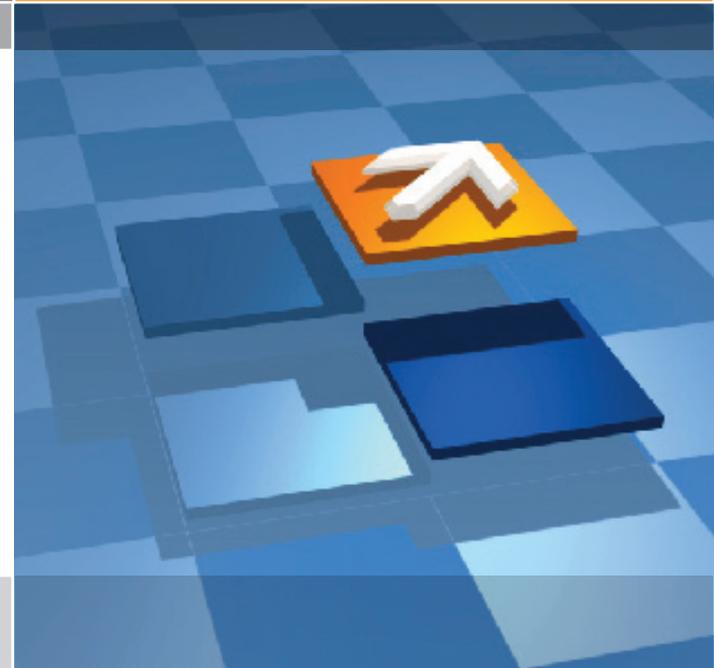


# CORPORATE BROCHURE



**AGINSKY CONSULTING GROUP**  
YOUR GLOBAL PARTNERS IN GROWTH

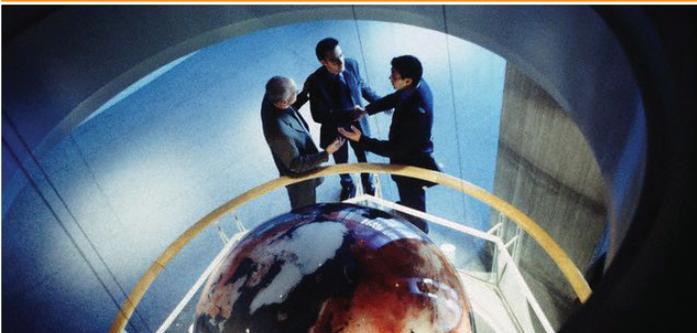


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# WHO WE ARE



**AGINSKY CONSULTING GROUP**  
YOUR GLOBAL PARTNERS IN GROWTH



# WHAT WE DO



Aginsky Consulting Group is an internationally recognized, boutique consulting company, headquartered in Portland, Oregon, focused on providing a range of management consulting services to small and medium-sized companies worldwide. However, we are not your typical consulting firm providing the same set of proven techniques and methodologies for success. We are a constantly growing and evolving team of experts in every imaginable field who become your partners in your business and help you rediscover your firm's true potential and spot new, previously unimaginable opportunities. We can be there with you at every step of the way of your organization's journey, from its inception and early development - by helping you to implement your ideas and make them a reality; to the latest stages of its lifecycle - by bringing newfound opportunities and assisting you in reinvigorating the enterprise.

We are unique in many ways, from our international and highly educated and experienced staff to our approach to problem solving. Business can often seem like a game of chess, with grandmasters all around making precise and commanding moves with split-second calculations. We help to tip the scales in our clients' favor by originating bold and unprecedented strategies that are unforeseeable by opponents. We then go even further by actually helping with the implementation of our advice and essentially moving the heavy pieces on the crowded boards of the market towards check-mate - the client's ultimate victory.

We offer a wide range of consulting services and solutions to organizations in various industries. Our core competence lies in our ability to help small and medium-sized businesses maximize revenue, generate growth and develop a sustainable competitive edge through our individualized solutions.

We are experts in such broad categories as:

- market and industry research/analysis;
- business strategy, financial and marketing planning; business process development;
- procurement, enterprise resource planning and supply chain management;
- operational improvements;
- optimization of human resources, organizational structure and management systems;
- global outsourcing;
- strategic alliances, distribution and channel partnerships;
- cross-cultural communication and integration;
- investor and client relations management;
- business valuations;
- interim venture management;
- capital fundraising;
- equity sales and M&A activity.

