



Introducing CPL Business Consultants

“Telling people what they need to know rather than what they would like to hear”

CPL Business Consultants : Cross-sector Consulting Expertise



Provides consultancy on markets & technology and, strategies for business development



Helps clients identify and maximise opportunities through strategic and tactical analysis leading to action plans



Specialises in ingredients & products for:

Food and Beverage

Health and Nutrition

Dietary Supplements

Animal and Aquafeed

Petfood

Agriculture

Pharmaceuticals

Cosmetics

Fine Chemicals

A Global Client Base



~25% of our clients
are based in North America

~60% of our clients are based
in Western Europe

~15% of our clients are
based in ROW



How are we different?



CPL has an established track record:

~30 years analysing worldwide markets with an emphasis on EU and NA.



CPL understands the global market:

A cosmopolitan multicultural team experienced in analysing markets in diverse geographies

CPL understands the business:

~200 years of combined commercial experience



CPL has experienced consultants:

The highly qualified people you meet are the people who actually do the work



CPL has unmatched networks:

Exceptional networks and knowledge in clients' target markets



CPL Business Consultants: Our Experience



Most projects cover multiple functions and sectors. Over 380 engagements have been completed.

Activities	Sectors
Market Strategy	Food Ingredients
Product Strategy	Health Ingredients
Market Analysis	Petfood
Business Plans	Animal / Aqua Feed
Corporate Strategy	Agriculture
Acquisition Targeting	Biotechnology
Opportunity Studies	Infant Formula
Partnerships	Cosmetics
Technology Trends	Personal Care
Due Diligence	Home Care
Technology Transfer	Pharmaceuticals
Implementation Support	Fine Chemicals

Market strategy

e.g. Market analysis, volumes and values, KSF, BtE, market entry, marketing plans, product strategy, competitor analyses, regulatory & IP issues



Corporate strategy & Transactions

e.g. Buy and sell-side due diligence, acquisition targeting, partnerships, business plans, value chain positioning

















Technology strategy

e.g. Technology analysis, technology transfer, IP, opportunity scouting & analysis

Experience: Food Ingredients



















Over 300 engagements completed. Markets have included a wide number of focus areas in ingredients. Examples of completed project subject areas:

 Acidifiers	 Fibres
 Antimicrobials	 Health and Nutrition
 Bakery Ingredients	 Hydrocolloids
 Coatings	 Infant Nutrition Ingredients
 Colours and Flavours	 Preservatives
 Cultures	 Prebiotics & Probiotics
 Emulsifiers/ Texturisers	 Proteins
 Enzymes	 Sugar & Sweeteners

Experience: Health Ingredients



















Examples of completed project subject areas:

 Arachidonic acid	 Herbal Supplements
 Beta-glucan	 Inulin & FOS
 Cognitive/ Eye Health Ingredients	 Omega-3s and Fish Oils
 Digestive Health Ingredients	 Polyphenols and Anthocyanins
 Fat, Salt & Sugar Reduction	 Probiotics & Prebiotics
 Glucosamine	 Sterols & Stanols
 Glutathione & Nucleotides	 Vitamins & Minerals
 Heart Health Ingredients	 Yeast Fractions

Experience: Animal Feed, Aqua Feed & Petfood



Examples of completed project subject areas:

 Acidifiers	 Mycotoxin Binders
 Antioxidants	 Pet food: European Markets
 Enzymes	 Pet food Palatants/ Ingredients
 Flavouring	 Premixes
 Growth Promoters	 Proteins
 Immune-Modulators	 Phytogenics
 Microbial Inoculants	 Prebiotics, Probiotics & Eubiotics
 Micronutrients	 Yeast-Derived Products

Experience: Agriculture



Examples of completed project subject areas:



Artificial Insemination



GMOs – Nutrient Uptake



Biological Molluscicides



GMOs – Water Utilization



Biopesticides



Innovations in Agriculture



Biostimulants and Inoculants



Nematocidal Genes



Formulation Technologies



Opportunities in bio-agriculture



Fresh Produce Shelf-Life



Smart Fertilizers and CRFs



Gene Editing



Valorisation of seaweed

Support for Transactions



We provide buy-side and sell-side support and are able to respond quickly to help ensure a quick transaction or to identify potential 'red flags' and other issues early in the process.

Our industry knowledge, extensive networks and often existing relationships with potential targets facilitates management buy-in and transaction success. On buy-side we are able to provide input for important topics of discussion, especially pertaining to technologies, positioning, markets and competition.

Support through commercial and strategic due diligence

Support, as market and industry experts, for IPO and capital markets offerings

Support as industry experts in litigation and anti-trust etc.

Pre- and post- transaction appointment of key individuals (through CPL Executive Search)



Identification and introduction to acquisition and investment targets

Advice on revenue-enhancing strategies

Assistance in preparing business plans, market models, teasers, IMs, VDD documents etc.

