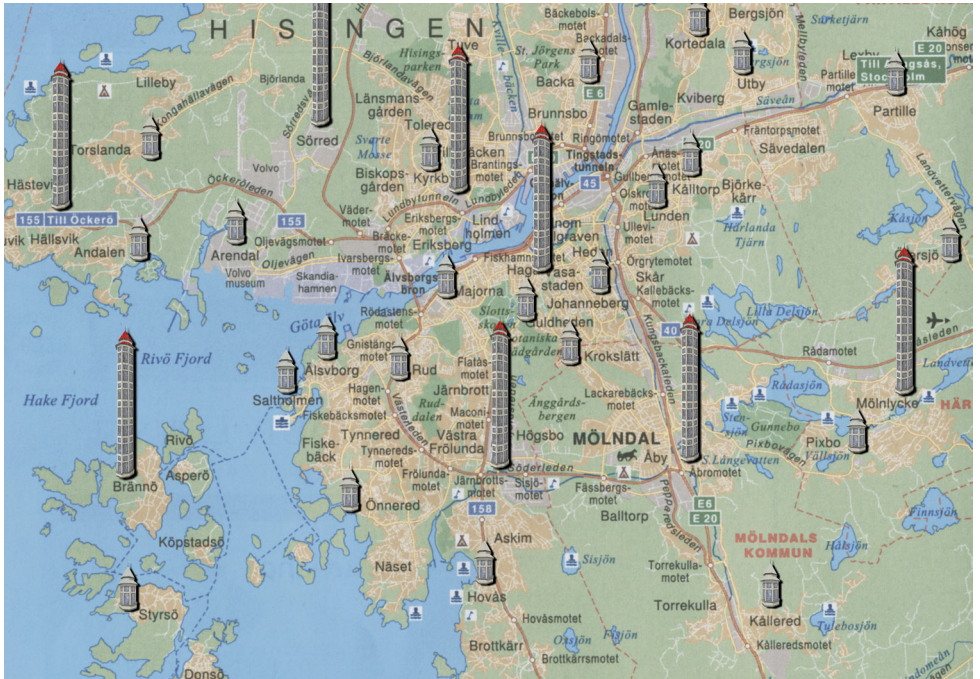
Söluturninn in Reykjavik. Photos from the Reykjavik Museum of Photography / photographers: top left -Öskar Gíslason, top right and bottom -unknown / architectural drawing: top middle -Rögnvaldur Ólafsson/ drawings: Berglind Jóna & Fernando de Mendonça.

DisNý Developments DND: New Söluturn NS

We at PPPTCP DisNý Developments (DND) have harnessed the essence and role of the old sales tower “Söluturninn” and made it our own. We will use the old tower in Reykjavik as an information center where we will inform the people of our private ventures for the city’s future. We want to enlighten people with our ideas for development, finance and other important infrastructures. And what better place than Söluturninn, one of the oldest get-togethers in Reykjavik? From Söluturninn all Kiosks in Iceland draw their name. Its location in Mæðragarður – the Mothers Garden, gives The Tower a monumental existence. A monument that we want to celebrate as we develop a new generation of sales towers through out the city and now in key areas in cities everywhere. The New Söluturn will be made with modern means out of long lasting materials, it will have a metal frame and the enlarged windows will illuminate its inside

spaces naturally. The design is reminiscent of the old Söluturn, but will come with all the benefits of contemporary design and be equipped with the latest in sales technology. We call this new building style DisNý and it is a style, which we want to advocate with a series of development projects starting with the New Söluturn(NS).

Become a part of the development here in Gothenburg and manage one of our (NS) locations in the city. Each tower comes equipped with the latest in sales technology and is a control center for PPPTPC projects in that area. As a customer you can access the PPPTPC financial department, PPPTPC developments and the overhead institution all through your local sales tower. The sales towers are our way to impregnate the local environment with all of our PPPTPC potential for prosperity.

