



INTRODUCTION



STEP Acquisitions Advisory Process and Approach





STEP Strategy Advisors

A DEAL DRIVEN ACQUISITIONS ADVISORY INVESTMENT BANKING TEAM

**GROWTH
ADVISORY**



**ACQUISITIONS
ADVISORY**

STEP leads and delivers successful **business growth and acquisition deals**, focused on **consumer products** and **technology**.

We combine our deep knowledge of brands, products, finance, technology, and operational management with our strength in providing companies with solutions to get deals done.

Our powerful network has key players which enables us to pinpoint and attract the optimal partners.

Every relationship is forged from trust and long-term bonds that are the basis for real success.



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STEP Strategy Advisors is your Deal Driver

KEY STEP TEAM LEADERSHIP

- **Sharona Justman**
- **Managing Director**



- **Nico Riggio**
- **Senior Director**



Expertise in

- **M&A**
- **Strategic Alliances**
- **Consumer Products**
- **Information Systems**
- **Finance**
- **Negotiations**



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STEP TEAM

- **Sharona Justman, Managing Director**

Sharona is the Managing Director of STEP, deeply involved in the facilitation of successful acquisitions for clients in consumer products and in technology with particular emphasis on cosmetics, food, pet, e-Commerce, industrial products, and services. Sharona is a founding partner in an ERP technology consulting firm and was previously with PricewaterhouseCoopers.

- **Nico Riggio, Senior Director**

Nico is a Senior Director of STEP, actively involved in the consumer products market with experience in developing brands and managing production and distribution, bringing valuable insights into every deal. Nico has served as CEO of food and beverage companies in Brazil and was the VP and GM of Philips Consumer Lifestyle division in the US and Mexico. Nico was previously with PricewaterhouseCoopers and is fluent in four languages including Portuguese, Spanish, English, and Italian.

- **Analysts**

Deals require considerable knowledge about the industry, data management, financial presentation, and company presentation. STEP employs analysts who are dedicated to the deal.

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ACQUISITION ADVISORY APPROACH

- We accomplish a **transaction** that is favorable and desirable for the Company and for the shareholders.
 - An extension of your management team to **evaluate, negotiate, and transact**.
 - Assess the **acquisition opportunity** to ensure that the deal is aligned with the goals and objectives.
 - Present **deal scenarios** in order to think through alternatives well in advance.



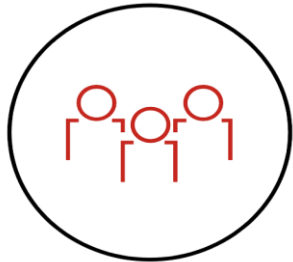
ACHIEVING GREAT RESULTS



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ACQUISITION ADVISORY APPROACH

- We advise on the **deal team** members and their services needed in order to support the aspects of the transaction.



This includes the M&A deal legal team, the advance planning around potential tax exposure, and the external deal accountants, each of which have experience in acquisitions.

- We coordinate activities with the **deal team** along the deal timeline so that business disruption is minimized and so that the full value of the transaction can be achieved.

LEADERSHIP FOR THE DEAL TEAM



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ACQUISITION ADVISORY APPROACH



- Valuation maximization
- Creating the best transaction structure
- Minimizing risk
- Preparing the integration roadmap



ACCOMPLISHING A DEAL WITH A FAIR VALUE FOR BUYER AND SELLER



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ACQUISITION ADVISORY APPROACH

STEP provides the deal leadership to achieve success.

**KNOW THE
MARKET**

**SPEAK TO THE
NUMBERS**

**FAIR AND
REASONABLE**

**PERSUASIVE
CLOSER**

ACCOMPLISHING A DEAL WITH A FAIR VALUE FOR BUYER AND SELLER



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The Principals of STEP Strategy Advisors are registered representatives of BA Securities, LLC.



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