

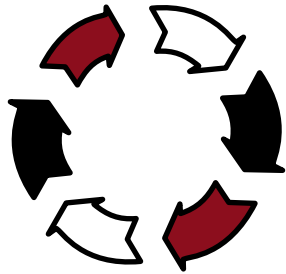
ABACIST
GROUP

Company Overview

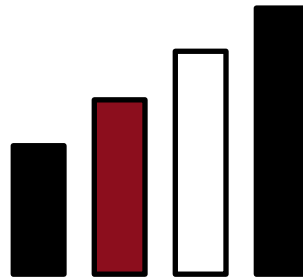
Our Company

Abacist Group is a management consulting firm dedicated to providing services to our clients that result in higher performance and sustainable growth.

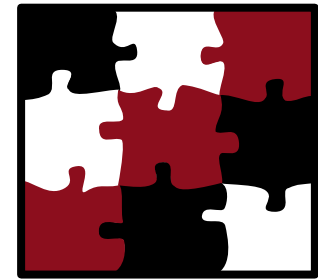
Abacist Group offers a dynamic suite of services around:



Corporate Performance
Management



Financial Advisory
Services



Business
Transformation

Our Company

Abacist Group provides practical solutions for the variety of challenges encountered in business today. We do not limit our offerings to a single process, service, technology, departmental function, or industry. Instead, we offer a dynamic suite of financial and transformational services, ranging in scope, which enables us to best meet the needs of your organization.

Abacist Group pledges to build a lasting relationship with your organization, understand the full context around your existing needs, and remain flexible in our approach to providing a solution. The result: an attainable solution that exceeds your expectations and leads to higher performance and sustainable growth.

Abacist Group strives to make a difference beyond the business world. We invest 10% of our annual operating profit to help the poor. We specifically focus on helping fund needs in places where per capita income is less than \$2 per day.

Our Company: Core Values

• Sustainability & Stewardship

- Means that we will operate in a manner that constantly asks “what is the best long-term use of our resources?” especially as it relates to:
 - Our Environment
 - Our People
 - Our Capital
- 10% of Operating Profit donated to help the poor



• Resourcefulness & Flexibility

- Encourage us to take creative approaches in developing solutions, realizing that “one-size-fits-all” approaches often fail to meet our clients’ and our associates’ needs

• Honest & Integrity

- Simply stated, we have a zero tolerance policy for lying, cheating or stealing; while it is stated simply, this is our principal value and as such serves as a touchstone to guide us during situations where our values may be in conflict

Our Leadership



Bill Aiken
Principal & CEO,
Founder

Education

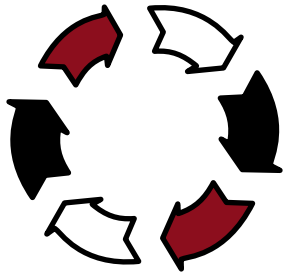
- MBA, McCombs School of Business, The University of Texas at Austin
- B.A. Economics, Washington & Lee University

Personal

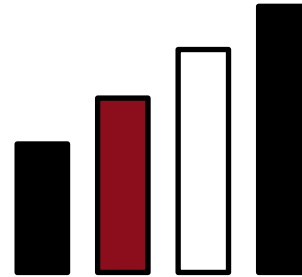
- Bill lives in McKinney, Texas, with his wife and three sons

- Principal & CEO, Founded Abacist Group in 2007
 - Provided the Board of Directors of a Fortune 100 CPG company with performance benchmarking comparing a host of metrics for their own company to those of 25 peer companies
 - Lead implementation efforts for Software-as-a-Service based Corporate Performance Management / Planning and Forecasting solutions – including for a \$2 billion dairy company
 - Deliver Fractional CFO Services for a Consumer Packaged Goods company that donates 50% of its profit to charity and sells primarily through the Natural and Organic retail channels
 - Managed the development of the Annual Operating Plan for a \$600 million health care company including more than 200 field locations
 - Facilitated the placement of finance consultants to multi-billion consumer goods companies
 - Developed a financial planning platform utilizing a rolling-forecast methodology for a Marketing and Advertising Agency helping them to more than double sales and profit the following year
 - Developed strategic restructuring recommendations for a QSR restaurant chain including divestment of an underperforming business segment
- Finance Director for PepsiCo/Frito-Lay, where Bill worked for 10 years
 - Led the financial management process for PepsiCo's largest sales channel, Strategic Grocery (\$7 Billion), for Pepsi-Cola, Frito-Lay, Gatorade, Quaker, & Tropicana; helped accelerate quarterly growth 600% from .8% to 4.8% while expanding profit margins
 - Led project preparation effort to implement SAP Financials (FI/CO) at Frito-Lay
 - Helped grow Frito-Lay's sales at Wal-Mart from \$1.3 to \$1.7 Billion through leading team's forecast & gap closure process -- contributed nearly half of Frito-Lay's revenue growth
 - Launched Frito's finance Center-of-Excellence to manage profitable growth from New Product Innovation
 - Created a methodology to measure and improve the financial impact of investments in major integrated marketing platforms
 - Helped develop the corporate Annual Operating Plan & Strategic Plan
 - Evaluated potential acquisitions thru financial valuation & due diligence
- Prior to PepsiCo/Frito-Lay: Nortel, Accenture, Great North American Companies

