

<i>Company Worth Enablers</i>	<i>COMPANY WORTH TRACKER</i> <i>Description</i>	<i>Importance to Future Acquirers</i>	<i>Our Status</i>	<i>Our Priority to Address</i>
Financial Reporting Quality	Quality and accuracy of controls & reporting. Reviewed financials at a minimum			
Growth Rate	Positive consecutive 3-year financial performance trend			
Scale	Revenue/profit levels meet acquirer minimum requirements			
Revenue Model	High visibility and probability to future revenues			
Sales Opportunity Pipeline	Effective tracking of existing and future sales opportunities			
Customer Stickiness	Customer reliance on our product/services. Customer loyalty year over year			
Assemblies vs. Components	Higher customer stickiness from assemblies versus components			
Customer & Vendor Contracts	No IP share/right of refusal/change of control. Price increase flexibility built in			
Customer/Vendor Concentration	No heavy reliance. Limited SBA/Minority owned revenue benefit			
Pricing Management	Good policy and controls. Ability to periodically raise prices with low attrition			
Technological Trends Planning	Do you have a plan to avoid being disrupted or to be a disrupter			
Industry Mix	Serving a desired mix of attractive markets & customers – above market margins			
Intellectual Property	Company owned and not shared. Commercialized. Life remaining on patents			
Cost Out Pipeline	Discipline of driving productivity improvements year over year			
Risk Management	Identification & management of key business risks (property, casualty, people)			
Facility/Capacity/Equipment	Utilization & ability to support projected growth. Environmentally clean			
Team/Organization	No owner reliance. Strong culture & experienced team. Employees vs contractors			
IT/Systems	Enabler to business growth and productivity. Security protocols. Good uptime			
Product/Service Roadmap	Planning of your current/future offering to keep it relevant in the market			
Brand Equity	Respected, strong presence in target markets. Strong unique selling proposition			
Access to Target Customers	Direct access to target decision makers. Strategic vs tactical level relationships			
Planning Disciplines	Company has good strategic and financial planning disciplines			

<i>Company Worth Enablers</i>	<i>COMPANY WORTH TRACKER</i> <i>Description</i>	<i>Our Status</i>	<i>Comments & Next Steps</i>
Financial Reporting Quality	Quality and accuracy of controls & reporting. Reviewed financials at a minimum		Need to close monthly books w/in 7 bus. days
Growth Rate	Positive consecutive 3-year financial performance trend		Maintain current sales pipeline management
Revenue Model	High visibility and probability to future revenues		Maintain customer contracts
Customer Stickiness	Customer reliance on our product/services. Customer loyalty year over year		Begin tracking repeat
Customer/Vendor Concentration	No heavy reliance. Limited SBA/Minority owned revenue benefit		Onboard 3 new customers to reduce reliance on Jones Industries
Pricing Management	Good policy and controls. Ability to periodically raise prices with low attrition		Need to improve pricing strategy by product
Intellectual Property	Company owned and not shared. Commercialized. Life remaining on patents		Manage IP roadmap
Team/Organization	No owner reliance. Strong culture & experienced team. Employees vs contractors		Focus on retention and culture protection
Brand Equity	Respected, strong presence in target markets. Strong unique selling proposition		Maintain brand investment