



C2 Consulting Inc.

“It’s Choice, Not Chance that determines  
success.”

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# Overview

- Background
  - C2 Consulting Inc. has over 200 years of international and domestic business experience with private and publicly listed companies.
  - Extensive Asia experience and expertise.
    - Offices in both the United States and China with a team of consultants in both locations.
  - C2 has achieved extraordinary success in key areas:
    - Global Finance and Operations
    - Accounting / U.S. GAAP / SEC Reporting
    - Mergers & Acquisitions
    - Business Plan Development
    - Strategic Planning
    - Corporate Communications
    - Sales Productivity Improvement



# Principals

## Mark Newburg



A seasoned global executive with over thirty years of domestic and international business experience, which includes 12 years living and working in Asia. His successful track record streamlining operations and growing organizations, both domestically and internationally, includes key accomplishments for top Fortune 500 companies, such as AT&T and NCR Corporation.

He holds an MBA from the University of Dayton and a dual major bachelor's degree in accounting and business administration from the University of Findlay.

## Peter Zee



- Peter began to open the ATM market in China in 1986 as he lead NCR Corporation's business development initiative in China. He led the negotiating team in 1996 to form NCR's first Joint Venture in China and was responsible for the implementation of the manufacturing and sales Joint Venture which grew to over US\$100 million in 2000.

Peter is fluent in English as well as three Chinese dialects (Mandarin, Cantonese and Shanghainese). He was born in Shanghai, educated in Hong Kong and graduated from Hong Kong Northcote College of Education with a degree in Education.



# Principals

## Arnie Galassi



A finance professional with experience in banking and corporate treasury, Mr. Galassi has worked for four Fortune 500 companies including Bank of America, AT&T, Lucent and NCR. He also has over twenty years of high level international finance and corporate treasury experience.

He holds an MBA from Rutgers University and a bachelor's degree from Ursinus College.

## Steve Fernlund



Steve brings more than 30 years experience leading and advising small to medium sized businesses in freight transportation, logistics management, and publishing. He helps business owners identify and exploit opportunities for successful business growth. His focus on strategic business issues, customer focused management, and innovative sales and marketing programs lead to enhanced business value and a better quality of life for clients.



# Consultants



Martie Vlcek is a global accounting and finance professional with experience in both publically traded and privately held companies. Ms. Vlcek earned her CPA while working at Deloitte and has experience in the agriculture, television production, research and development, mortgage banking and manufacturing industries.



CF Yu has an extensive international finance background which includes financial planning, Controllership, and CFO roles for several US based public company operations in Asia. C.F. graduated from University of Warwick, England with a Bachelor of Science degree in Economics and Mathematics in 1982.



Albert Tsang has a broad experience base in the computer industry including application development, sales, marketing, and customer support services. Albert speaks three languages (English, Cantonese and Mandarin) and holds a Bachelor of Arts degree from the University of Hong Kong.

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# Consultants



C.K. Chan has extensive experience in manufacturing, engineering, product development and general management in both international and domestic environments. C.K. is fluent in English, Cantonese and Mandarin. He graduated from Lakehead University in Canada with a first class honor and holds a Bachelor of Engineering degree.



# Global Offerings

- Finance & Operations
- Strategic Planning
- Mergers & Acquisitions
- Organizational Integration
- Change Management
- Structural Change
- Sales Productivity Improvement
- Corporate Communication
- Finance & Accounting Advisory
- Formulation of Distribution
- Channel Plans



# Accomplishments

- Negotiated first Joint Venture for the Chinese ATM market that subsequently dominated the emerging ATM market.
- Generated 40% revenue growth in Fortune 500 company's Asia/Japan ATM business to \$320M. Reversed stagnant sales by implementing major account penetration/management program.
- Raised \$25 million for a financially distressed manufacturer and software developer, streamlined operations and reduced infrastructure.
- Completed business turn around. Grew revenue 400%, increased market capitalization from \$50M to \$400M and completed merger with Hong Kong based company.
- Turned \$3M loss to \$23M profit and grew annual revenues by 60% to \$250M within two years. Reduced headcount 25%, resulting in significant cost savings and productivity improvements.
- Established a software development center in India.



# Accomplishments

- Reduced company's Japan subsidiary employee headcount by 30% with minimal union, legal, and cultural issues. Successfully developed and implemented restructuring strategy using subsidiary company's with both the company and employee equity participation.
- Standardized company's global financial infrastructure, saving 40%, or \$15M, annually. Centralized financial services centers, consolidating global financial reporting and management data reporting.
- Privatized publicly traded company in Japan through first tender offer ever made for a company traded on the first section of the Tokyo Stock Exchange.
- Negotiated technology transfer and joint development contracts with Fujitsu.
- Enhanced and expanded product offering of US based gaming technology company.



# Accomplishments

- Represented a global company in an acquisition of an Australian based manufacturing and technology company worth \$15.75 Million.
- C2 Principals served on the Board of Directors for Vendingdata Corporation, Virtgame Corporation, Sun New Media, and the American School In Japan.
- C2 has developed business plans and financing proposals for companies in various business sectors including technology, gaming, consumer products and transportation.



# Testimonials

- “C2 was an extremely effective organization with an excellent team of people to manage a far flung company headquartered in Las Vegas, but with manufacturing facilities in mainland China. It was obvious that their extensive experience with business in Asia was a valuable asset to Vending Data. In addition, C2 successfully dealt with the shareholders of our company and was able to raise needed capital to facilitate the operations of the company and to make key acquisitions which eventually led to our purchase by a large Chinese company in the same industry.”
  - James E. Crabbe, Former Chairman, Vending Data Corp.
- “C2’s performance was outstanding and consistent with a truly professional and seasoned global senior business executives who executes with precision, integrity, and professionalism with an eye towards long term success for the company, employees, institutional investors and individual stockholders. I can personally attest to C2’s professionalism and capability as a senior executive in the global business environment. Their ability to get the job done under the toughest of circumstances speaks volumes of their capabilities and leadership. I would welcome the opportunity to work with C2 both now and in the future.”
  - Major General Paul Harvey (Retired)



# Testimonials

- “Without C2’s leadership, perseverance, attention to detail, and change management skills the successful reorganization and standardization of NCR's finance and operational functions would not have been possible. I highly recommend C2 for any business reengineering project which requires organizational alignment and structural change in this rapidly changing global environment.”
  - Hideh Takahashi, Deputy President, Fuji Xerox Co. Ltd.
- “C2 has worked with me on several international finance projects as well as some merger and acquisition opportunities. Their keen sense of the cultural, finance, general business, and organizational issues were key elements of the decision making process as we evaluated the merits of each opportunity.”
  - Dean Yoost, Partner, Mergers & Acquisitions, PriceWaterhouseCoopers



# Testimonials

- “I have worked with C2 on a number of Treasury related projects in Asia and in Europe/Central Eastern Europe/Middle East & Africa, involving several Fortune 500 companies. These projects have successfully implemented many innovative and cost effective solutions in the area of cash management, financing and operational process improvements. C2’s professionalism and ability to work through the various challenges these projects presented were keys to the projects' ultimate success.”
  - Michael Guralnick
    - Managing Director, Citigroup Global Transaction Services





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