Our Services



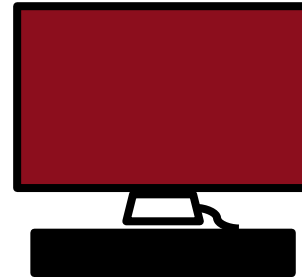
Corporate Performance
Management



Financial Advisory
Services

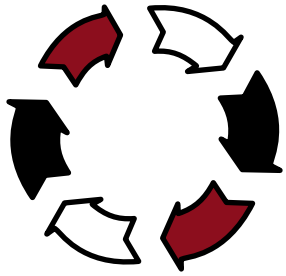


Business
Transformation

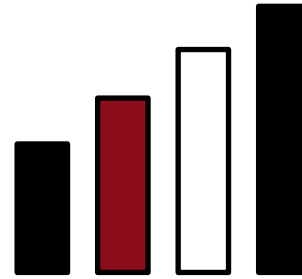


CPM Software
Implementation &
Services

Our Services



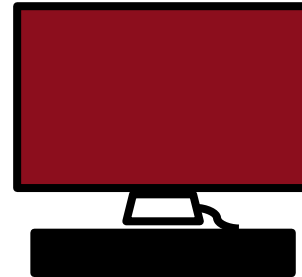
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Financial Advisory
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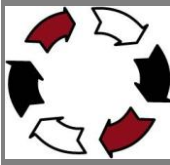


Business
Transformation



CPM Software
Implementation &
Services

Our Services: Corporate Performance Management



A set of processes that enable business to define strategic goals, then measure and manage performance against those goals.

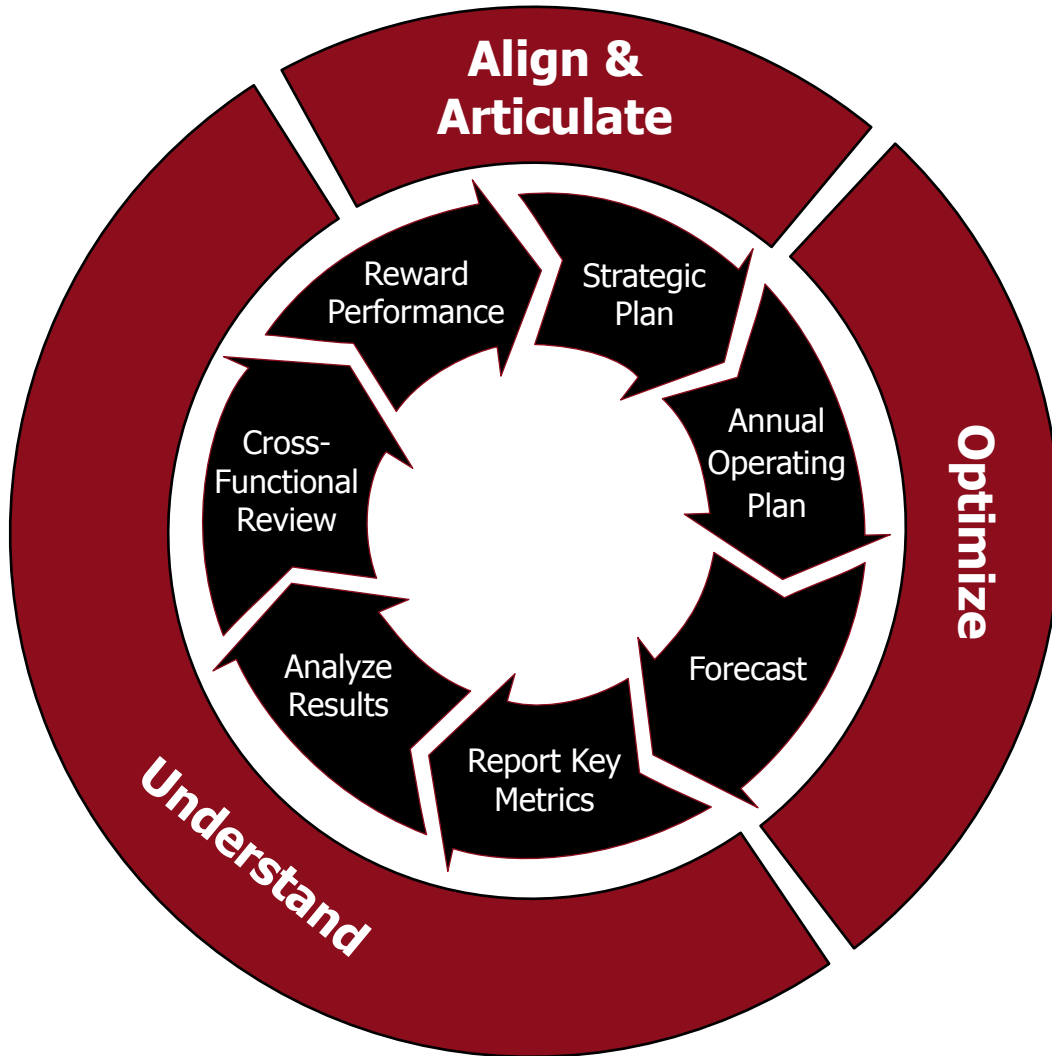
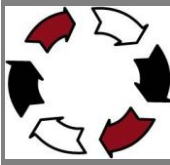
**Plan
What
Matters**

