



# Neri Capital Partners

*An Investment Bank and Advisory Firm*

Atlanta, Georgia

**Why Hire Neri Capital As  
Your Advisor**



# Neri Capital Partners

An Investment Bank & Advisory Firm

## Drivers to Successful Negotiations

- **Negotiation expertise contributes to disproportionate transaction value**
- **Financial buyers negotiate tactically, solely focusing on their own interest.**
- **The time it takes to manage a transaction process internally is prohibitive**
- **An Advisor can push a buyer while preserving long-term relationships.**



# Neri Capital Partners

An Investment Bank & Advisory Firm

## Negotiation Expertise: The Key to a Successful Transaction

- **Valuations and deal terms very widely and are highly negotiable**
- **Managing a deal process internally is full of pitfalls**
- **Negotiating micro-cap and lower mid-market transactions requires creative problem solving**
- **Building and maintaining Entrepreneur and Buyer / Investor relationship is crucial**
- **Post-deal implementation requirements is a key focus**



# Neri Capital Partners

An Investment Bank & Advisory Firm

## The Neri Capital Approach

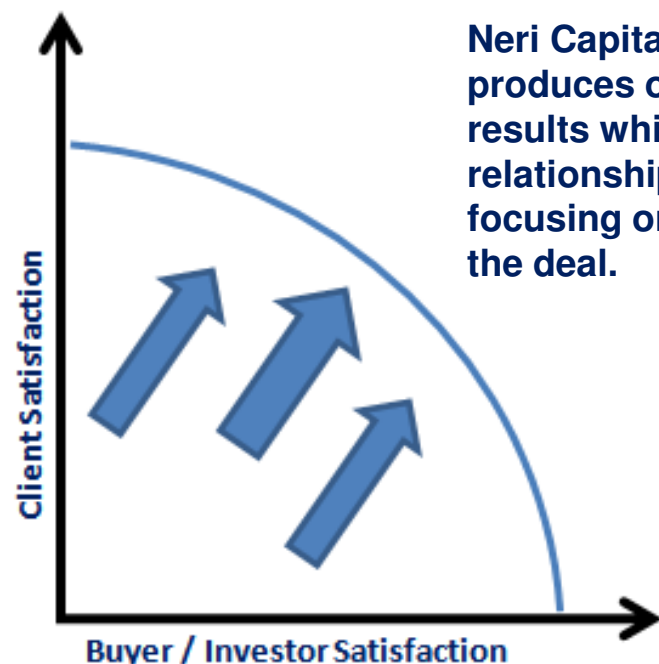
---

- **Only work on behalf of entrepreneurs**
- **Take significant work load off Seller's plate**
- **Customized and tailored approach for each Client**
- **Manage non-exclusive process**
- **Making the relationship a priority**
- **Manage all deal-related issues**

# Neri Capital Partners

An Investment Bank & Advisory Firm

Not Just a Closed Transaction ..... Optimized and Efficient



Neri Capital Partners produces optimal results while building relationships and focusing on life after the deal.

## Do It Yourself” Approach is Risky and Time Consuming

- **Buyers who contact companies directly tend to be “self” oriented**
- **A small percentages of LOI’s or term sheets actually lead to transaction closing**
- **Financial buyers often re-trade the original LOI terms**
- **It is difficult to run a parallel, competitive process with multiple buyers**
- **Time commitment to a transaction process will be distracting**

# Neri Capital Partners

An Investment Bank & Advisory Firm

## Entrepreneur & Buyers / Investors .... Conflicts of Interest

### Entrepreneur Interest

- Maximize valuation
- Focus on business execution, not transaction process
- Explore liquidity options and market potential for your business.
- Explore a variety of transaction types and structures

### Buyer / Investor Interest

- Minimize valuation
- Tie up entrepreneur in lengthy due diligence process
- Use entrepreneur to learn about the market
- Narrow approach focused on investment fund timeline and objectives



# Neri Capital Partners

An Investment Bank & Advisory Firm

## Post Transaction Integration

- **Most bankers focus solely on activities that drive their fee**
- **Neri Capital negotiates with ‘life after the deal’ and post acquisition integration**
- **Neri Capital balances interest of all stakeholders including management, employees, and investors**
- **Neri Capital fees are structured to align Seller and advisor interests**



# Neri Capital Partners

An Investment Bank & Advisory Firm

## Summary

---

- ✓ **Exclusive focus on bootstrapped, lower mid-market companies**
- ✓ **Differentiated negotiation approach with superior results**
- ✓ **Optimized deal team leveraging operational backgrounds**
- ✓ **Strong track record of exceeding shareholder expectations**
- ✓ **Extensive network of strategic buyers and investors**