



**RED UNION
SUPPORT HUB
VIVID VISION 2027**

SNAPSHOT

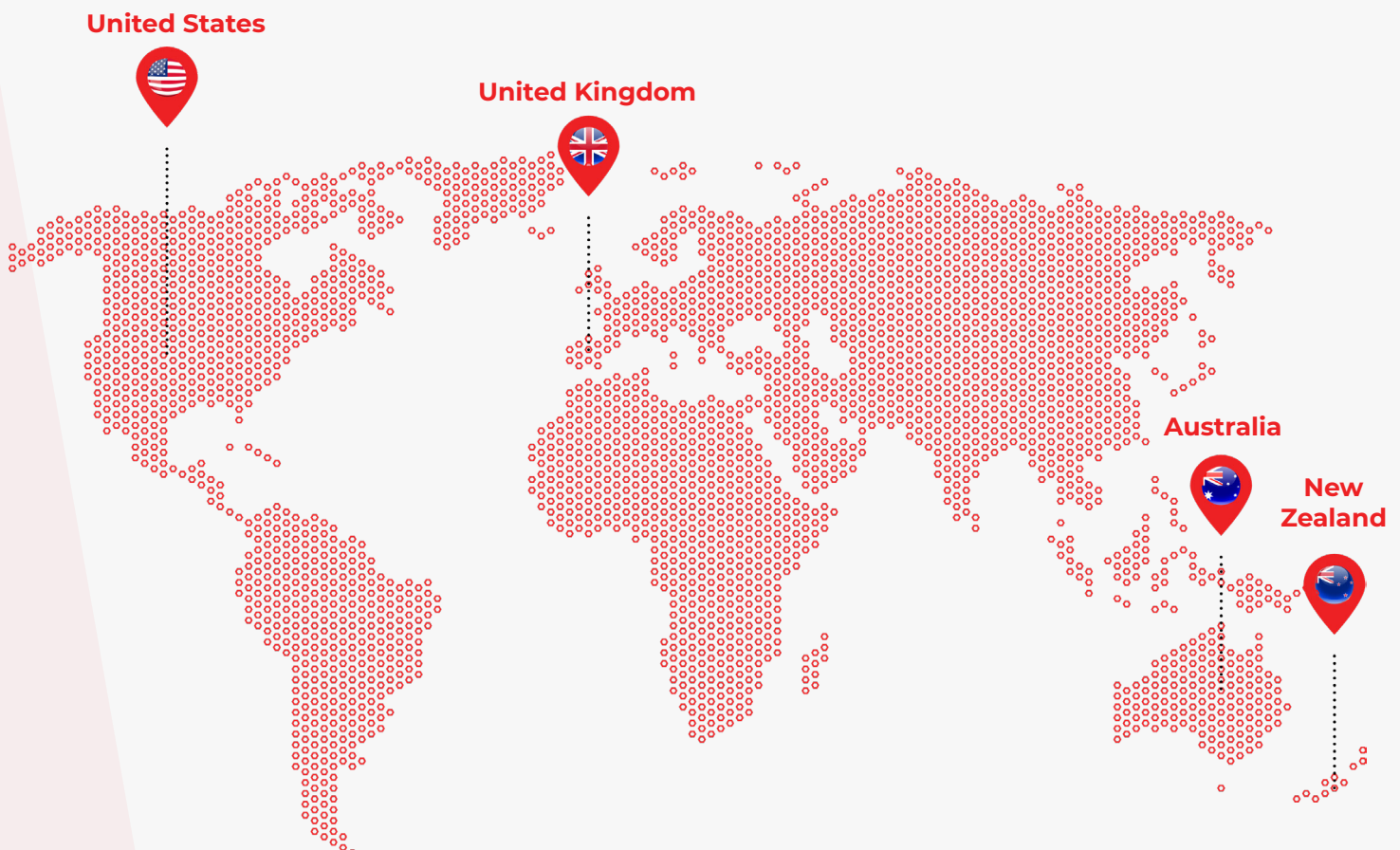
Many talk about saving the world. Few actually set out to do it.

