



A View From the Investor's Shoes

What in the World are **Investors** Thinking?

The capital market dislocation and the share price doldrums many executives feel has left them wondering how we got here. Sure performance is down somewhat, but many companies are trading at 40-50% lower forward multiples than they have in years. It's as if no recovery is ever expected.

We help you interpret the situation and decide how best to capitalize on the market disruption. Difficult times unmistakably reveal corporate strengths and weaknesses. *As in sports, the best defense is a good offense.*

Investor Perspective

Step 1 Investor Expectation Evaluation

To emulate a sophisticated buy-side investor and deliver an insightful, comprehensive and quantitative analysis of the public view of your company, we project several alternative forecast scenarios to evaluate opportunities and risks. These forecasts integrate views from equity research, rating agency reports, investor relations documents, transcripts of conference calls and news.

We then collect similar insights on peer companies to serve as benchmarks. In the context of an uncertain world, our proprietary value based analytical framework provides insights on risk exposure, value creation and investor recognition.

Step 2 Management Plan Evaluation

To evaluate your management plan, we begin by understanding your strategies for growth such as new product development and new marketing programs, as well as strategies for efficiency such as six sigma, lean manufacturing and supply chain management.

We then evaluate your financial forecast using traditional financial analyses as well as our proprietary value based analytical framework.

Management Perspective



We uncover the strategy and valuation gaps separating the public view from management's strategic plans and forecasts

Experienced Senior Advisory Team



Gregory V. Milano
Chief Executive Officer



John R. Cryan
Partner



Steven C Treadwell
Partner

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

We have developed state of the art analyses that are 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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