Please see the SERVICES section for further details.

# OUR PEOPLE

Aginsky Consulting Group has a large pool of top quality professional consultants all over the globe with specific expertise in a plethora of areas. We are only as good as our people, so we are committed to hiring and bringing you the best experts in the field. All of our consultants hold an MBA degree from the world's top business schools. For each particular project or engagement, we assemble a team of first class multi-lingual experts in the given industry, function and geographic area, drawing on our global network. Our people are familiar with major local corporations and key community leaders and are well-versed in the intricacies of the region's professional practices and nuances of local business culture.

# OUR VALUE



# AGINSKY CONSULTING IN THE CIS



# OUR OBJECTIVE



We are committed to helping our clients make distinctive and substantial improvements in their performance, identify the breakthrough opportunities for growth, create a competitive edge and maximize their revenue, profitability and shareholder value. Our consultants do more than just leave a client with a book of recommendations. Our consultants work with the client as partners to take the crucial next step in assisting the client's implementation of those recommendations. This implementation phase is one of the key factors that set Aginsky Consulting Group apart from other consulting firms. Without helping the client implement recommendations, a consulting firm's job is only half done.

Furthermore, Aginsky Consulting Group knows how to bridge language and cultural barriers - the company can provide all of its services in English and dozens of other languages to its US and international clients. We have considerable expertise in key world regions, especially in the emerging markets of Eastern Europe, and a high level of awareness for the specifics and peculiarities of local business. Therefore, we are well positioned to deliver a real value to our clients and to exceed their expectations.

In describing our firm's goals and objectives, we do not retort with the standard cliché lines about high ideals and inherently naïve and complex formulas for success. Our goals are simple and clear; our objectives are resolute and tangible. We are a well-oiled team of expert business consultants and entrepreneurs at heart who believe that immense success can be achieved through long-term business planning and creative problem-solving, and that by applying both diligently, consistently and most importantly, valiantly, one can in turn create incalculable benefits for any organization and the surrounding community.

Unfortunately, creating such long-lasting organizational rewards does not allow for a clear roadmap towards the finish line. On the contrary, the path is rather convoluted and confusing which makes strategic business planning a task of utmost difficulty. This is precisely where our experience and business acumen is most useful to our clients. As company outsiders, we are often able to see what the insiders can not, thus enabling us to develop the best possible long-term tactical plan for the client, which is then often altered upon attainment of newfound knowledge and information.

The consulting industry in Russia/CIS is extremely polarized. At one end of the spectrum, there are behemoths like McKinsey, Accenture, Deloitte, and the rest of the top global consulting companies who typically would not deal with projects less than six figures in total fees and therefore mainly service Western companies in Russia and only a handful of Russian giants. At the other side of the spectrum, there are local consulting companies that charge less but are typically unable to offer a full range of services at a world-class level and are often times far less experienced. Aginsky Consulting Group is uniquely positioned to bring together the best of both worlds. We focus on small to medium-sized companies who cannot afford the likes of top western consulting companies, yet who wish to receive the same caliber of expertise from a top-notch international team of western educated, well trained, knowledgeable and experienced multilingual consultants who can deliver high caliber results with a personal touch at a reasonable cost to the client.



**AGINSKY CONSULTING GROUP**  
YOUR GLOBAL PARTNERS IN GROWTH

# OUR PROMISE:

WE GUARANTEE  
THAT THE VALUE  
WE BRING  
TO OUR CLIENTS  
WILL ALWAYS  
EXCEED OUR FEES !



**AGINSKY CONSULTING GROUP**  
YOUR GLOBAL PARTNERS IN GROWTH



We are committed to our clients in every way and therefore have a wide service offering to meet their growing needs. We are dedicated to delivering actionable results in a tight-knit bond with our clients and having a positive impact on the bottom line. We do not just try to achieve better performance, but strive to achieve ultimate performance, as benchmarked by the client's competitors and the demands of the industry. We never settle for second place. With Aginsky Consulting Group as a partner, you are bound for success.

Our service offering can be segmented into the following categories. Please review them below.

# CLIENT SERVICES

## STRATEGY

CORPORATE  
FINANCE  
→

MARKETING  
AND SALES  
→

OPERATIONS  
→

ORGANIZATION  
→

CUSTOM-  
TAILORED  
SOLUTIONS  
→



Corporate Strategy is undoubtedly the most important factor in long-term sustainable success. By creating a new strategy or altering the existing one as a result of ever-changing market demands, you are taking the first step to becoming a leader, a winner in your respective field, industry, region, and ultimately, in the global marketplace.

