

ASSESSMENT



**COULD MORE  
[INSIGHT]  
HELP  
YOU  
SUCCEED?**

Let's face it. Every small and medium size business faces challenges and meets that proverbial fork in the road at some point in its evolution. [We have been there]. We are operators.

For more than 30 years Kirchner Group has assisted hundreds of companies and investors assess their businesses and provide management and stakeholders with objective insight into their operations and go forward options. Our assessments help stakeholders understand what their company really has, where it can be expected to go, and [maximize the value] of their investment.

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Our team is known for its grounded operational approach. Our professionals have extensive backgrounds running private and public companies and bring deep domain expertise to the table. We are experts at differentiating between perception and reality. We have refined our assessment process over the years to provide an objective and comprehensive view into our clients' operational strengths and weaknesses. We outline the go-forward options and the pros and cons of each allowing stakeholders to meet their fiduciary responsibility and to make a well-informed decision about the Company's future strategic direction.



**DOMAIN EXPERTISE**

**WE ARE NOTHING LIKE CONSULTANTS**

- We don't issue a report just based on what management told us
- We apply our own operational experience — a "Plant vs. board room perspective"
- We take an in-the-trenches perspective to separate the "wheat from the chaff"
- A view from the inside out of the whole company, not just a regurgitation of its statements or business plan



**BEYOND A TYPICAL ASSESSMENT**

- The company's performance improves as a result of working alongside us for the duration of the engagement
- We offer feedback and commentary to management, openly and in real-time

Kirchner Group has an **impressive team** that very **quickly assessed** our Company and came up with **solid recommendations** for the future, including restructuring the staff and providing a path to a successful exit strategy. We were so **impressed** with their work that we **engaged them to work with the management team to implement a restructuring plan** that resulted in the Company completing a financing round (in a tough market).

- Gerry Verner, Chief Executive Officer, AnyWare Group Inc.