



AMERICAN EXPRESS

STATION AT BECKLEY
TEXACO



EXIT 44A
Beckley Ave
EXIT ONLY

30



APERIA
INTERNATIONAL

Company Overview

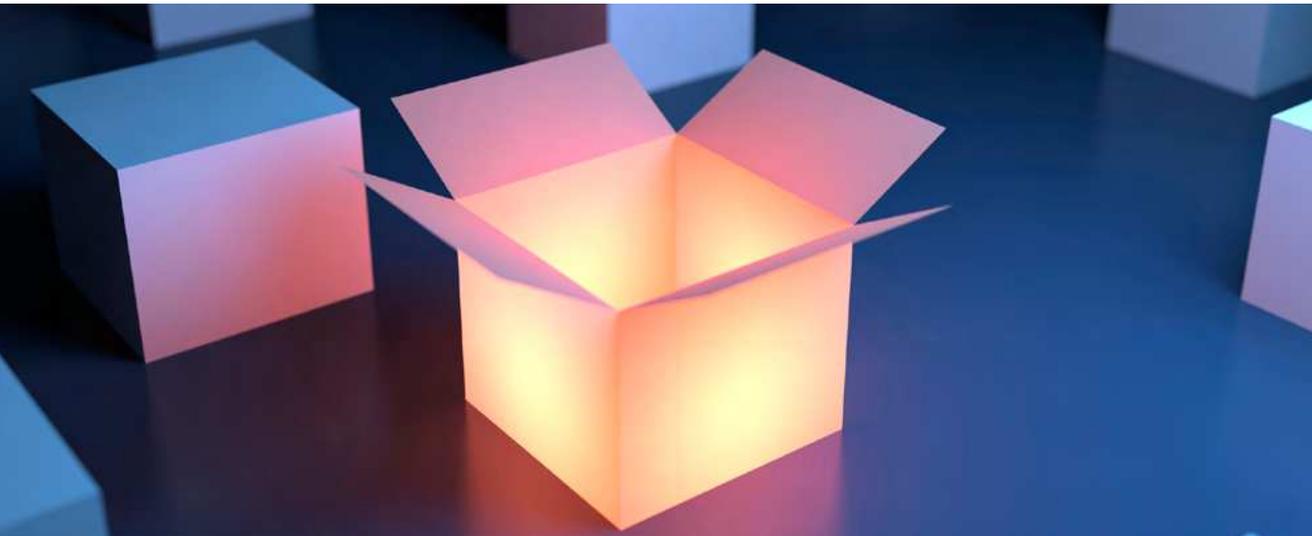
Introduction

Welcome to Aperia International Inc., your global consultancy for the packaging and metal industry and for related private investors.

On behalf of our company, we are proud to introduce Aperia International, how we operate and why we believe we are unique in our service.

Aperia originates from the Latin aperio = to unveil, uncover, lay bare, make clear.

This is what we do.



In most instances we know what to look for, so we can get behind the curtains, underneath the carpet and into the weeds - very quickly.

Some things we find, you may already know, some you might not. What matters from our point of view is what to do with those findings.

We all have worked in executive, managerial and operational roles during our industry careers. In most cases we have come across similar problems, questions or findings before and can provide a solution which works. At Aperia International,

we do not believe that theoretical concepts or one-size-fits-all solutions are really helpful. In our experience, those concepts work, but address only part of the problem and sometimes leave more complexity behind.

With all respect to theory, we prefer to apply a pragmatic approach, that will fix what is not working. We do not stop at telling you what is wrong and **WHAT** you need to improve. We work with you on **HOW** to improve, if necessary, step by step.

Unlike many other firms, we employ and work only with people from the packaging industry. Why this matters?

We know your technology, your suppliers, most of your customers and chances are high, that one of our people is already connected to your company. We typically can start on day one of a project.

We are packaging and metals people.

