



meadowbrook lane capital, llc

Turning Values into Valuation

Overview

MeadowBrook Lane Capital (MBLC) was formed in response to the growing need for investment banking and financial services for the \$227 billion socially responsible business segment. MBLC is an investment bank for businesses that understand the bottom line value of social responsibility as a sustainable economic driver, compelling strategy, and a source of competitive advantage. Conventional investment banks have been unable to accurately reflect the value of socially responsible business practices and/or unwilling to incorporate alternative succession strategies. MBLC believes the social mission is an asset, an integral component of the brand, which can be positioned to increase the valuation of a profitable company. Simply put, Meadowbrook Lane Capital turns values into valuation.

Services

MBLC services include mergers and acquisitions, capital raising, financial and operational restructuring, financial advisement, positioning strategy, and social and environmental evaluation, as well as non-traditional solutions such as consumer cooperative exchange vehicles, and non-profit equity investments. Collectively, the principals of MBLC have \$17 billion of transaction experience. We do more than the transaction - we actually help our clients achieve both their short-term objectives AND their long-term goals. Through our unique holistic approach and our cross-functional team we are able to assist companies in different ways. We add value where other investment banks cannot or will not.

Clients

MBLC serves companies that have adopted socially responsible business practices, and need traditional investment banking services. We also serve companies that are considering adopting, or solidifying their existing socially responsible business practices to increase the sustainability of their organizations. Our clients may also be companies facing complex issues where a multi-disciplined approach and a relationship with a firm that understands and shares their values can best serve their needs.

Approach

MBLC is positioned to execute both traditional and creative transactions through the support of our network of thought leaders, industry experts, and pioneers in socially responsible business. We have a proven ability to attract media attention to highlight unique transactions, when appropriate. At Meadowbrook Lane Capital, we reflect our clients' values in our approach, our work style, and our objectives.

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The MBLC Team in Action

Ben & Jerry's Ice Cream

In 2000, MBLC represented the social interests of Ben & Jerry's in an attempt to take the company private while preserving the critical elements of their social mission. We organized a unique team of bankers, lawyers, social entrepreneurs and investors; negotiated extensively with Unilever and others; and came to a final agreement that preserved ten key social mission components. Presently MBLC holds two seats on the board of directors.

The Security Group (TSG), LLC

In 1999, this operator of independent insurance agencies was considering alternative growth and liquidity strategies. Together, we developed a protocol to profitably provide private passenger auto insurance to economically challenged areas. We jointly devised a strategy to consolidate agencies in alliance with a major insurance company, and attract private equity to fuel merger and acquisition activity. Today TSG, LLC has a strategic alliance with a \$400 million carrier, and has been involved with the acquisition of five agencies, with a growth rate of 300%.

MBLC Team

The MBLC team includes experts in finance, operations, marketing, and environmental management, among others. Collectively we bring a holistic approach to each MBLC engagement. Some of the MBLC team members include:

Joe Sibilia, *President & CEO*

- Entrepreneur, founder of several businesses
- Co-Founder of The Bank of Western Mass, Consultant to The Pepsi Cola Company, Social Venture Network Board Member

James Marcus, *Managing Director Corporate Finance*

- Investment banker with over \$2 billion transaction experience
- Work(ed) for Ernst & Young, Gerard Klauer Mattison, Trautman Wasserman; Harvard MBA, CPA

David Mager, *Investment Banker & Sustainability Analyst*

- Founder of Earth Day, Environmental/Social Auditor
- Consultant for: GE, GM, IBM, Coca Cola, Eileen Fisher, Aveda, Gaiam, Stonyfield, AOL Time Warner, among others.

Frank Fitzgerald, Esq., *Legal & Investment Banking Advisor*

- Attorney with extensive commercial banking experience, legal council to over \$1 billion transactions
- Co-Founder and currently Chairman of The Bank of Western Mass

Heather McGowan, *Integrity Officer*

- 10 years product development/positioning experience
- Consultant to: Wilson, Safety 1st, Tumi, Schlage, Samsonite, RISD BFA; Babson MBA

Billie Best, *Marketing & Strategic Planning*

- 20 years experience building brands and markets
- Consultant to: Citibank, Omnicom, Pepsi, Digital Equipment, Arthur Andersen

Claudia Weldon, *Strategic Finance & Operations*

- 16 years experience in senior management and consulting in finance/operations
- M&A transaction experience on deals from \$10m to over \$1 billion

Tim Parr, *Brand Strategist*

- Entrepreneur with 10 years brand strategy experience
- Founder of Swobo, Consultant to: Patagonia, Blue Magazine