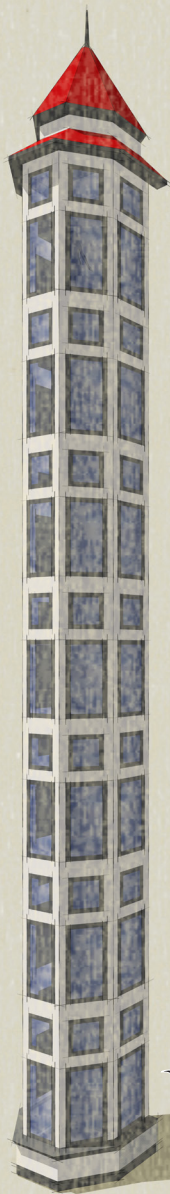


Map of Gothenburg by Stadsbyggnadskontoret Göteborg // drawing: Berglind Jóna & Fernando de Mendonça

DisNý Developments DND: Söluturninn Expands SE

We at PPPTCP DisNý Developments (DND) introduce the Expansion of our Gothenburg Sales Tower Developments. We are placing our Sales Tower centers in key areas throughout the city. Following these centers we are expanding all of our other departments in these areas. These developments will during the course of time change the face of Gothenburg and they way the city is managed . One step at a time our private development projects will restructure all of the cities infrastructure, and economy. Our grassroots division is working hard to open a charter school in each of these neighborhoods because we believe the young are the future and we think it is important to raise young

PPPTPC citizens that will maintain and grow the structures we put in place today. The taller towers serve as beacons in their communities, they are at once key centers for connecting all of the PPPTPC branches, community watchtowers and monuments to the success and achievement of the Institute. These “lighthouses” will guide the way to future potential and prosperity as they impregnate the local culture with new neoliberal ideas for development. The PPPTPC stands sentinel as the the cities keeper. We need sales tower representatives all over the greater Gothenburg area, please join us in building this PPPTPC future for Gothenburg.



