Exhibit at a glance

CORPORATE PORTFOLIO ANALYSIS

Corporate Portfolio Analysis takes an integrated view of a company's portfolio of businesses to optimize the allocation of resources across competing opportunities.

Multi-business corporations face a complex challenge in allocating resources across business units. Corporations own businesses that are typically at different stages of development. Some may be in mature industries and generate cash. Others may be in growth industries and in need of cash investments to build their competitive position. Often, however, corporate management sets business unit plans independently and adjusts them to meet total performance targets and resource constraints. These plans are then aggregated into a corporate-wide plan. This approach sub-optimizes corporate strategic planning and overall by not taking and integrated view of the portfolio.

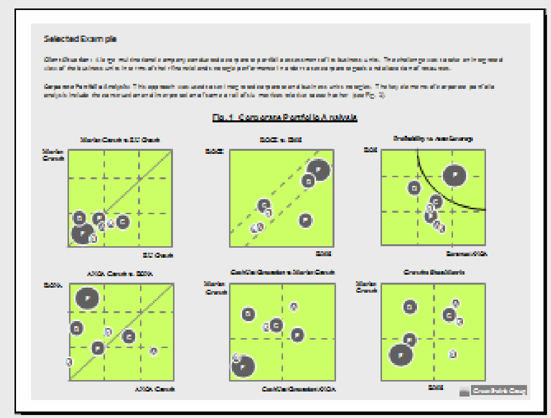
Corporate Portfolio Analysis links financial performance with market position and allows for the comparison of discreet investment opportunities. These opportunities can exist at both the business unit level (corporate portfolio) as well as the business unit segment level (business unit portfolio). Segments of a business can be defined as customer groups, product lines or the intersection of customer groups with product lines.

Purpose: The key elements of Corporate Portfolio Analysis include the construction and interpretation of several matrices relative to each other. This framework provides fact-based questioning and analysis across four principle dimensions:

- Market trends and opportunity
- Competitive strength
- Financial history and forecasts
- Cash flow balance

Use:
- Assess position and balance of each business in the company's overall portfolio
- Evaluate business performance relative to entire business portfolio over time
- Allocate resources across businesses to consistently maximize overall portfolio return

Contact us to view an actual case example



Henderson Bruce D., *Henderson on Corporate Strategy*, New American Library, 1982