

**Unconflicted.
Unorthodox.
Unrelenting.**

ArkMalibu is one of the only Mergers & Acquisitions advisory firms that focuses exclusively on sell-side transactions.

A PROMISE YOU CAN BANK ON:



**01.
LOYALTY TO YOU IS
OUR LIVELIHOOD.**

You need a team you can trust to deliver extraordinary value, not a conflicted bank that may not bring you the best offers. ArkMalibu represents sellers. Unlike traditional investment banks who have repeat business with buyers, we're not incentivized to encourage you to accept less than your company's true maximum value because of future opportunities to represent those same buyers. Would you sell your company for a price based on average industry multiples of revenues or EBITDA, utilizing an investment bank that doesn't push for the highest possible value because of its conflicts? We believe sellers shouldn't settle. We are in your corner—many banks stand in the middle and play both sides.



**02.
SENIOR-LEVEL SERVICE
IS OUR STANDARD.**

Would you trust a junior-level banker to execute the most significant financial and personal transaction of your lifetime? That's the kind of service you can expect from other banks. Instead, ArkMalibu's clients receive care and attention from our senior-level advisors and principals—a former CEO of two public companies, experienced Wall Street bankers, and former executives at Deloitte, GE, Nestle, Loewen, P&G, and SAB Miller. Moreover, we understand that even though you're selling your business, you still need to run it. Our time is your time. From analysts to principals, our team remains present and available throughout the process.



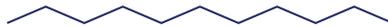
**03.
OUR UNRIVALED STRATEGY
SELLS YOUR STORY.**

Our approach to achieving higher multiples than traditional investment banks includes understanding, capturing and communicating your company's culture—the asset that can't be duplicated. Other banks will either bypass devoting time and effort to understanding your secret sauce, will minimize its importance to your value drivers, or will not even understand the concept in the first place. Combined with a rigorous evaluation of your company's current and future operational, customer, and financial strengths, our proprietary Four Boxes Analysis delivers prospective buyers a compelling investment story with undeniable upside. We work to identify buyers whose goals and values align with yours, negotiating tirelessly on your behalf in order to complete the deal with the best partner.



**04.
WE ARE ANCHORED TO
INCREASING YOUR VALUE**

While others will leave you adrift, ArkMalibu is tied to your destiny; we are anchored to the goal of bringing you unparalleled value while balancing the interests and navigating the personalities of the people involved. With so many affected and so much at stake, selling a business requires almost as much EQ as IQ. With our depth of experience and intimate understanding of the human dynamics at play, we coach you through challenges and help you avoid emotional pitfalls so you can enjoy your well-deserved prosperity.



About Us

We're not like other banks—we don't have conflicted business relationships with buyers, leaving our senior advisors and principals unhindered and unyielding in their pursuit of your goals. From first meeting to dry ink, we are dedicated to exceeding your expectations and surpassing industry valuation benchmarks during one of life's most prodigious events. Selling a company requires both psychological intelligence and financial rigor, and that is ArkMalibu. We're a steady ship in stormy seas—here to guide you through uncharted territory with experience, integrity, and confidentiality at every turn.

LEADERSHIP

RENE ROBICHAUD

CHAIRMAN AND PARTNER
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Rene is Chairman and Partner at ArkMalibu. He has helped hundreds of companies think strategically and become more successful. Rene has been president and CEO of two public companies for a total of 10 years. Most recently, he served as the president and CEO of Layne Christensen (a NASDAQ company). Prior to that, he served as president and CEO of NS Group (NYSE), which he helped grow from a \$150 million enterprise to a \$1.5 billion company. As an investment banker for 15 years, he has worked on capital raising and strategic transactions involving many industrial and natural resource companies around the world.

As Managing Director of Salomon Smith Barney based in New York, Rene held various corporate finance roles including co-head of global metals & mining practice, head of steel practice and head of paper & forest products practice. He was also a Principal in Corporate Finance at Morgan Stanley based in New York.

He is a magna cum laude graduate of the University of Ottawa, where he received his bachelor's degree in business admin-

istration. He also received his MBA from Harvard Business School. Rene has been married to Karen since 1984 and they have two adult children. Rene enjoys reading, travel, hockey, golf and is a PCA driving instructor.

