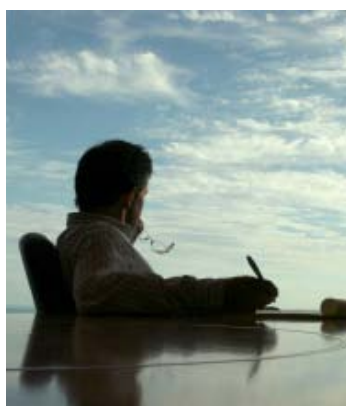


CFO expertise on demand.

{
**Performance
Profitability
Growth
Value**
}
on delivery.

THE BUSINESS CHALLENGES WE ADDRESS



When we talk with CEOs and CFOs at Los Angeles businesses, we hear about passionate commitments to grow their businesses and improve profitability in this challenging economy. We also hear about ongoing challenges related to strategic planning, business management and day-to-day financial operations. These challenges occur in areas like the following:

Expertise & Capacity Challenges

- “Go lean” initiatives can result in forgoing strategic financial leadership
- Performance, profits and share value are off targets
- Operating costs are up and productivity is down

Transition Challenges

- Losing, outgrowing or needing a first CFO
- Organic growth
- Mergers, acquisitions and IPOs
- Divestitures, downsizing and turn-arounds

Compressed Timeframe Challenges

- Impending filing deadlines
- Lacking bandwidth for addressing new standards
- Complex project delays putting compliance at risk
- Loss of time-sensitive business opportunity

THE CFO SOLUTIONS WE PROVIDE



CFO Edge is a Los Angeles-based group of seasoned chief financial officers who provide outsourced CFO services—the exact expertise in just the time needed—to successfully resolve strategic and operational financial challenges.

When the mandate to do more with fewer resources requires a high-level, on-demand financial resource, our professionals engage to address clearly defined objectives for a specific period of time. Areas in which we have completed results-driven assignments include the following:

Strategy & Guidance

- Corporate Governance
- Debt/Equity Guidance
- Growth Strategy
- IPOs & Acquisitions
- Profitability Improvement
- Performance Measures
- Risk Management

Financial Operations

- Audit Preparation
- Cash Flow Forecasting
- Expense Reduction
- Financial Covenants
- Financial Modeling
- Foreign Operations
- SOX Compliance

Special Projects

- Deal Evaluation
- IFRS/GAAP Convergence
- Lease Accounting
- Post-M&A Accounting
- Procurement Cards
- Restatements
- Revenue Recognition

HOW WE ENGAGE WITH CLIENTS



Our CFOs bring directly relevant experience along with a laser focus on client objectives. We engage as interim, part-time, project-based, recruitment-to-permanent and interim-to-permanent CFOs. Examples of completed engagements include the following:

Post-Acquisition Accounting

A \$500 million publicly-held medical imaging company acquired a new line of business outside its core competency. CFO expertise was needed for post-acquisition accounting integration. The CFO did audit preparation and SEC filing preparation. Also addressed were complex software and multiple element arrangements accounting rules.

Merger Evaluation & Audit Preparation

A CFO was contracted to prepare for a first-time audit for a company that had never been audited before. As the company was considering a reverse triangular merger with a NASDAQ-listed foreign issuer, services also included a business case evaluation of the merger. When analysis determined the merger was not advantageous, the deal was killed. The CFO was retained to finish the audit.

Revenue Recognition & Restatements

A global consulting firm had revenue recognition challenges requiring restatements. The CFO addressed improper accounting for intangibles and improper accounting for affiliates' foreign operations. The revenue recognition error was corrected. New processes ensured correct statement preparation and addressed foreign currency translation accounting.

THE VALUE WE DELIVER



Our professionals become trusted, fully-integrated members of client teams—a result of our goal to place a CFO who is a 100% fit in personality, work style and culture. This ensures successful collaboration so that client CEOs and CFOs realize the gains and financial outcomes they targeted at the outset of the engagement. Additionally, our clients experience peace of mind and satisfaction that come from delegating high-level objectives and tasks to experienced resources capable of executing in ways that meet—and exceed—expectations.

Results

- Improved performance, profitability and shareholder value
- Reduced and/or better controlled costs
- Achieve specifically targeted results
- More overall high-level financial control

Your “Team” of CFOs

- Depth and dependability: each CFO is supported by our entire team
- Proprietary best-practice processes and tools
- Access to our online knowledgebase
- Data security: encrypted with loss prevention

Value

- Ours is a dual value proposition: We create, grow and sustain value at value-based fees.
- Proven track record means fast onboarding and accelerated time-to-results
- Seasoned CFOs mean low risk and high ROI

COMPLIMENTARY COMPETITIVE INDUSTRY ASSESSMENT

If you are a CEO or CFO in the greater Los Angeles area, please contact us to discuss a competitive industry assessment that uses benchmarks to let you know how your performance and profitability compare to competitors.

This valuable report is delivered as a professional courtesy.



We welcome the opportunity to talk with you about how CFO Edge can help you and your business create, grow and sustain value. And we invite you to visit our website to subscribe to our monthly newsletter featuring trending financial topics of interest.

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