**Measure
What
Matters**

**Analyze
What
Matters**

**Reward
What
Matters**

Our Services: Corporate Performance Management



Align & Articulate

- What are your business goals?
- How do you plan to achieve them?
- Are your employees aware of your goals so they can help you grow?

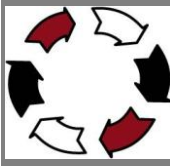
Optimize

- How can you best achieve your goals?
- What will be the impact of actions you are considering?

Understand

- Where have you been?
- Are you on track to hit your goals?
- What areas are in need of course correction?

Our Services: Corporate Performance Management



Align & Articulate

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We Deliver:

- Strategy Analysis
- Strategy Statement
- Strategy Blueprint
- Strategy Map
- Mission, Vision, Values
- Balanced Scorecard

Optimize

- How can you best achieve your goals?
- What will be the impact of actions you are considering?

We Deliver:

- Forecasting & Planning of Financials
- Activity-Based Planning
- Development of Key Business Driver Metrics
- Fractional CFO Services
- Business Development Support

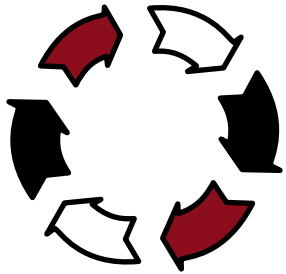
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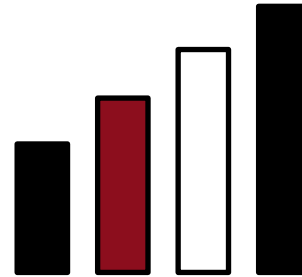
We Deliver:

- Balanced Scorecard Reporting
- Analysis of Key Business Driver Metrics
- Development of Business Intelligence (BI) Tools
- Profitability Analysis
- Performance Benchmarking

Our Services



Corporate Performance
Management



Financial Advisory
Services

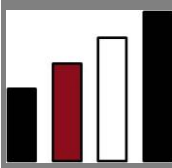


Business
Transformation



CPM Software
Implementation &
Services

Our Services: Financial Advisory Services



M&A, Divestiture and Business Development Support

- Financial Analysis and Model Development
- Deal Scoping and Evaluation
- Strategy Development
- Integration Support

Creation and Implementation of Models and Tools

- Provide Business Thought Leadership for CPM, Budgeting and Planning Software Implementation
- Creation of Excel-Based Models & Tools
- Coach and Train In-House Personnel on Best Practices for Leveraging Tools

