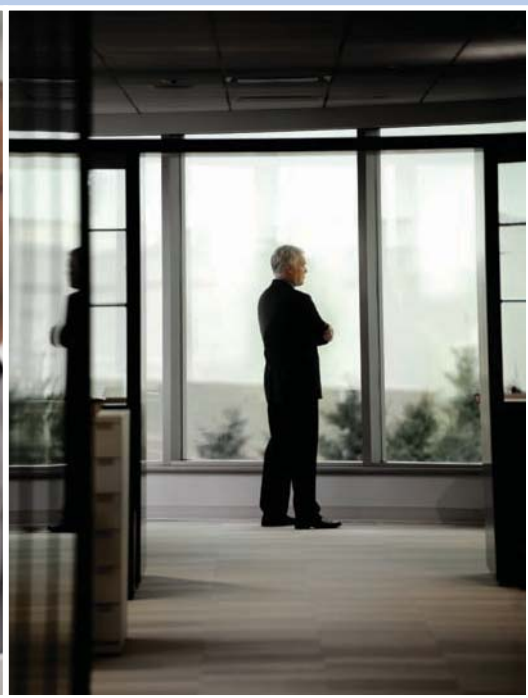


Financial Management Outsourcing



For the Consumer Products Industry

*“Do what you do best,
and outsource the rest.”*

- Tom Peters



Our Mission

The mission of our Financial Management Outsourcing group is to provide financial insight and leadership to help entrepreneurs, executive teams and investors take their organizations to the next level.

We offer a comprehensive outsourcing solution for the entire finance function, covering virtually every functional area that is typically under the domain of the CFO: budgeting/forecasting, financial reporting, financial analysis, management reporting, profit/cash flow improvement, and back-office accounting and transaction processing. In addition to providing these services on an ongoing outsourced basis, we also provide project-based, consultative advisory services in these same areas. With a strategic and operational focus, we bring best practices to bear to bring our clients' finance function – and their companies – to the next level.

Value Proposition

Our Financial Management Outsourcing solution provides the following benefits when compared to hiring:

- » Access to superior talent and specialized expertise that is too expensive and/or too infrequently required to justify full-time hiring
- » Allocate spending on financial resources to the right mix of skills at the right times
- » Convert fixed costs to variable costs
- » Adapt to growth and change without having to add headcount or upgrade positions
- » Keep focus on core competencies
- » Avoid investments in non-core people and technologies
- » Avoid ancillary HR costs – e.g., benefits, equity compensation, 401 (k) match, compliance, recruiting fees, turnover, cost of bad hiring decisions, etc.
- » Achieve segregation of duties without multiple hires



“We’re ready to roll up our sleeves and get our hands dirty.”

As a fast-growing consumer products company, change and complexity are challenges regardless of size. People and processes can be quickly outgrown, and the accounting and finance function is no exception. Yet the financial expertise required is not always affordable or even necessary to keep on the payroll full time.

Consumer products companies have embraced the “virtual” business model through outsourcing, and this is the perfect solution for building or upgrading your accounting and finance function. Our Financial Management Outsourcing solution delivers a fully-managed accounting and finance function using a shared services approach. If you already have an internal accounting and finance function, we can provide support in individual areas as needed.

Rely on us to provide quality financial information and decision support to take your business to the next level, and to implement and maintain accounting and financial management processes that will grow with you.

CFO Services and Financial Management

- » Acting / Part-time CFO
- » Acting / Part-time CAO
- » Budgeting, Forecasting, Financial Modeling
- » Financial Insight, Leadership and Decision Support
- » Capital Advisory
- » Transaction Support for M&A and Turnaround/Restructurings

Accounting, Reporting and Compliance

- » Acting / Part-time Controller
- » Back-office "Shared Services"
- » General Accounting, General Ledger Management and Month-End Closing
- » Financial Reporting and Bank Compliance
- » Management Reporting and Financial Analysis

Financial Management Advisory Services

- » Profit and Cash Flow Analysis/Improvement
- » Financial Management and Accounting Process Improvement
- » Forecasts and Projections
- » Enterprise Software Optimization
- » Other Special Projects

Our FMO professionals have a blend of both public accounting and industry experience – including at the CFO and controller level – bringing the relevant and necessary management accounting and operational finance skill sets to our clients.

Following is a sample of the consumer products clients serviced by our Financial Management Outsourcing team. We also provide tax, valuation and other services to many of these same clients.

Client Description	Services Provided
Provider of outsourced services to the OTC healthcare products industry, controlling over \$150MM in product sales and distribution	<ul style="list-style-type: none"> » CFO and Controller services » Receivables and payables processing » Cash management » Deduction management
Publicly-traded OTC healthcare products company	<ul style="list-style-type: none"> » Controller and CAO services » Financial reporting » Receivables and payables processing » Stock option valuation » Transaction advisory services for acquisition
\$75MM consumer products company	<ul style="list-style-type: none"> » Establish initial system and process infrastructure upon acquisition of brands » Controller services during start-up phase » Financial/management reporting and CAO services » Receivables and payables processing » Deduction management » Assist with systems upgrade/migration
\$12MM consumer healthcare products company	<ul style="list-style-type: none"> » CFO and Controller services » Financial and bank reporting » Financial forecasts » Receivables and payables processing » Deduction management » Transaction Advisory and financial projections for initial funding and acquisition of product lines » Due diligence and integration of bolt-on acquisition
\$5MM manufacturer of consumer packaged goods and food service products	<ul style="list-style-type: none"> » Acting CFO » Forecasting and financial management advisory services » Facilitated factoring arrangement
Early-stage specialty beverage company	<ul style="list-style-type: none"> » Controller services » Management reporting » Receivables and payables processing

Implementation / Transition Methodology

Scoping

- Understanding your requirements

Detailed Client Service Plan

- Activities
- Assumptions
- Deliverables

Transition

- Kick-off meeting
- Evaluate accounting issues
- Define roles, processes & protocols
- Implementation
- Change management
- Establish system connectivity

Cutover

- Month-end closing
- Transaction processing

Continuous Improvement

- Best practices
- Relevant & timely information
- Efficient processes

Testimonials

“Fesnak’s laser focus on accurate, timely and efficient accounts receivable and payable processing, deduction management, cash management and financial reporting enables us to focus on our core business of providing sales and marketing expertise. In addition to managing these back-office accounting operations, Fesnak brings strategic financial guidance to our management team and is a trusted partner in developing solutions to enhance the services we offer our clients.”

Patrick Gibbons
Partner

Emerson Group

“I have run large companies with in-house financial departments and small companies with in-house financial departments. I think the Fesnak model is by far the best for companies like mine. We have highly qualified expertise at every level and top-notch financial support when and where we need it. All this without paying for the downtime and without the fixed expense.”

Michael S. Lesser
CEO

Revive Personal Products



www.fesnak.com

Contact Information

James J. Caruso, CPA
Partner

Financial Management Outsourcing & Advisory Services
267-419-2212
jcaruso@fesnak.com