

## RESPECTED. RESOURCEFUL. RESULTS.

If your criteria for hiring an advisor involves a firm with national reach, a number of peer-reviewed awards and a track record with more than 20 years of trust gained by delivering cost-effective and time-sensitive results, then HMP should be your first call.

HMP's sole focus is on companies undergoing transition — whether through organic growth, M&A activities, succession planning, or a full-blown crisis situation. While we've been engaged in deals with annual sales exceeding \$1 billion, our "sweet spot" is squarely in the middle market between \$50 million and \$500 million involving privately-held and family-owned businesses.

### CORPORATE ADVISORY

- Lead short-term change efforts to improve liquidity and profitability, while also setting framework for longer-term improvements
- Provide lenders with a borrower viability analysis
- Insolvency leadership for budget construction, plan preparation and other support for a successful proceeding
- Heavy transactional experience to sell/buy stock or assets involving non-core divisions, subsidiaries or an entire operating company

### LIQUIDATION & FIDUCIARY

- Sale of working capital assets, fixed assets, real property and intellectual property focused on achieving the maximum recoveries for all creditors over the shortest possible period
- Sale venues include: out-of-court, article 9UCC, 363 bankruptcy proceedings, and state court receiverships
- Extensive experience as Trustee, Receiver and Assignee

### ORGANIZATIONAL IMPROVEMENT

- Operational Engagements: Supply chain management, IT optimization, troubled supplier viability assessment, post-merger integration
- Sale and Marketing Services: strategic planning, brand revitalization, website strategy, social media development, CRM, full-service marketing
- Capital Raising: extensive database of potential lenders, initial memorandum through final funding closely monitored, secured capital from numerous sources (ABL or cash flow, second lien and equity, with minority or controlling interest)

To learn more about Harney Management Partners, LLC, please visit

[WWW.HARNEYPARTNERS.COM](http://WWW.HARNEYPARTNERS.COM)

## 20+ YEARS

OF EXPERTISE

### CORPORATE ADVISORY

- Turnaround consulting
- Viability assessments
- Insolvency advisory
- M&A execution

### LIQUIDATION & FIDUCIARY

- Orderly wind downs
- Liquidation analysis
- Trustee
- Receiver
- Assignee

### ORGANIZATIONAL IMPROVEMENT

- Operational assessments and improvement plans
- Sales and marketing evaluation and advisory
- Capital advisory

### PEER-REVIEWED AWARDS



## Troubled Company Advisory

During these troubled economic times, many firms try to expand their service offerings to include crisis management and troubled company advisory. Harney Management Partners has specialized and focused exclusively on these practice areas since its inception in 1991.

Members of the HMP team have been on the front lines as business owners, senior executives, lenders and investment bankers and understand the real world and achievable solutions available in complex business situations. They understand how to revive declining sales, eliminate excess costs, improve operational efficiency, increase liquidity, enhance the bottom line and maximize entity value.

In the final analysis, our middle market clients and other company stakeholders are looking for high-impact, bottom line results. With offices in Chicago, Austin and New York, HMP offers a proven track record of outstanding results, including many which have been recognized with national awards from our industry peers.

Whether engaged by the company or directly by a lender, investor or other stakeholder, HMP has the experienced personnel to achieve the best possible outcome given the particular circumstance in a cost-effective and efficient manner with full accountability and constant communication to all parties in interest.



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## 20+ YEARS

OF EXPERTISE

### TYPICAL CLIENT

- Privately Held
- \$50MM-\$200MM in Sales
- National Practice Area

### INDUSTRIES SERVED

- Manufacturing
- Automotive
- Financial Services
- Real Estate
- Distribution
- Food Services
- Health Care
- Transportation
- Telecommunications
- Retail Leasing
- Oil and Gas
- Die Casting
- Plastic Injection Molding
- Computer Services
- Agri-Business
- Printing
- Metal Stamping/Forming

## SALES & MARKETING ADVISORY

### Does your borrower need a Sales & Marketing assessment?

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If you are like most lenders, you can readily recite loan balances and other key terms to your client's business, but do you have the same level of knowledge about your client's sales and marketing activities?

Harney Management Partners recognizes that the area of sales and marketing is seriously undeserved within the turnaround industry. We also recognize that an effective sales and marketing initiative is an integral—and too often overlooked—element in improving overall company performance in a meaningful and sustainable way.

