



We have served as investor relations consultants for hundreds of companies over the past 25 years. In that capacity, we have worked with senior managements and boards of directors to address evolving issues and meet key corporate objectives. Our role involves providing advice as well as program implementation. The confidential nature of our client relationships requires that the companies described below remain anonymous.

Migration to a New Industry Sector and CEO Succession

Contract Corporation's CEO was well-known and well-liked by Wall Street. The Company was a mid-cap that had been public for 15 years, selling at a relatively modest p/e for a distribution company. MBS Value Partners was hired to help gain investor attention for the Company's emerging contract manufacturing business, and to set the stage for an unexpected management transition that was to take place within the foreseeable future.

We were able to assist CONTRACT in several areas:

- Developing an investor thesis that gave a premium to a hybrid, benefiting from the stability of distribution and the higher margins associated with contract manufacturing
- Determining and communicating the complementary aspects of CONTRACT's businesses and the leverage opportunities
- Showcasing the Company's state-of-the-art manufacturing facility through organized investor days, one-on-one analyst sessions, analyst-sponsored tours and media interviews
- Drafting financial documents that reflected the changing business model; providing analysts access to manufacturing executives on conference calls and off-line
- Coaching the operating executive who had been chosen to become the official "No.2" within 12 months. Helping him gain more visibility within the organization and with investor audiences
- Providing opportunities to highlight the professional background as well as the outside affiliations of the "No.2"
- Handling delicate news of the CEO's sudden illness, his recovery, his large stock sales and his ultimate retirement to Chairmanship
- Determining the short position and communicating internally to encourage share registration
- Working with the new senior management team through periods of poor quarterly performance related to industry conditions, which coincided with executive defections connected to changes at the top

CONTRACT Corporation regained its earnings momentum and, after two consecutive quarters of solid financial performance, was acquired for a 30% cash premium over its market price by a large, strategic buyer.