Even with availability of only negligible resources but with the right strategy incredible success can be attained, whereas the opposite is almost never true – even the most bountiful resources can be quickly squandered away if appropriate strategic steps are not taken. Therefore, we concentrate on this section of our service offering more than any other by engaging the leading experts in business strategy for brainstorming sessions for the client's benefit.

Please review our comprehensive toolkit of approaches to help clients with specific strategy-related needs below:

- Corporate Strategic business planning
- Business processes development
- Strategic alliances and channel partnerships
- New project undertaking strategic merit review
- Control of subordinate business units
- Business portfolio restructuring
- Identification of core intangible assets for new growth initiatives
- Creating or enlarging the market
- Risk analysis and avoidance measures
- Strategic growth implementation
- Analysis of new market opportunities
- Capabilities analysis and exploitation
- Creative Idea Building Sessions
- Competitive Dynamics and Game Theory

# CLIENT SERVICES

## CORPORATE FINANCE

MARKETING  
AND SALES  
→

OPERATIONS  
→

ORGANIZATION  
→

CUSTOM-  
TAILORED  
SOLUTIONS  
→



Our Corporate Finance practice has evolved over time to become one of our core competencies and primary areas of expertise. Through initiation and installation of various procedural and physical metrics we can consistently deliver long-term value to our clients and shape value-creating opportunities. Due to our unique experience and understanding of capital markets, particularly in such emerging economies as those of Eastern Europe, and as a result of our intimate knowledge of industry structure and far-reaching networks in every corner of the globe, we can deliver advice on most financial issues from valuations and M&A negotiations to financial engineering and risk mitigation.

We believe that corporate finance and major transactions must be based on a thorough understanding of the fundamental economics of value creation in an industry and on the capital markets' assessment of the specific strategy or transaction. From our vast experience in a range of industries and geographies, we garner insights on how companies create value, and we leverage our unique combination of strategic, financial, and transactional expertise in our work with clients.

Our strategic advice on financial issues is particularly important to clients contemplating significant transactions. Historically, less than half of acquisitions have created value. We aspire to help corporations beat those odds. We believe our distinctive value as financial advisers helps management teams assess and execute transactions that make financial sense and enhance performance.

Our corporate finance engagements span many different categories, including but not limited to some of the following:

- Financial Planning
- Investor Relations and Support
- Mergers and Acquisitions
- Valuations
- Capital Fundraising
- Due Diligence
- Financial Strategy
- Financial Engineering
- Real Options and Derivatives
- Debt & Equity Issues
- Transaction Strategy
- Post merger management
- External growth strategies
- Capital Markets diagnostic
- Negotiation Support
- Risk Management
- Investments and Divestitures
- Alliances and Joint Ventures
- Financial projections
- Financial and transactional hedging
- Corporate Governance

# CLIENT SERVICES

## MARKETING AND SALES

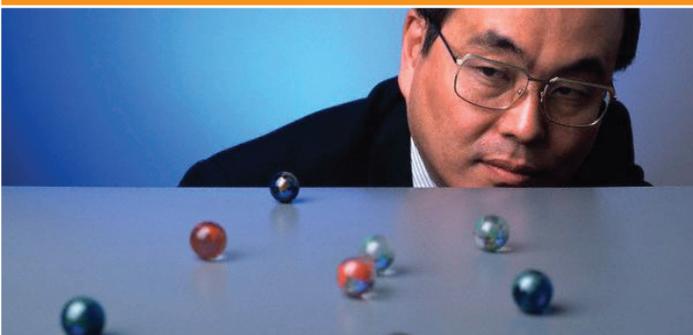
### OPERATIONS



### ORGANIZATION



### CUSTOM- TAILORED SOLUTIONS



Our Marketing and Sales services stem from our most inherent belief in entrepreneurial leadership and creative business development techniques. We always begin by looking at the “naked” firm, as if it were a young and hungry underdog, regardless of its amassed resources and assets, without its years of experience and achievements. We examine the organization through an ACG prism to gain an understanding of its founding principles and try to exploit those in creating a future vision for its marketing efforts. By stripping away the layers of fat and muscle we reveal the firm’s basic survival instinct that can be harnessed and, if properly guided and promoted with the help of various modern tools, directed at the strongest opponents with sheer resourcefulness and astuteness. Only in such bare form does it become clear how to best structure the sales efforts exploiting the companies existing strengths and assets available to it. The greatest results can only be achieved through simplicity of principle and a solid vision.