Söluturninn expands

-PPPTPC DisNý Developments



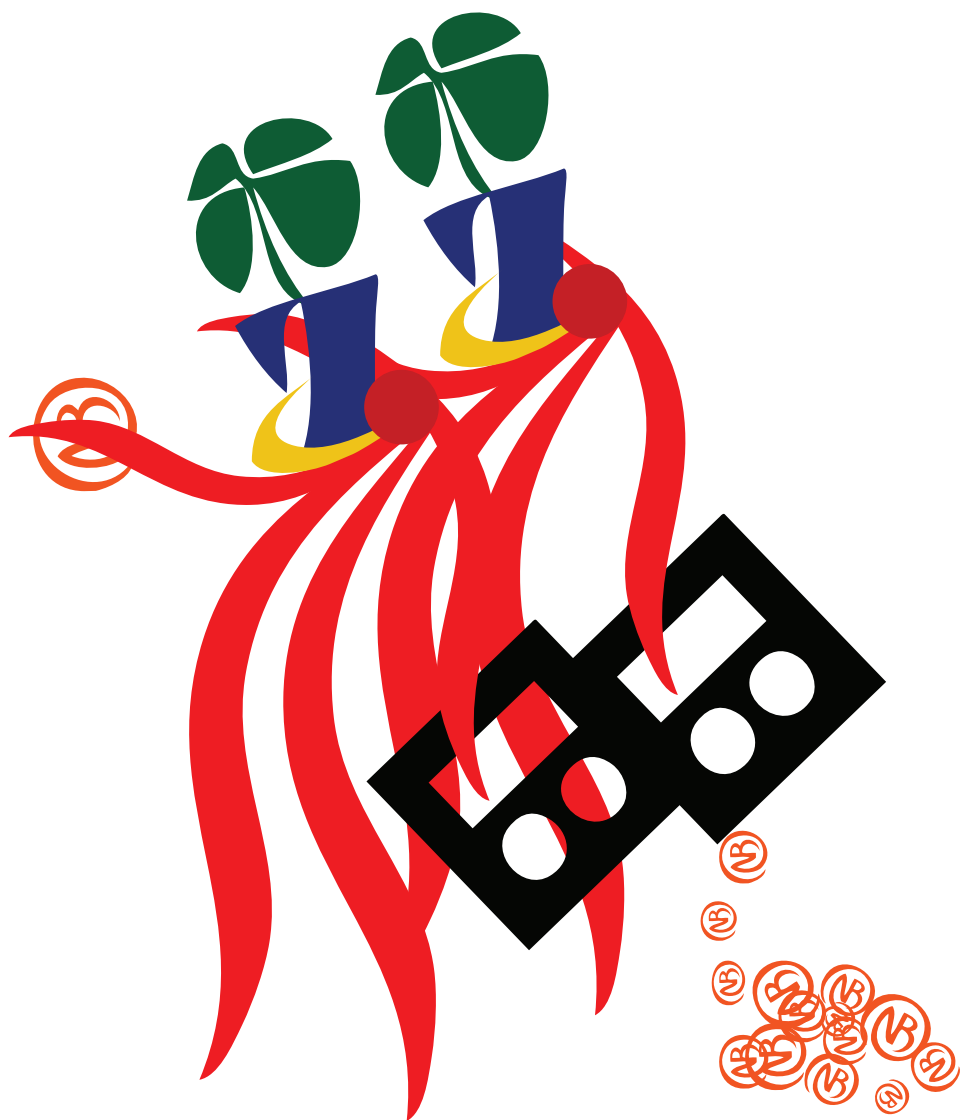


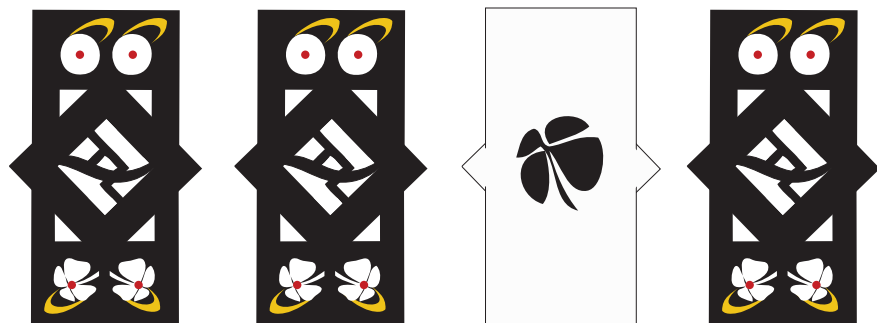
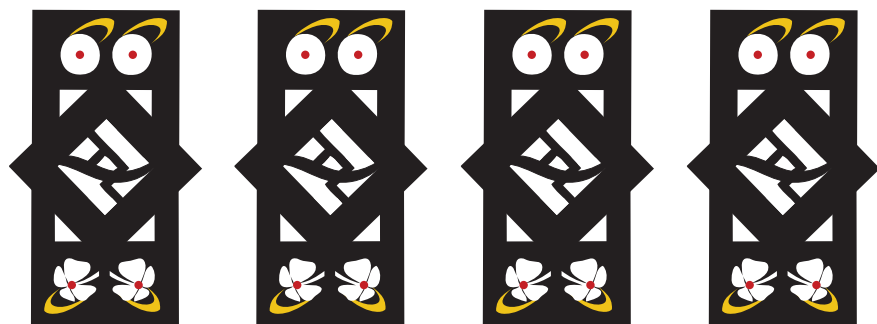
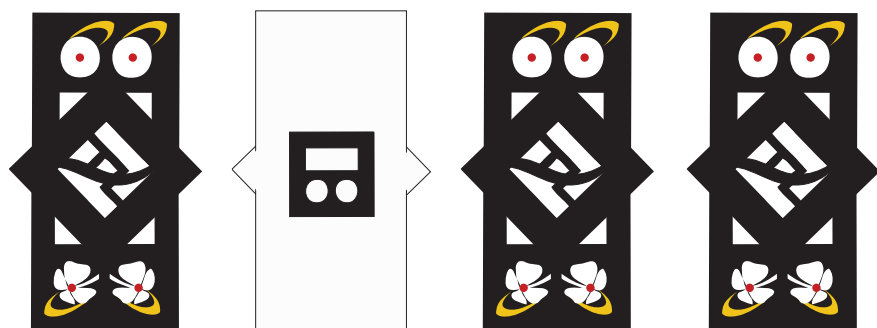
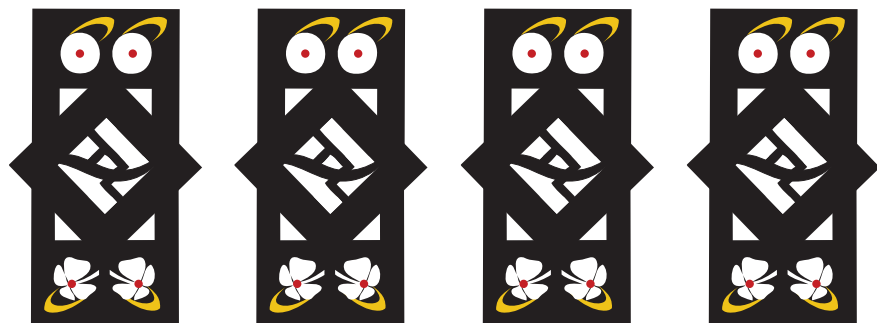
"Bryan Money," 1896-1900. Photo from the Rare & Manuscript Collections, Cornell University Library, Cornell University/photographer: unknown / drawing: Berglind Jóna.