Pricing Analysis and Trade Promotion Management

- Analysis of Existing Pricing Strategy
- Analysis of Pricing vs. Competition
- Optimize Pricing for Highest Profitability and Long-Term Brand Management
- Develop Strategy and Tools for Effective Trade Promotion Planning

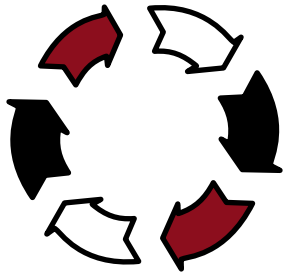
Financial and Economic Analysis

- Develop Insights from Economic and Financial Analysis to Aid Action-Planning and Drive Decisions

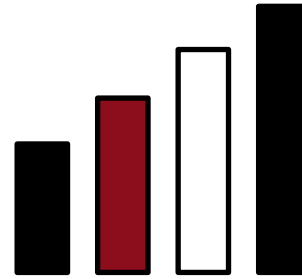
Fractional Executive Services

- Full Suite of Services for Companies with Interim, Part-Time, or Project-Based Needs
- CFO Services for Growing and Emerging Companies

Our Services



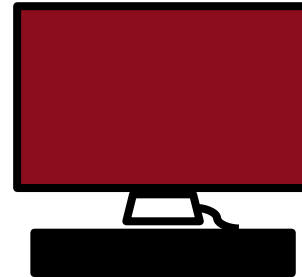
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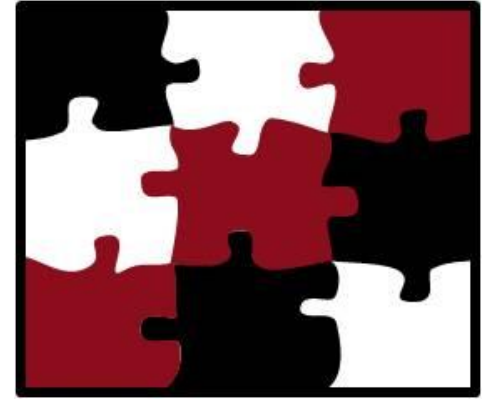
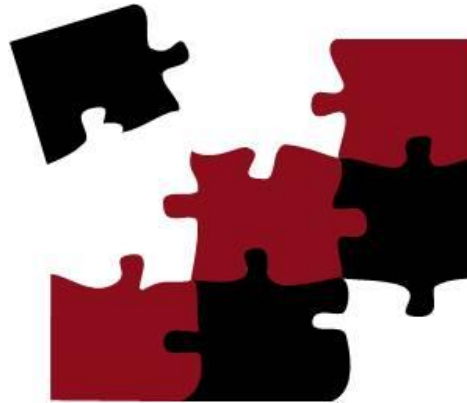
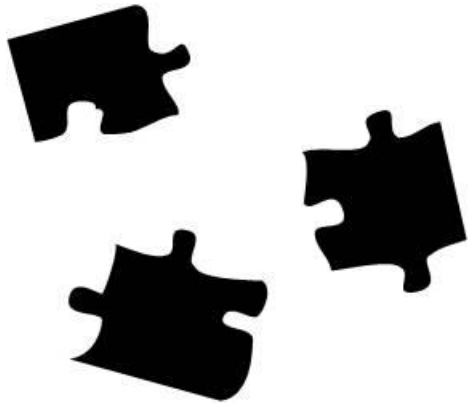


Business
Transformation



CPM Software
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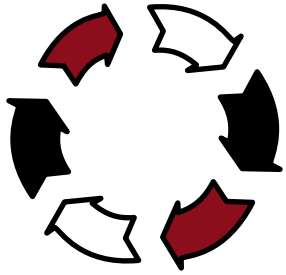
Our Services: Business Transformation



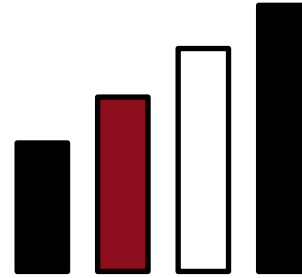
Business Transformation and Organizational Design

- Build New Capabilities
- Establish the Right Talent Structure
- Develop Game-Changing Tools
- Institute Effective Governance

Our Services



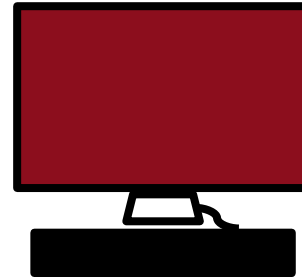
Corporate Performance
Management



Financial Advisory
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Business
Transformation