Post-transaction integration advice

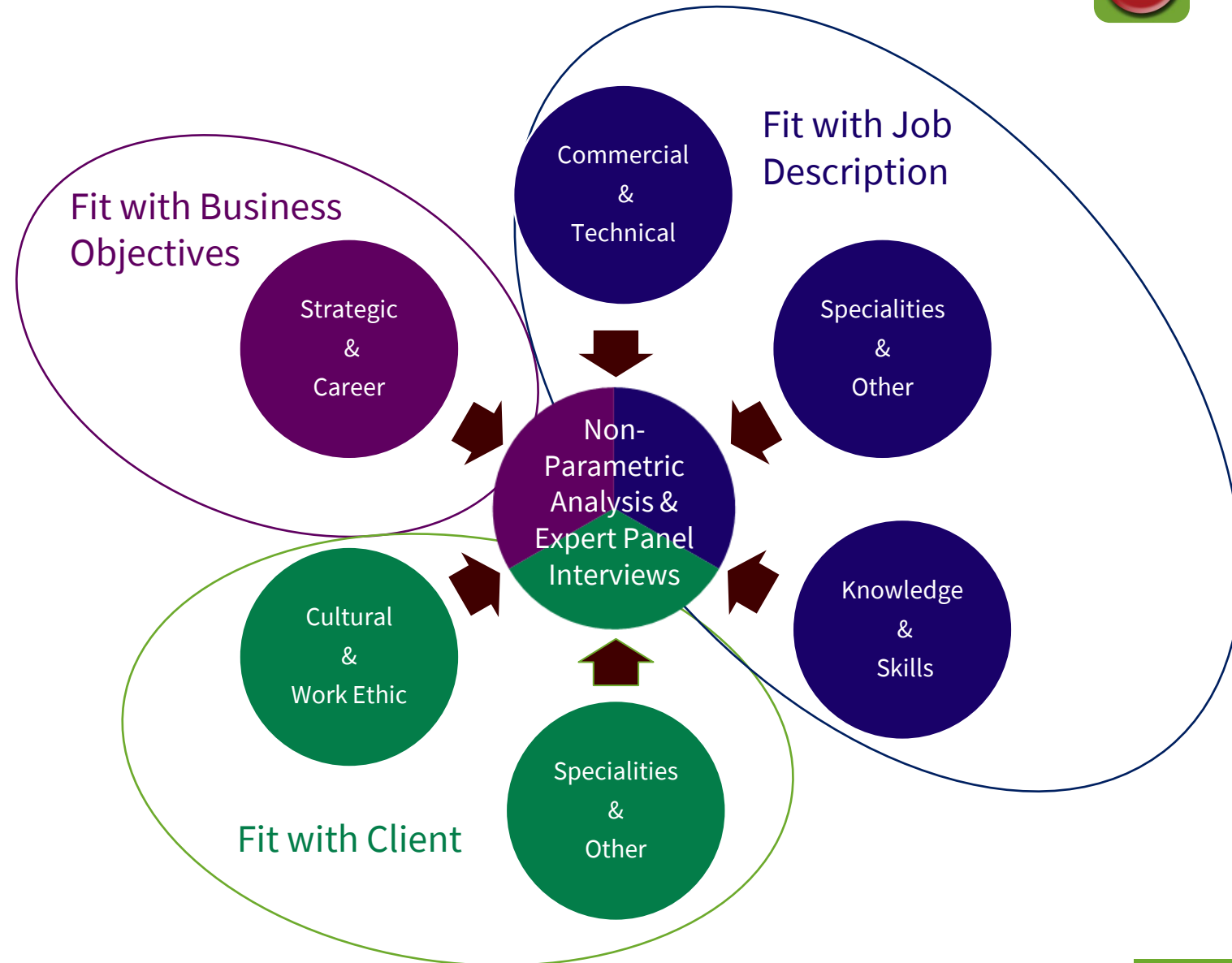
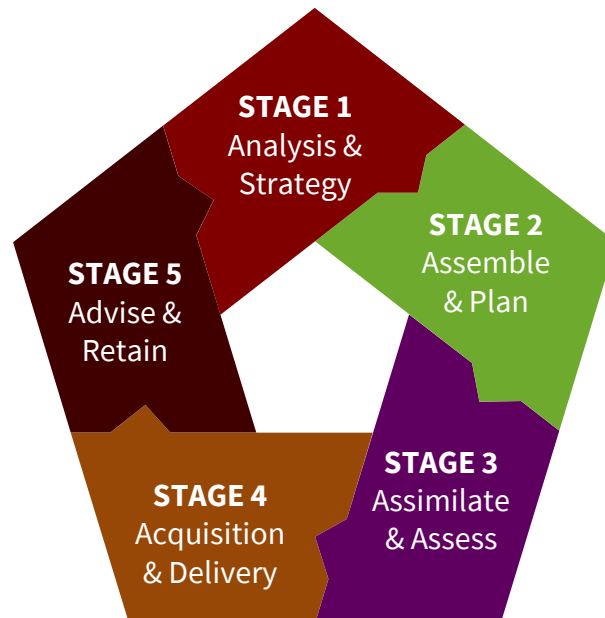


CPL Executive Search: Candidate Due Diligence



A unique and rigorous process, for the 'acquisition of people'

CPL Executive Search® has >30 years experience in finding the best people. A separate presentation is available on request.



Dr Robert Harwood

Managing Director

CPL Scientific Group Limited

Milton Park Innovation Centre
99 Park Drive, Milton
Abingdon OX14 4RY
United Kingdom

Email: robert@cplconsult.com

Cell: +44 7751 528 460

Direct: +44 1865 257 057

Office: +1 872 216 6963 / +44 1865 257 252

www.ingredientstrategy.com

“Telling people what they need to know rather than what they would like to hear”

