
STORM Overview

Who we are...

- Operations-focused group of business professionals serving the needs of Equity Providers, Lenders, Business Owners, and Senior Management seeking assistance in improving business performance

Our Team...

- STORM's Lead Advisors have backgrounds as senior executives, CEOs and COOs
- Experience in sales and marketing, manufacturing, finance, strategic planning, corporate development and other disciplines
- Our executives have managed companies in a broad variety of industries including technology and communications
- In addition, we have an extensive number of relationships with operations executives we can call upon in specialized circumstances or to supplement existing management teams

Our Value...

- At STORM we apply our extensive operations experience to identify significant business issues that often do not show up in conventional valuation analysis and financial due-diligence
 - Knowing where to look and the right questions to ask is where STORM makes the difference
 - The best plans and processes without prompt and skilled execution are not worth much!
 - We focus on **actions** and **results**...

Our Services...

- Our services are all reflective of the experience we have had in implementing activities in the following areas:
 - Bankruptcy- Pre and Post Emergence Operating Improvements
 - Operating and Financial Performance Improvement
 - Turnaround and Under-Managed Organizations
 - Restructuring and Consolidation Initiatives
 - New Owner or Management Team Transition Assistance
 - Due Diligence Team Advisory Services
 - Strategic Business Planning and Positioning
 - Driving Company Cultural Change
 - Pricing and Profitability Strategy and Tactics

Our Focus...

- Below is a sampling of the various industries we've assisted...
 - Business to Business
 - Automotive
 - Transportation
 - Forestry & Agricultural Products
 - Process and Discrete Manufacturing
 - Healthcare Services
 - Distribution
 - Residential Construction
 - Technology and Communications

Our Approach...

- STORM's approach is not based upon theory or unproven business strategies
 - It is based on practical firsthand knowledge and experience in solving common business problems
 - We understand the importance of decisive action and the ability to quickly execute in challenging situations
 - We provide a comprehensive suite of services
 - Our goal is to accelerate progress, moving the client ahead by actively fostering and assisting in the execution

Our Approach Continued...

- STORM only accepts assignments where we meet the following criteria:
 - Relevant experience
 - Achieve significant impact
 - Meet or exceed expectations
 - Deliver what we promise
 - Produce meaningful results and value for clients

Our Approach Continued...

- We rapidly assess the situation from a CEO or owner's viewpoint to accomplish the following:
 - Identify key problems and opportunities – gain acceptance
 - Propose real-world, proven solutions
 - Collaborate with management on execution
 - Be prepared to show them how and assist in execution
 - Achieve rapid results