PETER KUBASEK

FOUNDER AND CEO
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Peter Kubasek is Founder and CEO of ArkMalibu. Peter has been closely involved in more than 500 merger and acquisition projects ranging from \$2 million to over \$1 billion in sales representing billions in transactional value.

Peter brings a vast background of knowledge and understanding to every engagement in which he is involved. His success stems from his ability to identify the core needs of his clients, developing creative solutions and applying sound analytical and negotiating skills to each engagement. He has advised clients on preparing for exit, valuations, divestitures and financing options in a variety of areas including 3D printing, technology, services firms, communications, manufacturing, consumer package goods and distribution.

After earning an MBA from Pepperdine University, Peter began his career at Andersen Consulting in Los Angeles, moving quickly into Corporate Development roles at Nestlé USA and The Loewen Group. Peter obtained his undergraduate business degree Magna Cum Laude from John Brown University.

Peter is a member of the national Young Presidents' Organization, the Cincinnati Association for Corporate Growth and the Business Growth Alliance Affiliate Board. He is the former President of the Cincinnati ACG. He has also served with the boards of several local charitable organizations and has volunteered in a variety of service endeavors. Peter and his wife Maryam have been married more than 30 years and have two sons, Hudson and Luke. They live in Blue Ash, Ohio. Having grown up in Vancouver, British Columbia, Peter has a great love for the game of hockey and has coached his sons and other local youth.

JIM ELLERHORST

SENIOR ADVISOR
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Jim Ellerhorst is a Senior Advisor skilled in achieving superior growth and talent development. For 37 years at Deloitte,

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he distinguished himself as a business leader and advisor to board members, CEOs, and senior executives.

As Managing Partner at Deloitte for 12 years, Jim simultaneously served as Regional Tax Managing Partner for eight cities and Office Managing Partner for the Cincinnati and Kentucky offices, delivering revenue of \$160 million. As Lead Client Services Partner for eight years, he was responsible for assembling and leading multi-functional teams, quality and risk management, financial performance, and client satisfaction.

Jim's industry experience includes the consumer products, retail, manufacturing, media, and healthcare industry sectors. He's well-versed in audit committees and implementation of Sarbanes-Oxley regulatory requirements, working with technical partners to deliver business strategy, technology adoption, innovation, and tax planning, and working with middle market companies to raise capital in equity/debt markets through IPOs and security placements, as well as completing M&A transactions.

In 2017, Jim joined Elizabeth Gamble Deaconess Home Association (EGDHA) as part-time President and CEO. EGDHA owns and supports The Christ Hospital and manages an endowment fund. His current board positions include the Cincinnati Central City Development Corporation and Gilman Partners.

DOUG BRODMAN

SENIOR ADVISOR

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Doug Brodman is a Senior Advisor at ArkMalibu. An executive with Miller Brewing Company and SABMiller for 17 years, Doug Brodman is known for growing businesses facing stalled growth or in mature markets, and for delivering company-leading profits, driving top-line growth, and implementing insight-based decision-making.

In his most recent position as Vice President, Strategy for Latin America, Doug led strategy development for SABMiller's largest and most profitable region, where he focused on portfolio development, redefining the commercial strategy, and developing insights and other tools to improve execution and management. Previously, Doug was Commercial Director, Europe, where he created a "Winning in Europe" strategy that centralized the commercial sales and marketing strategy across ten independent national business units facing limited growth.

Earlier, Doug served as Chief Executive, Managing Director, and Chairman of the Board of Plzensky Prazdroj, the largest brewer in the Czech Republic. Doug strengthened the company's leadership position by creating a plan tied to investing in and building the core beer brands and accelerating premium brands. Doug moved the company from a direct distribution and selling model to channel selling, and outsourced dis-

tribution to optimize cost and improve return on investment.

Doug also served on the executive committee and board of Miller Brewing Company as Senior Vice President while leading the Sales & Distribution functions at Miller. He developed and led the strategic direction of Miller Brewing Company Sales and worked on the divestiture of Miller and further integration of the business after its acquisition by SABMiller.

