

THE BLACK SWAN CONNECTION

August 2016

The Big Picture

Given that this is our inaugural issue of the Black Swan Connection Newsletter, we thought we would spend a bit of time telling why we are doing this and how we got here, as well as providing a quick overview of the sections we will be providing in the letter.

The Black Swan Connection is a proprietary publication of www.SMM.Global. SMM was originally formed to be a tool for issuers to better communicate more efficiently and cost effectively with its shareholders. However, along the way, SMM has been able to develop a considerable database of microcap centric investors and professionals that it believes can be of value to issuers in search of new shareholders. This letter along with other publications SMM will provide, is designed to provide its database readers with insights and ideas in the microcap space as well as in other alternative investment type categories. In the big picture, SMM will attempt to provide a platform for largely early stage and/or small companies as well as other investment vehicles that generally fit onto the “illiquid” category. In short, we believe (and research supports) that the demand for liquidity has become so pervasive in investment management that it now carries premiums that limit the returns of that approach. In the inverse, we think illiquidity may be getting discounted so dramatically that it is actually creating marked value in and of itself. That is a notion we will explore in future musings.

We chose the name Black Swan because it has come to be recognized in the investment world as an event that is perhaps unforeseen or misunderstood, but maybe more specifically an event that creates a considerable valuation catalyst. SMM intends to provide profiles and specific research on companies that it believes may possess the potential to create those type of “Black Swan” catalysts. Frankly, getting back to the illiquidity issue, the catalyst may be nothing more than the street’s inability to recognize the emerging value inherent in a particular company or investment. As “Random Walk” suggests extraordinary value generally stems from a lack of coherent information available for investor to assess that value. SMM intends to provide some of that lacking information perhaps shedding some light on those values.

The plan is to provide the Black Swan Connection to the opt -in database on a monthly basis as well as providing a weekly note on new profiles and/or research we have added as well as any recent updates therein. We would like to be able to provide readers with as much relevant information as possible without cluttering their e-mails with daily rants. We will also add some blog alternatives as we expand the contributor base, but again, our intent is to be informative without being inundating.

This section of the newsletter which we call “The Big Picture”, will typically entail some macro issues that we find prescient. That may encompass things like Central Bank shenanigans, relevant investment legislation, market overviews or just about anything else that makes sense at the time.

The “Issuer Overviews” section of the letter will include brief overviews of Companies profiled on the SMM site. When available readers will be able to click through to the site for an expanded research type profile and/or any analyst coverage that might be available for SMM to provide.

The “Executive Profiles” section of the letter will include a brief overview of executives from issuers we have profiled on SMM. Here again, where available, we will provide readers a link to an expanded profile on the site.

Lastly, the letter will include a calendar of events the we find topical to the space. For example, it may include dates for upcoming microcap conferences, Russell 2000 rebalancing dates, Fed meetings etc. Where appropriate we will also provide links for readers to gather more information about particular listings.

So then, that is the general layout of the letter. We hope you will find it informative and worthy of your time. We believe the letter, in conjunction with the content we will be adding and updating to www.SMM.Global will provide some much need information and insights into promising under covered opportunities.

Profiles



Endurance Exploration Group, Inc.

Trading Symbol: EXPL

Approximate Shares Outstanding: 43 million

Approximate Market Cap: \$18 million

Endurance Exploration Group, Inc. (“EXPL”) was incorporated in Nevada in 2006 as Tecton Corporation. In late December 2013, the Company wholly acquired Endurance Exploration Group, LLC and changed the name of the Company to **Endurance Exploration Group, Inc.** Endurance Exploration Group, LLC was formed in 2009 to research and develop feasibility methodologies to identify, acquire clear title to and ultimately salvage the cargos of shipwrecks.

Since the formation of their “salvage” business in 2009, the Company has achieved a number of the milestones they established at the time of that formation. For example, from the 10,000-foot view, estimates suggest that the world’s oceans hold the remains of over 3 million shipwrecks. Information regarding these disasters is housed in various databases around the world. Since its inception, the Company has identified and vetted approximately 125,000 wrecks from a number of these databases that it deems viable for further research. They have in turn narrowed that group to roughly 400 “high

interest” targets. From their list of 400, the Company is currently focused on two primary targets and two additional secondary targets, all of which have been extensively researched by EXPL in terms of identification, title salvage economics.

