

**Management & Advisory Services  
for PRIVATE EQUITY FUNDS  
and INDUSTRIES**

Strong Business **Performance Improvement**  
for **industrial & technology** companies

Specialized in **underperforming, stressed, distressed** or **turnaround** situations  
**complex, crisis** or **change** environment

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## Presentation overview

- Your needs
- Services
- Differentiation factors
- Examples
- Conclusions
- APPENDIX

## Any complex / unsolved issue in some of your companies ?

- **Strategy** definition and company positioning ?
- Product differentiation factor ? **Competitive** analysis ?
- **Product development** and/or **industrialization** issue ?
- Management & **organizational** issues ?
- Operational & **business process** issue ?
- Financial, cash, **cost** reduction issues ?
- Overall business **efficiency** & **performance** improvement ?
- Any other issue or needs for part time and flexible assistance ?

## **ALX-management services**

Depending on **YOUR NEEDS**, alx-management can provide fully **customized** business management and advisory services such as:

**1) Global Company Due Diligence / Diagnosis**

**2) Business Problem Solving / Troubleshooting**

**Management assistance & special project management at CXO level  
- a flexible solution !**

**3) Board advisor – Investment Fund advisor**

# 1) Company due diligence – health check

- Company **due diligence**
- **Strengths & weaknesses** analysis
- **Recommendations** to improve company **performances** :
  - management
  - organization, bus. processes
  - product positioning
  - competitive analysis
  - finances
  - business development
  - industrialization
  - manufacturing processes
  - etc.....



## 2) Company performance improvement

ALX is specialized in bringing strong & fast business performance improvement to **management** and/or **investors** in :

- **Underperforming** situation
- **Stressed** situation
- **Turnaround** situation  
(pre- or post bankruptcy)
- **Complex** situation



...focused services

...specific and fully customized services

...flexible over time

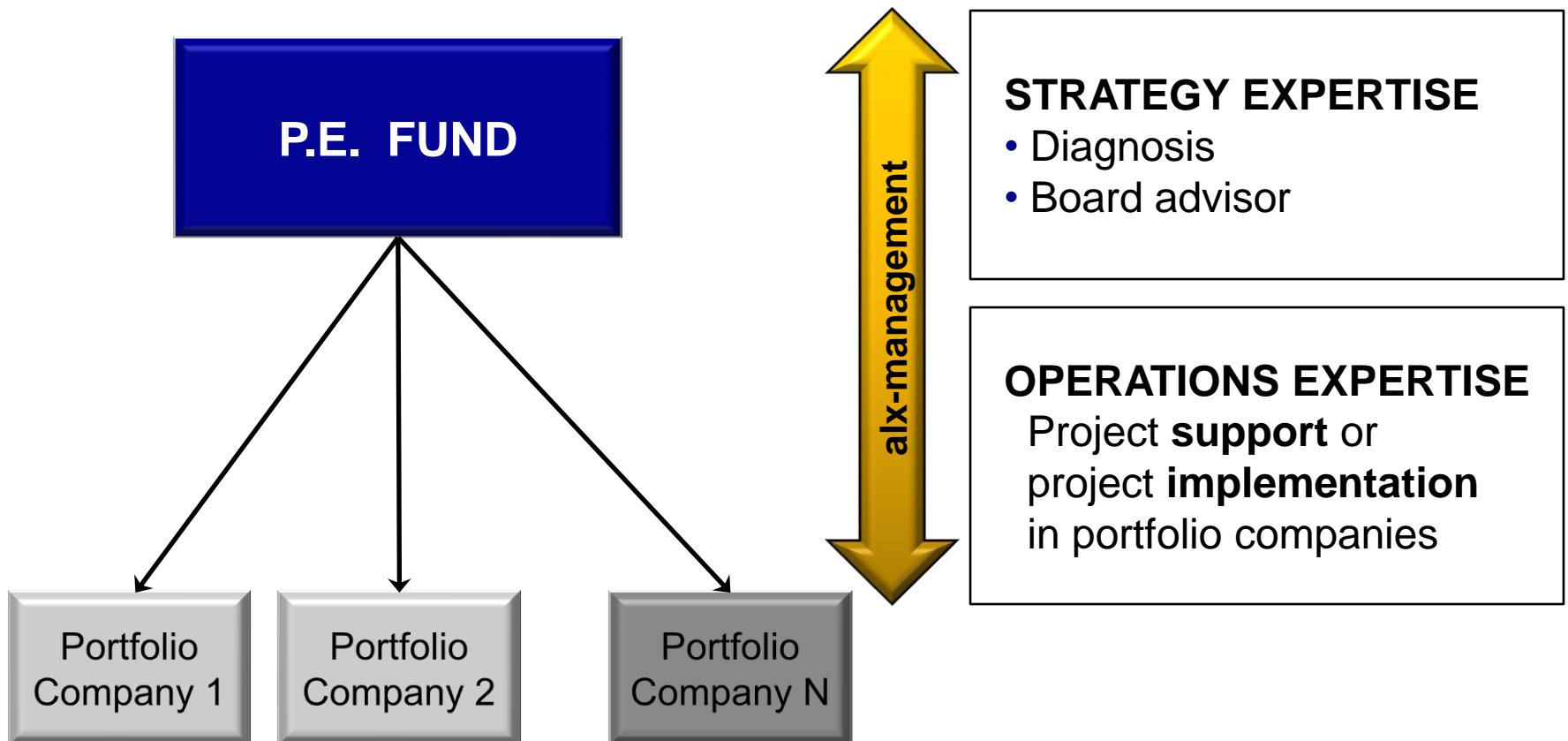
### 3) Board advisor – Investment Fund advisor

