

Introducing CPL Business Consultants

2011

Telling clients what they need to know, rather than what they would like to hear

Who are we? - Business Consulting

Name, Position	Academic Qualifications	Professional Experience
<i>Dr Steve Lisansky</i> CEO	PhD (Yale) Plant Biochemistry	>35 years industrial biotechnology, food & agriculture experience at board level and in R&D, >130 publications, 20 years in consulting
<i>Dr Esther Hunter</i> COO	PhD (Reading) Clinical Biochemistry	>15 years R&D experience in medical research, >60 publications, >13 years in consulting
<i>Dr Robert Harwood</i> Principal Consultant	PhD (Southampton) Biological Sciences, MBA (Edinburgh)	>11 years in commercial R&D and regulatory affairs, 8 years in consultancy, >100 publications
<i>Megha Chugh</i> Business Analyst	MSc (Ulster) Biomedical Sciences, BSc (McGill)	> 6 consultancy projects, 4 refereed publications. Expert in South East Asian markets and fluent in 4 languages.
<i>Dr Michael Lee</i> Managing Consultant	PhD (Hull) in Liquid Crystals Chemistry	>12 years FMCG industrial experience, incl. health and personal care, toiletries and household cleaning.
<i>Colin Dudley</i> Key Contractor – Food	BSc (Manchester) Food Manufacturing, Processing & Science	> 30 years in global blue-chip food & beverages. United Biscuits; Cadbury Schweppes (ANZ); Bunge (Aus); Global Innovation & R&D Director CS (UK). Excellent knowledge of Asian markets
<i>Dr Dave Peterson</i> Key Contractor – Chemistry	PhD (NCSU) Chemistry	>30 years industry experience with Int'l Paper/Arizona Chemical as head of R&D/NPD in new materials and technologies; much customer focus

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Who are we? – Executive Search

Name/Position	Academic Qualifications	Professional Experience
<i>Dr Keith Phillips</i> Director Executive Search	PhD (Edinburgh) in Microbiology	> 23 years as a specialist in recruiting key scientists and senior technical executives for the food and related industries since 1994
<i>Dr Michael Lee</i> Managing Consultant Executive Search	PhD (Hull) in Liquid Crystals Chemistry	>12 years FMCG industrial experience, incl. health and personal care, toiletries and household cleaning.
<i>Dr Richard Tilbury</i> Principal Consultant Executive Search	PhD (Aston) in Microbiology	>25 years HR manager experience. Recruiting key people for healthcare and associated industries since 1995.
<i>Joe Hart</i> Principal Consultant Executive Search	BSc (University of East Anglia) Applied Microbiology	>4 years in recruitment, 24 years front-line experience in the food and food ingredients with Danisco, Nestlé and Unigate in anti-microbials, flavours, petfoods and fermented foods
<i>Dr Esther Hunter</i> COO	PhD (Reading) Clinical Biochemistry	>15 years R&D experience in medical research, >60 publications, >13 years in consulting

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What do we do?

- Provide consultancy on markets & technology and on strategies for business development
- Help clients identify and maximise opportunities through strategic and tactical analysis leading to action plans
- Specialise in ingredients & products for:

Food

Health and Nutrition

Dietary Supplements

Animal Feed

Petfood

Agriculture

Cosmetics

Fine Chemicals

Pharmaceuticals

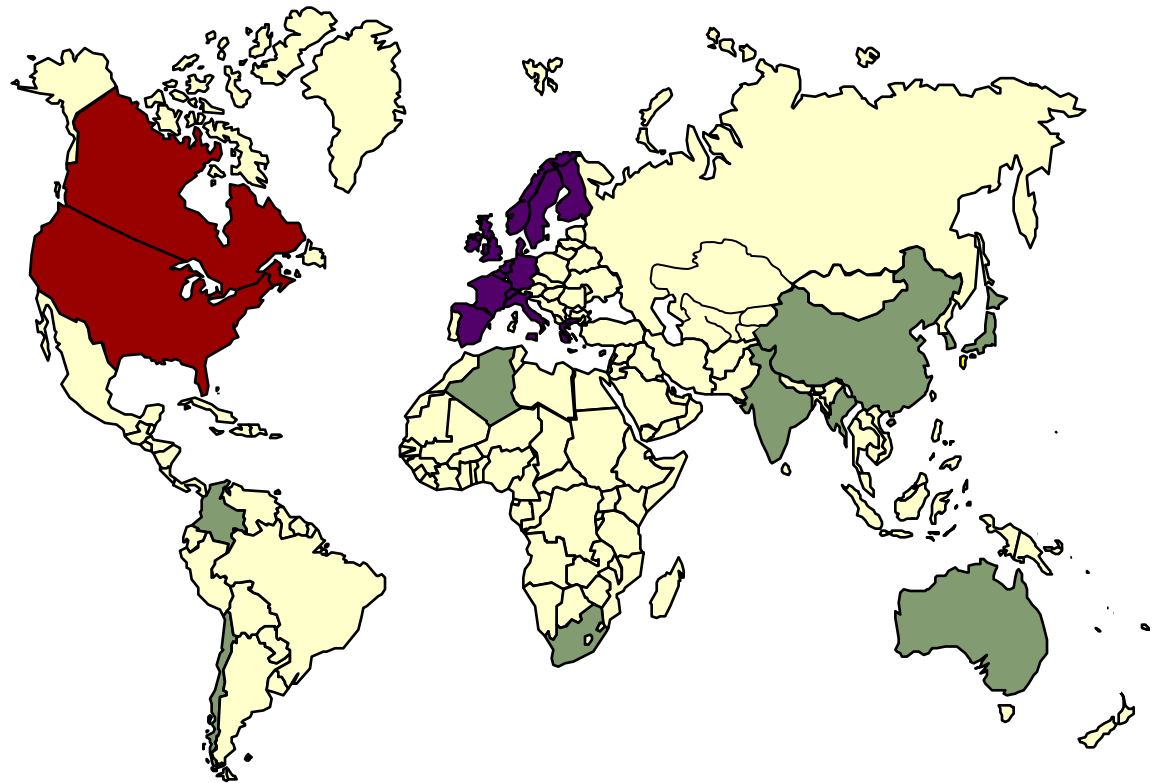
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Our clients

60% of our clients
are based in
Western Europe

25% of our clients
are based in
North America

15% of our clients
are based in ROW



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Who are our clients?

More than 120 clients, over 300 projects in 24 years. 2/3rds of our work is repeat business. Clients include: -

ABF	Coca-Cola	Ebro Puleva	National Starch
Amalgamated Sugar	Cognis	Firmenich	Norsk Hydro
Arizona Chemicals	CSK Food	GC Hahn	Pfizer
B ASF	Danisco	GEA	Raisio
Bayer	Dow	Jungbunzlauer	Seven Seas
Borregaard	DSM	Lantmännen	Sobel

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How are we different?

- **CPL has an established track record:** ~24 years analysing worldwide markets with an emphasis on EU and NA.
- **CPL understands the business:** ~200 years of combined commercial experience
- **CPL understands the global market:** A cosmopolitan multicultural team
- **CPL has unmatched networks:** Exceptional networks and knowledge in clients' target markets
- **CPL has experienced consultants:** The people you meet are the people who actually do the work

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How do you benefit?

- Commercial issues addressed within their scientific and technical context
- Actionable business recommendations tailored to our clients' needs
- Interactive business analytical tools
- Detailed contact reports & transparent methodology
- Comprehensive executive summaries with clear outcomes

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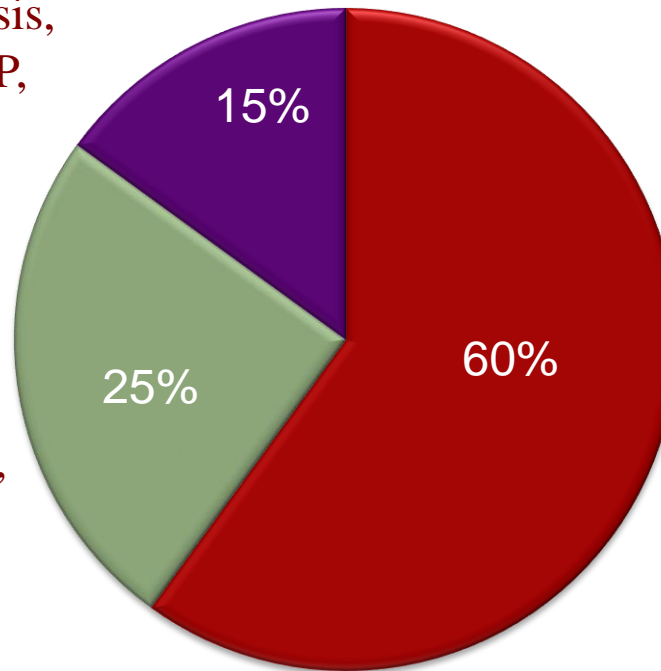
Strategic information and advice