The Company’s most imminent project previously nicknamed “Sailfish” is (was) a side-wheeled steamship called the “Connaught”. The Connaught, which EXPL located in 2014, was lost in 1860 after encountering rough waters and catching fire en route from Great Britain to the United States. The Connaught was a passenger ship with a considerable gold cargo amongst other assumed valuables. In July 2015, US Federal Courts granted EXPL exclusive salvage rights to the Connaught but by that time the salvage season/window was well under way. The upcoming (summer) season will provide the Company its first opportunity for salvage following the Courts edict. Their efforts to commence salvage operations will depend on their ability to attract adequate capital to do so.

EXPL’s second target is called the Black Marlin, which was a late 1600’s merchant ship that sail trade routes though the Indian Ocean. The ship sank when its English captain set it on fire rather than surrender it to other European enemies that attempted to commandeer the vessel. It is believed to have carried a large silver cargo of Spanish as silver was the primary medium of exchange between European and Asian merchants at that time. The Company has negotiated title and sharing arrangements with applicable governments, as the wreckage is only 12 nautical miles from land. Here again, the Company’s timetable for raising the assets will depend on their access to capital.

With two additional projects identified beyond Connaught and Black Marlin, Endurance is positioned to begin monetizing the work it has done over the past 6 or 7 years. With salvage efforts on the Connaught set to commence in the current year (pending financing) it could be a busy and newsy summer for EXPL.

SOUTHERN CONCEPTS RESTAURANT GROUP

Southern Concepts Restaurant Group, Inc.

Trading Symbol: RIBS

Approximate Shares Outstanding: 71 million

Approximate Market Cap: \$10 million

Southern Concepts Restaurant Group, Inc. is a Colorado Springs, Colorado based restaurant operating company founded in 2008. The company currently operates two restaurant brands. The first is a full service barbeque brand called Southern Hospitality. The Southern Hospitality concept was developed in 2007 by entertainer Justin Timberlake and a group of New York restaurateurs. This group currently operates a Southern Hospitality restaurant in New York’s iconic Hell’s Kitchen. Southern Concepts currently operates three franchised Southern Hospitality restaurants in Colorado Springs, Colorado, Lone Tree, Colorado and in lower downtown Denver, Colorado. Collectively, these stores are achieving marked growth (some of the stores have not been open long enough to provide standard “same-store-sales” comparisons). The company anticipates opening additional Southern Hospitality units in both Colorado and potentially Arizona in the coming quarters. The pace of those efforts will depend on their

ability to identify and contract favorable locations as well as their access to the capital necessary to open them.

The Company's second restaurant brand is called Carve. Carve is a fast casual barbeque concept that is owned by the Company. The first Carve store was opened in November 2015, and has performed well. We believe the store is currently operating profitably at the store level. Again, within the constraints of capital and the availability of viable locations, Southern Concepts intends to expand the number of Carve stores in the coming quarters and will seek to establish a licensing platform as well.

In addition to the brands above, we believe the Company may look to accretive opportunities of other small emerging brands along the Colorado Front Range as well. While adding stores will be paramount to the Company's growth and success, we think they are currently approaching cash flow breakeven, which may provide a catalyst for the valuation of the stock.

Calendar

(Investment Conferences are in *Italics*).

Consumer Price Index - August 16, 2016.

The MoneyShow San Francisco, CA, August 25-27, 2016.

Conference Board Consumer Confidence - August 30, 2016.

5th Annual Gateway Conference, San Francisco, CA - September 7-8, 2016

Federal Open Market Committee Meeting – September 20-21, 2016

2nd Annual Robins Equity Research Roundup, Hood River, Oregon (Portland) - September 26-28, 2016.

SeeThru Equity Fall Microcap Investor Conference, New York, NY – October 17, 2016.

New Orleans 2016 Investment Conference, New Orleans, LA, October 26-29, 2016

BLS Employment Situation Report for July 2016 – August 5, 2016.