

REINS MANAGEMENT

A high level management and financial resource for middle market companies



WHO WE ARE

- REINS MANAGEMENT is a consulting, advisory and interim management firm, providing strategic, operational, financial and business management solutions to emerging and middle market companies and their stakeholders.
- We are a team of highly experienced professionals, including C-level executives, finance professionals, lawyers, CPAs, investment bankers and marketing experts.
- We have expertise in the areas of operational management; financial management, controls and reporting; crisis management, workouts and wind downs; building businesses and improving business models and strategic focus; managing and operating companies in various markets and industries (as well as advising senior management) .
- We serve on Boards of Directors as a proactive resource for management, owners and stakeholders and to make management accountable.

WHAT WE DO

REINS MANAGEMENT provides high quality professional services in a discrete, confidential manner.

Confront and resolve crises

Establish confidence with lenders, creditors and stakeholders

Stop the cash burn; streamline operations, and instill cash-flow-positive operating methods

Get the financial house in order—financial reporting, GAAP audited financials, tax oversight

Strategically reposition companies at an inflection point

Prepare for financing, sale and acquisitions with institutional quality counterparties

Prepare for the public markets

Prepare for loan and private market capital raising with introductions to sources

Interim Management
(CEO, COO, CFO)

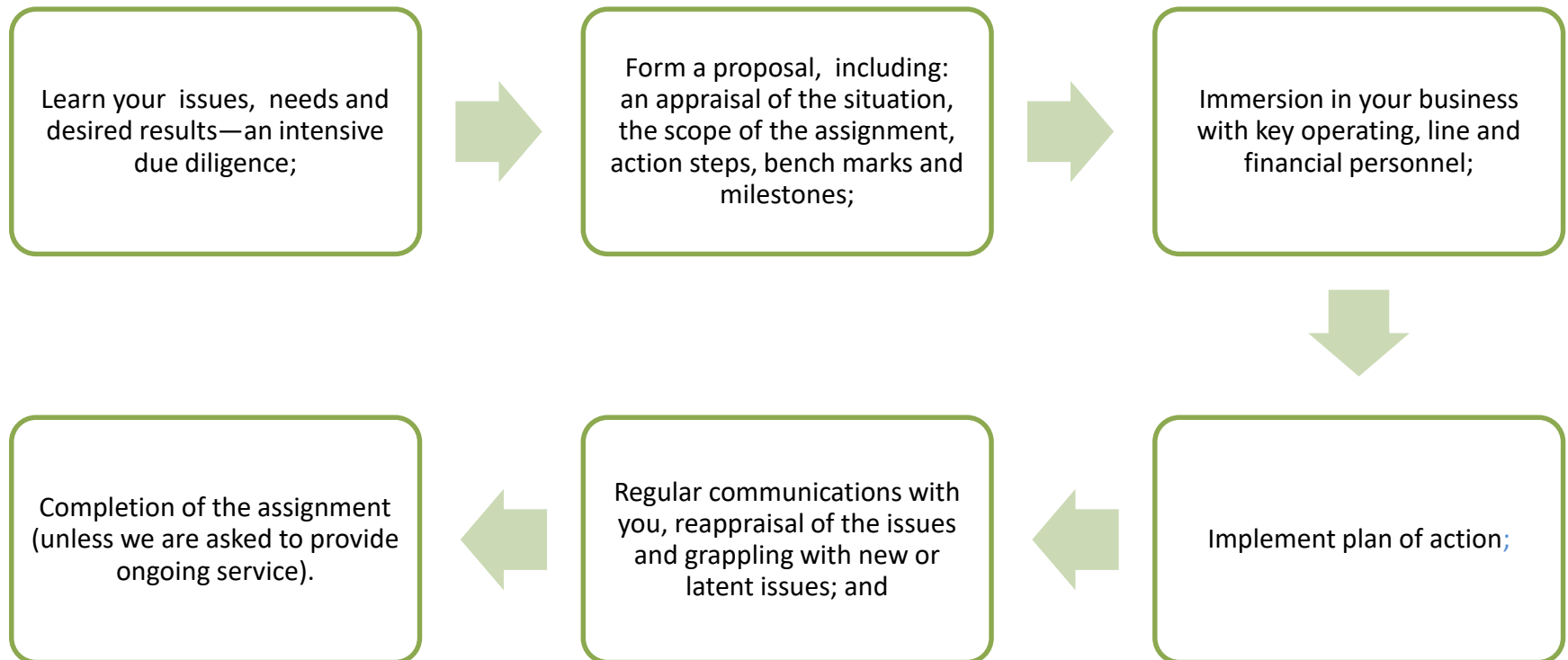
Crisis Management
(CRO)

Elevate the CFO position

Workouts and wind downs, in and outside of bankruptcy.

