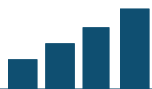




MARKETING RESEARCH
AND STRATEGIC PLANNING
FOR PRIVATE EQUITY
PORTFOLIO COMPANIES.
MMR DELIVERS PRACTICAL
SOLUTIONS FOCUSED ON
REVENUE GROWTH.



MANAGEMENT IN PORTFOLIO COMPANIES MUST MEET SALES OBJECTIVES AND EXECUTE MARKETING PLANS WITH LIMITED STAFF AND SPENDING. FOR INVESTMENTS TO DELIVER RESULTS, MANAGERS MUST UNDERSTAND THE MARKET, SET THE RIGHT PRIORITIES AND ATTRACT, SATISFY AND RETAIN CUSTOMERS.

MMR Strategy Group supports management in planning and executing private equity portfolio strategies. We provide market intelligence and strategic planning expertise to focus on key opportunities, identify paths for growth, and maximize return on investment.

Our extensive experience with private equity portfolio companies helps bridge the gap between the analytical focus of private equity investors and the operational focus of management teams. By providing data, support and coaching to the management team, we help equity investors to:

- Support management to focus on key opportunities
- Optimize strategies for reaching customers and consumers
- Maximize growth rates and return on investment
- Identify paths for growth

MMR provides a platform of current, reliable data, partners with management to identify a manageable set of initiatives and opportunities, and helps map out a realistic, measurable strategy and marketing plan.

RESEARCH. ANALYSIS. INSIGHT.

Our studies use a variety of quantitative and qualitative research methods to gather data directly from customers. We analyze this data to create actionable insights, and work with our clients to translate these results into business strategies. MMR's services include:

- Primary research to identify and profile the consumer base
- Industry attractiveness studies that reveal or validate market opportunities
- Strategic planning coaching that guides efforts, builds skills, and provides focus
- Segmentation, concept, and pricing analyses that direct specific tactics

Our collaborative, workshop-based process is designed to leverage investor knowledge and perspective, management industry experience, and MMR's expertise in data-gathering, analysis and strategy. Working together produces a data-driven, practical solution that management will own and investors can track with confidence.

WHAT IS RESEARCH-BASED CONSULTING?

MMR is a research-based consulting firm. For more than 35 years, we have worked with clients to measure the attitudes and behaviors of their customers and consumers. We are experts at gathering data and are unique in our ability to deliver insights grounded on what the data informs. MMR provides the benefits of a top notch research house, combined with the value add of a top tier consulting firm.

TRADITIONAL MARKET RESEARCH



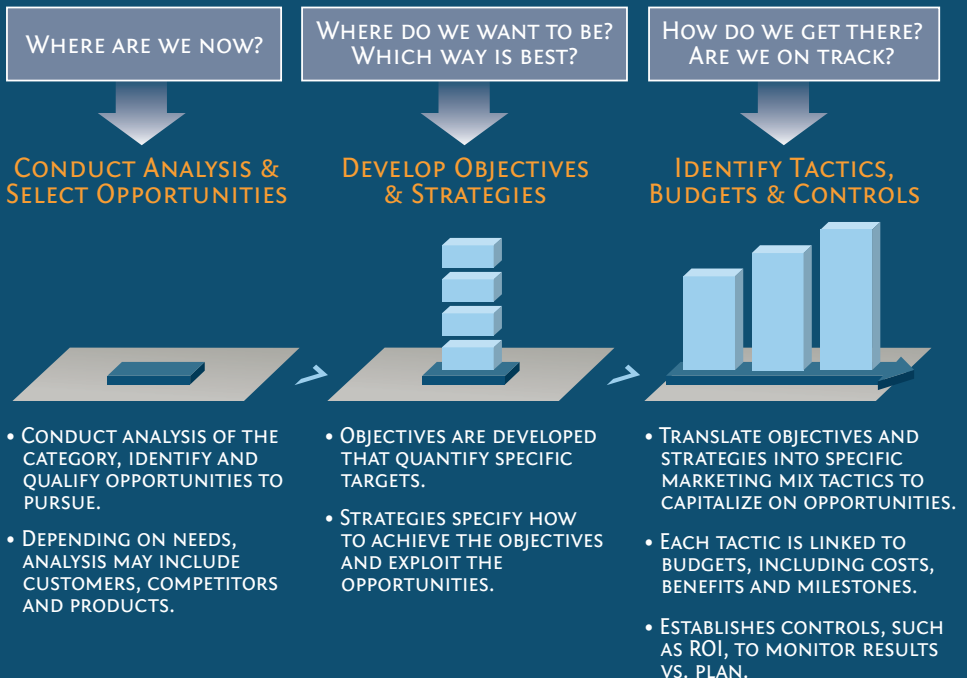
RESEARCH-BASED CONSULTING



WHY MMR?

The MMR process builds a platform of current market data, organizes it, and involves key managers in the analysis to collectively reach conclusions and map out a plan. We believe that these are the building blocks necessary to achieve organizational alignment. Equity investors select MMR because:

1. MMR delivers strategic and marketing planning in a highly collaborative, streamlined, and cost-efficient process predicated on reliable data.
2. MMR employs a unique engagement model that balances the objectives of the investor while giving management ownership of the process and results.
3. MMR's skills arise from world-class strategic marketing and analysis, in addition to a combined 75 years of market research experience.
4. MMR has all the capabilities of a marketing research firm, including the ability to gather primary data from consumers, customers and other sources.
5. MMR is highly practical, helping management identify potential business opportunities and crafting tactics to realize their potential.





HUNDREDS OF PROJECTS SUCCESSFULLY DELIVERED OVER 35 YEARS.

Top quality consultants with outstanding credentials.
Expert research, planning, and the ability to help focus
management on value added activities. Contact us today
to see what we can offer you.

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