Read on to learn more about Aperia and do not hesitate to contact us for more details. Please visit our website at www.aperainternational.com

We are looking forward to helping you to create value!



Aperia originates from the Latin aperio = to unveil, uncover, lay bare, make clear.

Consulting Services



Strategy

With our wealth of experience and knowledge, we are able to offer a wide range of solutions.

We do not provide off the shelf standards. We take the time to listen and pair your comments and business challenges with proposals, what you can and should change. Our associates are assigned to projects where their individual industry expertise can bring the most value.

You will not receive – across industries generic, theoretical concepts.

As said earlier, we prefer to take a pragmatic approach to problem solving and project management. Consequently, the members of our team will draw from their vast past business experience to help develop the best sustainable solutions.

Innovations

Marketing/Sales

Cost improvement

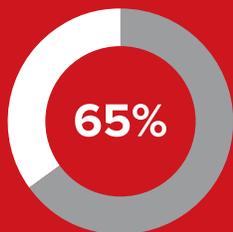
Training

Strategy

Starting with 'outside-in' views or detailed assessments, we will quickly get to the heart of your business drivers. This way, we are able to assist your company in reshaping the existing strategies, defining future value and creating various options for enhanced positioning and growth.

We follow the methodologies of Economic Value and Value Based Management, incorporating Porter's Five Forces, barrier of entrance models and other current and relevant methodologies.

Implementation



65% of our clients have a strategy, but do not follow through. Is the strategy wrong or the implementation? We can help you to find out.



Innovation

We at Aperia International have managed, overseen, created, reviewed and directed more than a thousand projects. We are familiar with all the relevant stage gate, project and process management methods. We are very confident that we can help to make innovation a more vital and value creating part of your organization and business.

Our tools are fairly simple, our observations are straightforward and to the point, our experience and expertise can help you find out what works and what does not. We consult on ideation, stage gate systems, effective and efficient control and guidance mechanisms.

We understand **pipeline management, material and formulation science, modular developments, product architectures and platforms, design and development.** As our people have many years of 'hands on' operational experience and do speak the functional language of your staff, we can engage at every level of your organization.

Combined with an outside in assessment from the top of your organization, we can be a challenger to your innovation strategies and a working partner for your innovation leaders as well.

Cost Improvements

Even the best run businesses and companies are facing the day to day pressure of **rising material costs and labor cost increases**. The need for the equipment to run faster, more efficiently and with less maintenance is greater than ever. Consolidating suppliers, higher and tighter quality requirements are additional factors in these never ending requests for lower costs. We understand most of our clients technologies, equipment bases and operation concepts, as well as their suppliers and customers. Our highly skilled and very experienced people have operated and worked in manufacturing plants, production sites and lead operation teams locally and globally.

At Aperia International we have combined best practices, state of the art technology concepts and our long experience to help you identify and achieve cost reductions – beyond what might have been planned. We have implemented Lean/SixSigma, project control and maintenance concepts many times and are certain that we can add value to your operations. Be it for a brief ‘outside in’ assessment or longer term improvement activities: our people start on day ‘one’ – no costs wasted on cost reduction projects.

Safety: We are proud to point out, that we do have a long standing expertise in improving safety at our clients manufacturing plants! Most of the time this goes hand in hand with the improvement projects we run at clients sites. We at Aperia International are familiar with the premier working processes in order to improve your work force safety! It is part of our principles, to leave a project and the clients production sites in much safer conditions than how we found it at the start of a project. Please let us know if you want a “Safety Improvement” only project – we are more than happy to oblige.

Marketing/Sales

Our operational experience comes to your service by improving and optimizing your company’s performance.

We handle market entry for new products, new markets, new geographies, as well as product placement and promotion. We assist in re-establishing our clients’ focus on what matters, and how to achieve commercial excellence.



If it is maintaining a current market position or growing to achieve market leadership, with the right products for the right customers, b2b or b2c – our services provide premier guidance and advice.

