



BROADBRANCH
ADVISORS

BROADBRANCH OVERVIEW

CORPORATE PRESENTATION

BroadBranch Offers Services In Three Primary Domains



Professional Training & Development

We train client teams on all aspects of our proprietary, outside-in methodology



Strategy Consulting Services

- ✦ Corporate Strategy: Our approach to helping companies achieve long-term growth begins by creating a detailed assessment of their unique competitive advantages
- ✦ Market Evaluation: We produce market evaluations that cut across a range of end-markets, geographies, products, and services
- ✦ Inorganic Growth: We recognize that achieving transformative growth through acquisition comes with meaningful risk of failure and offer our clients the tools to overcome these challenges
- ✦ Innovation: Using our proprietary methodology, we uncover better data, allowing creative strategic frameworks to take form and helping leaders deliver the innovations their organizations need



Leadership Services

Companies only hire the right candidates about ⅓ of the time, so we aim to improve this number with our distinct skill-set

BroadBranch Addresses Traditional Challenges Facing Growth-focused Companies (1/2)

BroadBranch helps its clients navigate key questions:

“How can we achieve consistent top-line growth of 10% a year?”

“How can we improve our profit margins in key business units lagging the market?”

“How should we manage our global portfolio mix across products and geographies?”

“Which acquisitions will provide us the best platform for future growth?”

“How should we structure our go-to-market approach given market dynamics?”

BroadBranch Addresses Traditional Challenges Facing Growth-focused Companies (2/2)

The BroadBranch Approach:

