

# INVESTMENT BANKING & ADVISORY SERVICES

FOR THE LOWER MIDDLE-MARKET

**CTH ADVISORS**

SENIOR BANKERS & CEO WHISPERERS



# Our Firm & Services

## AN INTRODUCTION TO CTH ADVISORS

CTH ADVISORS ("CTH") is a boutique middle markets investment banking and advisory firm headquartered in Charleston, SC. Founded in 2019, the firm has closed over \$325mm in banking transactions and now has 28 professionals located throughout the United States.

Increasingly, CTH is being called upon by London-based Private Equity Funds and Companies looking for both strategic advice on expanding into the US, as well as raising capital for their expansion and/or cross-border M&A.



OUR FIRM BY THE NUMBERS

5

Years in  
Operation

11

CEO  
Whisperers

12

Senior  
Bankers

500+

Years of Collective  
Experience

\$325mm

In Closed  
Transactions

## DIVERSE INDUSTRY EXPERTISE

The firm brings 100's of years of experience in multiple verticals, both as investments bankers and as operating executives.

## STRONG COMBINATION OF BANKERS & OPERATORS

- CTH's investment bankers have on average 20 years of experience each.
- CTH's CEO Whisperers™ bring decades of experience running private & public companies ranging from pre-revenue to \$10B in sales, as well as both buying & selling companies from/to private equity.

## ALL DEALS LED BY TWO SENIOR BANKERS

Competitors staff deals with junior bankers while senior bankers focus solely on business development. Not at CTH. Every deal is run by two Managing Directors.

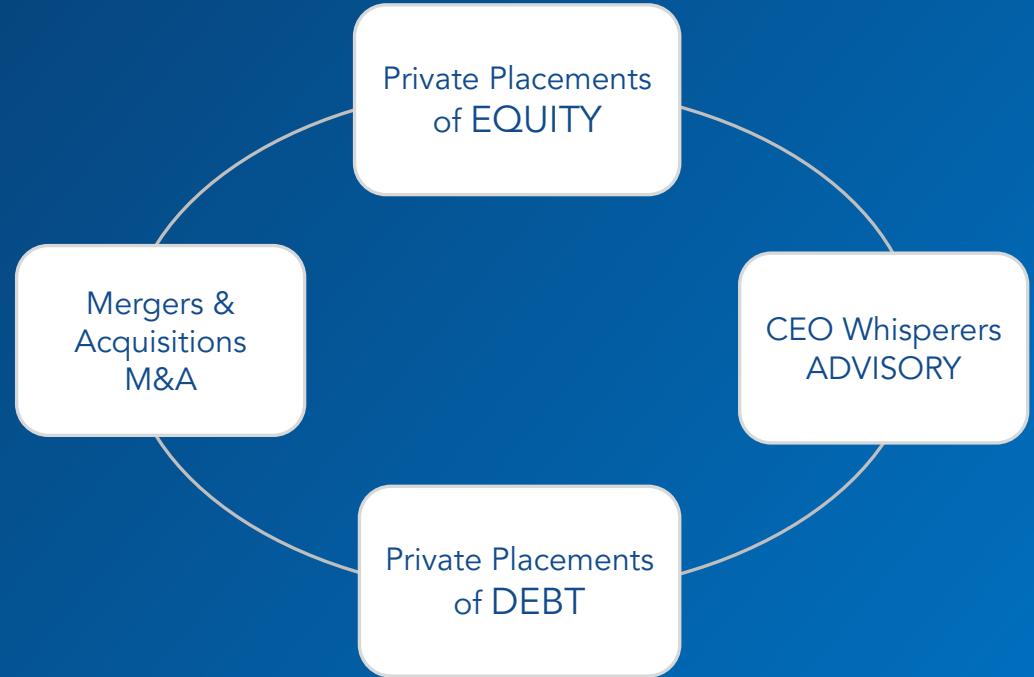
## CROSS-BORDER CAPABILITIES & EXPERIENCE

European companies operating in the lower middle market find it increasingly difficult to manage raising capital or running a sell-side process in the US. CTH has relevant cross-border experience, and works with portfolio companies of European fund groups to help with a capital markets transaction.

