



FLG PARTNERS

CFO excellence - when experience countsSM



**SOLVING YOUR TOUGHEST PROBLEMS TO
GROW THE VALUE OF YOUR COMPANY**

www.flgpartners.com



FLG PARTNERS ARE CREATIVE, PROACTIVE AND EXPERIENCED PROBLEM SOLVERS

At FLG Partners, we are 100% client focused and results oriented. We want to work with your team to close that deal, raise that round or complete that restructuring.

We measure our success based on how successfully we help solve your problems, generate tangible business results and increase your company's value.

As C-suite players, we are known for our capabilities for solving some of the most complex and critical-path problems for clients.

"I needed to raise my next round – yesterday."

*"My CFO just announced she was leaving.
What now?"*

"I need a strategic business partner, not an accountant."

"My CFO isn't the right one to take us through due diligence and an acquisition."

"I'm preparing for an IPO. I need experienced talent in my CFO role."

"I need to change my business model and restructure the business."



WHEN CLIENTS ASK US “WHAT SHOULD A CFO BE?” WE ADMIT, **WE’RE A LITTLE BIASED.**

At FLG, we’re not shy about our opinion about what matters most in a CFO.

We believe a high quality CFO has many more attributes than just years of experience.

They must be an invaluable business partner to the CEO but also be independent and accountable to their boards and investors.

They must be both strategic and operational and drive winning results, business success and increase company value.

And the best CFOs are more than objective sounding boards, growth strategists and financial artists – they are leaders within their organizations.



Our litmus test for a FLG CFO is this: “As a CEO, would you be comfortable delegating to your CFO a binding conversation or critical negotiation on behalf of your company with a third party such as a regulator, partner, investor, in your absence?”

If your CFO is an FLG partner, the answer is “YES.”

FLG Delivers : Expertise & Value

OUR FORTE IS STRATEGY DEVELOPMENT, FUNDRAISING, SOLVING TOUGH BUSINESS PROBLEMS AND EXECUTING CRITICAL FINANCIAL TRANSACTIONS.

Our clients come to us when they need both immediate and long term solutions – from ramping for growth to preparing for flex points. From executing complex financial transactions to handling restructurings and acquisition integrations.

We offer turnkey solutions for boards and management teams with a flexible “à la carte” menu of options for using us - from part time and interim CFO leadership to W2 full time partners as well as board level support, project engagements, to CFO mentoring and boot camps.

A word cloud of services offered by FLG, arranged in a cross shape. The words are in various shades of blue and black. The central words are 'Burnrate Forecasting', 'Business Model Evaluations', 'CFO Boot Camps', 'Financial Planning', 'Right Sizing', 'Profitability Improvement', 'Due Diligence', 'Restructuring', 'Fundraising', 'Turnarounds', and 'Workouts'. The words 'Acquisition Integration', 'Operations', 'Financial Management', and 'Strategic Planning' are arranged vertically along the cross's arms.

Acquisition Integration

Burnrate Forecasting

Business Model Evaluations

CFO Boot Camps

Financial Planning

Right Sizing

Profitability Improvement

Due Diligence

Restructuring

Fundraising

Turnarounds

Workouts

Operations

Financial Management

Strategic Planning

WHY WE'RE DIFFERENT? C-SUITE – PERIOD.

We're a different solution for CEOs and boards seeking senior level talent in a CFO role.

Here's why...

FLG Partners is more than the sum of the value each of our individual partners provide to our clients. By leveraging our collective experience and extensive networks, **we provide our clients with the highest quality CFO advisory expertise available on the market.**

How do we do this? We sum it up in 5 ways:

- We're more experienced.
- We insist on quality – period.
- We're from Silicon Valley so we put a premium on being innovative and agile.
- We believe in being collaborative and client focused.
- And while we're CEO-centric, we're always board accountable.

The end result? You get a well-rounded executive who has the depth of experience to solve your toughest business issues.



- 600+ years of CFO experience
- 250 M&A transactions
- 100+ IPOs & secondary offerings
- 100+ divestiture transactions
- \$12 billion in equity raised
- 300+ equity transactions
- \$11 billion debt raised
- 200+ debt transactions

Top Tier Relationships & Referral Networks

At FLG Partners, we work almost exclusively on referral and many of our partners have worked with, and for, some of the premier venture firms.

We've developed strong relationships and networking partnerships with investment and commercial banks, VC & PE firms, top law firms, accounting and recruiting firms - regionally and nationally. Our individual partners also have deep credibility within their own personal professional networks.