At Red Union, we don't shy away from bold visions or tough challenges. Our purpose is clear: **Save Western Civilization. Defend the Individual.**

This is our 2027 Vivid Vision—a clear and vivid picture of the future we are building. It's not just an aspiration; it's a blueprint for action. It brings the future into the present so we know exactly what to focus on now, and by 31 December 2027, this vision will be our reality. We're a formidable force, well on the way to our BHAG of 170,000 members, multiplying our reach tenfold. At this scale, we've become an undeniable force for good, displacing labor-aligned unions and eradicating anti-human ideologies, such as communism, that threaten the fabric of society.

In an age of spin and doublespeak, we are seekers and speakers of truth. We don't back down from making others uncomfortable when it's for the greater good. Our size and influence demand respect, and governments worldwide treat us with a feared reverence. We are the unshakable wall that stands firm against anti-family, anti-human forces that seek to undermine Western civilization.

We reward excellence and challenge incompetence. **We defend the individual as we strengthen the collective.** With 60,000 loyal members across four countries, we've become the go-to organisation for all employment needs in the Western world. When corruption strikes, there's only one call to make: Red Union.



CORE VALUES



COURAGE

We show true grit. We face challenges head-on, always standing tall, no matter what.



HUNGRY AND PIONEERING

We're driven by the fire in our bellies. Always pushing boundaries, we think outside the box and forge new paths.



FAMILY

We treat each other like family. Every action comes from a place of care, trust, and loyalty.



MUCK IN (GSD)

We don't just talk; we get it done. Every day, every task, no excuses.



GROWTH MINDSET

We're always growing, both as individuals and as an organisation. Learning is constant, and progress is our baseline.

CULTURE

It's Monday morning, and the energy is electric. The team arrives early, greeted by smiles and high-fives. You can feel the passion—everyone is sharp, focused, and ready to crush goals. Excellence isn't just a word here; it's how we operate. Every task, big or small, is done with purpose, knowing our impact extends beyond our members to society at large. It weighs heavy, and so it should..

Negativity doesn't exist in our world. "I can't" simply doesn't exist in our vocabulary. We tackle every challenge with a "how can we" mindset, pushing boundaries and constantly moving forward.

~~We have an HR team.~~ Peer accountability is in our DNA. We push each other to new heights, holding ourselves and one another accountable for hitting stretch goals. We communicate with radical candor—issues are addressed swiftly and resolved through crucial conversations.



Punctuality is a must. If you're not five minutes early, you're late. We're driven to impress, hit every target, and help our members succeed. We take calculated risks, and when they pay off, the rewards are big. Our decisions are backed by data, instinct, and confidence.

Meetings are quick and focused. Only those who can contribute attend, and everyone comes prepared. We stick to the agenda, start on time, and finish to the minute.

We aren't just coworkers—we're family. We don't shy away from tough talks, holding each other to the highest standards because we fiercely protect one another and our mission. Together, we're building something bigger than ourselves—a lasting impact.

Growth is part of who we are. We host "lunch and learn" sessions, encourage ongoing education, and share knowledge with the team. We read voraciously and dedicate time each week to learning. Every Friday, we gather for "Friday Learnings," fostering a culture of continuous growth.



TEAM

Our team is built on high performance—warriors for the cause, few in number but unmatched in grit. Every person here knows they're part of something big. We don't need large numbers to make an impact; those who can't keep up or think small quickly self-select out, leaving behind only the bold and driven.

People come to Red Union seeking more than a job—they come for a challenge. Continuous learning fuels us. We recognise the limitations of traditional education and university learning, so we push beyond them. We are constantly reading, completing courses, attending workshops, and learning from those who have already achieved what we aim to create. Every day is an opportunity to learn and apply that knowledge to drive real results.

Our small but mighty team of 50, spanning Australia, New Zealand, the U.S., and the U.K., outperforms competitors with 10x our staff. Trust and shared purpose bind us together, no matter the distance.

