

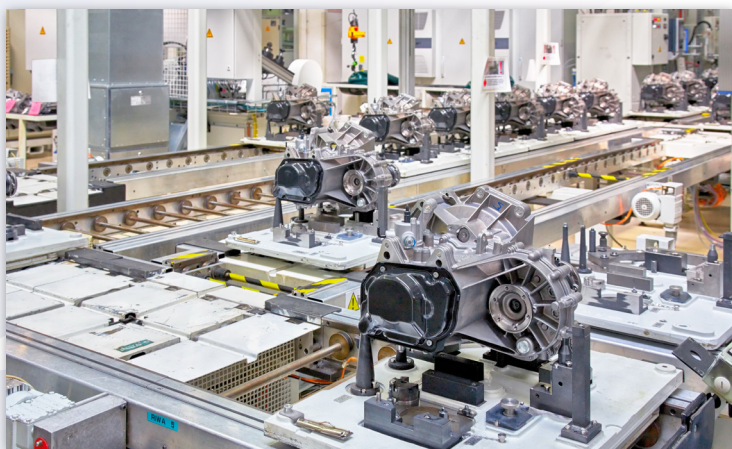
**HEIDE
& COMPANY**

strategic advisory services



HEIDE & COMPANY is a 20 year old strategic advisory firm offering senior management consulting and financial advisory services to public, privately held and family businesses. Our collective strength of over 100 years of experience comes from owning and or operating small, mid and large market enterprises in the following sectors:

- Business / Financial Services
- Consumer & Hard goods
- Distribution
- Equipment Rental & Leasing
- Healthcare Services
- Logistics & Transportation
- Manufacturing
- Technology including Services, Enterprise, Internet, Big Data & Blockchain



OUR SPECIALTY PRACTICE AREAS:

- Revenue Growth
- Strategic & Succession Planning
- Finance including Public & Private Debt/Equity
- Interim CEO, CFO, CIO, COO & Operations Management
- Operational Improvement - Factory Floor, Working Capital Management & Processes
- Due Diligence & Audit Management
- Merger & Acquisition Integration
- Advisory Board / Board of Directors

DELIVERING

GROWTH – STRATEGY, CEO, COO, BOARD OF DIRECTORS, ADVISORY, SALES / TOM HEIDE, MBA

Restructured the Board of Directors at Henry Heide, Inc., a \$50 million national confectionery and food service company. Chaired the Board & Financial Opportunities Committee to explore strategic expansion. Took lead role in conjunction with the Investment Bankers in negotiating and managing the sale to the Hershey's Food Company.



Founded and built SAFE, Inc., into a \$10 million regional service business. Developed a highly specialized IT Data Storage/Disaster Recovery business employing up to 100 people serving over 400 customers in 4 states in the information services industry. Private Equity backed and made several key acquisitions to expand market service area. Built organization into the largest of its type in Southern New England. Successfully sold the company to The Iron Mountain Group.

REAL VALUE



FINANCE – DUE DILIGENCE, PRIVATE, PUBLIC EQUITY & DEBT, CFO / AL COLANGELO, CPA

Took leading \$300 million dollar Private Equity backed specialty food distribution company from inception of interest from an unsolicited buyer to conclusion in less than 30 days. Included preparation of data room, reviewing due diligence information with both buyer and sellers, investment bankers, and purchase price negotiation, while balancing all parties goals.

Senior financial executive of United Rentals (NYSE:URI) from inception to the largest equipment rental company in the world. This growth was attributable to successfully completing and integrating over 250 acquisitions, fueled by \$11.5 billion in debt and equity capital through public and private markets.

MANUFACTURING – CEO, COO, BOD, OPERATIONS & PROCESS IMPROVEMENT / JIM LOCKER, MBA

Eleven locations distributor of single family home, construction-related equipment. The recession caused a sharp drop in equipment sales and consequent cash flow problems. Analyzed parts inventory and revised part stocking requirements by location, redeployment of slow moving parts and returns to suppliers for credit where possible. As a result increased inventory turns from 4 to 7 times in six months, freeing \$1.75 million in cash; also encouraged management to raise part prices, gaining recurring \$750K of annual margin.

Manufacturer and supplier of precision optical assemblies. Two operational issues, which constricted manufacturing shipment capacity and caused significant cost, quality and delivery issues. Assessed situation with leadership team, operating managers and key contributors. Developed findings and established five internal response teams covering supplier quality to factory floor organization. As a result increased output 33% after a four month period and eliminated customer returns for defects.

TECHNOLOGY - BUSINESS STRATEGY, M&A, CIO / JEFF MARINSTEIN, MBA

Developed the business strategy to transform a \$1.3 billion services business from legacy IT to Cloud (leading tech co.). Designed a new IT strategy enabling digital transformation and the use of data as a strategic asset (major record label). Advised the CIO of a major media company on development of a new IT strategy and developed presentation for the board.