CPM Software
Implementation &
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Our Services: CPM Software Implementation



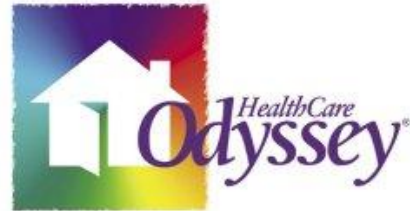
About Our CPM Software Implementation Services

- While we are not focused exclusively on technology, Abacist Group provides business knowledge to help you leverage CPM software solutions.
- Abacist Group partners with software companies to implement budgeting, planning, and forecasting solutions.
- The implementation of this software is heavily focused on the strategy and operations of the company and its planning process. We can translate your business requirements into effective planning tools.

The CPM Software Solutions We Deliver:

- Adaptive Planning
- Host Analytics
- Prophix
- Full Cost
- Custom Excel based Solutions:
 - Activity & Driver Based Planning & Forecasting Models
 - Discounted Cash Flow Valuation Models
 - Dashboards and Flash Reports
 - Macro-driven Corporate Performance Management Tools

Some of our Clients Include:



Our Experience: By Service

Corporate Performance Management

Account Planning and Forecasting Tools for a Multi-Billion Dollar Consumer Goods Client

Our client lacked a consistent process and platform for planning its national and regional sales activity for retailers like Wal-Mart, Kroger, Safeway and Publix. Abacist Group built an activity-based planning & forecasting tool to be used by our client's geographically distributed sales and finance teams.

The tool helped ensure that the 100+ end-users followed a consistent and analytically sound process for planning and optimizing their account activity. The tool identified opportunities to maximize investments in promotional trade spending enabling accelerated net sales growth for both our client and its customers.

Business Transformation

Pricing, Net Revenue and Trade Promotion Management Optimization

Our consumer staples client offered a collection of national and regional brands. They also supplied private label products for key retailers. However, over the course of many years, their investment in their underlying technology infrastructure to monitor, manage, and execute pricing and trade promotions had waned. As a result, they had also allowed their pricing strategy to devolve, and thus it lacked consistency and efficacy – particularly when dealing with retailers that had a national footprint.

We helped identify key people, process, and technology gaps that prevented our client from leveraging their pricing and trade promotions as a competitive advantage to grow market share, profitability, and cash flow. We recommended a series of phased key initiatives to help them close their capability gaps, and helped them manage the project deliverables for a sub-set of these key initiatives.

Financial Advisory Services

Performance Benchmarking for a Fortune 100 Consumer Packaged Goods Client

The client's financial planning & analysis group hired Abacist Group to conduct a performance benchmarking analysis. The analysis validated for the Board of Directors that the client had performed strongly across a variety of metrics relative to a peer group of 20 other publicly traded companies.

Our Experience: By Client Type

Consumer Packaged Goods

CPM Software Implementation for One of the Nation's Largest Dairy Companies

Years ago, our client had implemented expensive on-site CPM software. They were also using error-prone spreadsheets for their planning and forecasting process. They were looking to update their CPM software solution with a newer, more flexible, and more affordable solution that could be managed by finance staff without the involvement of their IT department, and at the same time rid themselves of the headaches of planning with Excel in a large organization. Abacist Group led the successful effort for the client's Adaptive Planning CPM Software-as-a-Service implementation. They now have time to analyze their business rather than simply manage a myriad of spreadsheets.

Health Care

Development of M&A and Deal Screening tools

Our client was in a slowly, but steadily growing industry. They were one of the largest players in their extremely fragmented industry, and realized that they needed to perform a series of tuck-in acquisitions and joint ventures in order to reach their strategic plan's goals.

Due to the volume of deals they would be scoping with a relatively small business development team, they needed a very efficient process for scoping the many M&A and JV opportunities available. Abacist Group designed and built tools to help them evaluate deals quickly, efficiently, and consistently.

Professional Services

Organization Re-alignment for Professional Services Firm

Abacist Group developed activity-based economic analysis of the various "cells" that made up the professional services organization. We were then able to identify areas of superior performance and areas of poor performance. Since most of the client's resources were people related, we then re-created a clean-slate org chart that took into consideration the economic contribution of each cell. Then we designed more robust business processes to help the newly drafted organization run efficiently. With this overhaul complete, the company's profits increased dramatically.

Contact Us

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Principal & CEO

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www.abacistgroup.com