## OUR SERVICES

CTH brings a unique combination of seasoned investment bankers, with their decades of transactional acumen, together with veteran business leaders, and their unparalleled operational expertise & successful exits.

Together, the team at CTH helps clients navigate financial & operational uncertainty and opportunity, maximizing outcomes for the clients we represent.





## CTH ADVISORS CROSS-BORDER SOLUTIONS

CTH offers a wide range of cross-border financial services to a diversified client base. Our firm has experience advising European companies looking for US investors and buyers, as well as with identifying European funds for US-based businesses. In addition to our investment banking work, our team CEO Whisperers™ can assist European companies with both strategy and execution of their expansion plans into the US.



### Banking

- US focused private placements of equity and debt
- US focused sell and buy side
- Outsourced Corporate Development

### Advisory

- Outsourced Due Diligence
- US Expansion
- European Expansion
- Outsourced C suite advisory

# Investment Banking

 **CHARLES TOWNE SECURITIES**

Securities offered by Charles Towne Securities, a FINRA registered wholly owned subsidiary of CTH Advisors.



COMBINED TRANSACTIONS  
**> \$100 billion**

Our Investment Banking team of professionals has executed >\$100 billion in transactions throughout their careers.

TYPICAL DEAL SIZE  
**\$10mm-\$100mm**



### Industry Focus

- Aviation
- Business Services
- Consumer
- Financial Services & Fintech
- Health & Wellness
- Landscaping Products & Services
- Manufacturing & Distribution
- Sports, Media & Entertainment
- Technology & Telecom



### Lower Middle Market Client Focus

- Companies
- Family Offices
- Private Equity Funds
- Venture Capital Funds

## FIRM LEADERSHIP



**Andy Brusman**  
CEO

Andy founded CTH Advisors in 2019 and serves as the firm's CEO. Prior to founding CTH, he served the CEO and Chairman of Alchemy Global, providing advisory services to companies and leading personalities in Sports, Media & Entertainment. He is currently the Chairman of ACG Charleston.



**Mike Sanderson**  
President  
CEO & CCO

Mike joined CTH Advisors in 2018 and serves as the firm's President, as well as CEO & CCO of the firm's wholly owned Broker Dealer. Previously, Mike was CEO of Merrill Lynch Canada, CEO of Instinet, and Chairman/CEO of Retuers Americas among other roles over a 30+ year career in financial services.



**Anthony Graziano**  
Sr Managing Director

Anthony joined CTH Advisors in 2022 and is a Senior Managing Director in Investment Banking. Prior to CTH, among other roles, Anthony spent 13yrs at Arete Research, a global technology, media & telecom research boutique that spun out of Goldman Sachs. Most recently he was US President and Global Head of Sales.



**Seth Gregg**  
Sr Managing Director

Seth joined CTH Advisors in 2020 and is a Senior Managing Director in Investment Banking. Prior to CTH, Seth served as COO of The Club Foundation, and SVP for Business Development at The Club Managers Association of America for over 15yrs.

## INVESTMENT BANKERS



Andre Ameer  
Aviation and  
Construction



Andy Brusman  
Sports, Media &  
Entertainment



Elijah Duckworth-  
Schacter  
Consumer



Anthony Graziano  
Sports, Media &  
Entertainment,  
Consumer



Seth Gregg  
Business &  
Technology Services



Ken Hershman  
Sports, Media &  
Entertainment



Hubert Holmes  
Aviation and  
Telecom



John Lowman  
Financial Services



Jack MacDonald  
Asset Management



Adrian Martinez  
Fin-Tech



Jim McGrath  
Business &  
Technology Services



Mike Sanderson  
Financial Services



HAS BEEN ACQUIRED BY



A PORTFOLIO COMPANY OF



CTH Advisors served as the exclusive sell side advisor to SkySwitch on this transaction



\$25 MILLION FOR THE ACQUISITION AND TRADING OF COMMERCIAL JET ENGINES

CTH Advisors served as the exclusive financial advisor to Hawkeye on this transaction.



SPIN OUT OF DOGZ STREAMING PLATFORM



AND, FOLLOW-ON ACQUISITION



CTH Advisors served as the exclusive buy side advisor to DOGZ on this transaction.