Before joining Miller, Doug held sales, marketing, and P&L roles at both the Stroh Brewery Company in Detroit, and Heineken USA in New York. Currently, Doug is a Board Member of VitalVio, a healthcare solutions company based in Troy, NY and the Melanoma Research Foundation (non-profit) in Washington DC. Doug earned a Bachelor of Science in Management from St. John's University and has an MBA from Hofstra University. He lives in Bonita Springs, Florida, with his wife Terry.

NATHAN ESTRUTH

SENIOR ADVISOR

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Nathan Estruth is a Senior Advisor at ArkMalibu. He is an experienced Fortune 20 global executive and board member skilled in innovation, strategy, and culture & talent development. For 27 years at Procter & Gamble, Nathan distinguished himself as a global leader in driving business growth via technology, business model, and organizational innovation.

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As a Vice-President and Officer at P&G for over 12 years, Nathan led P&G's corporate new business development and corporate innovation fund. He also served for 4+ years as President & CEO of a software and manufacturing start-up in injection molding and tooling for P&G. His industry experience includes consumer products, services, health care, food/beverage, plastics, laundry & dry cleaning, retail, franchising, manufacturing, pet/animal health, media, and beauty care.

Nathan has served on the Boards of Songbird (medical device), Agile Pursuits (Tide Dry Cleaners), Navigenics (genomics), and MDVIP (health care). In 2017, he joined the Board of KPS Global (Fort Worth, TX) and became Vice-Chairman of the Board in 2018. He also serves as an Executive Partner with D Cubed Group LLC, a Private Equity group (NY).

Sharing his keen insights and expertise with others, Nathan has spoken at Wharton's Executive Leadership Program, Harvard Business School's Entrepreneurship conference, Tsinghua University (Beijing), the Online to Profit conference, the Center for Corporate Innovation CTO Innovation and CEO Forums, and was a keynote speaker at the 2010 World Health Care Congress and the 2017 Greater Cincinnati CEO/CIO Forum.

Nathan earned a bachelor's degree in Political Science International Relations from the University of California Los Angeles (UCLA) and spent an addition-

al year of graduate study at the John F. Kennedy School of Government at Harvard University.

Nathan and his wife Madonna have been married for 26 years and have raised their four children in southwest Ohio. Their oldest son is 22 years old and has profound cerebral palsy. Their oldest daughter is a sophomore at Hillsdale College, and their twins are high school sophomores at a Classical, Christian School in Mason, OH.

MICHAEL O. CHANEY

SENIOR ADVISOR
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Mike retired from Procter & Gambles after 38 years of distinguished service as a senior executive with a proven track record of delivering breakthrough business results for multiple P&G businesses globally through excellent business acumen, strong strategic leadership, and broad and diverse technical expertise.

Mike was a Vice President and Officer at P&G for over 13 years and is a balanced executive with extensive experience in engineering, manufacturing, Innovation management, and Supply Chain leadership. His last position at P&G was Vice President, Product Supply, Global Grooming leading a large Global Product Supply organization delivering 12+% of P&G sales with 19 manufacturing sites and 5 R&D centers around the world leading Product Supply (Manufacturing,

Procurement, Engineering, Supply Chain Management) for Gillette, Venus, Braun, and the Art of Shaving. Mike also has experience in a number of both large and small businesses with key leadership roles in P&G's Food & Beverage, Health Care, Baby Care, Feminine Care, and Beauty Care businesses.

Mike's experience spans all aspects of Product Supply and Innovation from the front-end of innovation through design and manufacturing to day to day supply chain management with success across many cultures, including multiple acquisitions and divestitures. Mike has a strong track record of developing people and leaders of multiple cultures and was well known as a strong sponsor of Diversity with experience in sponsoring multiple affinity groups including women globally and ethnic groups in the US and sponsorship of multiple STEM schools around the world.

Mike and his wife Kathy have three children and six wonderful grandchildren. He is a magna cum laude graduate of Rose-Hulman Institute of Technology in Chemical Engineering and has served on numerous non-profit boards.