Our Team



TOM HEIDE--- CEO

Tom's roles include: Interim CEO, COO, Chairman / BOD, Strategic Planning, Revenue Growth, Senior Advisor Investment Banking and Private Equity

Tom has been a successful entrepreneur and senior advisor to the investment banking community for more than 35 years. Through Heide & Co. he has provided senior management, operating and advisory services to small and medium-sized businesses in all lifecycle phases. Prior to this, Tom was President and CEO of SAFE, Inc., a data media storage company he founded and grew through Private Equity and M&A which he successfully sold to the Iron Mountain Group. Tom also served as Chairman of the Board of Directors, Henry Heide, Inc., the maker of "JuJyFruits", a national confectionery manufacturer where he guided the company through a strategic plan that resulted in the successful sale to the Hershey Foods Corporation. Tom was a founding partner of Viant Group, a San Francisco, CA based Investment Bank where he opened their NY offices. Tom also founded Financial Marketing Services, Inc., a national consulting and marketing distribution company in the financial services industry that he ultimately sold, and he has held several senior sales and management positions with Fortune 1000 companies. He holds an undergraduate Business degree from Fairfield University and an M.B.A. with Honors from Adelphi University. He currently serves as an Advisor to several companies.
tom@heidellc.com 203-326-1801



AL COLANGELO, CPA---SVP FINANCE

Al's roles include: Interim CFO, M&A, Debt & Equity placement, BOD, Senior Advisor Investment Banking and Private Equity

Prior to joining Heide & Company, Al was a senior financial executive with a demonstrated track record in dynamic, fast paced, high growth environments. Turned around a \$300 million specialty food distribution business, The Chef's Warehouse and developed an exit strategy for the investors. Significantly participated in the creation of United Rentals, Inc. (NYSE: URI), the largest equipment rental company in the world with revenues of \$3.6 billion, 12,000 employees and 700 locations throughout North America. This growth was fueled by raising over \$11.5 billion in debt and equity capital through public and private markets and by successfully completing and integrating over 250 acquisitions. More than seven years of diverse public accounting experience with a global accounting firm. He received a Bachelor of Science degree in Public Accounting from Fordham University. **acolangelo@heidellc.com 203-273-3605**



JIM LOCKER---SVP

Jim's roles include: CEO, COO, BOD, Strategic Planning, Senior Advisor Investment Banking and Private Equity

Prior to joining Heide & Company, Jim was an Operating Partner with Linx Partners, a private equity firm focused on family-owned, industrial businesses. Jim worked closely with Linx portfolio companies to reduce operating costs and increase output, to improve cash flow by inventory and receivable management and to help develop their strategic direction. Jim has had long term relationships with regional investment banks and brokers, accounting and law firms to identify suitable platform businesses and carry out pre-acquisition customer and market due diligence. Jim's prior career spans a wide range of durable products businesses, from consumer to capital equipment industries; he has sold and sourced worldwide for leading mass-market retail, industrial distribution and OEM customers. He has contributed in president, corporate development, marketing / sales and engineering roles with Fortune 500 companies, e.g., GE, GTE and Danaher Corporation, as well as with privately owned and private equity owned companies. Jim is well schooled in lean practices – six sigma, value stream mapping, strategy deployment – skills honed while part of the senior management development activities at Danaher. He has also developed products recognized for excellence by national publications. Mr. Locker earned a BE (ME) from City College of New York, an MSME from Purdue University and an MBA from Harvard Business School. jlocker@heidellc.com 203-979-8867



JEFF MARINSTEIN---SVP TECHNOLOGY

Jeff's roles include: Advisory to CEO's, CIO's, CFO's on Strategic Technology Direction, Planning & Execution, Interim CIO, M&A, Senior Advisor Investment Banking and Private Equity

Jeff recently joined Heide & Company after establishing his own strategic management advisory practice focused on strategy at the intersection of business and technology. He is currently an Instructor-in-Residence at the UConn School of Business teaching executive education classes in Blockchain. Jeff was instrumental in building a business strategy consulting practice and the mid-market business segment for Slalom Consulting, a national technology firm with offices in 27 cities. He is the acting CIO and advisory board member for a private financial advisory firm with over \$1 billion in AUM. He developed an investment thesis for Blockchain and digital currency investments. Jeff led an initiative to understand regional cybersecurity issues affecting Fairfield County business for the Regional Business Council. Jeff spent 18 years at IBM as the Global Head of Strategy and M&A for a \$1.5 billion technology service business. He was responsible for a \$7 million budget and team of 49. He led 4 acquisitions from concept to deal closure ranging from \$4 - \$110 million. Largest deal generated \$200 million in sales and 35% CAGR. Jeff is a graduate of the IBM Leadership Development Program at the Harvard Business School which is for the top 1% of IBM sellers (equivalent of HBS Executive MBA). Harvard Business School, Boston, MA (finished 1st in a class of 42 participants). jmarinstein@heidellc.com 203-918-8408

Our Philosophy

We always strive to deliver what we set out to do for our clients on time and in budget. We always keep in mind that "time is money" and that it is your time and your money. We know that because like you, we have risked our own money and have gained much from the hard lessons that teaches you. We undertake assignments with a clearly defined set of objectives through careful discussions and research with you. We agree to move ahead together and complete our work to your satisfaction.

WE'RE LOCAL, EASY TO TALK TO AND ARE AVAILABLE...

If you are at a cross roads, need help figuring out which fork in the road to take, being pressed from all sides but see that you have an opportunity that you want to take advantage of, then let's get together and explore your options . We invite your inquiries.....

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