



Introduction to Catalyst Financial

Who are We?

cat.a.lyst (kat'l ist)

n. something which triggers, speeds up and facilitates motion

Catalyst Financial is committed to:

1. to serve as the **catalyst** to grow our corporate clients to the next level, and
2. to invest in well-managed companies and become the **catalyst** for our investors to have the potential for above average investment returns.



Catalyst Chronology

Our history . . .

- Formed as a M&A advisory firm in 1996
- Relocated from Connecticut to Florida in 2009
- Retained a seasoned investment banking team in 2009 to focus on private/public middle-market opportunities

Licensed FINRA member, and registered with the SEC and 49 state securities divisions as a broker-dealer.



Catalyst Model

Conservative value driven investment bankers . . .

- Principal investment capability: bridge, intermediate, and/or permanent capital
- Preferred investment structure: current income with growth capacity
- Institutionally oriented investment banking and advisory services
- Senior executives boast over 100 years of extensive experience in the financial services/securities industry
- Relationship banking: maximize your company's ability to grow and create long term shareholder value.
- Ability to create liquidity events via a variety of well planned exit strategies

Independent firm with a diversified offering of financial services for well-managed small-cap/middle market companies.



Catalyst Value-Added Drivers

Proven track record to execute & create value . . .

- Principal capital for preferred or common equity investments, straight or convertible debt, and/or short term bridge loans
- Control of proprietary public vehicles to facilitate access to the public market place
- Relationship banking to assist with efficient capital raising, mergers, acquisitions, and exit strategies
- Collaborative team-based structure aids cooperation and better service

Our senior bankers are always accessible.



Catalyst Investment Criteria

Opportunity driven, team based & value focused . . .

Public & Private Company Investment Profile

- Revenues and EBIT greater than \$10MM and \$1MM respectively
- Seasoned management team with meaningful ownership
- Proven growth in an established and rising industry
- Unique service and/or product offering
- Scalable business model in a large, untapped market
- \$1MM minimum capital required for client mandate

Investment Structure & Profile

- Investments structured with current yield and long term growth potential
- Senior subordinated debt (mezzanine), preferred stock and/or equity
- Cash coupon interest, up to five year term with flexible amortization
- Long term investment banking relationship through investment exit



Investment Banking

Services include:

Corporate Advisory

- Strategic planning
- Business & capitalization plans
- Financial modeling & valuation services

Capital Raising

- Bridge loans
- Private equity or debt
- Alternative public offerings
- PIPES (Private Investment in Public Equity)
- Strategic investment sourcing

Mergers & Acquisitions

- Strategic acquisition advice
- Complete exit sales or partial divestitures
- Management buyouts
- Recapitalizations
- Fairness opinions

Catalyst Team

Steven N. Bronson - President & Founder

- 25 years of Wall Street experience with deep securities industry contacts.
- Sat on the NASD (now known as FINRA) OTC Bulletin Board Committee for two years.
- Successful and proven track record in corporate finance, M & A transactions, and value investing for small and middle market companies.
- Currently holds the series 4, 7, 24, 27, 53, 55, 63, 65 & 79 licenses.



Catalyst Team

Paul Appelbaum – Senior Investment Banker
pappelbaum@catalystfinancial.com

- Over 20 years of industry experience.
- Brings a wealth of securities industry contacts including both buy and sell-side relationships to the Catalyst team.
- Prior to Catalyst Financial, Mr. Appelbaum was with I-Bankers Securities and M.H. Meyerson and Company.
- B.A. in International Affairs & Economics from The George Washington University in Washington, D.C. and currently holds series 7, 55, 63 and 79 licenses.



Catalyst Team

Joseph “Joey” Smith – Senior Investment Banker
jsmith@catalystfinancial.com

- 25 years in the securities industry.
- As a tenured investment banker, he brings tremendous creativity to the Catalyst team in the structuring and negotiation of transactions.
- Experience working with the large wire houses, including Merrill Lynch and Smith Barney, and spent over eleven years with First Equity Corporation of Florida.
- B.A. in History from Hobart & William Smith Colleges in Geneva, and currently holds the series 7, 63, and 79 securities licenses.



Catalyst Team

Ravi M. Ugale – Senior Investment Banker

rugale@catalystfinancial.com

- 24 years of total operational and investment experience bringing a well-defined ability to source, build, and exit investments successfully.
- Ten years principal investing experience with Crossbow Ventures helping entrepreneurs grow their business plus 14 years operating and consulting experience with IBM, Xerox, Siemens and Océ.
- MBA in International Business and Finance from Florida Atlantic University, a MS in Computer Science from Marquette University, a BS in Engineering from Pune University, and currently holds the series 63 and 79 securities licenses.



Summary

Putting our money where our mouth is . . .

- Conservative, value driven firm catering to the underserved private middle-market and public small-cap sectors
- Team based structure to better serve the needs of our corporate clients
- Broad investment banking and financial advisory capabilities
- Institutional network capable of direct & wholesale securities distribution
- High net worth investor network for suitable private offerings
- Investment alternatives with any combination of debt, equity & options
- Senior team has over 100 years of Wall Street and investment experience with a track record of closing hundreds of millions in transactions

Our unique business model provides the synergies from investment banking and corporate advisory services with proprietary investments in fundamentally sound companies.





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