\$20 MILLION SERIES C PRIVATE PLACEMENT

CTH Advisors served as the exclusive placement agent for NRG on this transaction.



HAS BEEN ACQUIRED BY



CTH Advisors served as the exclusive advisor to Delacon on this transaction.



HAS BEEN ACQUIRED BY



CTH Advisors served as the exclusive sell side advisor to JKE on this transaction.



FAMILY ENTERTAINMENT HOLDINGS HAS BEEN RECAPITALIZED BY



CTH Advisors served as the exclusive advisor to Family Entertainment Holdings on this transaction.



\$37 MILLION EQUITY INVESTMENT BY



AND MERGER WITH



CTH Advisors served as the exclusive placement agent and financial advisor to Kryo on this transaction.

## SPOTLIGHT – JK Enterprise Landscape Supply

JK Group (“JK”) is a producer and wholesale supplier of mulch and landscape products in Northern Virginia, also serving Washington DC and Suburban Maryland. It sells and distributes bulk and bagged products to commercial accounts, landscape contractors, ‘big box’ retailers, state and local governments, schools and homeowners.

The owners of JK started thinking about exiting the business several years ago. Having previously gone through a sell side process with no success, JK engaged CTH to initiate a new process, focused on both strategic and financial buyers.

With an initial target list of over 100 buyers, CTH managed a process that led to several strategic acquirers submitting LOI’s. The deal closed in March of 2022, with industry stalwart Site One emerging as the buyer in the competitive process.



JK Enterprise  
LANDSCAPE SUPPLY

*“The team at CTH was an incredible group to work with. We knew this would not be an easy transaction. I firmly believe that without all the great work Seth and Jim did on our behalf, we would not have closed this deal”*

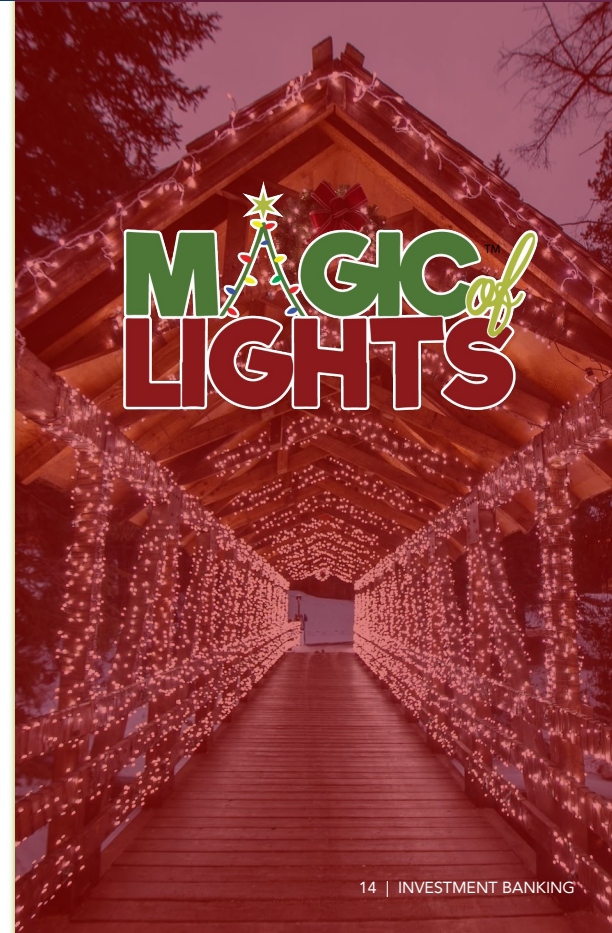
Jake Klitenic, CEO, JK Group

## SPOTLIGHT – Magic of Lights

Family Entertainment Group (“FEG”) was founded in 2018 by Ken Hudgens, the former COO of Feld Motorsports. The business had 2 operating platforms: Magic of Lights, which operated drive-through holiday light shows in major stadium venues, and Hot Wheels Monster Trucks, a world-wide stadium show (which was shuttered during COVID 19).