JOHN P. MCEWAN

SENIOR ADVISOR
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John McEwan is a Senior Advisor to Ark Malibu. John retired after 37 years as a recognized business leader and Big

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4 Audit Partner advising companies ranging from private emerging growth to the Fortune 100. John has extensive experience in developing and effectively executing transformational business changes including mergers and acquisitions, IPO readiness, digital and technology changes, business disruption, and C-suite and Board alignment. John brings a broad set of industry experiences including serving a diversified portfolio of Deloitte's most significant clients in the insurance and financial services, consumer and industrial products, food service, retail, and public sector industries. During his tenure at Deloitte John's roles included Marketplace leader and business unit CEO responsible for the firm's growth, quality, strategy, client satisfaction, and talent initiatives of the firm's business. John worked across all functions of Audit, Tax, Business consulting, and financial advisory services and has a broad understanding of business issues. As an Audit partner, John worked on many of the Firm's most strategic clients across the globe and worked on numerous merger and acquisitions transactions serving one of the largest private equity firms in the world. John held numerous leadership roles at Deloitte including Audit Partner, Global leader for the Deloitte CFO Forum Program, Regional Insurance Practice Leader, Deloitte Board Advisory Council, and Central Region Executive Committee Member. As the Global CFO Forum's leader and a Center for Board Effectiveness leader John was a senior advisor to CFO's,

CEO's and Board Members focusing on the spectrum of key business issues. John has had many leadership roles in the business and civic community. He has served The Columbus Chamber of Commerce as Chairman of the Board, The Ohio Business Roundtable, The Columbus Partnership, Fisher School of Business Deans Advisory Council. John has also been an active supporter and board member of numerous community organizations. John graduated from The Ohio State University and is a Certified Public Accountant and a member of the AICPA and the Ohio Society of CPAs.

J. WICKLIFFE ACH

SENIOR ADVISOR

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J. Wickliffe "Wick" Ach is a Senior Advisor to ArkMalibu. He is an experienced CEO and Executive, having led a large range of projects and a successful team as President and CEO of Hixson Inc. for 35 years.

Hixson ranks among the top 1% of Architectural / Engineering firms in North America, doing projects for corporate clients around the world. Wick first joined the Hixson team in 1977 and became CEO in 1983. Wick's project expertise spans Specialized Offices for Workplace Optimization, Fashion Retail Department Stores, R&D Facilities, Industrial Processing Facilities, and others.

Culture and strategy are the foundation of the Hixson professional

organization. During Wick's leadership the firm grew to 125 associates across 16+ disciplines, instituted new continuous employment policies, and solidified its values and vision, shaping the culture that is still present at Hixson today.

Prior to his work with Hixson, Wick was also in the manufacturing and construction fields. He has always had a passion for creating unique value and taking pride in what he and his firm creates.

Wick has been a board member of multiple private and publicly traded organizations, and also has contributed as a leader and board member in community not for profit organizations.

Wick is a graduate of Hillsdale College, having earned a B.A. in Business Administration and Economics. He and his wife have two adult children and two grandchildren whom they enjoy spending time with.

TODD GARDNER

SENIOR ADVISOR

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Todd Gardner is a Senior Advisor to ArkMalibu and a subject matter expert in the software-as-a-service, (SaaS) industry. Todd was the founder and CEO of SaaS Capital, the first and largest specialty lender focused on SaaS companies.

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Todd launched SaaS Capital in 2006 and over the next 14 years funded over 65 SaaS companies in the US and Europe. As the company founder, Todd designed a unique underwriting model and loan structure that better served the growth capital needs of SaaS businesses while mitigating risk for investors. Each of SaaS Capital's three investment funds was oversubscribed, and each delivered either top decile or top quartile returns with zero underwriting losses.

As a thought leader in the space, Todd published numerous articles on the SaaS business model, including: "What is Your SaaS Company Worth?", and "How Do Top Performing SaaS Companies Spend Their Money?" In addition, Todd created and launched the largest survey of private SaaS businesses in the world, and is a frequent speaker at SaaS conferences.

Todd sold his ownership in SaaS Capital in April of 2020 and now advises high growth SaaS businesses in the US and Europe. Prior to SaaS Capital, Todd was a partner at Blue Chip Venture Company for ten years where he focused on investing in enterprise software businesses and assisting in their growth as a board member. As was the case at SaaS Capital, all of Todd's software investments at Blue Chip generated positive returns for investors.

