

## One of Our Valuable Resources Is Equity Strategies Group

ESG is dedicated to developing and implementing Exit Plans for owners of privately-held businesses. ESG is here to support us and our clients.

- ESG is the exclusive, compliance-approved platform for M&A/Investment Banking in the Lincoln system.
- They follow an objective, comprehensive Exit Planning Process to help achieve maximum results.
- ESG provides access to a national network of 20 premier middle market M&A/Investment Banking firms to execute desired transactions for our clients (i.e., raising capital, sale of business to ESOP, Management or outside buyer).
- Together we help save you time and effort so you can focus on running your business during the Exit Planning process.

Once Equity Strategies Group completes its initial Exit Planning process, Marketability Assessment, and recommends a particular exit strategy, we will introduce you to our compliance-approved M&A firm or Investment Bank to execute the selected transactions. ESG will base their introduction upon their evaluation of your business and objectives, such as:

- Type of transaction(s) you desire
- M&A firm's Industry knowledge and experience
- Size of your company/transaction
- Location
- Other factors

Our network of M&A firms and Investment Banks have been selected by Equity Strategies Group and approved by Lincoln through a rigorous due diligence process. These firms have demonstrated a track record of success in completing various transactions for small to middle market privately-held businesses.

As the architect of the Exit Planning advisory team, Equity Strategies Group will:

- Facilitate the Exit Planning process and serve as the central point for all communication and coordination between the members of the team.
- Analyze your company's financial statements
- Interview you, along with your BII Specialist, via teleconference or video conference to gather additional data in the areas of:
  - Owner's Objectives
  - Company History
  - Entity Type (s)
  - Growth Trends
  - Industry Info
  - Competition
  - Proprietary Products/Services
  - Niche Markets
  - History of Acquisitions
  - Financial Reporting
  - Profitability
  - Risks/Liabilities
  - Debt
  - Customer Concentration
  - Geography Served
  - Contract/Terms
  - Expected Price/Terms
  - Post-transfer Involvement
  - Deal Structure
  - Ideal Buyer
- Create a COMPLIMENTARY Marketability Assessment which will provide you with:
  - A valuation "range"
  - Recommendations to enhance value
  - Appetite/length of time to sell
  - Comparable sales in industry
  - M&A Fee estimate

Equity Strategies Group (ESG) is the marketing name used to reflect specialized planning strategies and techniques offered through Lincoln Financial Advisors Corp. Equity Strategies Group can provide access to third party resources available to assist in exit planning strategies. Business Intelligence Institute associates are registered representatives of Lincoln Financial Advisors Corp. Securities and investment advisory services offered through Lincoln Financial Advisors Corp., a broker-dealer (member SIPC) and registered investment advisor. Insurance offered through Lincoln affiliates and other fine companies. In MI, securities and investment advisory services offered through Lincoln Financial Advisors Corp. a broker-dealer (member SIPC), registered investment advisor and an insurance agency. In CA, insurance offered through Lincoln Marketing and Insurance Agency, LLC and Lincoln Associates Insurance Agency, Inc. and other fine companies. In UT, LFA Insurance Agency. Insurance offered through Lincoln affiliates and other fine companies. In WA, insurance offered through Lincoln Financial Advisors Corp. and LFA Limited Liability Company and other fine companies. Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates. Lincoln Financial Advisors and its representatives do not provide legal or tax advice. CRN-2121375-051518