Training

We offer in-depth trainings for all of our solutions, processes and tools. Our people delivering the trainings attended and taught the best programs in the industry during their operational careers. Combined with what is hot today, they develop proven pragmatic programs for our clients.



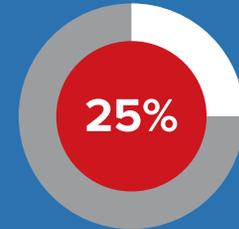
Our modules are typically modified in a way, that we are able to focus on the essentials and the individual needs of each client.

Aperia International trainings are made for the industry and delivered by industry people with real industry examples. We typically engage with the attendees in pre-training sessions and sequenced follow ups after the training to ensure the content 'sticks'.

Research has shown that the content of conventional trainings disappear at a 25% rate per week.

With Aperia International's industry specific trainings our clients will have shorter programs, higher engagement rates, accompanied by daily business life examples. We know this works.

Conventional Trainings



Research has shown that the content of conventional trainings disappears at a 25% rate per week.



Private Equity

Because of our involvement in many previous projects, we decided to dedicate more resources to serve the growing private investment sector in the packaging and metal industry.

Whether you are looking to upgrade your knowledge about certain parts of the industry's value chain, markets, trends and technologies, or if you simply want to know our view on specific targets – with Aperia International you do have the right partner at your side.

Our people who work in this area are all former industry executives, most often from C-level positions. They do have a very long and exceptional experience, as well as a vast and extended network.

We can proudly say: we at Aperia International have been in touch with most companies on your radar screen or already under your management.



Interim Management and Resources

Occasionally during due diligence, or even in the midst of a transaction, the need for top level management change arises. In these situations, where time definitely is of the essence, we at Aperia International are the company to turn to. With our history of private equity involvement and our comprehensive knowledge we are the best partner to help you.

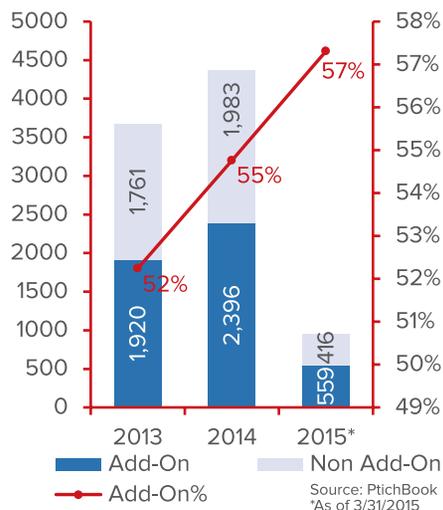
Our own experience and extensive network is available in case any recommendations are needed.

As part of our 'one stop shop' service we also assist with personal appraisals and benchmarks against positions or individuals.

Our people are able to act as single executive advisors on a specific topic, or as a team to cover a broader ranges of expertise. Aperia International: all under one umbrella, following the same principles and beliefs.

Strategic Considerations and Exits

ADD-ONS AS % OF BUYOUTS BY YEAR



WE CAN HELP YOU TO FIND THE RIGHT ADD-ONS

Be it for a recently acquired firm or businesses already under your control, we will bring our in-depth knowledge, our extensive experience and superior expertise to work and support you in designing and re-establishing value creating strategies and strategic options for your portfolio companies.

We at Aperia International know what is going on in the industry and will give valuable advice on directions to take.

Our aim for our clients is to ensure the highest value possible, through a secure and foreseeable structure and strategy.

Because of our consistently growing network, combined with our packaging experience, we are able to discuss and define further growth related investments, as well as finding suitable exit opportunities.