Many of these industry colleagues have been referring business to us for years. **At FLG we like to say... we're proud "we get the calls."**



"I refer clients to FLG all the time. They are my "go to" firm when you need to solve problems, raise money and get deals done fast."

FLG PARTNERS THRIVES AT THE INTERSECTION OF DISRUPTION, INNOVATION AND CHANGE.

When you grow up in Silicon Valley, you see and do – a lot.

As financial executives, we naturally understand risk management, incentive rewards and regulation.



But we also understand life science product roadmaps , data analytics, how to weigh investments in IT, SaaS, Big Data and MarTech and how to build out business scenarios and compensation models.

Our partners have managed the full continuum of business lifestyles and lifecycles, from startups bootstrapping their operations and watching their cash burn to Series C emerging companies preparing to go public to private equity-funded exits.



"This firm is highly professional and has integrity. I'm very pleased with FLG and recommend them to any company looking to either turn around or take their finance department to the next level."
Diishan Imira, CEO, Mayvenn

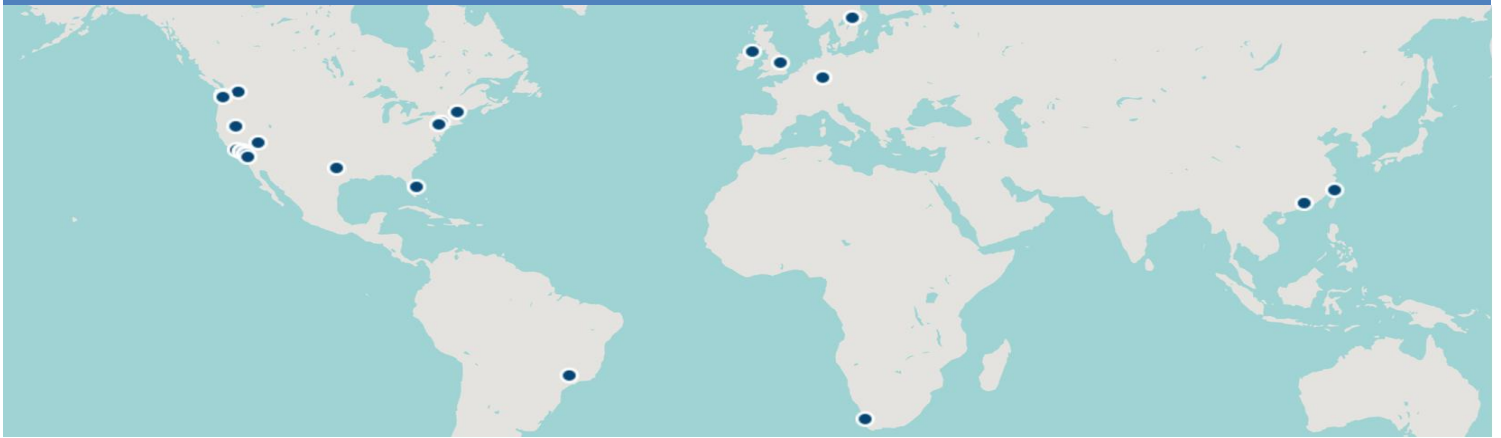


"The partner we used from FLG is the best nonprofit finance executive and advisor that I have come across in my 20 years in the NFP world."
Jean Hagan, Executive Producer, Institute for the Future



"I needed a CFO who could be a leader and trusted business partner and was credible with my board of directors and potential investors, strategic and operationally focused . I was extremely pleased that we closed our funding round at a strong valuation and on time. This made a huge difference for our business and could not have been done without FLG's support."
Promise Phelon, CEO, TapInfluence

Local to Global Impact



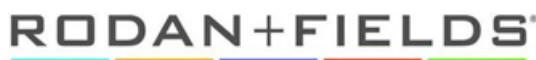
FLG has a strong track record of client success that speaks for itself.

Our advisory practice spans hundreds of client engagements across many industry sectors delivering a comprehensive range and depth of CFO leadership, capabilities and expertise.

We've worked with some of the most innovative, private and public company leaders around – locally, regionally and globally.

In fact, our clients are our number one source of new business and we have longstanding relationships with many of them.

We believe our broad depth of experience across sectors, financial transactions and business issues combined with our Silicon Valley roots, give us a unique edge when solving problems for CEOs and boards – from startups to Fortune 100s.