Our commitment to rewarding excellence is clear. Quarterly awards, a 15% profit share, and individual/ team bonuses for standout performers ensure everyone has an opportunity to share in our success. Our secret “spin-the-wheel” bonus, reserved for those who live our core values, adds an extra thrill. With 4x the gross profit per employee compared to competitors, we pay above market rates, rewarding the hard work that drives our mission forward.

Our leadership team is fully aligned with the mission, constantly pushing themselves and their teams to new heights. They're elite coaches, inspiring their teams to show up as their best selves and continuously improving our workplace. Together, they form the most cohesive leadership team in the industry, helping each other turn ideas into action.

Leadership meetings are focused and impactful. They solve organisational challenges and drive innovation that brings our vision to life. Our leaders are strategic wizards and excellent executors, always moving us forward.

CORE BUSINESS ACTIVITIES

Red Union operates a 24/7 call center with highly trained specialists who provide fast, localised support. Using AI templates from our intellectual property, we predict outcomes and resolve issues efficiently. This technology gives us a reputation for preventing conflicts before they escalate.

Our mission is to create harmonious workplaces by providing quick, effective resolutions that benefit both workers and employers. Protracted grievances help no one—we represent the change needed for faster, fairer outcomes. In the past three years, we've grown rapidly, particularly in sectors like nursing and teaching, now serving tens of thousands of members across multiple unions. This growth, along with a strong cash take/payback period, has driven both revenue and profitability.

The **Red Group of Companies** operates as a unified ecosystem, with businesses generating profits primarily through referral fees that support our core operations. Nurses and teachers benefit from significant discounts, solidifying our role as a trusted partner.

We excel at acquisitions, raising the value of all our group companies. In Australia, we've built a **National Law Firm** with a presence in every major city, handling member representation in commissions and courts and managing large-scale class actions.

Our **Accounting services** offer industry-specific tax returns, rivaling the biggest players. Meanwhile, our separate **Salary Sacrifice business** provides novated leases, phone plans, and other arrangements, offering competitive solutions in that space. **Red Retail** is an online discount platform, and our **Online Learning platforms**, including **Red U** and acquisitions like **Nurses4NursesCPD**, generate significant revenue. As New Zealand's largest online learning provider, we continue expanding globally.

We strategically grow **Red U** through acquisitions, establishing referral bonus relationships between our main business and these platforms. For example, we target nurses through direct marketing, acquire them as clients, and then upsell them through union membership.

Our **Call Center business** delivers fast, consistent service, and our **Insurance Company** specialises in Professional Indemnity Insurance, providing exclusive coverage for our unions. We've also launched a **Hamper Business**, starting with maternity hampers and offering same-day delivery.

In line with our long-term vision, we're establishing a **Credit Union**, creating the safest place in Australia to store money. We're also developing an innovative **SMSF platform** to help members manage their own funds and retire wealthier.

Internationally, **RUSH NZ** is profitable and growing, while **RUSH USA** is operational and on a clear path to profitability. We also plan to enter the UK market with **RUSH UK**.

By consistently improving our systems and strategies, we've increased member yield by 50%, further strengthening our position as the market leader.

As we expand, hiring and leadership development are crucial. We empower our team to grow across our many organisations, and our customers trust us to protect and care for them.

CASE MANAGEMENT

Our strategy is simple: we fight on our terms, avoiding Courts or Tribunals where our members are disadvantaged. We deliver quick, efficient, and accurate outcomes, always focused on our members' best interests. By mastering the boundary between industrial and legal matters, we handle everything internally, keeping costs low so our members win across the board.

We're building a strong reputation for fostering harmonious workplaces where businesses thrive, and workers are well-compensated. Our AI-driven approach resolves workplace issues in minutes, creating environments where everyone wins.

OPERATIONS

Our operations are the backbone of our success, with information flowing seamlessly across all our global offices. Nothing falls through the cracks, thanks to our failsafe systems. Every critical aspect of the business is tracked by publicly visible metrics, and the team is constantly motivated to go above and beyond. Our matured standard operating procedures, reviewed bi-annually, ensure we're always improving—becoming faster, better, and more cost-effective, with full compliance at every step.

