

Lombard Global

A peek into an international business professional services firm



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Overview

- Who We Are
- What We Do: Service Modules
 1. Globalization
 2. Investment Banking
 3. Turnaround and Productivity
 4. Technology
 5. Real State
- Consulting Case Studies
- Investment Banking Clients: Capital Raise
- Current and New Initiatives
- Questions

Who We Are

- General management and investment banking consultancy.
- Founded 2004
- Key differentiators:
 - Globalization (global market entry, global strategy)
 - Companies with existing global operations
 - New market entrants
 - Inbound, outbound, “allbound”
 - Investment Banking

Who We Are

- Staff
 - Senior consultants
 - Financiers
 - Attorneys
- Operations & Focus



What We Do: Service Modules

1. Globalization

- Research: Primary & Secondary
- Strategy
- Execution includes:
 - Innovation & Web globalization



What We Do: Service Modules

2. Investment Banking

- Capital raise
- Cross-border M&A advisory and transaction; mainly mid-market.



What We Do: Service Modules

3. Turnaround and Productivity

- Financial restructuring
- Operational improvement
- Global supply chain



What We Do: Service Modules

4. Technology

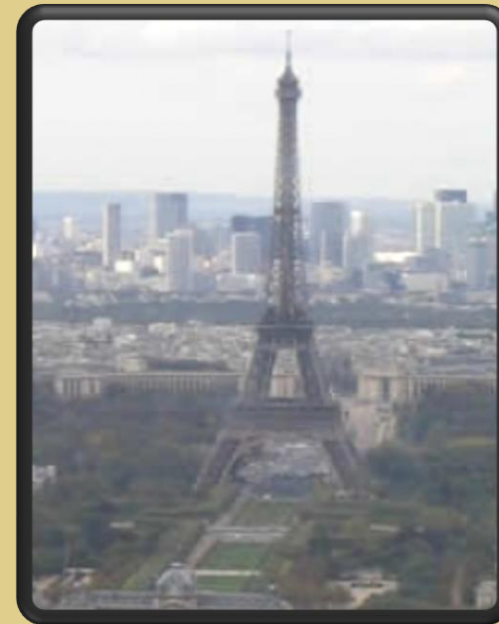
- ***After*** business drivers established
 - Used for breakthrough cost reduction
 - Used for growth



What We Do: Service Modules

5. Real Estate

- Component when expanding



Consulting Case Study: Italian Midmarket Furniture Retailer

■ Objective

- Expand to USA via Texas

■ Our Job

- Real State
 - Site Election
 - Execution of high-end space and lease
- Executive Relocation
- Expansion Research
- Outbound Relocation Support
- Strategic Advice for Operations in Asia and EU
- Employee and key partner acquisition:
 - Attorneys, bankers, shipping, advertising, IT POS

■ Results

- Interim CEO Services
- Moved all manufacturing to China.
- Profit increase from global manufacturing relocation is funding growth



Consulting Case Study: Italian Distributor of Piz Buin

- Client Description
 - Italian distributor of Piz Buin & Blu/Orange
 - One of the world's best selling sun care brands
- Objective
 - Beach Promotion Project
- Our Job
 - Italy
 - US Market Entry



Consulting Case Study

- Local designer and creator for the gaming industry
 - Local and global expansion project

- US-Chinese dental laboratory
 - Analysis
 - Strategy
 - Execution
 - IT project: Customer Tracking software
 - Operational Realignment: Investigation into graft of China arm

Investment Banking Clients: Capital Raise

- *Ag Technology:*
 - Firm Description
 - Genetic insecticide firm
 - Action: \$1-5 million.
- *Alternative energy:*
 - Firm Description:
 - Solar tent manufacturer with military and entertainment applications
 - Action: \$1-5 million
- *Software:*
 - Firm Description
 - Micro-cap publicly traded company in Texas
 - Time management software firm
 - Work Optimization Software
 - Objective
 - Desired exit from larger player (To get acquired)
 - Action: Investor relations and capital raise for roll up or merger-acquisition of all their competition. First merger is cross-border.

Current and New Initiatives

- *Placement agent and consultant*
 - To private equity and investment management funds in USA for emerging market investment
 - Very legal and procedural intensive on both sides

- *Cross-border or M&A deal flow.*
 - Global sell side proprietary membership
 - Multiple international transactions for global members (pool of global deal opportunities)
 - Example : \$1.5 billion offering of iron ore mine in Brazil
 - Obvious buy side in China?

Current and New Initiatives

- *Business development*
 - High tech sub mid-market firms for consulting and capital raise
 - Examples:
 - Firm in college football recruiting software and service
 - Mobile B2B software and implementation.

- *Business development*
 - Core globalization or global strategy practice to Fortune 500 in Texas
 - Most senior US partners or advisors will pitch and execute