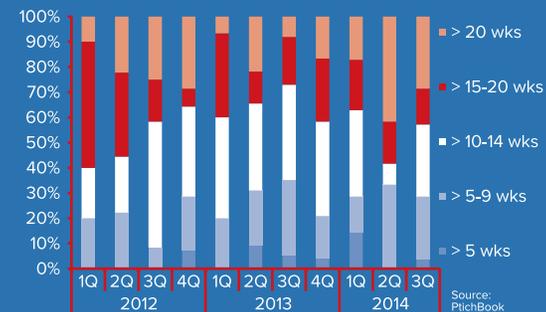
Being familiar with EVA, VBM, Porter and most other significant thought processes, makes us your competent ally for your next transaction or upcoming strategy renewal.

Due Diligence and Transaction

With our extensive knowledge base conjoined at Aperia International, ranging from shop floor to top level, from operations to commercial and innovation we can thoroughly assess what you will get for your money. Whether or not it is worth the investment and especially what is needed while going forward.

As we have created, implemented and operated many successful business plans for many different companies, we are very well positioned to comment on future plans of your targets and will successfully assist in creating realistic 'Strategic Plans'.

TRANSACTIONS (COUNT) BY WEEKS TO CLOSE



WE CAN HELP YOU ACHIEVING SHORTER CLOSURE TIMES

One of our cornerstone tools and systems we use, is our proprietary software called **PriceForce®***.

Whether you want to improve your customer interface, your sales personnel efficiency, or you want to understand where and how to increase your profit margin and performance, **PriceForce®** is the tool for you.

Developed by pricing experts for Sales and Marketing, **PriceForce®** is also of great value for many other functions.

PriceForce® is intuitive, uncomplicated and it works – always.

There are no updates needed, no monthly fees or service contracts which ties you in.

**Install it, use it - improve.
It is that simple.**

Map and compare your customer and business data

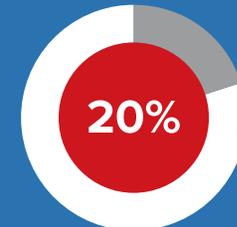


* Patent pending.

PriceForce®

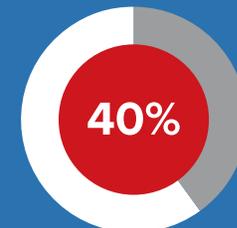
- a new software to analyze and 'map' your customer data and positioning
- a new methodology to provide focus on areas that matter
- a solution to the ever present price questions

Improvements



up to 20% improvements due to more effective customer management, pricing, SKU reduction and capacity debottlenecking.

Interaction



40% more interaction with the 'right' customers. Better focus, efficient resource planning, effective account strategies. Less waste.

Profile

We cover the entire value chain i.e. in packaging from material suppliers to end consumers. With more and more consolidation vertically and horizontally in the industry, we include private investment firms in our services we offer. We can work unbiased, explore opportunities and utilize our network while protecting clients interests. The same applies for the metals industry.

Material Producer

Raw Carton
Resins
Inks
Plastics
Adhesives
Prepegs
Machinery

Packaging Producer

Fresh
Aseptic
Glass
Cans
Cartons
FBB
PET
Advanced Products

Product Producer

Meat
Juice
Dairy
Food
Medical
Life Science

Institutions Associations

EFSA
AAMP
FFVA
IDFA
JPA
Packaging Digest
World Packaging

Private Equity

Small to large invests
Local to global

■ Our people:

We only employ very experienced people from the packaging & metal industry, with successful careers in operations, commercial, innovation or finance management and executive leadership.

■ Our Mission:

We will make your business better, thriving for superior product packages and exceptional customer experience.

■ Our objectives:

Exceed expectations on all projects.

Employ and incorporate the existing knowledge. This way, we are able to start right on day 'one' and finish well before conventional project timelines.

Provide 'hands on', pragmatic and genuine improvement proposals. Go way beyond the 'what is wrong' – and if desired, engage in the 'how to do it better'.



Aperia International

3839 McKinney Avenue, Suite 155-2156
Dallas, TX 75204

info@aperiaint.com
www.aperiainternational.com
www.priceforce.net