OFFICES / HEADQUARTERS

Our headquarters in Brisbane is a beacon of visibility, strategically located opposite the largest hospital in the State. Inside, it's more than just an office—it's a hub of energy and connection. Our work here doesn't just support our members; it's shaping society for the better.

Each of our offices, whether in Australia or overseas, is deeply connected to our Brisbane HQ, forming a seamless network. Every location operates as an extension of our headquarters, keeping information flowing effortlessly between teams, no matter where they are. Each Australian State has a local team, and we've set up offices in every country we operate in. Even within the walls of a hospital, our presence is felt—our offices support workers where they need us most.

Our commitment to providing the healthiest work environments goes beyond the work itself. Air quality, lighting, and lush greenery ensure that our offices are not just places of productivity but spaces that foster well-being.

We own the commercial properties where our offices are located, giving us security and stability in our operations. From Brisbane, where all major operations are managed, to our satellite offices across major cities, each space serves a vital role. Our satellite offices handle first-line phone answering and case management, while Brisbane remains the heart of our strategy and decision-making.



SALES AND MARKETING

Our Sales and Marketing team is best in class—constantly learning, evolving, and outperforming. While we may collaborate with external agencies, we always take their best ideas and make them our own. Books, courses, strategies—we devour them all, applying what works and swiftly discarding what doesn't.

Our cost per acquisition (CPA) is the lowest it's ever been, thanks to wide funnels that generate massive amounts of leads. Our five salespeople are top performers, consistently bringing in high commissions and driving success. Month after month, we see over 30% more new members compared to the previous year. The backbone of our growth remains our \$200 CPA Facebook channel, though our expanding ambassador and corporate ambassador program has outperformed even that. We've optimised our ad spend to \$450,000 per month, ensuring our message reaches the right audience and converts at scale. With lead funnels consistently full and converting

through our high-performing sales team, growth has never been more predictable.

Our messaging is fine-tuned, delivering exactly what each potential member needs to hear. Our reach extends across TV, radio, and online ads, making our presence impossible to miss.

Our website and app are recognised as best-in-class, offering a seamless user experience that keeps members engaged. Our high customer Net Promoter Score (NPS) ensures that our members aren't just satisfied—they're eager to refer others, fueling our organic growth.



MEDIA & AWARDS

Every week, the media reports on our union's activities, highlighting the impact we're making. But we don't rely on outside voices alone—we create our own media content, engaging both members and the broader public. We've been celebrated as an Australian business success story, a standout among the fastest-growing companies, and recognised as one of the Top 10 places to work in Australia. Our growth and achievements are setting new benchmarks in the industry.

BRAND

Our brand is synonymous with innovation and professionalism. We're known for thinking outside the box and bringing fresh ideas that work. We've moved beyond old labels, building a reputation that attracts corporates, employers, and workers alike. People want to engage with us because we deliver results, and we do it in a way that challenges the status quo.



COMMUNITY INVOLVEMENT

At Red Union, giving back is part of our mission. Through partnerships like the **Smith Foundation**, we've built mentoring programs that connect our team with school kids, inspiring the next generation. Our commitment to supporting **nurses' well-being**, particularly single mothers, is a cornerstone of our community efforts. We've gone a step further by creating our own charity dedicated to helping single parents find stable housing and get back on their feet.

Whether through direct support or creative initiatives like raffles, we're driven to make a meaningful impact in the lives of those who need it most. Our focus on single parents ensures we're giving back to the community in ways that align with our values and make a lasting difference.



GOVERNMENT

We've successfully influenced legislation, creating a level playing field with our competitors. This aligns with the vision of the International Labour Organization, allowing us to operate with fairness and equality, further strengthening our ability to serve our members. Now, governments nationwide are actively engaging with us in wage bargaining, recognising our influence and commitment to ensuring fair outcomes for workers. Our 'Go Local' campaign has transcended bargaining and Governments are implementing changes that will allow for an over 25% pay increase.