CTH Advisors was engaged to run a process to identify a capital provider who could provide some liquidity to the founders, as well as provide growth capital to support the rapid growth the company was experiencing.

After a 9 month process (which started in the middle of COVID), CTH negotiated, and FEG executed, a deal with NY-based Seaport Capital, a private equity fund with significant experience in the live entertainment category.





## SPOTLIGHT – Skyswitch

SkySwitch is a wholesale provider of telecom services. The company offers white label services and technology to telecom services companies with retail clients. SkySwitch was growing at an amazing five percent per month when CTH was introduced to the company. The Chairman engaged CTH to help solve an issue that threatened to destroy the company; namely, management had become deeply divided on the strategic way forward, and those differences had grown to the point that real operational disruption was possible.

CTH examined several transactions including a sale of the entire company as well as other structures that would allow one faction or the other to be bought out. Working with the Company's legal team, each management faction's separate legal teams, the Company's accountants and other interested parties, CTH managed a complicated process, with often conflicting interests. Ultimately, CTH negotiated a "win-win" transaction with a Private Equity buyer and the separate factions of management.



*"Prior to CTH involvement, SkySwitch was on the verge of coming apart and destroying the amazing value that had been created by its highly successful business. CTH established viable relationships and trust with all the different parties to the SkySwitch deal and then, against all odds, pulled off the sale of the Company in a transaction where everyone won."*

Louie Holmes, Chairman, Skyswitch



# Advisory Services - CEO Whisperers

## OUR CEO WHISPERERS™ ARE HERE TO HELP YOU WIN

CTH'S CEO Whisperers™ bring decades of experience as senior leaders of private & public companies ranging in size from pre-revenue startups to publicly traded companies with billions in revenue.

Our bench is deep.

We have founded companies.

We have run companies.

We have built, grown and exited companies.

We know what it takes because we've sat in your seat, analyzed the situations you face, and made the tough decisions you are now confronting.

We are here to help you win.

## THE CTH ADVISORY ADVANTAGE

We apply our real-world experience to help our clients tackle organic and inorganic growth expansion challenges and opportunities.

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We partner with our clients from end-to-end; from strategy, to planning, on through to implementation.

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As former operators, we access our expansive professional network of decision makers to accelerate measurable success.

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Our execution 'know-how' powers our ability to solve multi-dimensional, complex operational and growth challenges.

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We blend our senior, operationally oriented team with 'custom-fit' outside experts – driving efficiency and speed to results.

CEO WHISPERERS™ provide a range of services to Founders, Boards, Private Equity & Venture Capital Funds and Commercial Banks including:



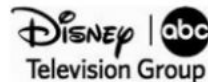
- BOD & CEO Strategic Advisory
- Brand, Marketing & Sales Development
- Business Development & Sales Effectiveness
- Due Diligence and M&A Analysis
- Go to Market Strategy/Implementation
- Interim CXO roles
- Operating Partner
- Organizational Development & Culture Creation
- Portfolio Rationalization
- Prepping for Exit
- Turnaround Strategy
- US and International Expansion





## CEO WHISPERERS™ EXPERIENCE

- Advertising & Marketing
- Apparel & Retail
- Consumer Products & Services
- Financial Services
- Fitness, Health & Wellness
- Gaming & Esports
- Government & Transportation
- Live Events & Services
- Manufacturing & Distribution
- Media & Entertainment
- Professional Services
- Restaurants & Hospitality
- Sports, Sporting Goods & Sports Tech
- Travel & Leisure



## CEO WHISPERERS™



**Brian Anderson**  
Consumer, Fitness,  
Health & Wellness and  
Travel



**Peter Barbaresi**  
Fitness, Health &  
Wellness,  
Apparel, Hospitality



**Sean Bratches**  
Consumer, Live  
Entertainment, Media &  
Sports Technology



**Chris Flannery**  
Head of Advisory  
Sports, Media &  
Entertainment



**Dan Griesemer**  
Apparel, Cannabis,  
Consumer &  
Hospitality



**Peter Ruppe**  
Apparel, Consumer,  
Health & Wellness



**John Sarkisian**  
Consumer Products  
Health & Wellness



**Jonathan Schecter**  
Sports, Media &  
Entertainment



**Keith Senglaub**  
Live Entertainment,  
Sports, Media &  
Publishing



**Alejandro Uribe**  
Sports, Media &  
Entertainment



**Byron Waldman**  
Government, Public/  
Private Partnerships &  
Transportation



Led the North American business unit and served as global head of partnerships. Led the company through a global re-branding exercise, resulting in new brand assets and expanded GTM strategy.