OUR PROCESS

REINS MANAGEMENT approaches the assignment in a manner that emphasizes communication throughout the engagement. Our process begins when we first meet.



EXPERIENCE

REINS MANAGEMENT's team of professionals has varied and extensive experience.

Case Studies

Biotechnology company and anatomical pathology laboratory that is a leader in diagnostic testing for epithelial cancer and dysplasia in the esophagus and oral applications

- Rebuilt sales force; instituted training program; targeted marketing; grew sales 11% month-over month.
- Reversed cash burn; compelled consistent cash flow; turned first-ever EBITDA of \$2.5 million.
- Implemented financial and operating systems; produced initial audited financial statements.
- Filed several years of back taxes and instituted monthly financial reporting for stakeholders.

Eco-friendly, solid waste transfer station and materials recovery facilities in the Caribbean basin

- Worked with international Board of Directors to streamline operations and enable cash flow positive operating methods
- Restructured balance sheet; sold long-term receivables to create cash flow; increased credit line from primary lenders by \$2.5 million; settled or renegotiated past accounts payable.
- Converted construction fleet from rental to owned, reducing annual operating costs by 22%.
- Interacted with local, US and UK government officials to maintain contracts, guaranties and timely payment of accounts receivable. .

Revenue cycle management company for hospitals, medical centers, clinics and group healthcare providers

- Marshalled composition of trade credit, contracted operations (workforce reduction);
- Renegotiated leases (mid-term) to 20% of previous cost (reduced space and rate);
- Structured and negotiated compromise of bank debt; oversaw favorable resolution of litigation (as plaintiff and defendant);
- Prepared company for sale and managed transaction for the principals; protected the principals' estate.

EXPERIENCE

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Case Studies

Food and beverage company—brewer and beer distributor

- Negotiated and prepared ownership and operating structure and completion of capital raise with family offices.
- Set procedures for obtaining and protecting licenses and intellectual property (recipes, logos and trademarks).
- Revamped business model and operations, replaced costly suppliers, moved to more cost efficient facilities, expanded customer base and built sales team.

Manufacturer and distributor of branded watches through television shopping vehicles, Internet sales sites, mail order houses, and chain and retail stores

- Rationalized distribution to fewer, credit-worthy retailers.
- Built realistic sales and financial projections as well as operating budgets.
- Restored soured relationship with bank and became primary avenue of communication and production of reports.
- Secured purchase order and replacement financing (\$10 million).
- Worked with insurance adjusters in aftermath of Hurricane Sandy; managed sale of the company's warehouse and showroom facilities to resolve bank debt.

Luxury goods manufacturer, distributor and retailer

- Streamlined operations and financial management.
- Established strategic joint ventures.
- Positioned company for a post-recession market.
- Restructured balance sheet to bolster equity and resolve debt.

EXPERIENCE

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Case Studies

Water purification, renewable energy and biofuel company

- Company's principal negotiator of major equipment, intellectual property licenses and patent rights or acquisitions for American subsidiary of the largest Japanese energy company, aggregating tens of millions of dollars in equipment and intellectual property.
- Negotiated research and development agreement with Auburn University.
- Opened pilot plant to produce algae, biomass and biofuels.

Securities house, specialized in trading, execution, research and creation of structured products for institutional investors

- Developed strategy for growth; evaluated potential acquisitions.
- Systemized financial and accounting operations.
- Assisted in raising capital for the firm; drafted PPM.
- Structured the creation of an employee phantom stock program.

