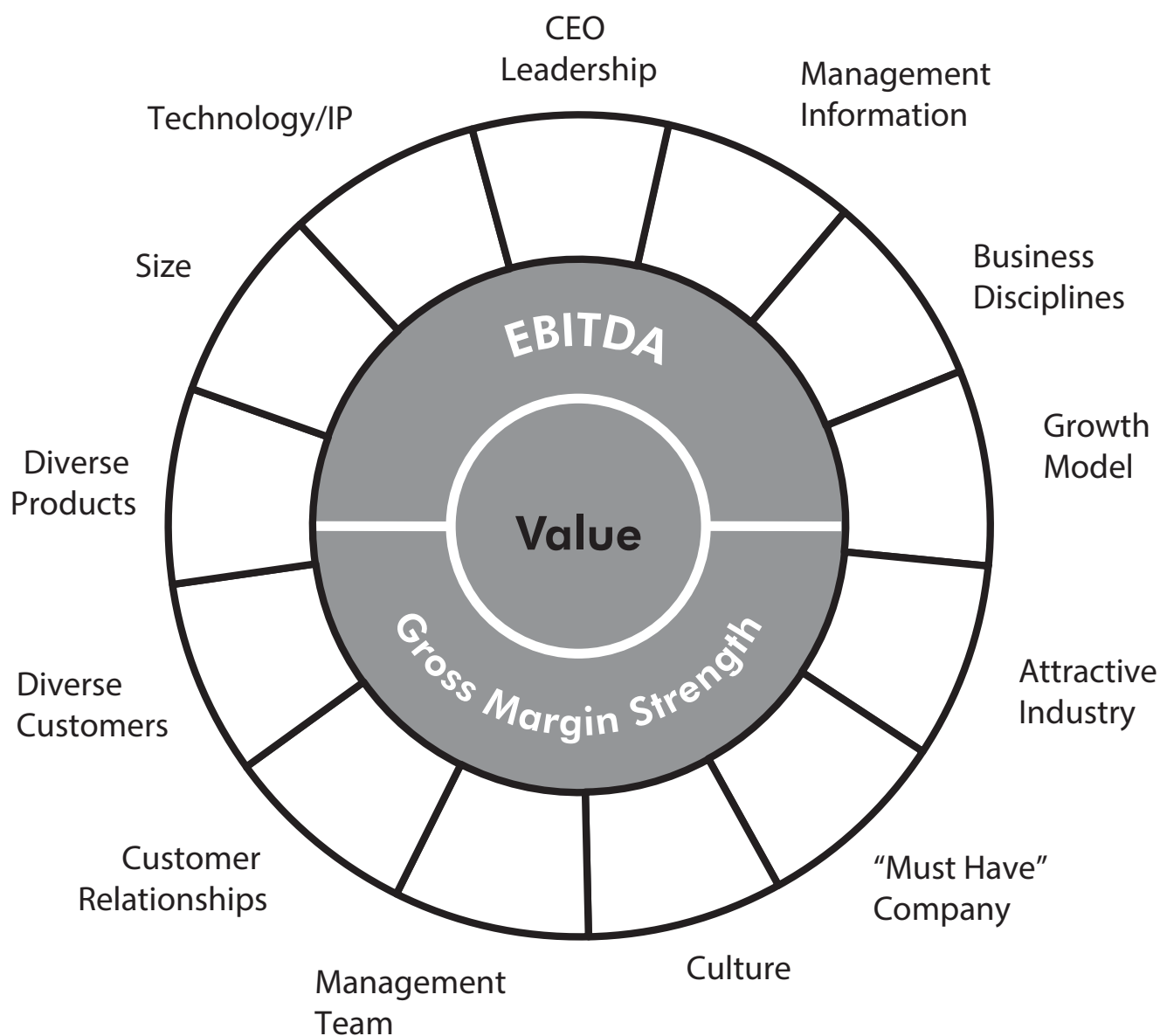


Sustainable Value Factors Assessment

| Item | Value Factors | Descriptions | Scale Weak=Red OK=Yellow Strong=Green |
|------|------------------------|--|--|
| 1 | CEO | Our CEO can prove to others that he/she has the skills, experience, ethics and passion to double the value of this business in the next 3 years. | |
| 2 | Management Information | We have accurate, timely and necessary information that supports professional decision making and metrics. | |
| 3 | Business Disciplines | Our operating functions and processes are strong. We plan for growth and profitability and we deliver them consistently. | |
| 4 | Growth Model | Our business model is proven and profitable. It is a solid platform for growth. | |
| 5 | Attractive Industry | The markets we serve have good long term growth prospects and are attracting outside investment now. | |
| 6 | Must Have Company | The only way for a competitor to enter this market would be to buy us. Buying a weaker competitor or building it themselves would be too risky for them. | |
| 7 | Culture | Our culture supports growth, professional management and accountability. It rewards performance and alignment with our values. People want to work here. | |
| 8 | Management Team | Our team can demonstrate its success. It can convince an investor that it has the skills and experience to grow the business without the owner. | |
| 9 | Customer Relationships | We have a high customer retention rate and we have grown the revenue of each significant customer. | |
| 10 | Diverse Customers | Our largest customer has less than 10% of our gross margin dollars. Over 10% of our significant customers were added in the past 12 months. | |
| 11 | Diverse Products | Our largest product family generates less than 20% of our gross margin dollars. New products account for 10% or more of our annual volume. | |
| 12 | Earnings Size | Our annual EBITDA is greater than \$5 Million. If EBITDA is greater than \$10M, give your company a "green" rating. | |
| 13 | IP | We have trademarks and patents that protect processes, products or services that are valuable to our customers. | |
| 13A | IT | Our IT structure is a strong platform for growth. It offers customer and internal benefits that are greater than our competitors. | |
| 14 | EBITDA | Our EBITDA has grown consistently for 3 years and is greater than 7% of sales. | |
| 15 | Gross Margin Strength | Our Gross Margin as a percent of sales has grown over the past 3 years. It is at least 3 percentage points greater than the industry average. | |

Sustainable Value Wheel



What Makes My Company Valuable?