KIRAGRACE

Ongoing thought partnering with Founder/CEO and senior team on strategic direction, brand and product evolution and comprehensive preparation for possible transaction.

**DELSEY**  
PARIS

Ran all aspects of North America for the third largest luggage brand in the world, achieving 2x higher revenue and 5x higher EBITDA than anytime in the company's 40-year history.



Led the commercial team from startup to exit in 5 years, achieving 13,600% growth (167% CAGR), \$11m EBITDA, #9 ranking on the Inc. 500, and a successful exit to PE.



Interim Chief Product and Technology Officer for early-stage, well known sports league. Focused on driving synergies and efficiencies and generating incremental revenues through technology.

**PVOLVE**

Advised Pvolve shareholders and CEO through a major cost-cutting and restructuring project and the onboarding of Jennifer Aniston as brand ambassador.



Completed market analysis, developed and implemented go-to-market strategy including stress-testing product/market fit for Bloomberg Sports' expansion into soccer/football in Europe.

**2XU**

Repositioned the North American business for growth, while cutting costs and re-tooling the team. Portfolio company of L Catterton.



## Spotlight - The Iditarod

The Iditarod launched a streaming platform and CTH was engaged to spin out this asset out into a new-co, DOGz, and to assist with the acquisition and integration of DockDogs. Without a full-time CFO, the company was in need of sophisticated outsourced financial services.

### Client Background

The iconic Alaskan dog sled race company, the Iditarod, was looking for ways to diversify their revenue stream away from its historic reliance on sponsorships.

### Advisor Background

Keith Senglaub is an experienced financial professional in the media and entertainment verticals, having served as CFO & Controller of Feld Entertainment for over 15 years.

### Opportunity & Solution

With ambitious plans to leverage the Iditarod's amazing global community of dog lovers, the spin-out of its DOGz property and the follow-on acquisitions of DockDogs & Dueling Dogs, the company required an experienced financial professional. Keith rolled up his sleeves and got to work in what turned into an almost full-time CFO role, creating integrated financials & forecasts and instituting rigorous financial planning and cash flow management strategies ahead of a planned Series A funding round.



SPIN OUT OF DOGZ STREAMING PLATFORM



AND, FOLLOW-ON ACQUISITION



*"Keith provided invaluable, public company quality financial services in a situation where we were not ready for a full time CFO. His ability to assist with the Dock Dogs acquisition was invaluable."*

Rob Urbach, CEO, Iditarod

## Spotlight - International Logistics Company

Husband & wife founders relied on CTH to source a suitable long term partner to take their business through the next stage of growth and to navigate the emotionally charged ownership transition of their prized wine logistics business.

### Client Background

This twenty year old company had grown profitably and steadily every year with an integrated service model supported by proprietary software. The only limit to growth was the continued commitment of the founding couple.

### Opportunity & Solution

The owners could see the potential to scale the business but recognized they wanted someone else to take the lead, as they were drawn to explore other interests while at the same time having the opportunity for a second exit. Griesemer advised the couple, navigating them through the highly emotional process and keeping their eyes on the ultimate goal by building their trust and delivering steady, respectful guidance as a CEO Whisperer™.

### Advisor Background

Dan Griesemer has almost forty years of experience in consumer and retail with high growth, transformation and turnaround situations. As a high EQ CEO, his particular expertise is in all aspects of the customer experience, leadership and working with founders.



*"Dan was a trusted advisor whose general approach and situational wisdom kept the entire deal on track. The whole concept of the CEO Whisperer is a leading approach we don't think is used this way anywhere else."*

Company Owner

BANKING

Anthony Graziano

Sr. Managing Director

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ag@cth-advisors.com

ADVISORY

Chris Flannery

Sr. Managing Director

443-928-3965

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