

Dear Business Owner:

The three partners of GL Ohrstrom & Co are also business owners, so we understand that selling a business, or selling a significant equity ownership position in a business, is one of the biggest decisions that a business owner will make in his or her career. Most business owners only make such a decision once in their career. It is not an everyday or even annual decision, and so this decision merits extra effort to reflect on the personal impact and corporate effects of the change in ownership of your business. We believe great businesses are built by great people, so any change of ownership needs to maintain the alignment of the interests of the owners and the interests of the business. As financial partners for management teams, we believe that open and frequent communication is the best way to establish a good personal relationship and financial partnership. We base all our partnerships on mutual understanding and trust.

GL Ohrstrom & Co's investment focus is on building businesses with common values. The best investment opportunities for us are transactions where the existing success of your business is reinforced and growth opportunities are nurtured. Our investment process begins with a discussion of your business goals and personal opportunities. We want to understand your goals, outline a business plan and structure a transaction that benefits the selling shareholders and incentivizes the remaining stakeholders. We seek to be a good financial partner to assist you and your management team in building your business and resolving challenges when they arise. We base our business on common sense and integrity. We will give you a candid response to your questions, and we will not waste your time.

If you are thinking about selling your business or selling an equity stake in your business, please contact us. We have over 70 years of combined private equity investment experience, and we will promptly review your opportunity. Based on a summary description of your business, we will provide you with a valuation of the market price for your business and a structure that meets your needs. We prefer to invest with business owners who will remain stakeholders post transaction. In addition, we will make growth equity investments to help you expand your business. We want to identify the key drivers of a successful deal, including the benefits to the seller, the appropriate role of debt, the minimization of taxes, the impact of the transaction on your business, and the incentives for the key managers. Our focus is to plan for the growth of your business: its people, its products and its profits.

Please call Wright, Bill or John at 212-759-5380 or email us as listed below. Thank you for considering GL Ohrstrom & Co as a potential financial partner for your business.

Sincerely,

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