Deployment of alx-management experience and expertise for :

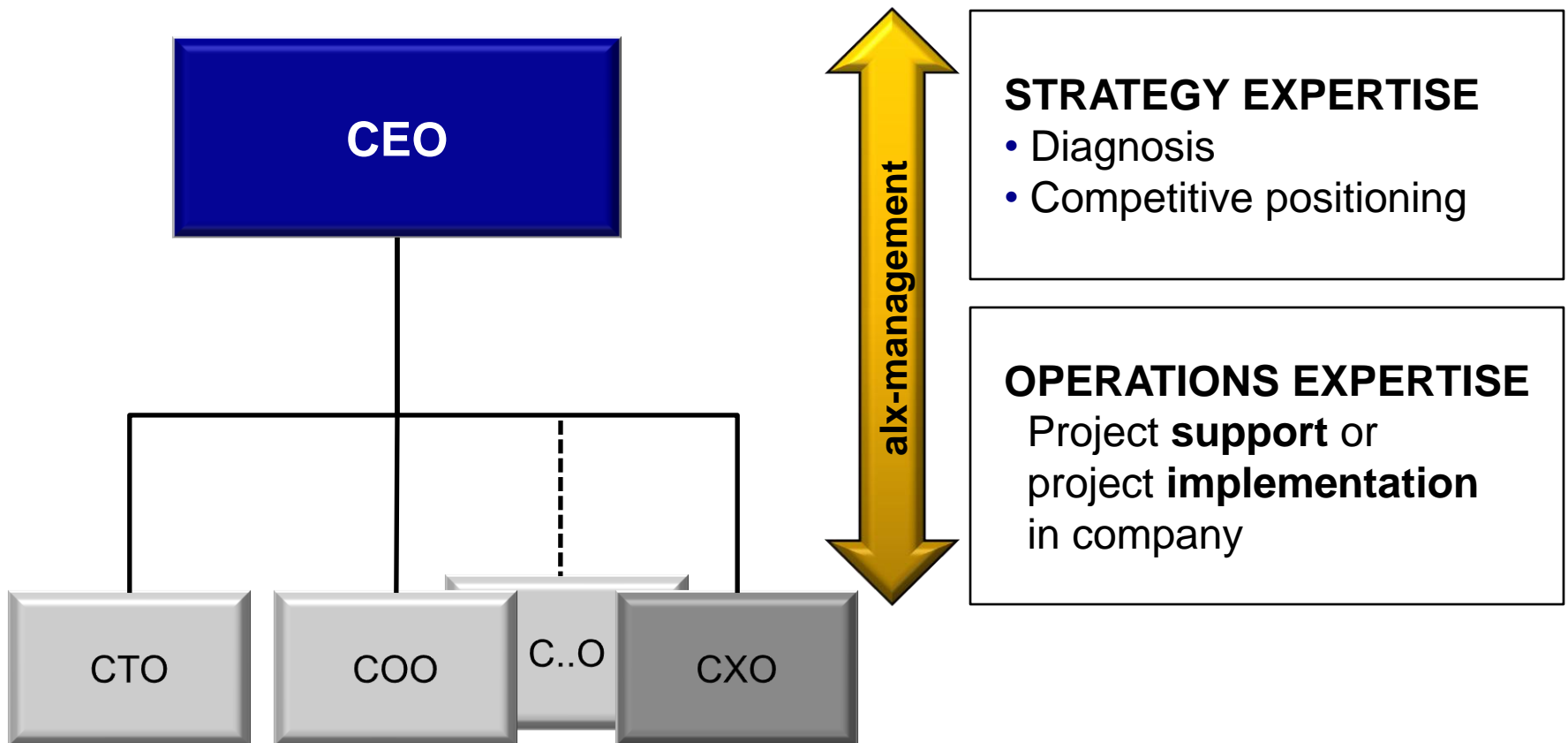
- PRIVATE EQUITY FUNDS (VC, distressed, buyouts) for the benefits of **portfolio companies** and **investors**
- INDUSTRIES (strategy & operations) for the benefits of **management** and **company**



