

# Introducing CPL Business Consultants

2015

*"Telling people what they need to know rather than what they would like to hear"*



# Core Consultancy Team

## BUSINESS CONSULTANTS

<b>Dr Robert Harwood</b> CEO	PhD (Southampton) BioSci, MBA (Edin)	>11 years in commercial R&D and regulatory affairs, >10 years in consultancy, >100 publications. Oxford Saïd PE Programme.
<b>Dr Esther Hunter</b> COO	PhD (Reading) Clinical Biochemistry	>18 years R&D experience in medical research, >60 publications, >13 years in consulting
<b>Joe Hart</b> VP Science & Technology	BSc (UEA) Applied Microbiology	> 10 years consultancy, 24 years food and ingredients - Danisco, Nestlé Unigate – petfoods, flavours & fermented foods
<b>Dr Matthew Jones</b> Consultant	PhD (Nottingham) BioSci, MBA (Henley)	>9 years academic and industrial research in crop and strain improvement. 7 Peer reviewed journal publications. Joined CPL in July 2013
<b>Dr Deborah Cross</b> Analyst	PhD (Glasgow), Microbiol. & Nutrition, MSc (Aberdeen)	>6 years in market research and consulting. Commercial experience in animal nutrition. 9 years in research.
<b>Dr Jisun Lee</b> Analyst	PhD (Aberdeen) Med. Sci., MSc (Westminster)	>6 years in research. Expertise in biomedical sciences and lipids. Two publications on medical effects of fatty acids.
<b>Dr Steve Lisansky</b> Chairman	PhD (Yale) Plant Biochemistry	>38 years industrial biotechnology, food & agriculture experience at board level and in R&D, >130 publications, 20 yrs consulting

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# Core Executive Search Team

Our sister company, CPL Executive Search can find the right ingredients professionals to grow your business: -

<b>Dr Michael Lee</b> Director	PhD (Hull) in Liquid Crystals Chemistry	>8 years in specialist recruitment >12 years FMCG industrial experience, incl. health and personal care, toiletries and household cleaning.
<b>Joe Hart</b> Principal Consultant	BSc (UEA) Applied Microbiology	>9 years consulting & recruitment, 24 years food and ingredients - Danisco, Nestlé Unigate - flavours, petfoods & fermented foods
<b>Dr Keith Phillips</b> Director	PhD (Edinburgh) in Microbiology	> 27 years as a specialist in recruiting key scientists & senior technical executives for the food and related industries since 1994
<b>Dr Richard Tilbury</b> Principal	PhD (Aston) in Microbiology	>25 years HR manager experience. Recruiting key people for healthcare and associated industries since 1995

*"Finding the right people"*

# Cross-sector expertise



BUSINESS CONSULTANTS

- Provide consultancy on markets & technology and on strategies for business development
- Help clients identify and maximise opportunities through strategic and tactical analysis leading to action plans
- Specialise in ingredients & products for:

Food

Dietary Supplements

Cosmetics

Pharmaceuticals

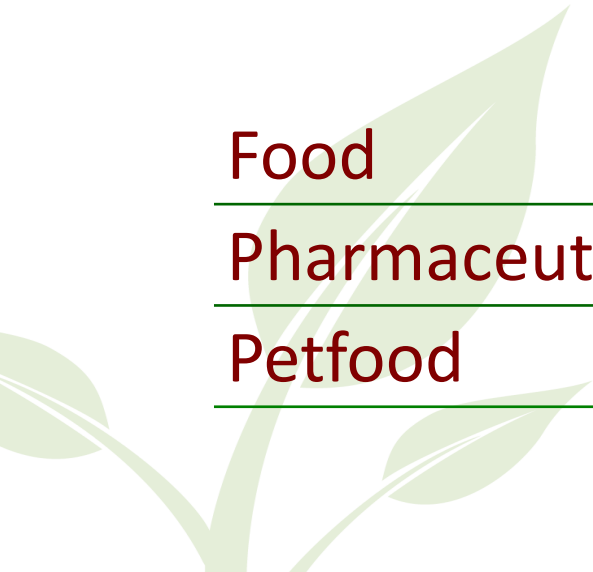
Health and Nutrition

Fine Chemicals

Petfood

Animal Feed

Agriculture



# A Global Client Base

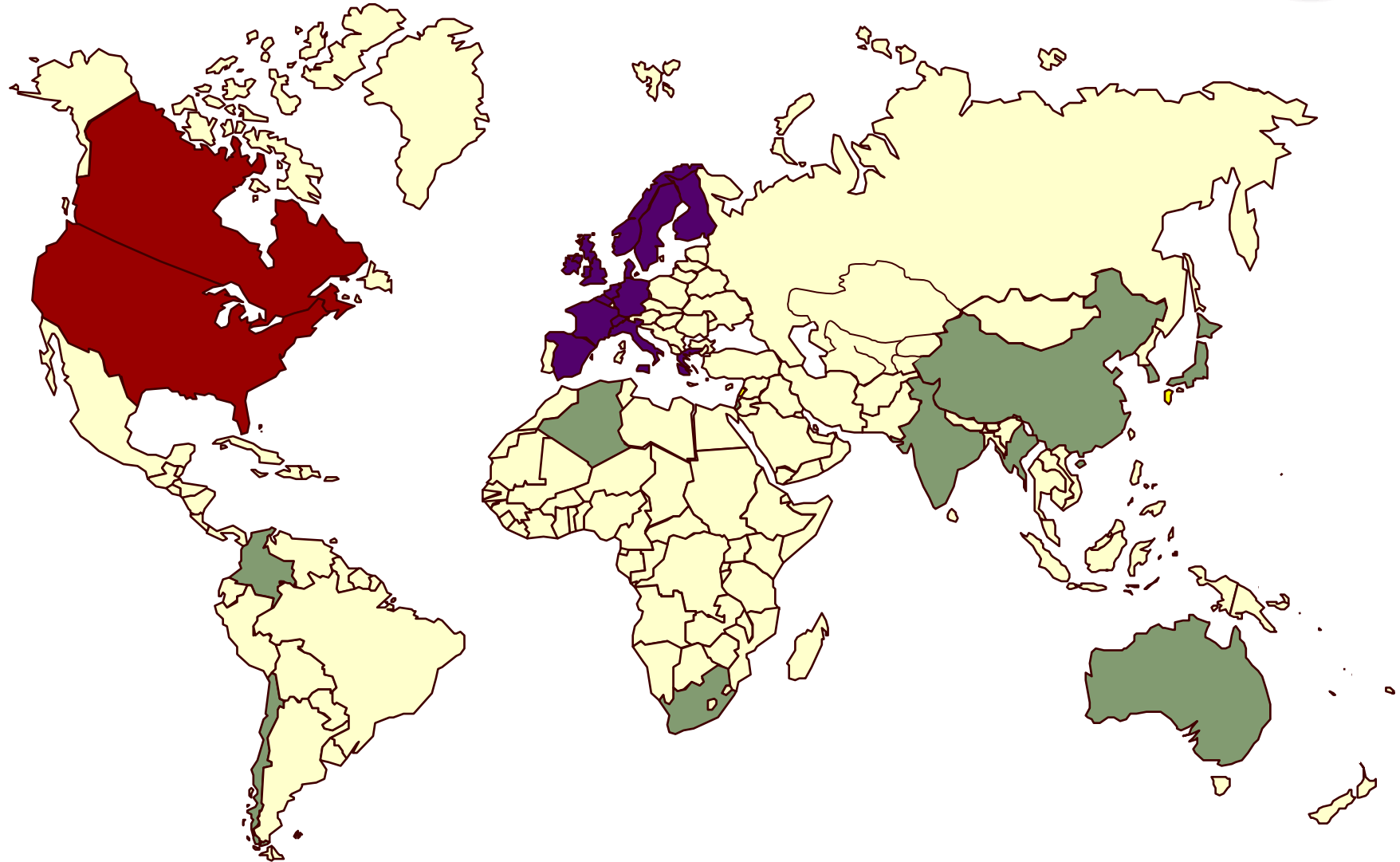


BUSINESS CONSULTANTS

60% of our clients are based in Western Europe

25% of our clients are based in North America

15% of our clients are based in ROW



# How are we Different?

- **CPL has an established track record:** ~27 years analysing worldwide markets with an emphasis on EU and NA.
- **CPL understands the business:** ~250 years of combined commercial experience
- **CPL understands the global market:** A cosmopolitan multicultural team
- **CPL has unmatched networks:** Exceptional networks and knowledge in clients' target markets
- **CPL has experienced consultants:** The people you meet are the people who actually do the work

# How do you benefit?

- **Commercial** issues addressed within their **scientific and technical** context
- **Actionable business recommendations** tailored to our clients' needs
- **Interactive** business analytical tools
- Detailed contact reports & **transparent methodology**
- Comprehensive executive summaries with **clear conclusions**