Just Change

We at the PPPTPC believe that the Change is just that: Change. Using our economic, structural and political strategies we have been successful in bringing about change with change. We destabilize local economies to restructure and establish power which we then again maintain through our long term development projects. Our strategies have proved successful in numerous local communities that we adapted and re-adapted them to meet, they have enabled us to tackle difficult local challenges with great prosperity . By issuing our own currency we are able to control the exchange rate and we make our new currency desirable through the sales of our many ventures, like the DisNý developments, PPPTPC financial departments and insurance companies to name a few. After gaining a market lead we drop

the rate of our currency to be able to restructure the market. You don't have to go farther then to Iceland to see the amazing ability of our Just Change campaigns there we have destabilized the local economy making the country ripe for the complete restructuring of value. Our Gothenburg projects are well on their way due invaluable efforts of our Gothenburg based supporters that have offered great help, guidance and insight into the local peculiarities. Thanks to these people our new GÖTE mint is already circulating in the city. The PPPTPC Just Change mission is to bring about change with change. Help us make this great exchange of change right here and sign up to become one of our pioneer members. The PPPTPC offers you to take home a token 1 Icelandic krona to remind you of the power of change.





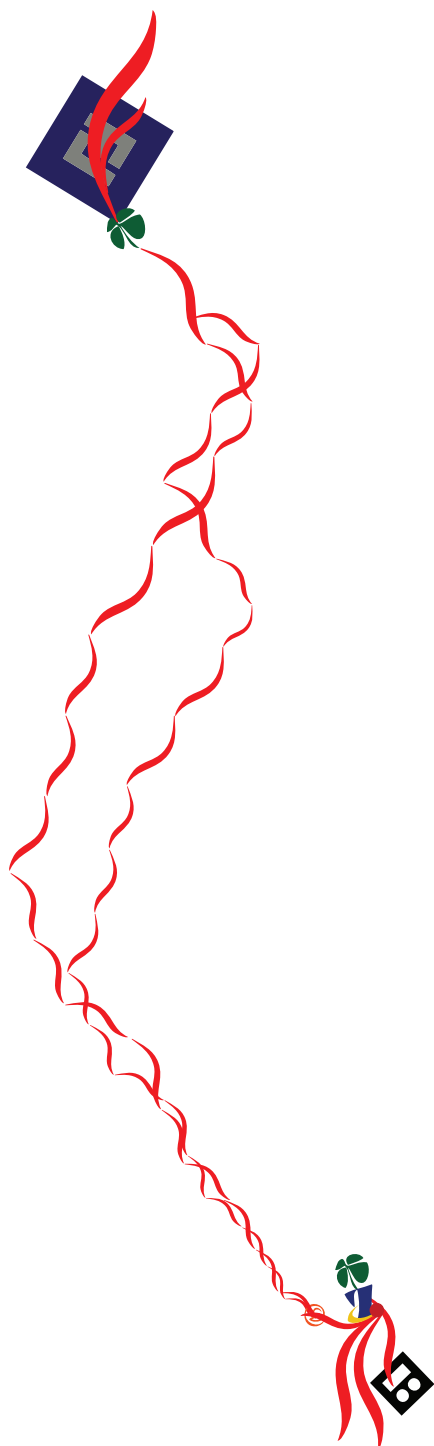


British Coal strike - Llwynpia, So. Wales. A Colliery Village between 1910 and 1915. Photo from the Library of Congress, Prints and Photographs Division/photographer: unknown from the Bain News Service/ drawing: Berglind Jóna.

The Final Cut: Household Division

The financial department of the PPPTPC introduces The Final Cut (TFC) which is PPPTPC's structured investment vehicle (SIV) its strategy is to borrow money by issuing short-term securities at low interest and then lend that money by buying long-term securities at higher interest, making a profit for investors from the difference. We create a structured credit product that distributes risk by aggregating debt instruments in a pool of diversified risks in financial assets like mortgages, credit card receivables, auto loans, etc. Our Household Division makes a big part of this possible by offering successful mortgage

plans like the (NIVA) no income verified assets and (NINA) no income no assets plans. These plans help us to offer our investors financial innovations such as mortgage backed securities (MBS) and collateralized debt obligations (CDO) which are relatively safe income generating investments. Our investment managers or investment guards IG's as we like to call them are available 24/7 online, by telephone or at any of our Sales Tower centers to answer any and all questions your institution or company might have regarding our investment products. Let us be your sentry at the gate of this passage to better investments.