# Value added solution for Private Equity Fund



## Value added solution for Company



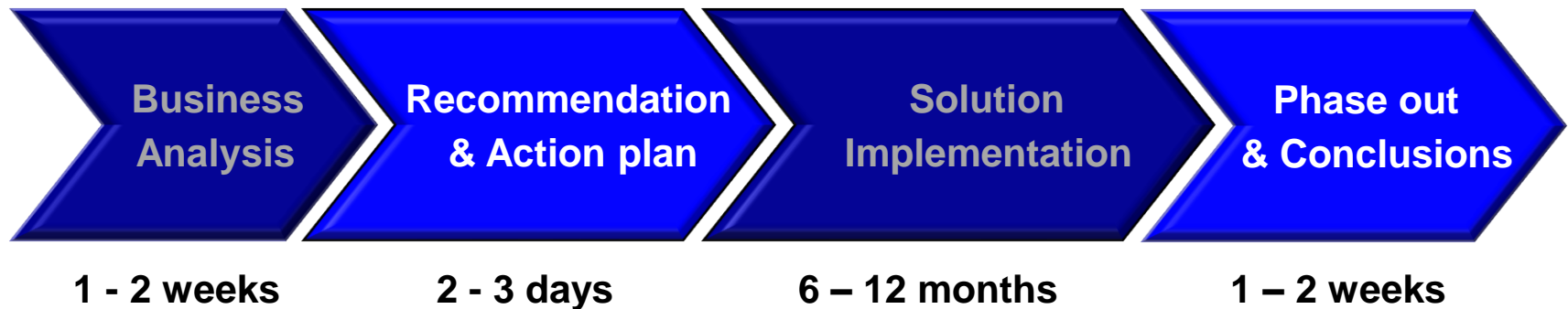
## Broad international network

- ALX has developed a **broad international network** of **experts** in various fields who can operate in tight collaboration.
- Over 1300+ high quality **business contacts** in :
  - Private equity funds & professionals
  - Interim and turnaround management
  - Recruiting and staffing firms
  - Industrial & Technology companies
- Top quality level **interim managers at CXO level** and **experts** can be quickly brought-in on demand to reinforce project as needed / required by client, complementary to services provided by ALX.

## #1 KEY differentiation factor vs competition

The combined experience of ALX in both  
**PRIVATE EQUITY** (VC, distressed, buyouts) and  
**INDUSTRIES** (strategy & operations) is a  
**KEY differentiation factor**  
and can bring **strong added value** and  
**proven expertise** to some of your projects !