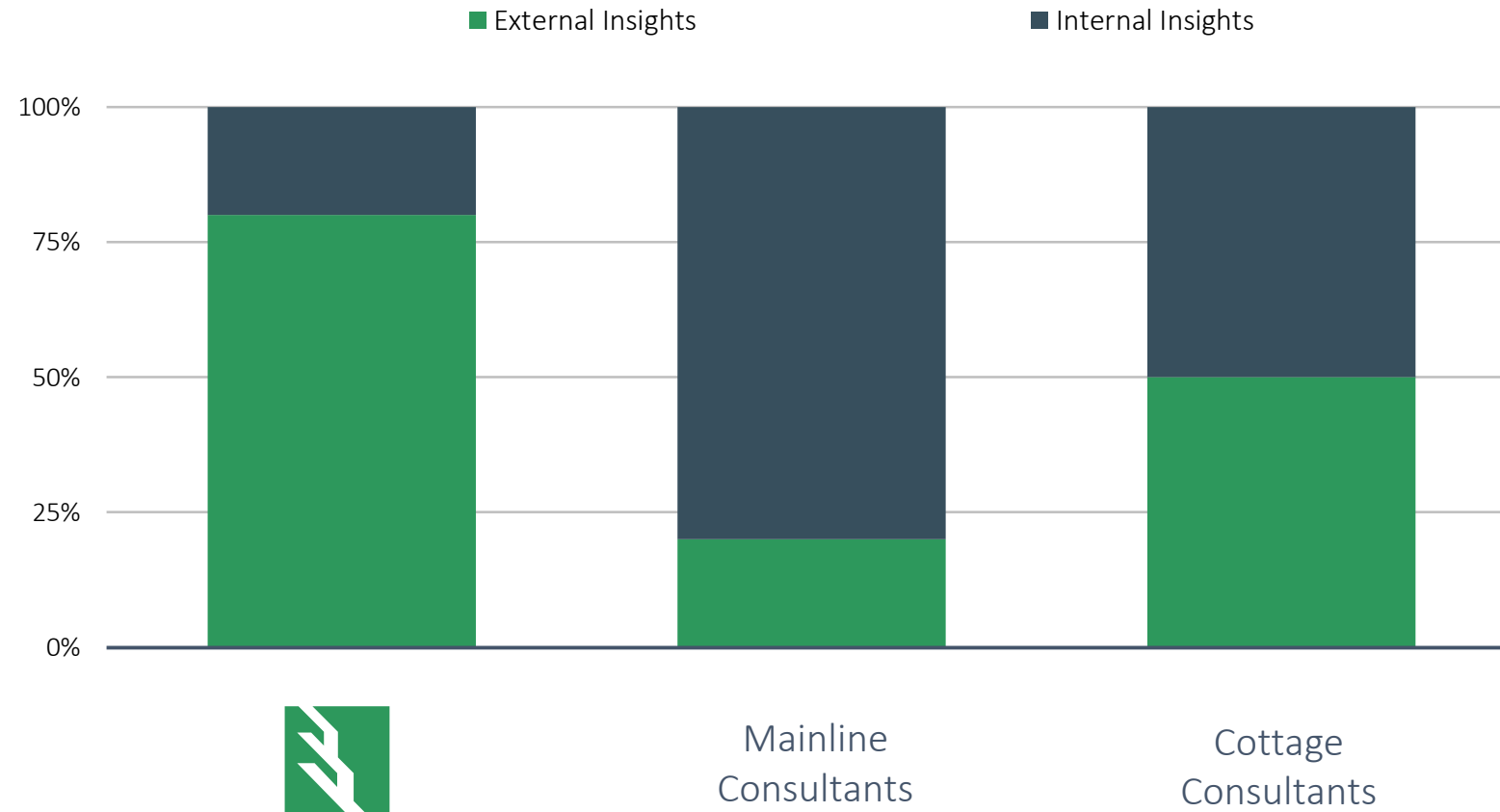


Creates alignment and conviction for clients seeking growth in competitive businesses and industries



Is data-driven, relentlessly focusing on how clients can win in any situation











Compared To Other Consulting Firms, BroadBranch Takes A More Outside-in Approach



Note: Based on 50 interviews with current and former consultants from mainline and cottage consulting firms. Internal Insights refer to those gathered from a firm's client while External Insights refer to those gathered from outside the client (e.g., the client's customers).













BroadBranch Has Worked Across A Diverse Set Of Industries And Client Challenges (1/2)

Industry	Example	Industry	Example
 Healthcare & Life Sciences	Deepened leading clinical diagnostics company's understanding of the global hematology market in five key, high-growth countries	 Metals & Mining	Led a comprehensive supply chain strategy refresh for a global mining company that focused on a key high-performance material
 Pharmaceuticals	Led a market evaluation and inorganic growth strategy for a Fortune 100 company engaged in biologic drug development	 Building Products	Developed a turnaround strategy for a distressed business unit in the cement industry
 Chemicals	Assisted a multinational chemical company with inorganic strategy, market evaluation, and acquisition diligence in key markets	 Industrial Manufacturing	Created an inorganic strategy for a Fortune 500 manufacturer that needed further geographic, end-market, and technological diversification
 Oil & Gas	Worked with a test-and-measurement-focused technology company seeking to expand its offering into mid-stream oil and gas	 Additive Manufacturing	Engaged with a large medical products company to build a market entry strategy related to 3D printing
 Power Generation	Developed an organic growth strategy that included geographic expansion and end-market diversification for a leading provider of power augmentation solutions	 Consumer Durables	Assisted an audio visual design firm with a proposed sale and another client with an analysis of components in the television monitor industry



BroadBranch Has Worked Across A Diverse Set Of Industries And Client Challenges (2/2)

Industry	Example	Industry	Example
 Software	Assessed key areas of risk and opportunity to help a leading provider of IT security solutions reach one billion dollars in annual revenue	 Public & Social Sector	Provided <i>pro bono</i> support (Leadership Search) to a mental health agency and Training programs for top educational institution's Leadership program
 IT Storage	Evaluated the speed and impact of new technologies such as hyperconverged infrastructure, and cloud computing for a top five IT storage provider	 Transportation	Advised a leading water transportation provider on how to best position itself across a series of make-or-break decisions
 Telecom	Evaluated the network function virtualization market for a Fortune 100 software company and made recommendations about entry strategy and timing	 Levels & Logistics	Developed deep insights into key logistics businesses serving the global pharmaceutical industry
 Business Services	Developed an organic growth strategy for a leading risk-management consulting looking at the offshore oil and gas market	 Consumer Packaged Goods	Recommended the reorganization of a Fortune 500 packaging company that led to a high-growth, customer-led innovation model
 Financial Services	Developed a market entry strategy for a global, diversified financial services company looking at an untapped market segment	 Distribution	Worked with a large family-owned logistics company to identify key growth segments and inorganic targets in an attractive region



BroadBranch Has A Strong Track Record Serving A Committed And Varied Clientele

Years in Business

12

Client Repeat Rate

92%

Client Engagements

430

Country Experience

60+

Industry Experience

50+

Unique Clients

45



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