Inauguration of Landsbanki Bank 1898 . Photo from the Reykjavik Museum of Photography /photographer: unknown/drawing: Berglind Jóna.

PPPTPC Financial Department

Kite Investment, Old School Capital, 2010

This is an investment plan for those who want to stride today's economic currents while building on the secure foundations of the past. The financial sector of the PPPTPC introduced KI OSC for the first time in January 2009. KI OSC is a renovation of the popular KI fund that was the PPPTPC's main investment plan available in 2007. KI was a fund that soared high and low in its investments behaving like a kite in the financial market making it fast and seemingly intangible. The KI plans were created by a division of the "Sail Away With Me Group" who's main focus is: "Building New Paths for a New Era". With the KI OSC we want to offer our customers a path that has been safely tread by our specialists. This path is built on the roots of the banking system itself allowing older sets of values to be infiltrated by the new to create stability and long lasting growth.



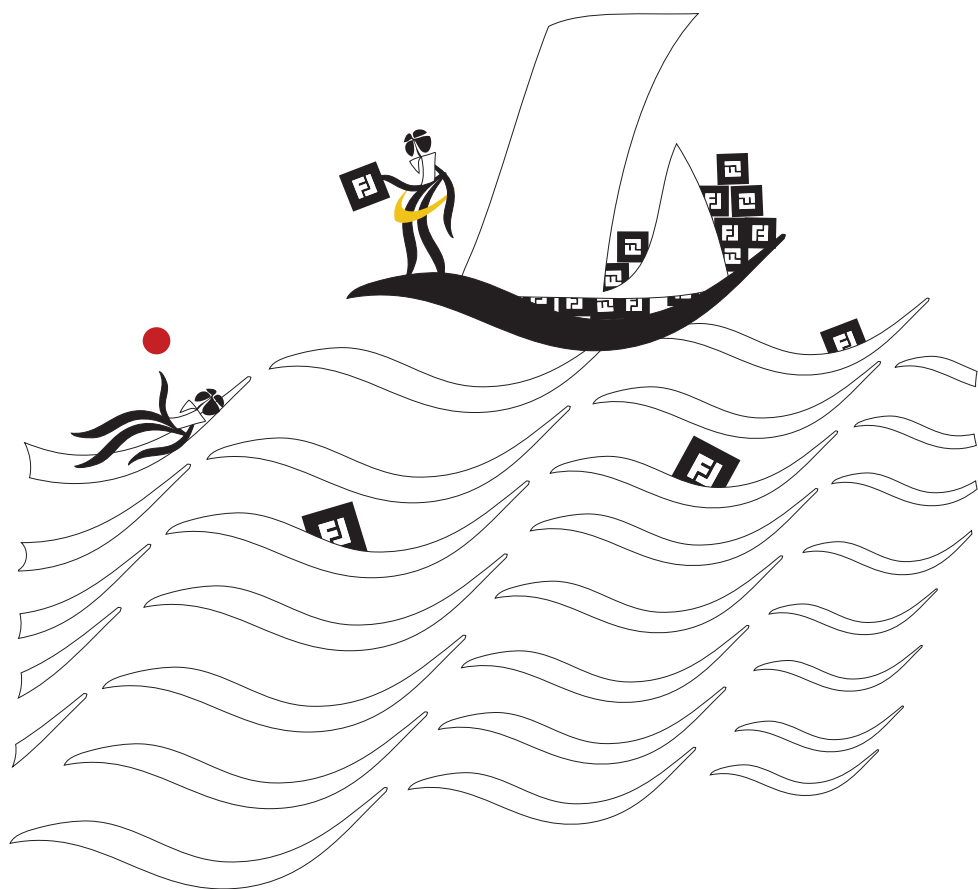
A search for the Northwest Passage in 1854. Photo from the National Maritime Museum/photographer: Captain Edward Augustus Inglefield / drawing: Berglind Jóna.

The Arctic Grail - TAG

The financial department of the PPPTPC introduces “The Arctic Grail” a new alternative in investment management. “The Arctic Grail” or TAG is a proud part of the “Sail Away With Me Group”. TAG aims at breaking passage and conquering new shipping routes like Norway’s Roald Amundsen who finally conquered the Northwest Passage in 1906. TAG is firmly based on the 3P’s of Investment Management: Philosophy, Process and People and has now added the 4th P: Passage.