## #2 KEY differentiation factor - full process



- **Business analysis - Diagnosis** (Strengths, Weaknesses, Risks)
- **Recommendations & Action plan**
- **Solution implementation** (flexible operation)
- **Phase out & conclusions**

# Overview : examples of business projects

## Examples of business solutions implemented **successfully**

- Strategy definition & company positioning
- Product differentiation & competitive analysis
- Product development, industrialization, launch of new products
- Organizational & business process reengineering
- Cost reduction program
- Financial analysis, activity based costing, cash recovery
- Overall business **efficiency** & **performance** improvement
- Complete turnaround and company reorganization (loss->profit)
- Fund raising, business plan
- M&A, deal structuring and deal negotiation

## Conclusions

Are your **business problems** well identified ?  
Do they **need** to be further identified ?

**In both cases  
we can help you out !**

Don't hesitate to contact **ALX**  
for free of charge preliminary discussions

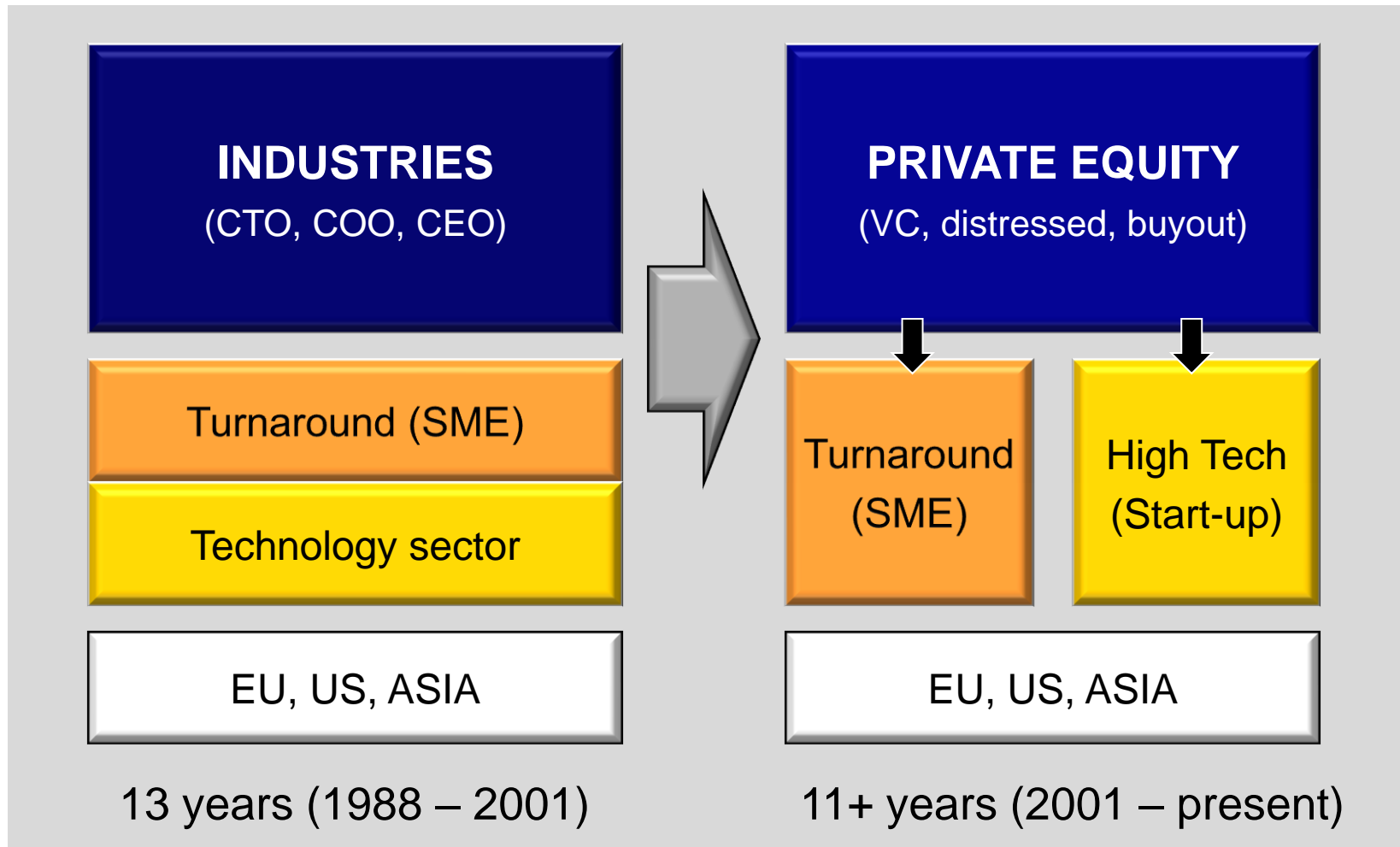
## **Appendix**

# **Alex Bezinge overview**

## Profile summary

- **M.Sc. & Ph.D.** in Physics (ETH-Zürich, University Geneva)
- **Post doctoral** fellow at IBM Research Center, US (material science)
- **Post grad** studies in Management (INSEAD, STANFORD)
- material science (8years), microelectronics & microsystems (16years)
  
- **13+ years** in restructuring INDUSTRIAL and HIGH TECH Co.  
(CTO, COO, CEO)
  
- **11+ years** PRIVATE EQUITY experience in start-up & distressed Co.  
(Investment Director, Fund Advisor, Board member/advisor)
  
- **Total of 24+ years** international experience (EU, US, Asia) with SME, Start-up, and distressed companies in the industrial and technology sector (both as executive and non executive director).

## Experience overview



## Sector expertise

- Material science
- Precision measuring instrumentation
- Micromechanics, microsystems, sensors
- Microelectronics, GPS
- Optoelectronics, telecom, datacom, IT
- Magnetic recording media
  
- Metallurgy, metal transformation
- Machinery
- Plastic parts
  
- Supply chain management
- Manufacturing flow optimization
- Industrialization

## Overall exercised functions

- Fund advisor
- Chairman and board member
- Interim and special project manager at CXO level
- VC Investment Director
- Fund raiser
- Financial, business and market analyst
- Patent/IP advisor
  
- CEO, COO, CTO
- Turnaround manager
- Financial controller
- International business developer
- Patent/IP portfolio manager

## Personal skills

- Broad **technical, industrial** and **financial** experience
