



## Boards Face **Immense Scrutiny** Today

In the wake of numerous scandals and in the midst of the worst economic and financial crisis in recent history, Boards are scrutinized more than ever. Market downturns reveal corporate weaknesses, and many activists seek superior returns by driving an agenda of change. Many directors did not realize how vulnerable they were.

Despite worthy intentions, many boards approve key decisions without an independent source of insights on performance, investor expectations and strategic alternatives. In business as in many sports, the best defense is a good offense. Rather than waiting for events to unfold, our Direct Board Intelligence Service facilitates proactive decision making.

### Investor Perspective

## Quarterly Updates **Do Investors Value our Strategic Direction?**

Our “investor perspective” connects strategy and valuation to compare and contrast internal performance with the external market to provide insights to directors on what investors, lenders and even the media are thinking.

We combine quantitative and qualitative analysis in a fact based manner so our clients are better informed when considering important decisions. Questions answered include:

- How does our performance compare to our suppliers, peers and customers?
- Are we allocating resources appropriately to maximize value creation?
- Would we be better off with a different capital structure?

Quarterly reporting enables trend tracking, root-cause analysis and course corrections.

## Special Event Services **How should Investors React?**

By maintaining an awareness of corporate strategy and the views of investors, lenders and the media, we are in a position to evaluate the likely reaction to special event decisions, such as mergers, acquisitions, major investments, restructuring initiatives and the like. We provide analyses and guidance directly to the board of directors.

### Decision Support

*We are an independent source of insights to facilitate better awareness and decision making by directors, strengthening their fiduciary role.*

## Knowledge is Power and Power is Performance

Our Direct Board Intelligence Service is designed to provide an independent and comprehensive assessment of shareholder matters including company performance, valuation, strategic direction and investor expectations directly to the Board on a regularly scheduled basis. Using our proprietary value management framework and extensive background in capital markets and corporate advisory services we are uniquely qualified to assist Boards in creating value for shareholders.

Our independence allows for unbiased services. When engaged by a Board, we do not engage with management, and our compensation is not derived by transaction 'success fees'.

*Fortuna Advisors LLC is the newest and most advanced shareholder value based strategic advisor.*

*We have developed a state of the art proprietary analytical framework that is clear and understandable to assist clients in driving company value.*

*We have decades of client experience applying advanced corporate finance and valuation analysis to advise clients on significant strategic plans, decisions and processes.*



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### Comprehensive **Value Based** **Corporate Strategy** Services

*Corporate Strategy*

*Merger & Acquisition Planning*

*Valuation Services*

*Enterprise Risk Management*

*Investor Relations*

*Direct Board Intelligence Services*