TAG manages alternative investments for institutions and wealthy individuals worldwide. Its portfolios are dedicated to the generation of consistent growth that is independent of stock and bond market indices. TAG is a research-driven investment manager which applies a systematic approach to capture price trends in both rising and falling markets. Like TAG’s chief executive Ryan Saker has revealed we plan to roll out further structured products using TAG’s alpha-generating capacity throughout the year. TAG is the newest member of our multi-manager portfolios including Select Growth, Select Defensive and Select Alternatives.

Join us in breaking passage right here in Gothenburg with the PPPTPC financial department.







Hvalfanger Station, Tufjord, Norway between c.a 1890 and c.a 1900. Photo from the Library of Congress, Prints and Photographs Division/

Vík Vulture Fund - VVF

The financial department of the PPPTPC introduces "Vík Vulture Funds": we at VVF buy securities in distressed investments, such as high-yield bonds in or near default, or equities that are in or near bankruptcy. Will help you find and invest in the cheap dept of struggling companies or governments, which we classify as HIPC's - Heavily Indebted Poor Countries. Our VVF strategy is simple we single out companies and other entities we believe will not be able make all of their required dept payments we buy their dept as cheap as possible and then later enforce payment with interest. We guarantee high returns at bargain

prices. Our in house consultant is Kenneth Dart who is something of a celebrity for his amazing success in the field. An example of our recent ventures is a case he is heading against the Icelandic government because of the dept we bought in Landsbankinn in March 2008 in which we are close to reaching a settlement. We offer investments in assortments of dept, country by country as well as dept combos consisting of dept from a few HIPC's or an arrangement of private dept. These investments possibilities will be available through the PPPTPC Sales Towers in Gothenburg.





J.H. Ladew and family (LOC). Photo from the Library of Congress, Prints and Photographs Division/photographer: unknown from the Bain News Service/ drawing: Berglind Jóna.

ICELIFE Life Insurance - ILLI

The PPPTPC has partnered up with IDEAL Insurance to bring you ICELIFE. ILLI is a unique life insurance fund that helps you insure your families future. We offer great variable universal life insurance policies that will give you much better insurance coverage for far less money. They are the most flexible policies you can get, you will have more personal control over them and can manage your own accounts to make more of your savings for the good of your family's future. We offer separate investment accounts, like money market, stock and bond funds. Our Group ICELIFE offers great discounts to companies and state run institutions who want to take out life insurance policies on their most

priced employees. This can be a good way to insure the companies losses if they were to lose one of there most valuable members. We at the PPPTPC strive to help our policy holders reach their target premium. As you know the insurance industry has recently reported record profits. According to the Insurance Information Institute (III). In striving for a better future for your family the PPPTPC is proud to announce that ICELIFE has had great success in the market, we now have 30% of the Swedish life insurance market, 60% of the British and a successful 85% of the Icelandic life insurance market to name a few. Help us help you to protect your loved ones with ICELIFE.



R.P. Hobson & wife on ice skates. Photo from the Library of Congress, Prints and Photographs Division/photographer: unknown -Bain News Service/
drawing: Berglind Jóna.

The PPPTPC Prospero Pension Fund -PPF

Our team of dedicated, disciplined and experienced investment professionals has decades of collective investment expertise. Chief investment officer Alfred Villalobos who has been steadily managing the investments of our PPF Retirement fund heads the team. We have allocated a bigger portion of the PPF fund to venture capital firms and hedge funds to insure our beneficiaries high interest payoffs in their well paved futures.

We also work closely with respected investment groups like the Vanderbilt Capital Advisers which have steered the funds investments to mortgage-backed collateralized debt obligation, or CDO some investment firms will have you believe that these lower quality “equity” tranche are “toxic waste.” We on the other hand have found them to be ever so profitable

means to make money for our lower income retirement beneficiaries. We estimated that the tranche will deliver 20% in annual returns. According to the Tangible Common Equity Ratio – TCE we have a high margin of error before our shareholder equity is wiped out. We have as well in trusted the Quadrangle Group with a large part of our funds assets with great returns. Our newest partner is none other then the Carlyle Group that is one of the largest and most politically connected private equity firms in the United States. We are leveraging the insight of their team of investment professionals to generate extraordinary returns across a range of investment choices for our beneficiaries. Allow us to take your future into our hand and we will help you live long and prosper.



söluturninn

HLUTI AF BYGGÐARSÖGU REYKJAVÍKUR OG ÍSLANDS

gegnsær munur

PPPTPC Publishing Department

Just Change, Gothenburg 2010

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