Prior to Blue Chip, Todd was Manager at Deloitte Consulting where he focused on large scale software deployments. He started his professional career at PNC bank as a Commercial Loan Officer focused on leverage buyouts and commercial leasing.

Todd graduated Cum Laude from DePauw University with a Bachelor of Arts in Economics, and received his Master's in Business Administration with honors from Indiana's Kelly School of Business. In his free time, Todd enjoys spending time with family and friends playing golf, tennis, swimming, and chess.

STEFANO MEZZABOTTA

SENIOR ADVISOR
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Stefano Mezzabotta is a Senior Advisor at ArkMalibu. Stefano is an experienced global executive who has deployed his leadership and technical capabilities in every region and culture worldwide. Stefano has served as CIO to two global corporations, Procter & Gamble and Bridgestone and has been in the Leadership Teams of several companies subject to M&A activity. His main focus is on the strategic leverage of technology and

helping companies with their digital transformation throughout the entire value chain.

Stefano led multiple organizations spanning sizes and locations. He loves to train and develop people to change the way IT works within companies. Stefano works with cost, revenue and privacy/cyber security implications in mind. His ultimate goal is to leverage technology to improve customer satisfaction. Stefano's leadership and creative thinking looks for solutions to complex problems. He has a very pragmatic vision, introducing technology that truly makes a business difference keeping the customer experience in mind.

Stefano has worked in every part of a corporation and mastered the exponential evolution of technology from Infrastructure and Computing to 'pervasive' technology, IoT / Virtual Reality and 'predictive analytics', presently. While introducing the latest capabilities he always keeps a foot on the ground identifying the required 'fundamentals' to put in place first.

During his time in major corporations Stefano headed Global Leadership teams operating in multi-sector and multi-category environments, leading CIOs and Shared Services Executives



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with bold strategies and objectives. He also led the integrations and transitions that accompanied multiple M&A activities for world famous brands like Gillette-Braun (Grooming and Appliances) Iams/Eukanuba (Pet Food), Max Factor (Cosmetics), Wella (Salon Professional), Pampers (paper), Folgers (coffee), Teva-Richardson Vicks (OTC/Pharma).

Stefano has a degree in Mechanical Engineering from Ancona University (Italy), where he also studied Computer Science and Economics. Stefano currently lives in Cincinnati with his wife Antonella, two daughters and dog.

JOSH CUNNINGHAM

MANAGING DIRECTOR
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Josh Cunningham is a Managing Director at ArkMalibu with a focus on managing sell side transactions. He has many years of M&A experience serving private clients across multiple industries, including aerospace and defense, healthcare, industrials, energy, real estate, and technology. Josh has more than \$26 billion of transaction experience.

Prior to joining ArkMalibu, Josh worked at GE Aviation in the Corporate Development group leading acquisition, divestiture, and joint venture transactions for the business. Before working at GE, Josh worked for Citigroup Global Markets in the Mergers & Acquisitions group and Perella Weinberg Partners in New York.

Josh is a decorated U.S. Army Veteran with multiple deployments in support of the Global War on Terror. He also holds an MBA from The Johnson School at Cornell and a Bachelor of Science from the Kelley School of Business at Indiana University.

Josh enjoys spending time with his wife, Nicola, son, Callum, and their overly energetic dog, Griffon. In addition, he enjoys reading, traveling, hockey, and spending time outdoors.

MATT JENSEN
MANAGING DIRECTOR
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Matt Jensen is a Managing Director at ArkMalibu with a focus on business development. Matt's relational approach and diverse M&A, finance, and operations expertise help guide prospective clients through an understanding of their investment merits and the path to achieve maximum value for their company.

Matt first worked in investment banking as an analyst with ArkMalibu providing research and assistance towards the closing of multiple transactions throughout a variety of industries. Prior to this experience, his foundation of integrity and servant leadership coupled with his experience in negotiations and research was shaped during his time as an intelligence officer in the United States Air Force.