HMP provides sales and marketing advisory services for your clients which integrate strategies and tactics into the company's business model for a successful implementation. Our extensive experience and success in turnaround and crisis situations allows us to set realistic, achievable short-term objectives providing additional revenue to the borrower's business.

We start with an overall assessment which is both fast and cost-effective. That assessment will provide concrete recommendations including both strategies and tactics. If the borrower and/or lender desire, HMP can then offer an a la carte list of services to assist with the implementation process.

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## 20+ YEARS

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OF EXPERTISE

### ADVISORY SERVICES

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- Rapid Sales & Marketing Assessment: Two-Day Program
- Interim Management: Sales & Marketing Advisor
- Strategic Planning
- Sales and Marketing Alignment with tools for ROI results
- Integrated Sales & Marketing Road Map Development
- Social Media Marketing and Realization
- Website Strategy and Implementation
- Branding and Revitalization
- Competitive Analysis and Value Proposition Positioning
- CRM Implementation
- Communication Strategies

## Operational Advisory Services

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Is your business operation failing to deliver maximum value to your customers in a sustainable and cost-effective way?

For many companies, the key to future success or failure will be determined by their ability to readily adapt and rethink the way it exceeds its customer's ever-changing needs and demands. True and sustainable business transformation is successful only when people, processes, technology and organizational changes are addressed in a collaborative manner.

Harney Management Partners (HMP) understands the real-world complexities of developing an efficient, customer-focused and operational-driven organization. Our extensive experience in achieving performance improvements allows us to quickly assess and determine a client-specific course of action that positions our clients to easily transform their current operations. This expertise, combined with our industry-leading troubled company advisory practice, allows us to achieve realistic short-term goals that deliver the necessary cash flow to fund other critical areas of change in the business.

HMP starts with an overall operational assessment that is both fast-paced and practical. Our assessment provides specific strategic and tactical recommendations that are designed for achieving short-term benefits and delivering sustainable improvements that allow clients to be market competitive in the longer term.

Recovery or Continued Instability?

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## 20+ YEARS

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OF EXPERTISE

### ADVISORY SERVICES

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- Revenue Management
- SG&A Optimization
- Working Capital Management
- Supply Chain Management / Operational Improvement
- Troubled Supplier Viability
- Post-Merger Integration
- IT Optimization

## ASSET RECOVERY & DIVESTITURE

### When undertaking an asset liquidation in today's economy, maximizing value matters more than ever. Shouldn't you have experience on your side?

At the point when the decision has been made to liquidate a company's assets, things have obviously not gone according to plan and that is no time to introduce additional uncertainty into the situation. Selecting a firm with broad and successful experience in both turnaround management and asset liquidations will help to ensure the best possible outcome.

Harney Management Partners and its team of professionals have executed liquidations from all sides of the transaction—as the lender, the investment banker, the crisis consultant, the business executive and the court-appointed Bankruptcy Trustee and State Court Receiver.

A successful liquidation is the product of quick but careful analysis and collaboration with all necessary parties and professionals in order to obtain the maximum net realization on the assets. Whether engaged by the company, a lender, or the court, the experience HMP has gained since its inception in 1991 provides the necessary skill sets and professional contacts to make the best out of a less than favorable situation.

Maximizing recovery is more than calling an auctioneer to put sale tags on the assets—it requires a strategy to develop an analysis of the alternatives, including cash flow projections and a detailed liquidation analysis and plan. Greater value can be obtained by pro-actively approaching customers, vendors, competitors and other parties which have a higher and more immediate utility for the assets than a pool of generic public auction purchasers. Prompt due diligence, analysis and action are key to a systematic liquidation.

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## 20+ YEARS

OF EXPERTISE

### ASSET CATEGORIES

- Machinery & Equipment
- Inventory (FG, WIP, RM)
- Accounts Receivable
- Real Estate
- Ancillary FF&E
- Intellectual Property
- Tax and Other Refunds

### Sale Venues

- Out-of-Court
- Article 9 UCC Sales
- Bankruptcy 363 Sales
- State Court Receiver Sales
- Chapter 128 Sales (WI)

### Sale Methods

- Private Treaty
- Sealed Bid Sale
- Public Auction

### Practice Areas

With offices in Austin, Chicago, and New York, HMP can efficiently serve any geographic area.