

# CUTWATER SHIFT TAKEOVER SERVICES

CUTWATER  
SHIFT

EQUITY REVITALIZATION

## MISSION STATEMENT

We activate and realize our clients' optimal value by driving improved business results, overcoming challenges and eliminating vulnerabilities.

## CUTWATER SHIFT

**S** = Sustainable

**H** = Holistic

**I** = Innovative

**F** = Fiscally-Focused

**T** = Transition

Ask us about each of the components of our SHIFT Implementation - they are critical to a successful transition.

## Cutwater Shift Takeover Services Intervention and Action to Preserve Equity

Cutwater Shift is a comprehensive, performance-based exit strategy advisory firm with an international network of investment banking, private equity, family office, consulting, organizational development and sector-focused subject matter experts and advisors.

Cutwater Shift Takeover Services (CSTS) is the perfect solution for smaller middle-market businesses that are in danger of being engulfed by rigorous competition, marketplace upheaval, or economic and financial strife. Rather than watch your business struggle and your equity evaporate, CSTS will come in and stabilize the situation, revitalize your equity and preserve a business you have worked hard to create and build. Below are the available components to the CSTS system:

### Operational Stabilization

- ▶ Our organizational development company will stabilize the operations, chart a comprehensive, detailed course forward, and bring in the sector-focused subject matter experts necessary to implement a successful turnaround plan from initial intervention through transaction closing.

### Stabilization & Growth Financing

- ▶ We will bring or arrange for the financing needed to enable the necessary stabilization, turnaround & growth initiatives.

### Exit Implementation

- ▶ Our Investment Banking partners are sector-focused and understand our holistic approach. They are willing to wait until we have fully revitalized your equity to identify and implement an exit with the ideal strategic partner.
- ▶ Our Private Equity partner network is global and spans many industries, giving access to a larger acquisition pool.

### Eligibility

- ▶ Minimum of \$5 million in revenues
- ▶ Private Ownership
- ▶ Willing to undertake a rigorous 18-24 month turnaround initiative
- ▶ Willing to delegate control of operations

## OUR SERVICES

BUSINESS INVESTIGATION

COMPETITOR ANALYSIS

TURNAROUND/TAKEOVER

CONTAINMENT of  
CRITICAL ISSUES

RESTRUCTURING

SALES & REVENUE  
INVESTIGATION

EXECUTIVE PLACEMENT

EXIT STRATEGY  
IMPLEMENTATION

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## Executive Team & Advisory Specialists:

### Christopher Riley, Managing Partner/CEO Cutwater Shift

Oversight of M&A transactions, Turnarounds, Takeovers, Organizational Development; Optimum Enterprise Value Exits; Family-Owned Businesses;

### Ben Moll, Senior Advisor & Manufacturing Partner

Business Development, Executive Oversight; Operations; Building a company towards transaction; Manufacturing and Fabrication Subject-matter expert;

### Specialists

- ▶ Food Distribution; Beverage Distribution; Hospitality; Manufacturing; Health Care; Automotive; Software; Digital Media; Analytics; Transportation; Franchise; Retail

*“He is a very intelligent and talented CEO who performed admirably in a high pressure and quickly changing environment. He had a tremendous command of accounting and financial issues, and also easily grasped the legal issues assigned to me...He never hesitated in choosing the most ethical option when confronted with choices involving discretion...his leadership style allowed for executives to remain calm and motivated during challenging situations.”*

- Former US Attorney, General Counsel

*“Christopher, you have an incredible talent for handling business crisis that threatens the sustainability of the organization. Your ability to utilize your diverse skills from financial to management, enable your leadership to shine during adversity. The ethical approach confronted with chaos in an organization allows the employees and executive team to correctly handle any issues that arise. Amazingly, the larger the company problems the more your skills excel.”*

- Robert Fish, CEO - SWMA

*“Enjoyed working with you, Chris, on our latest project. I respected your leadership during the entire project as it certainly had many facets that needed orchestrating.”*

- Former Attorney General,  
Managing Partner, National Law Firm

## Experience/Case Studies:

- **Automotive** - Took over 1,000 person \$200M company under investigation and created an industry leading compliance system. Increased profits by 44%
- **Stone Fabrication** – Resurrected company after buyout to regain equity and lead industry
- **Roofing Company** – Turnaround of failed roofing firm in regulatory trouble; completed 152 projects
- **Multiple Hospitality Projects** – Renovation/Construction/300% EBITDA Increase
- **Hospitality** – Sept 2011 turnaround, restructured sales/operating system; restored profitability
- **Real Estate** - Restructured timeshare/villa project; commercial office development
- **Construction Engineering** – Created behavioral scientific hiring system for International Firm
- **Manufacturing/Recycling** – Shifted a 100+ year old company culture and reduced costs
- **Content Mgmt. Co.** – Increased avg. client from \$25M to \$100M; Gross Margin quadrupled to 35%
- **Software Takeover/Merger** - Restructured media company to save owner’s equity
- **Industrial Design/Engineering** – Navigated restructuring of strategic implementation
- **Software Services** – Restructured business development to enable strategic investment solution
- **IT Outsourcing** – Increased revenues from \$9m to \$23m; increased EBITDA from 5% to 12%
- **Health Care** - Redesigned the FMLA/STD process; automated the FMLA manual
- **Health Care** – Implemented leadership development program for prison health care provider