Technology strategy

e.g. technology analysis, technology transfer, IP, opportunity scouting & analysis

Corporate strategy

e.g. acquisitions, partnerships, business plans, value chain positioning, due diligence



Market strategy

e.g. market analysis, volume and value, KSF, BtE, market entry, marketing plans, product strategy, competitor analysis, regulatory & IP issues

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Our Experience

Business Development Activities		Market Sectors	
Market Analysis	✓✓✓	Food Ingredients	✓✓✓
Market Strategy	✓✓✓	Health Food Ingredients	✓✓✓
Technology Analysis	✓✓✓	Dietary Supplements	✓✓✓
Opportunity Studies	✓✓✓	Agriculture	✓✓
Partnerships	✓✓✓	Animal Feed	✓✓
Technology Trends	✓✓✓	Biotechnology	✓✓
Acquisitions	✓✓	Petfood	✓✓
Business Plans	✓✓	Infant Formula	✓
Corporate Strategy	✓✓	Fine Chemicals	✓
Technology Transfer	✓✓	Personal Care	✓
Due Diligence	✓✓	Home Care	✓
Product Strategy	✓	Pharmaceuticals	✓
Implementation Support	✓	Cosmetics	✓

Experienced in Health Ingredients

- Omega-3s and Fish Oils
- Digestive Health Ingredients
- Heart Health Ingredients
- Brain/Eye Health Ingredients
- Vitamins and Minerals
- Beta-glucan
- Sterols & Stanols
- Proteins/peptides from Dairy
- Probiotics & Prebiotics
- Herbal Supplements
- Soluble Fibres
- Glucosamine
- Polydextrose
- Inulin & FOS
- Arabinogalactans
- Betulinic Acid

Experienced in Food Ingredients

- Acidifiers
- Colours and Flavours
- Dairy
- Emulsifiers
- Enzymes
- Fibres
- Health and Nutrition
- Hydrocolloids
- Preservatives
- Prebiotics & Probiotics
- Stabilisers
- Sugar & Sweeteners

Experienced in Sugar & Sweeteners

- Sugar company diversification
- High intensity sweetener markets
- Nutritive sweetener markets
- Industrial and retail sugar markets
- Low calorie products
- Sugar and sweetener blends
- Liquid sugar & speciality markets
- Polyols
- Xylitol & Mannitol
- Erythritol
- Raffinose
- Fructose
- Lo Han Guo
- Stevia

Experienced in Hydrocolloids

- Beta-glucan price elasticity
- Hydrocolloids as health ingredients
- Developing a stabiliser business
- Selling speciality stabilisers in the US
- Acquisitions in hydrocolloids
- Speciality blends
- Seaweed-derived ingredients
- Alginate
- Gelatin
- Pectin
- Cellulose
- MCC & MC & HPMC
- Starch
- Inulin

Experienced in Animal Feed/Petfood

- Acidifiers
- Antioxidants
- Enzymes
- Flavouring
- Growth promoters
- Immune-modulators
- Microbial inoculants
- Micronutrients
- Mycotoxin binders
- Petfood: European markets
- Petfood palatants/ingredients
- Phytoextracts
- Prebiotics & Probiotics
- Yeast-derived products

Experienced in Agriculture

- Biopesticides: 25+ projects
- Biological molluscicides
- Crop protection: key drivers
- Fertilisers: slow release
- Fertilisers: seaweeds
- Fresh produce: shelf-life
- GMOs: nutrient uptake
- GMOs: water utilisation
- Insect control
- Artificial Insemination
- Nematicidal genes
- PGPMs

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