- Unique and proven **problem-solving** capabilities
- Strong **analytical** and **synthetic** skills
- Extensive **communication, negotiation** and **management** skills

## **Strong references – on website & on request**

*“...we have been very pleased with Alex ‘s reactivity and responsiveness. Alex has been very quick in understanding our problematic and we got straight away direct answers to our very specific questions...in a very short amount of time Alex has been able to identify incoherencies and to address both the broad and the detailed picture of the situation...he finally gave us some pertinent tips which ended up in approximately 3M€ cost saving for the Company...we can highly recommend him for his very broad skill set”*

**Investor, March 2006 – specific problem solving**

## **Appendix**

# **Myth and reality...**

# Myth & reality on external managers

## 1) Myth #1 – POOR EFFICIENCY

Reality : many external managers have a broad professional and inter-personal experience which make them more **flexible**, more **efficient** and **faster** in a project than many “fix position” managers.

## 2) Myth #2 – HIGH COST

Reality : **daily cost** of external managers at CXO level throughout Europe is relatively **standard** and relates to complexity, work load and length of project.

Daily cost x 220 days is equivalent to overall standard yearly remuneration package (fix + bonus + social charges) of a top manager in a SME.

## Myth & reality on external managers

### 3) Myth #3 – RIGID SERVICES

Reality : amount of services provided is flexible (1 - 4 days/week) similar to **bandwidth** in telecom.

It can be **adapted up** or **down** any time.

Termination upon 10 days notice (standard) or shorter if required.

### 4) Myth #4 – URGENCY

Reality : possible to find outstanding **top quality external managers** in a few weeks, whereas it takes at least 3 – 6 months for a fix position recruitment, with all the risk inherent to the recruitment of the wrong person into that fix position.

In many cases, efficient to start with external manager providing immediate support while searching and recruiting fix managers in parallel.

## Conclusions

In view of the myths & realities mentioned above, in particular in view of the :

- **high speed & efficiency**
- **high flexibility & modular services**

the overall « **cost / performance** » ratio of **ALX** services within your project(s) will outperform other solutions !

In difficult economical times, **ALX** services can provide a  
**cost effective & flexible variable cost**  
**SOLUTION** to your **PROBLEMS** !