

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 Partner Network Case Studies

The business model at Cutwater Shift was developed by Christopher Riley, Middle Market Entrepreneur that brought together seven disciplines, coordinated under one umbrella for the sole purpose to identify and realize the optimum value for business owners in the middle market arena.

Below are some of the case studies for the Cutwater Shift network. Upon a signed NDA and potential engagement, all case studies will be available for detailed review.

Riley Engagements

- Took \$200MM automobile service company from regulatory problems and multiple investigations to creating industry-leading compliance system. Riley assembled a team of former US Attorneys, Attorneys General and former FBI Agents to resolve tax and reserve issues and saved over \$100MM for stakeholders and the parent company while being praised by the regulatory bodies across the country for cleaning up an entire industry.
- Investment and operations takeover of internet software company. Identified fraud, restructured company and merged with strategic acquirer
- Restructured timeshare/villa project, cleared zoning and water usage issues and created new financial model
- Complete restructuring and turnaround of industry-leading fabrication company from difficult situation for ownership to sale of company at highest valuation ever.
- Multiple Hospitality Projects
 - Increased assets 92%
 - Increased profits and valuation over 300% in less than three years
 - Increased valuation 161% and sold property in 14 months
- Created strategic growth model for industrial design firm after full assessment of the business and employees

Process Improvement (Partners)

- Partners work with companies to streamline operations. Heinz; DHL; Constellation Brands; SPX; The Ritz Carlton; Hilton; Greenwich Hospital; Yale-New Haven Hospital; New York Presbyterian; Bloomsburg Hospital; Bridgeport Hospital, many consumer goods companies and passenger and freight carriers in the U.S and Europe

Strategic Partners IB Tombstones

- Over 100 advisory engagements in Technology/Media/Telecom for companies such as Oracle, Intel, Birch, Telscape, Access, Comsys, Yorktelecom, Cleartel
- Dozens of M&A Deals of the Year awards including Deal of the Year (\$100M to \$250M); Cross-Border Deal of the Year Finalist (\$5 to \$150 & \$150 to \$500)
- Over \$50 Billion in Hospitality Transactions for Hilton, Marriott; Sheraton; Hyatt Regency; Other Hotels & Spas in Palm Springs, Hawaii, Beverly Hills, Cabo San Lucas and many other cities across the world
- Over \$100 Billion in Real Estate transactions
- Dozens of Aerospace, Plastics, Metals, Automotive and other Industrials transactions
- \$8 Billion in Transportation, Shipping, Life Sciences and other M&A transactions

Performance Improvement (Partners)

- **Loyalty/Brand/Gamification Projects include:** Sports Authority; Pier 1 Imports; Giorgio Armani; Royal Caribbean; AAA; Embassy Suites; Princess Cruises; Hilton; Holiday Inn; Southwest Airlines; Marriott; Nestle; Pepsi; Dairy Queen; Dr. Pepper; Tyson; Kimberly Clark; Ziploc; Tandberg/Cisco; XO Communications; Agilent Technology; L'Oreal/SkinCeuticals; UPS; Twentieth Century Fox; Disney; Universal Studios; State Farm; ING;
- **Sales, Employee, Channel Partner Loyalty Programs include:** Coca-Cola; Anheuser-Busch; Ralston Purina; Bank of America; American Express; Allstate; Nationwide Insurance; Citigroup; Caesars Entertainment; Hilton; enterprise Rent-A-Car; Monsanto; John Deere; Whirlpool; KitchenAid®; Charter Communications; Cooper Tire; Kimberly Clark; SBC; Hallmark Cards; Pizza Hut; Dominos; Humana; CVS and many other Fortune 500 companies and middle market subsidiaries

Turnaround, Regulatory & Operations Case Studies

The Cutwater team is made up of industry-specific subject matter experts in the arena of each engagement. We only work with companies where we are skilled in the steps to take the company to its optimum enterprise value.

OUR SERVICES

TRANSITION
IMPLEMENTATION

BUSINESS INVESTIGATION

COMPETITOR ANALYSIS

STRATEGIC ATTACK
PLANNING

CONTAINMENT of
CRITICAL ISSUES

BUSINESS VALUATION &
DUE DILIGENCE

SALES & REVENUE
INVESTIGATION

EXECUTIVE PLACEMENT

- ▶ **Automotive** - Took over 1,000 person \$200MM company under multiple investigations and created an industry leading compliance system that reshaped the industry. Worked directly with 10 Attorneys General to gain full compliance while Increasing profits by 44%. Final compliance audit from industry regulatory law firm stated, *"A sincere dedication to regulatory compliance permeates the [company's] current business practices. It is our belief that if all companies meet these standards, consumers will have a level of comfort and security knowing that their interests are being well looked after."* Witness Appearance on "American Greed" episode outlining the engagement.
- ▶ **Online Software** - Investment and operations takeover of internet software company. Riley performed undercover investigation, Identified fraud, ousted bad players, restructured company and merged with strategic acquirer to keep the company alive.
- ▶ **Real Estate** - Turned around a failing real estate company in danger of insurance fraud by eliminating poor leadership, changing the culture from cutting corners to achieving high margins through quality workmanship. Negotiated with bankers, creditors and restored compliance to create a sustainable model.
- ▶ **Hospitality** - Worked through the tragic events of September 11, 2001 with swift business model shifts. Retrained staff while increasing employee camaraderie and customer loyalty alike.
- ▶ **Health Care** - Created the first leadership development program for Correctional Medical Services, the largest provider of healthcare to jails and prisons in the US.
- ▶ **Health Care** - Redesigned the FMLA/STD process for Magellan Health Services, the largest provider of mental health services in the US. Automated the FMLA manual which resulted in reduced costs, errors and processing time.
- ▶ **Digital Web Development** – In a 24-month engagement, we designed and launched new sales and business development system that increased average project size by 3.5X to \$75,000. Company was acquired at increased value.
- ▶ **Fabrication** – Restructured highest quality granite, marble and tile company in St. Louis from a declining situation to an industry-leading entity and sold company at highest valuation in company history...and company still growing at 20%.
- ▶ **Hospitality** - Tripled profits after doubling compensation to employees over a three year period with 127 customized incentive programs.
- ▶ **Financial Services** - Restructured financial services business model to incorporate teams of disciplines with enhanced communication and complete client care C³.
- ▶ **Content Management Co.** - Increased average client from \$25M to \$100M; Gross Margin quadrupled to 35%.
- ▶ **Software Services** – Almost tripled revenues from \$9Million, to over \$23Million, and increased EBITDA from 5% to over 12% in 3 years.