Aginsky Consulting Group brings a rich combination of people and knowledge to provide these kinds of services. We are capable of providing a wide range and depth of resources to address today’s most critical marketing issues. We invite you to read more about our various sales and marketing service lines below:

- Marketing Strategy
- Creating excess shareholder value through branding
- Primary and secondary market and industry research/analysis
- Customer Relationship Management programs
- Marketing planning
- Customer mapping and field research
- Marketing capability building
- Competitive landscape analysis
- Focus group administrations
- Customer loyalty programs
- Market share expansion
- Distribution channels development
- Marketing spending efficiency
- Pricing strategy
- Sales and Channel Management
- Global Franchising

# CLIENT SERVICES

## OPERATIONS

### ORGANIZATION



### CUSTOM-TAILORED SOLUTIONS



Once the strategy is created and the necessary resources are in place, it is time to efficiently and expeditiously implement the plans in order to achieve the organizational goals. That is why Aginsky Consulting Group is committed to helping our clients achieve world-class Operations. We develop and define operational strategies and partner up with our clients in the quest of making lasting improvements in their performance.

Our consultants are experienced in operations work and committed to finding a plethora of unique workable solutions for clients. They are supported by a group of dedicated specialists and experts around the world. Our work is unbounded - we serve a wide range of industrial, process, and service-oriented companies and can help any organization align operations with strategy.

At Aginsky Consulting Group you will be able to find assistance with a wide range of operational issues. For a more detailed sample of some of our more demanded services, please refer below:

- |                                |                                 |
|--------------------------------|---------------------------------|
| → Business process development | → Operational improvements      |
| → Benchmarking                 | → Global Sourcing               |
| → Procurement and purchasing   | → Lean production manufacturing |
| → Enterprise resource planning | → Product Development           |
| → Supply chain management      | → IT Solutions                  |



# CLIENT SERVICES

## ORGANIZATION

### CUSTOM-TAILORED SOLUTIONS



Today's world is more complicated than ever before. There are all sorts of pressures that any Organization must endure, from informational overload and globalization to rapid technological advancement and increasingly competitive markets. In such an environment only the nimble and flexible organizations can truly succeed and pave the way for the rest. Therefore organizational efficiency and human capital are more important today than ever before and are potentially the primary source of a sustainable competitive advantage.

In order to build shareholder value, our practice provides the necessary intellectual capital required to bridge the gap between concept and execution. The greatest ROI possible can be achieved through savvy investments into human capital resources, which is the primary catalyst for improving bottom line results.

Therefore, greater investments into organizational improvements of your company will yield proportionately, much larger cost reductions in required financial capital. It is in accurately choosing which specific investments to make into the organizational improvement and how to implement them that we deliver the greatest amount of value to our clients. Some tasks commonly performed by our firm in this area are outlined next:

- Optimization of human resources
- Organizational structure and management systems
- Cross-cultural communication and integration
- Investor and client relations management
- Interim team venture management
- Motivation and Incentives Administration
- Talent Search Assistance
- Institutional System and Organizational Design
- Corporate Transformation
- Organizational Change Processes
- Corporate Governance

# CLIENT SERVICES

## CUSTOM-TAILORED SOLUTIONS



If you did not find what you were looking for in the other sections of our service offering, do not despair. We are often engaged to provide Custom-tailored solutions for our clients. We can help formulate the specific problem or uncover areas that need improvements and then find a comprehensive set of possible solutions to meet the needs of your particular organization.

In many cases we are retained to perform such tasks as those listed below:

- Business intelligence
- Government contracts
- Corporate Security solutions
- World Wide Web solutions
  - a. Internet Marketing
  - b. E-commerce
  - c. Online auctions
- NGO development
- Research studies
- Investor searches
- Emerging markets entry assistance
  - a. Product launches
  - b. Service launches
  - c. Facilities outsourcing
  - d. Labor outsourcing
  - e. Investments and divestitures assistance
  - f. Global M&A
  - g. Loan assistance with major financial institutions, such as EBRD, IMF, WORLD BANK, OPIC, etc.

# CONTACT US

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