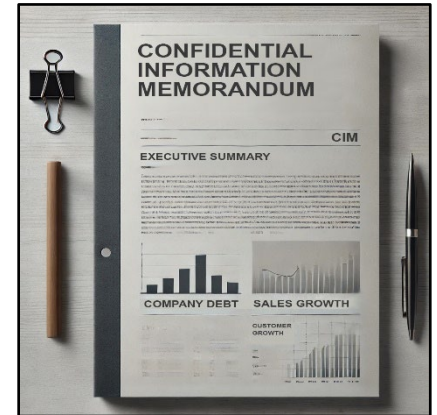


## SALE MARKETING DOCUMENTS

At Stony Hill Advisors we create a variety of marketing materials to promote your business for sale. Because the type of prospective buyer can be quite different, our approach and format of these documents will vary.

Private equity groups are often focused on the financial aspect of the seller, so our documents are usually more focused on providing information that will easily help them determine their expected financial return.

Strategic buyers are more likely to want to discuss the financials, but also review more intangible factors. Often there is a pair of individuals from the prospective buyer where one is mostly concerned about the story and the strategic fit and the other is more interested in the numbers.



Depending on the focus of the prospective buyer, we may focus on telling a story with images or on providing detailed financial information.

### Type of Marketing Documents

We typically provide four types of marketing documents when promoting the sale of a business:

1. **Teaser.** This one- or two-page document is designed to pique the interest of the prospective buyer without revealing confidential information or disclosing who is the seller. The goal of the teaser is to entice potential investors/buyers to execute non-disclosure agreements and to receive a more detailed Confidential Information Memorandum.
2. **Confidential Information Memorandum.** This is the key initial document that tells the company's story and provides some financial information. Even though NDA's have been executed, detailed information on customers and employees will not likely be included.
3. **Offering Memorandum.** This is an expanded document designed to incorporate comprehensive financial information that will help the buyer more quickly evaluate the seller's business.
4. **Company Presentation.** This is an expanded PowerPoint or CANVA presentation designed for use in face-to-face meetings and includes more details than included in the CIM.

### Software Application Used

Our marketing documents are created either in MSWord, PowerPoint, or CANVA. We tend to use MSWord for more financially centric marketing documents and for Teasers. We tend to use PowerPoint or CANVA when telling a story about the value of the business. When using PowerPoint or CANVA, we typically include graphs for financial information and append the financials created in MSWord. All marketing documents are converted to PDF format before delivery to prospective buyers.

### Table of Contents for the CIM and Company Presentation

Regardless of the approach the following elements are typically included:

Confidentiality Statement	Competitive Advantage	Product & Service Offerings
Executive Summary	Corporate Structure	Operations Overview
Company Overview	Historical Financials	Financial Projections
Industry Overview	Customer Analysis	Systems & Technology
Market Position	Growth Opportunities	Transaction Considerations

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