



LYTHAM
PARTNERS
PHOENIX • CHICAGO • NEW YORK



PASSION

YOU HAVE IT. WE GET IT.



Lytham Partners provides expertise and guidance to small-cap companies in the healthcare, technology, service, industrial, agricultural, aerospace and defense segments, as well as the consumer and capital goods industries.

Our team of professionals delivers real-world solutions based on extensive industry experience, thoughtful reflection, and an abundance of compassion and consideration for our clients and their various stakeholders.

As one of the country's leading, full-service investor relations firms, our focus is to work with unique, undiscovered, leading-edge companies that are believed to be inefficiently valued by the market. Inefficient valuation stems from "the Street" not fully recognizing either the operating fundamentals or the strategic opportunity that a company represents.

Our mission is to unlock the inherent value of our client companies. We work to optimize corporate positioning, and shareholder value, by creating messaging and presentations that specifically highlight a company's valuation attributes. We then broadly introduce and simultaneously bring together the management team with the appropriate institutional and retail investors capable of having a profound and sustainable impact on a company's valuation.

We are dedicated to the expansion of your enterprise by providing the integrated expertise that drives shareholder value and supports the development, growth and confidence of your company's corporate governance structure -- from operating executives to the Board of Directors. We're here to grow your company and to drive value for your shareholders.

**WE GET
SMALL-CAP
COMPANIES**

**IT'S WHAT
WE'VE BEEN
DOING FOR
15 YEARS**



THE LYTHAM PARTNERS PROCESS

PROVEN SOLUTIONS TO DRIVE SHAREHOLDER VALUE

Due Diligence

Lytham conducts on-site meetings to gain a full understanding of your company and your investor relations needs.

Corporate Positioning

We help create new materials to better communicate your story to Wall Street: corporate profile, corporate presentation, press releases, investor package, annual report and shareholder letter, Chairman and/or management blog, website development and management.

Investor Outreach

Our outreach efforts help maintain and grow your shareholder base through one-on-one roadshows, telephonic outreach and introductions, investor conference participation, quarterly virtual roadshows, executive videos, dynamic quarterly earnings events and more.

Manage Shareholders

We streamline shareholder management by handling press release writing and distribution as well as EDGAR filing, fulfillment and printing. In addition, we can handle creating and managing your investor database, and maintaining your investor relations website.

Consulting & Crisis Communications

We provide expert guidance on many investor relations issues such as proxy and activist investor issues, financing evaluation, Board of Director consulting, and executive coaching.

Detailed Reporting

We keep you up-to-date with quarterly analysis books, detailed peer group comparisons, and investment community perception studies.



INVESTOR RELATIONS PHILOSOPHY

Lytham Partners believes the foundation of a successful investor relations campaign is the ability to create relationships. We understand that investment decisions are profoundly influenced by direct interaction between institutional investors and management.

To a great many institutions, access to management is the catalyst that validates the quantitative assumptions in a report. This is where long-term sustainable support is born. Investment professionals crave corporate leadership that can articulate a sound strategy, deliver the results that the strategy calls for, and maintain an ongoing dialogue to address concerns and questions going forward.

For nearly two decades, our clients have participated in more than 5,000 one-on-one meetings with institutional investors across the United States. That translates to 30 cities, 3,150 firms, and more than 15,000 contacts. Wall Street is not just in New York -- it is all across America. From Boston to Minneapolis, Dallas, Denver and San Francisco.

We maintain strong relationships with various money management firms across the country. Because of these long-standing relationships, we understand the criteria and

requirements of these key decision makers, which leads to enhanced shareholder value for our client companies.

Our firm has been instrumental in developing the value proposition messaging that propels companies into market leadership positions. This track record is built on the foundation of consistent corporate performance, credibility of management, and a dedication to interacting with "the Street" on a quarterly basis -- year after year.

We leverage not only the attributes of our investor relations department, but also our public relations, management advisory and brand identity abilities to help drive the success of the overall investor relations process. Clients know Lytham Partners is looking to drive shareholder value by all means possible, utilizing best practices from each area.

Having represented a number of top Forbes Best Small Companies and numerous others across a wide array of industries, we have earned a reputation of providing high-quality investor relations counsel to unique up-and-coming companies. Our strategies, relationships and expertise provide our client companies, and their shareholders, with a platform for success.