Textile manufacturer

- Established 26-week cash projections and tracking and oversaw same.
- Prepared budgets on both a liquidating and going concern basis.
- Reorganized plant operations and closed five of eight plants
- Helped company manage underfunded pension obligations with the IRS and PBGC.
- Maintained dialogue and forbearance of secured credit.
- Created orderly plan of liquidation returning 100% to secured creditors and 67% to unsecured.

EXPERIENCE

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Case Studies

Enriched media and interactive television company

- Led debt-laden, media company through a successful financial restructuring and operating reorganization.
- Immediately cut cash drain and refocused company toward profitable and higher growth-potential businesses.
- Revamped company's business models; rationalized operations to enhance fiscal longevity and marketability; returned cash to bondholders and sold the constituent businesses for the benefit of stakeholders.

Packaged food manufacturer

- Restructured internal operations; secured purchase order financing and invoice factoring,
- Moved manufacturing to New York state, lowering costs of production as well as most shipping costs,
- Reduced warehouse overhead; developed distribution networks throughout the east coast, Midwest and southwest.
- Negotiated cable reality television deal. Expanded product line and developed private label revenue streams.

Software and Internet advertising solutions

- Led software and Internet classified ad solutions company through 3 private financings, IPO and secondary public offering.
- Repositioned from a private to a public entity; shaped business model; built infrastructure; established treasury function.

Debt settlement company

- Revamped business model to comply with changes by the FTC of telemarketing sales rules related to debt settlement.
- Established compliance procedures and manual.

EXPERIENCE

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Additional Client Companies

Repoproom Corporation
(shared office space)

Jesup & Lamont
(securities brokerage)

Bentley Pharmaceuticals
(commercialization of products)

Headway Corporate Resources, Inc.
(executive recruitment, staffing and PEO)

American Benefit Resources, Inc.
(retirement services, third party administration)

Falcon Enos Investors
(food and beverage)

3-D Fitness Corporation
(design & manufacture of exercise equipment)

Testwell, Inc.
(testing lab for construction industry)

Slather Brand Foods, Inc.
(condiment manufacturer)

Complete Collection Solutions, Inc.
(healthcare industry collections)

Wise Optical
(contact lens distribution)

Pelion Financial Group, Inc.
(retirement, insurance and financial advisory)

BACKGROUND

Investment Banking, Crisis Management, Accounting and Legal Experience

The First Boston Corporation

Kidder Peabody

Donaldson Lufkin & Jenrette

PaineWebber

Drexel Burnham Lambert

Laidlaw

Ladenburg Thalmann

Sullivan & Cromwell

Deloitte International

Citicorp

Covenant Review

Buccino & Associates

PRINCIPALS



Benjamin J. ("B.J.") Douek brings 30 years of experience in financial institutions and the financial markets, , management consulting and crisis management.

- **Managing Director Bankers Trust**
- **Partner, DLJ Securities Corp.**
- **J.D., Cum Laude, Fordham Law**
- **Editor-in-Chief, Fordham Law Review**
- **B.A., Dean's List, C.C. NY**



Ehud "Udi" Laska has extensive experience in the financial services industry and is a pioneer in the retirement wealth management and administration arena.

- **CEO , American Benefit Resources, Inc.**
- **Investment Banking: First Boston, Drexel Burnham, PaineWebber**
- **M.B.A., Stanford University**
- **M.S., Brown University**
- **B.Sc., High-Honors, University of Massachusetts**



David B. Douek is founder of Reins Financial Group and a lawyer by training.

- **CFO Sanitas Partners**
- **Managing Member Lost Tribes Beverage**
- **Associate, Triax Capital Advisors**
- **Associate, Ethos Investments**
- **Attorney, Covenant Review**
- **J.D., Wake Forest University, Member, Inn of Court**
- **B.A., Cum Laude, Binghamton University**



Harry Malinowski has approximately 30 years of financial management and accounting experience.

- **Chief Restructuring Officer of Testwell, Inc.**
- **Chief Financial Officer for a private label and brand jewelry**
- **CFO for a \$50 million sports marketing company**
- **Chief Financial Officer for a \$70 million communications company**
- **CPA, Deloitte**
- **Certified Insolvency Restructuring Advisor**
- **B.Sc., Cum Laude, Brooklyn College**

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