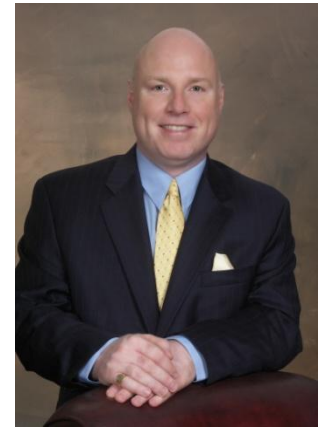




Trout Creek Consulting (TCC) combines “real world” experience, judgment, and industry knowledge with sophisticated strategy and valuation tools to **help clients create value through improved decision making**. Our experience includes defining business, marketing, and market entry strategies; scenario planning; business and manufacturing turnarounds; development portfolio optimization; due diligence with acquisition or joint venture valuation; simulating and forecasting markets, products, businesses, and complex venture structures under different scenarios; and opportunity identification and assessment.

Prior to founding TCC, **Harold “Hal” Craig** managed global personal care and drug delivery technology businesses with direct reports in the United States, Europe, and India. Additionally, he managed international due diligence projects and led the strategic planning and M&A function for a \$350MM/yr ingredient business supplying the food, medical device, personal care, and pharmaceutical industries. Mr. Craig, who has worked for **Dow Chemical** (including **Marion Merrell Dow**, now **Sanofi-Aventis**), **Arthur D. Little**, and **FMC**, has extensive experience building and leading successful teams in commercial, manufacturing, product development, and charitable endeavors. He has also facilitated Creating High Performance Teams workshops. Mr. Craig received his MBA with high distinction from the **University of Michigan** and his BS in Chemical Engineering from the **University of California at Berkeley**.



Mr. Craig or TCC is a member of the following organizations: Tech Council of Maryland/MdBio, Pennsylvania Biotechnology Association, Licensing Executives Society, Greater Philadelphia Senior Executive Group, and the American Institute of Chemical Engineers. Mr. Craig is a member of the Physical Sciences Investment Advisory Committee of **Ben Franklin Technology Partners of Southeastern Pennsylvania**.

Offerings

Because clients, problems, and decisions are unique, TCC tailors its approach to satisfy the decision making needs and circumstances of each client:

- For **clients who need to make decisions now or desire an objective sounding board**, TCC offers problem solving workshops and other customized services to address immediate issues
- For **clients who need to find clarity and make decisions amid complexity and ambiguity**, TCC offers simulation-enabled strategy and valuation services to forecast and understand markets, define strategies, test scenarios, mitigate risk, and find the best path forward
- For **clients who desire further understanding of existing or potential new markets**, TCC can provide market overviews with future growth forecasts and the identification of trends, drivers, issues, industry structure, business models, and opportunities
- For **clients who need execution support to implement decisions**, TCC offers due diligence, valuation, synergy definition, and retained Corporate Development services