

The Hickory Group

STRATEGIC FINANCIAL ADVISORY SERVICES THOUGHTFUL & CLEAR ADVICE | LONG-TERM VALUE

WHO WE ARE: STRATEGIC CORPORATE ADVISORS

- Corporate financial advisory firm serving public and private companies, alternative investment managers, independent sponsors and management teams in the pursuit of creating economic value
- We provide tailored, long-term strategic counsel. Our advice considers both the operating and financial implications of our proposed strategy and tactics
- Industries served include consumer products, general industrials, real estate and technology
- Hickory focuses on transactions in the growth spectrum of the middle market

WHAT WE DO: FINANCIAL ADVISORY SERVICES

- Hickory provides financial advisory services with a view towards long-term relationships with clients:
 - Mergers and Acquisitions: Buy-side and sell-side engagements
 - Private Capital Markets: Debt and Equity financings
 - Restructuring distressed capital structures and increasing operating cash flows
 - Venture stage advisory services: Preparing companies to source institutional capital
- Strategic Advisory: Serving public and private companies to create enduring strategic value
 - Understanding the client's product/service, human & intellectual capital and competitive landscape
 - Formulating achievable financial and operating goals
 - Shoulder-to-shoulder partnership with clients to achieve long-term value

SELECTED TRANSACTION EXPERIENCE

- Hickory's clients include public and private companies, investment firms and high-net worth individuals
- Selected transaction experience of Hickory and its partners:
 - Strategic advisory and operating investment in Web search firm (*stealth stage*)
 - Sale of Edelman Shoe Co., Inc. to Brown Shoe Co., Inc.
 - Mezzanine financing placement for Naked Juice
 - Strategic licensing agreement between India-based investment firm and Hommage
 - Restructuring of Laurus Funds portfolio company in the beverage sector
 - Debt financing for Oriel Wines
 - Acquisition of Protocare Sciences on behalf of Constella Group

INSIGHT | EXPERIENCE | ACTIONABLE ADVICE

- Hickory's strategic achievements & C-level expertise offers clients seasoned insight and dispassionate advice
- For information regarding services, please contact Managing Director Nicholas Kirk:
 - E: Nick.Kirk@HickoryGP.com
 - T: +1.646.502.9709 x102

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HICKORY'S SENIOR TEAM: ADVISING THE FUTURE THOUGHTFUL | INNOVATIVE | ACTIONABLE

NICHOLAS KIRK, MANAGING DIRECTOR

- Significant experience in growth spectrum of middle market with a broad range of executed transactions
- Select industry experience includes food & beverage, technology, general industrials, independent sponsors
- Kirk began his career at Lazard in the Tech/Media/Telecom group. Possesses BBA, MAcc, passed CPA exam

JP MARINELLI, MANAGING DIRECTOR

- Over 30+ years of global investment banking experience from Lehman, Kidder Peabody and Citigroup
- Marinelli led Citigroup's U.S. mid-market real estate corporate finance desk prior to joining Hickory
- Industry coverage includes public and private REITs, wine (real estate and brand), industrials, consumer

THOMAS GILLEY, SENIOR TECHNOLOGY STRATEGIST

- Over 4 decades of technology experience, principal investor to entrepreneur. Apple, Cobalt Networks, IDCC
- Member of Technology Advisory Board of InterDigital (IDCC), focusing on wireless and IP maximization
- Gilley is an Angel investor & c-level architect, serving clients as c-level strategist and Board counselor

RHYS MOORE, SENIOR RETAIL/APPAREL STRATEGIST

- Held senior roles in Fortune 500 companies and entrepreneurial firms, managing brands across multiple channels of distribution, including Champion (Sara Lee) and Victorinox Swiss Army
- Moore was formerly a strategic consultant for Oxford Industries, Orvis, 66 North, Mary Norton, Skin Therapie as well as TriState Holdings (Shanghai) Mitsui (Japan) and the Apparel Group (UAE)
- Moore serves clients as c-level architect and crisis/turnaround advisor to support financial restructurings

GENERAL MARK BEESLEY, SENIOR ADVISER (RET., US AIR FORCE)

- General Beesley provides clients with a unique commercial perspective, from government contract opportunities to building a results-oriented enterprise. Specifically, General Beesley's work with technology, industrial and security firms allows them to draw on his deep understanding of military and government processes and protocols. Moreover, his unique set of global contacts allows consumer product firms c-level access to emerging markets.
- Prior joining the private sector, Brig. General Beesley was Deputy Director for Operations, Operations Team One, National Military Command Center, the Joint Staff, Washington, D.C.
- General Beesley also performed nuclear watch in conjunction with the North American Aerospace Defense Command and U.S. Strategic Command, and is ready to advise the president on available courses of action and transmit the president's nuclear decisions.