Matt's entrepreneurial spirit and professional pilot background led him to be directly involved in the start-up of a

corporate and executive charter airline, eventually serving as Chief Operations Officer. Prior to rejoining ArkMalibu, he served as Program Manager at L3 Technologies, a Fortune 500 company, and was responsible for the turn-around and success of a \$510 million program.

Matt enjoys spending time with his wonderful wife, Francesca, and their three amazing kids, Matteo, Marco and Luciana. He's an avid hockey player, but enjoys anything athletic, having been a collegiate wide receiver. In addition, he loves aviation, motorcycles, music, jiu-jitsu, and time spent outdoors.

CHRIS ROBICHAUD
VICE PRESIDENT
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Chris Robichaud is a Vice President at ArkMalibu who utilizes his mix of finance, entrepreneurship and consulting experience to aid clients in navigating the sell-side M&A transaction process. He is a trusted team member through the entire deal lifecycle, helping entrepreneurs to capture their company's true value by modeling future financial results, quantifying synergies, managing potential acquirers, and examining the impact of key transaction terms.

Prior to joining ArkMalibu, Chris was an Investment Associate for one of New York City's most active early-stage Venture Capital funds. He was the co-founder of a B2B SaaS software company in the digital media space and spent six years as a Technology

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Risk Consultant at Deloitte where he led strategy, operations, and digital transformation projects for Fortune 500 clients. He has experience across many industries, including enterprise software, financial services, and digital media, and has held the Certified Information Systems Security Professional (CISSP) cybersecurity credential since 2015.

Chris has earned an MBA from Columbia Business School and a Bachelor of Science from Boston College's Carrol School of Management, with concentrations in Finance and Information Systems Accounting.

Away from ArkMalibu, Chris enjoys ice hockey, scuba diving, photography, and horseback-riding with his wife Shannon.

DAVID CLARK

ASSOCIATE

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David Clark is an Associate at ArkMalibu where his prior corporate development, management consulting, and M&A experience allow him to assist clients during all stages of the sell-side transaction process. He is responsible for modeling clients' future financial performance, developing strategic marketing materials, and conducting dynamic and insightful industry research to drive maximum results for ArkMalibu clientele.

David started his career as a member of General Electric's Financial Management Program, a two-year intensive ro-

tational program that combines a rigorous course curriculum with a variety of focused job assignments to build future finance leaders. He also spent two years executing over a dozen strategic acquisitions for a multi-billion manufacturing company in Chicago. Most recently, David worked as a management consultant where he drove \$25 million in cost-cutting initiatives for manufacturing companies across the middle market. His management consulting career also included leading two separate finance organizations, with responsibilities such as overhauling ERP systems, using data analytics to create financial and operational reporting dashboards, directing capital expenditures decisions, and driving acquisition target analyses.

David graduated Magna Cum Laude from the University of Cincinnati's Lindner College of Business where he earned a BBA in both Finance and Accounting. Away from ArkMalibu, David enjoys traveling with his wife Molly and his son Jack, golfing with his family, and coaching youth basketball in the Cincinnati community. He also serves on two advisory boards at the University of Cincinnati (Advanced Transition Services Program and the Carl H. Lindner Honors Plus Program).

ANTHONY PETRETTI

SENIOR ANALYST

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Anthony Petretti is a Senior Analyst at ArkMalibu where his diverse set of experiences within the finance industry give him adaptability in assisting

ArkMalibu's senior bankers, associates, and clients during all stages of the M&A transaction process. His daily responsibilities include supporting associates and senior bankers in company/industry related intelligence, financial modeling, and preparation of marketing materials.

Anthony graduated Magna Cum Laude from Xavier University's Williams College of Business with a Bachelor of Science in Business Administration with a major in Finance and a minor in Economics. During undergrad, he was selected as one of fourteen students to provide strategic consulting services to a publicly traded company in the Cincinnati area and served as an analyst for Xavier's D'Artagnan Capital Fund managing \$2.6 million of University's endowment.

He began his career in the investment consulting industry as an Analyst with Fourth Street Performance Partners where he researched, monitored and recommended money managers within the domestic equity asset class. He supported the senior consultants in managing a broad range of non-profit clients with an aggregate value of over \$1B.