NURSES
DESERVE
BETTER

SIGN THE PETITION

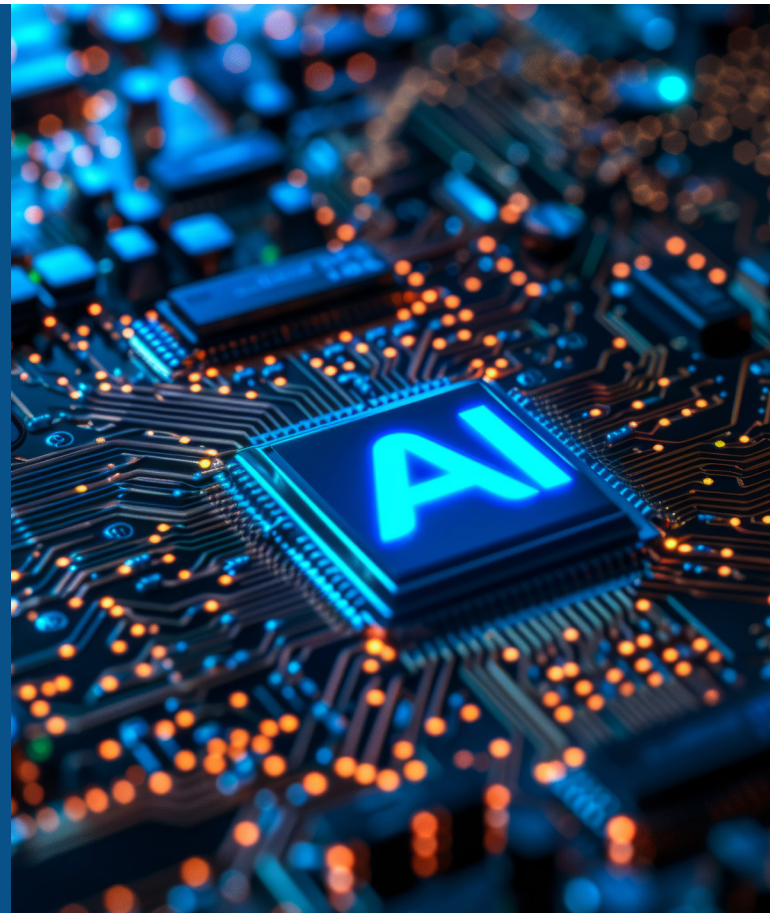


SUPPLIERS

Our reputation speaks for itself—businesses approach us, eager to partner and become corporate ambassadors. They recognise our ability to sign up members and share in the rewards, making us a sought-after partner in the corporate world.

ENGINEERING/IT

Our technology is best in class, with an incredibly intuitive user experience across our website, app, and dashboard. We've transformed our data into an AI-readable format, retaining full ownership of our intellectual property to solve complex problems. Specifically, our system structures data into clear categories such as issue title, issue description, and resolution, allowing for swift and accurate problem-solving that ensures consistency and speed in resolving member matters. Red Bot, our AI assistant, can analyse member support tickets and predict likely outcomes, enabling our team to resolve issues faster and more accurately than ever.



A NOTE FROM OUR MANAGING DIRECTOR



Red Union was built to stand for something bigger. We set out not just to serve but to lead. To challenge what's wrong in the world and create something better. Our mission is clear: Save Western Civilization. Defend the Individual. This isn't a slogan—it's a movement. One that has a real impact, and we're already seeing it unfold.

We've grown into a force that can no longer be ignored. Governments listen when we speak. Corporates, employers, and workers trust us because we deliver results with integrity. We don't just talk about change; we are the change. We provide real solutions that benefit individuals and society as a whole.

Looking at everything we've accomplished, I feel nothing but pride for how far we've come. But make no mistake—we're just getting started. This isn't about chasing numbers or pats on the back. It's about doing what's right and empowering others to do the same.

If you're ready to join this movement, stand for something real, and make a difference that matters, now is the time. Join us. Let's build this vision together and make it a reality.

JACK MCGUIRE