ACCESS TO MANAGEMENT IS KEY



EXPERTISE AND GUIDANCE TO SMALL-CAP COMPANIES

With an extensive history of operating in the Wall Street community, Lytham Partners understands the corporate data and intelligence that the professional investment community seeks in the course of its due diligence process. A critical component to successfully creating value in a company's enterprise is effective communication with members of the professional investment community, the individual investor community, the media, customers, regulators, and company employees.

Corporate Positioning

We work with our clients to ensure that all pieces of the communications puzzle are effectively managed to provide a uniform strategy for success: corporate profile, corporate presentation, press releases, investor package, annual report and shareholder letter, quarterly reporting events, Chairman and/or management blog, website development and management.

Public Relations

We know an effective public relations strategy is a fundamental component to a company's success. However, these efforts are not always in sync with a company's

financial objectives or its investor relations program. That is why we partner with leading PR agencies that understand the financial markets and the demands of the investment community. We work seamlessly with these PR professionals to ensure that clients deliver consistent, compelling and coordinated messages through all their communications.

Management Consulting

As public company Boards of Directors and management team executives face increasingly challenging regulatory requirements, the need to optimize performance becomes ever more critical.

Board of Director functioning is a powerful force in any corporation. The senior management's patterns of behavior and dynamics are the models the entire organization follows. Healthy functioning drives optimal functioning throughout the company. Dysfunction gets replicated as well.

We partner with best-in-class professionals capable of providing effective management consulting tools in the critical areas of executive coaching and Board of Director development.

PROVIDING A PLATFORM FOR SUCCESS



LEADING MARKET INTELLIGENCE

Lytham Partners extensively travels the country meeting with institutional investors not only during client roadshow visits, but during separate market intelligence gathering trips. Our deep relationships help us obtain information to better our clients' communication with these key decision makers.

These meetings help us gain a clearer understanding of:

- What changes are taking place in micro- and small-cap investing?
- What are the current investments criteria for the fund?
- What requirements does the fund have before making an investment (meeting management, etc.)?
- What information is of value and how do you prefer to receive it?
- What form of interaction with companies do you prefer (one-on-one, group, conference, conference call)?
- What information do you want communicated in a presentation?
- What information do you want communicated in quarterly conference call? Value of transcripts?

- Where does the sell-side fit in your equation? Whose recommendations do you follow on "the Street?"
- What pieces of media (video, blogs, etc.) do you place value on?

Leveraging our market intelligence data, we have built a reputation of connecting leading micro- and small-cap companies to the investors that can have a profound and sustainable impact on the valuation of our client companies.

Our clients benefit in knowing that during each conference call, conference presentation, roadshow meeting, press release, or any other forms of communication and interaction, that they are providing information, and the means of delivering it, that will enable the investment community to see the value proposition of their company.

**ACCESS TO
A POWERFUL
KNOWLEDGE CENTER**



SCOPE OF SERVICES

INVESTOR RELATIONS

Roadshows and Conferences

- Non-deal roadshows
- Sell-side conferences

Presentations

- Messaging & corporate presentations
- Virtual presentations
- Conference presentations

Collateral Materials

- Corporate fact sheet
- Annual reports & shareholder letters
- Investor kits & fulfillment
- Website creation & management
- Newsletters

Corporate Video Production

- Production services
- Web integration
- Distribution

Research Coverage

Press Release Writing

EDGAR / 8-K filing

Quarterly Financial Reporting

- Draft earnings release
- Draft conference call script
- Conference call Q&A prep
- Manage earnings reporting
- Wire distribution
- Conference call and webcast set-up

Investor Management

Activist Investor Issues & Proxy Matters

Compliance Issues

- Reg FD issues
- Listing / delisting issues

PUBLIC RELATIONS

Public Relations Counseling

- Strategic planning & research
- Crisis & issues management

Media Relations

(National, Local, Spot market)

- Product launches
- Business-to-business marketing

Corporate Communications

- Community relations
- Cause marketing
- Social media strategy
- Speech writing
- Internal communications

Special Events and Promotions

MANAGEMENT CONSULTING

BOD Services

- Full/Individual BOD assessment & development
- BOD/Management relationships
- Acquisition analysis

Senior Executive Services

- Executive team assessment & development
- Individual executive assessment & development

Executive Coaching

Strategic Planning

Succession Planning

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