Looking to increase his industry knowledge breadth, he has passed Level I and II of the CFA Exam and is currently a candidate for the Level III in June 2020. In his spare time, he enjoys hockey, running, reading, and exploring the outdoors.

Our Services

As one of the most trusted Mergers & Acquisitions advisory firms, we serve our privately-owned clients based on our conflict-free market position, proprietary process, experience and creativity. We focus our energy and talent to creatively deliver value beyond our clients' expectations.

WHAT WE DO

SALE OF COMPANIES

ArkMalibu understands that the sale of our clients' company is likely the biggest transaction our clients will ever make. ArkMalibu leverages its conflict-free market position and proprietary process to creatively deliver value beyond our clients' expectations. Our philosophy is simple. We partner with sellers to maximize value by effectively conveying the company's investment merits and minimizing the buyers' perceived investment risks.

OUR APPROACH WORKS TO ALLEVIATE THESE RISKS, AS WE:

- Believe that finding the right answers requires proactively asking the right questions
- Solve complex problems through intense intellectual curiosity
- Discover and communicate both the company's realized and unrealized value
- Offer a unique, client needs-based approach to deals

ADVISORY SERVICES

BUSINESS PLANNING

ArkMalibu not only guides businesses through the process of marketing, nego-

tiating, and selling, we also offer business planning services for owners and leaders seeking improved documentation of processes, policies, finances, and culture. Putting our decades of experience both on Wall Street and within Fortune 100 companies to use, we help business owners develop the most effective tools for fundraising and business development.

STRATEGIC DIRECTION

Perhaps acquisition or exit isn't your ultimate goal, but you don't feel your business has a well-defined strategy for growth. A business without a strategy is like a ship without a compass. ArkMalibu's expert team of senior advisors lead businesses through the process of defining and refining your goals and objectives, the tactics and activities that will get you there, and the metrics by which you'll measure your success.

CAPTURING CULTURE

ArkMalibu's strategic point of difference as far as taking a company to market is our ability to discover and articulate a company's unique culture in such a way that it adds significant value to its sale price. But there might be other reasons to define culture, like capital campaigns, talent acquisition, or strategic planning. With ArkMalibu's process of deep inves-

tigative research into the people and processes that make your business unique, culture stands as the singular unmistakably unique attribute that makes your business successful and highly valued.

ART OF THE POSSIBLE

Other banks only look at the surface. We dig deep to find exactly what makes your business truly unique and highly valuable.

Typical investment banks crunch numbers, make projections, seek offers, repeat. Some banks spend time studying your business to determine strategic points of differentiation. We are never satisfied until we've uncovered not only your financial upside but the value-defining aspects that make your business unlike any other. Our process helps us push beyond average multiples and mediocre deals. We believe in the Art of the Possible.



Our Proprietary Approach

Unlike other firms, ArkMalibu approaches valuation and deal-making with rigor as well as creativity. We not only illuminate your company's financial potential, we tell your story.

WHAT WE DO

GO-TO-MARKET

Prepare the Company for Market: Your team of senior advisors and analysts develops a comprehensive strategy that assesses your defining corporate culture, evaluates growth potential, appraises the company's value and recommends approaches to enhancing market value.

Take the Company to Market: Our team creates a comprehensive landscape of potential buyers or acquirers for the company. We unlock value for the company and the acquirer by matching strategies and cultures. We connect the principals of sellers and buyers and shepherd the negotiation and due diligence processes.

Secure the Optimum Deal: For most of our clients, achieving "maximum value" typically requires a balancing act across multiple complex goals including peak transaction value, outcome to stakeholders, deal terms, deal timing, philanthropy, upfront cash, tax efficiency, and estate planning. ArkMalibu helps to navigate the deal process to negotiate and close a transaction that creates maximum value as defined by you.

THE FOUR BOXES:

ArkMalibu guides the formulation of your unique value story through our proprietary four boxes approach with a specific focus on your company's corporate culture, operations, clients and financial results and expectations. We perform a thorough analysis to assess how each box impacts your company's value and how that value can be best communicated to prospective investors or partners.

