Steering You Through Muddy Waters When Every Second Counts...

Count on Orion Capital Group: Distressed Company Sales

Fast.

Time and money are a seller's biggest enemies in a distressed company situation. Orion Capital Group understands these transactions require **speed** and **quick thinking** in order to reach a successful finish. We treat these transactions much differently than typical representations and distressed company clients are given unique priority. When you say "Go!" our in-house team jumps into action immediately. **Within 48 hours** of receiving relevant data, our marketing department will have a preliminary offering memorandum prepared and ready for approval.

Ready.

There is no time to learn about industry trends, pricing models, and investment patterns when a company is in distress. Orion Capital Group has the **in-house expertise** to quickly locate the strategic buyers and private equity groups who are most likely to be interested. Success comes from selling your company, not analyzing it.

Aggressive.

Buyers see a distressed business as a chance to buy assets at drastically reduced prices. Our goal is to **create competition** despite intense time pressures. Orion Capital Group assists sellers in finding buyers that are most likely to execute the deal, have the **credibility** to close the deal, and targets those who will not re-negotiate terms at the last minute, all while driving the best deal possible for sellers.

Connected.

Foreign buyers are often not the right fit in many transactions. But for distressed companies in industries that have been battered by offshore competition, foreign buyers often find **quick access** to brand names, domestic manufacturing capacity, and a loyal customer base very alluring. Our global connections allow us to **translate** offering memoranda, obtain necessary NDA's, and **initiate contact** before most M&A bankers have even produced a single marketing document.

Experienced.

Specialized knowledge is required in a distressed company sale. Choose an M&A advisor that can:

- **Explain** the unique valuation situation to company shareholders and potential buyers
- **Negotiate** with potentially frustrated creditors, suppliers, management, landlords, etc.
- Understand the business aspects of bankruptcy including: cram downs, 341 hearings, the absolute rule, appeal periods, administrative claims, etc.
- Use other professionals such as bankruptcy lawyers, crisis management professionals, CPA's, and bank workout groups.
- **Generate credible projections** and analyses that find value and increase the potential purchase price despite imperfect information.

When time is of the essence, rely on Orion Capital Group's experience to act quickly and decisively. Our principals will quickly present you with a strategic plan and a proposal in order to obtain the best results possible given your unique situation.

ORION CAPITAL GROUP

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