

Why do you need Marx Group Advisors?

Challenges

These are challenging times for the Automotive and Heavy Duty Aftermarkets. Today's economic climate demands continual growth or the risk of atrophy and failure. Owners who understand this often face the need to raise capital in difficult financial markets. Meanwhile, consolidations continue to narrow the field, driven by the

benefits of economies of scale, consolidated buying power and expanded geographic penetration. Increased costs are redefining margins and profits at all levels of the industry. We find that many business owners benefit immensely from professional advice in deciding whether to sell, to acquire or to recapitalize.

Opportunities

Given these challenges, Marx Group Advisors assists its clients in creating opportunity via rollups, acquisitions and/or divestitures. Educated business owners realize that growth through acquisition is often more efficient and successful than organic growth, allowing them to

expand market share, eliminate competitors and/or grow into markets that have been difficult to penetrate. Marx Group advisors helps its clients analyze, strategize and implement strategies to accomplish their goals in the mergers, acquisitions, sales and financing arenas.

Chances are the M&A process is not your core area of expertise. Fortunately, it is ours.

We will assist you to:

- Develop an M&A strategy
- Support M&A initiatives through all phases of planning and investigation
- Find appropriate buyers and sellers
- Negotiate with all constituencies
- Design and complete due diligence support
- Integrate acquired businesses
- Design your exit strategy

Strategize First

Marx Group Advisors focuses on middle market businesses. Our experience allows us to provide strategic advisory services for mergers, acquisitions and divestitures, as well as assisting with capital formation for private equity placements. We first do our homework, discuss it with you and agree on goals and the strategies to pursue them. Then, through our well-established network – including major players in the field, their consultants, a variety of databases and good old-fashioned knocking on doors – we find (and often create) the parties who are ready, willing and able to talk with you. After all of that, we bring people together and facilitate successful transactions, using proven methodology.

Execute Intelligently

One of the most important factors in a successful transaction is the upfront design and implementation of effective strategies that discover a) unidentified, innovative and ground-breaking tactics to accomplish your mission and b) creative strategies to maximize the value of your resources.

Marx Group Advisors offers the benefit of 30+ years of Aftermarket experience and relationships, and over 20 years of M&A transactions. Our staff and cooperating network of professionals includes attorneys, appraisers, tax attorneys, marketing and communication experts, management consultants, foreign trade professionals and other specialists that are not usually consulted in preparing an out-of-the-gate strategy. We appreciate that a project that is well understood, researched and designed in its earliest stages creates measurable value at closing.

We provide a full range of services to buyers OR sellers. Because we will only represent one side of the transaction, you are assured of there will be no potential conflict of interest.

Services for Sellers

Marx Group Advisors will:

- Develop the strategy and help maximize the saleable value of your business
- Determine valuations and recommend a range of offering prices
- Produce effective marketing strategy and materials
- Research and source potential buyers domestically and internationally
- Negotiate with all constituents on your behalf
- Facilitate the signing of the Letter of Intent and Definitive Purchase Agreement
- Support a successful due diligence process and closing

Services for Buyers

Marx Group Advisors will:

- Design an acquisition strategy
- Prepare your management team for successful integration
- Determine FMV of the acquired company and recommend a range of offering prices
- Research and source potential acquisition candidates domestically and internationally
- Negotiate with all constituencies on your behalf
- Facilitate the signing of the Letter of Intent and Definitive Purchase Agreement
- Support a successful due diligence process and closing
- Support successful integration of the acquired company

Advisory Services

Marx Group Advisors will:

- Research and design a strategy that fulfils your unique needs
- Prepare your management team for successful acquisition and integration
- Support successful post-M&A integration
- Help ensure minimal interruption for on-going business operations

Aftermarket and M&A Expertise



Tom Marx As president and co-founder of Marx Group Advisors, Tom brings over 12 years experience delivering M&A services. He focuses on supporting clients to achieve maximum value for their M&A activities and brings a 25+ year network of relationships in the Automotive and Heavy Duty Aftermarkets to benefit clients' buy-sell strategies. As president/CEO of The Marx Group, a full-service Marketing Communications firm, Tom provides business development, marketing strategy and marketing communications services to the Automotive and Heavy Duty Aftermarkets. His experience also encompasses industries from motorsports to technology, real estate and financial services. He has authored a book, writes a monthly eNewsletter, speaks on M&A and marketing and is an active member of SEMA, AAIA and APRA. tmarx@marxgroupadvisors.com



Paul Cooperstein A co-founder of MGA, Paul has over 20 years experience supporting clients to maximize their ROI in selling or acquiring businesses and property. He focuses on helping his clients to optimize all phases of their business in order to add the most value to the transaction. This includes the analysis of operational, organizational, financial, administrative, supply and marketing resources. A practicing attorney for over 30 years, Paul has turned his focus to helping people build successful organizations and businesses in a wide variety of industries including venture capital, real estate development, automotive parts, retail, and distribution and service businesses. Paul is also president of Momentum, a team of experienced and trained business consultants that helps transform business organizations into communities of people able to break through visible and invisible barriers that stand in the way of their commercial success. pcooperstein@marxgroupadvisors.com

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