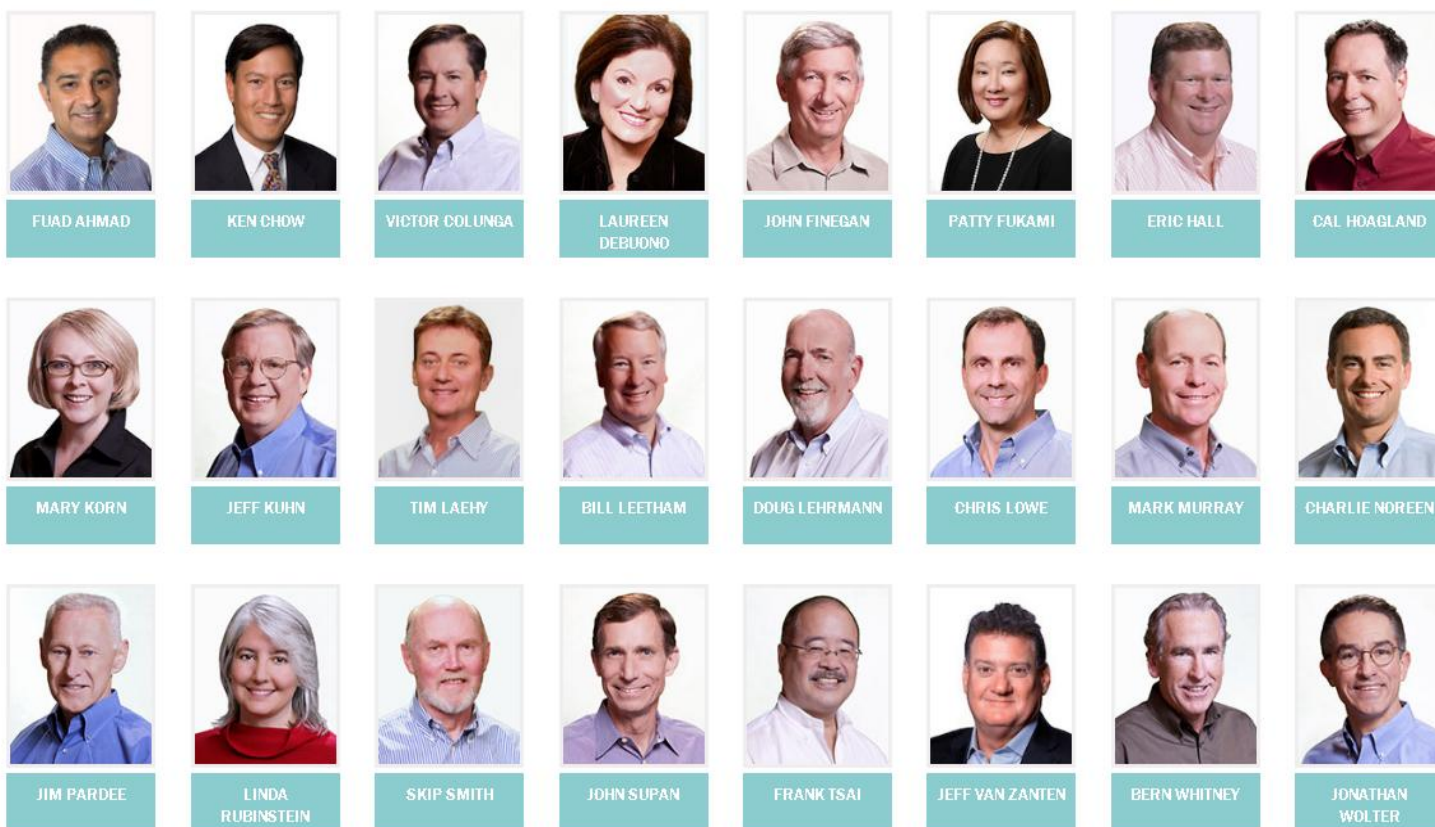




The Leader in CFO solutions and CEO/board financial advice and consulting

We have extremely high standards for partners at FLG. Over the past 13 years, we have expanded our partnership to include 24 senior-level executives, with an average of 20+ years per partner of business and financial experience and strong familiarity with fundraising, complex accounting and transactions and business problem solving. Our partners have successfully led finance functions in public and private companies undergoing significant transition, from rapid growth to restructurings, M&A and liquidity events.

We carefully match client needs to recommended partners and then let our clients decide who to engage.



How can we help?

Jeff Kuhn
Managing Partner

415-990-5774

jeff@flgpartners.com