# 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 deal breakers and other issues early in the process.

- Identification of acquisition and investment targets
- Support, as industry experts, for commercial and strategic due diligence
- Advice on revenue-enhancing strategies
- Support, as industry experts, for IPO and capital markets offerings
- Assistance in preparing business plans, teasers, IMs, VDD documents *etc.*



# Strategic Information and Advice



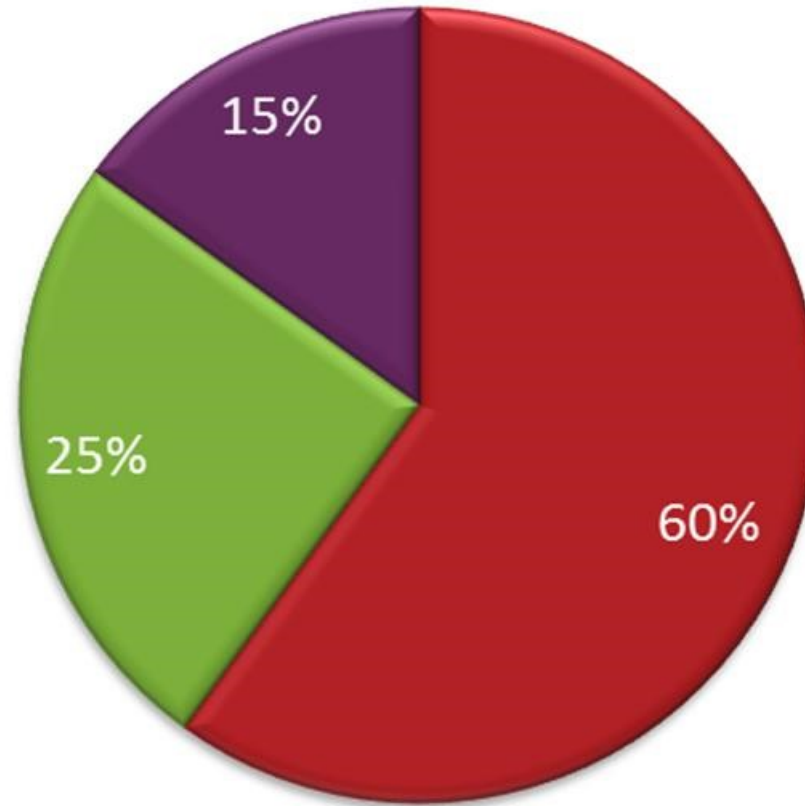
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## Technology strategy

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

## Corporate strategy

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



## Market strategy

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

# Our Experience

## BUSINESS CONSULTANTS

Ticks denote relative number of projects completed

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

# Experience: Food Ingredients

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Examples of completed project subject areas

- Acidifiers
- Colours and Flavours
- Dairy
- Emulsifiers
- Enzymes
- Fibres
- Health and Nutrition
- Hydrocolloids
- Preservatives
- Prebiotics & Probiotics
- Stabilisers
- Sugar & Sweeteners

# Experience: Health Ingredients

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Examples of completed project subject areas

- Omega-3s and Fish Oils
- Digestive Health Ingredients
- Heart Health Ingredients
- Brain/Eye Health Ingredients
- Vitamins and Minerals
- Beta-glucan
- Sterols & Stanols
- Natural sweeteners
- Probiotics & Prebiotics
- Herbal Supplements
- Soluble Fibres
- Glucosamine
- Polydextrose
- Inulin & FOS
- Arabinogalactans
- Betulinic Acid

# Experience: Animal Feed & Petfood

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Examples of completed project subject areas

- Acidifiers
- Antioxidants
- Enzymes
- Flavouring
- Growth Promoters
- Immune-Modulators
- Microbial Inoculants
- Micronutrients
- Mycotoxin Binders
- Petfood: European Markets
- Petfood Palatants/Ingredients
- Phytoextracts
- Prebiotics & Probiotics
- Yeast-Derived Products

# Experience: Agriculture

- Biopesticides: 25+ Projects
- Biological Molluscicides
- Crop Protection: Key Drivers
- Fertilisers: Slow Release
- Fertilisers: Seaweeds
- Fresh Produce: Shelf-Life
- GMOs: Nutrient Uptake
- GMOs: Water Utilisation
- Insect Control
- Artificial Insemination
- Nematicidal Genes
- Plant Growth Promoting Microbes

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