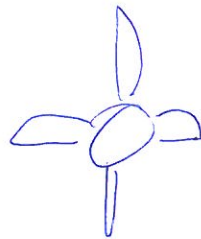


Layout-changes in section placement

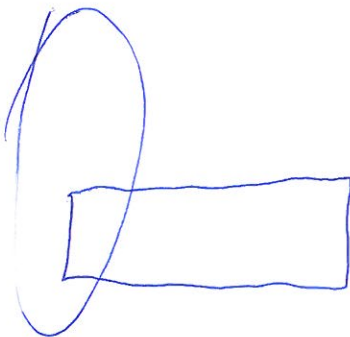
ARE Your Advisors

Advisory



Transaction

Smaller Boxes



Economic Value of



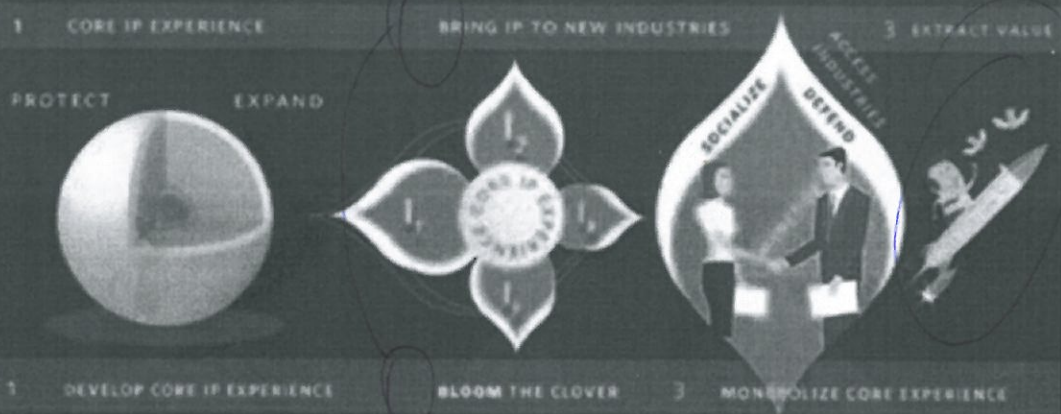
Our
~~Value~~
Focus

2 Bring
2 Bloom

Remove

IP VAMP ADVISORY

OUR PROCESS: MAXIMIZING VALUE BY FOCUSING ON THE CORE IP EXPERIENCE™

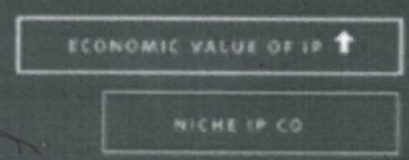
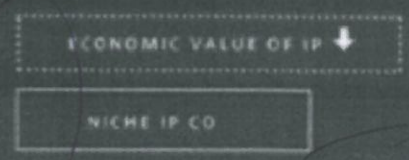


ARE YOUR ADVISORS
LOOKING AT ALL OF YOUR VALUE?



TRADITIONAL FIRMS IGNORE IP

ALDEN ADVISORS EMPHASIZES THE
VALUE OF TECHNOLOGY & NICHE IP



OUR VIEW

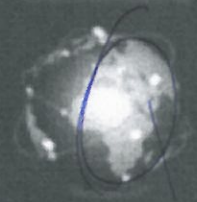
1 VALUE GAP ANALYSIS



2 INTELLECTUAL ENGINEERING

- 1. CORE IP EXPERIENCE MAP
- 2. MARKET MAPPING
- 3. IP ASSESSMENT

ON CORE IP
EXPERIENCE



3 MERGER & ACQUISITIONS



4 RAISING CAPITAL



IP VAMP

WWW.ALDENADVISORS.COM



ALDEN
ADVISORS

2525 MARKHAM ST
SUITE 500
DALLAS, TX 75206

Merger S

Revise
Among
Vacant

Our Process

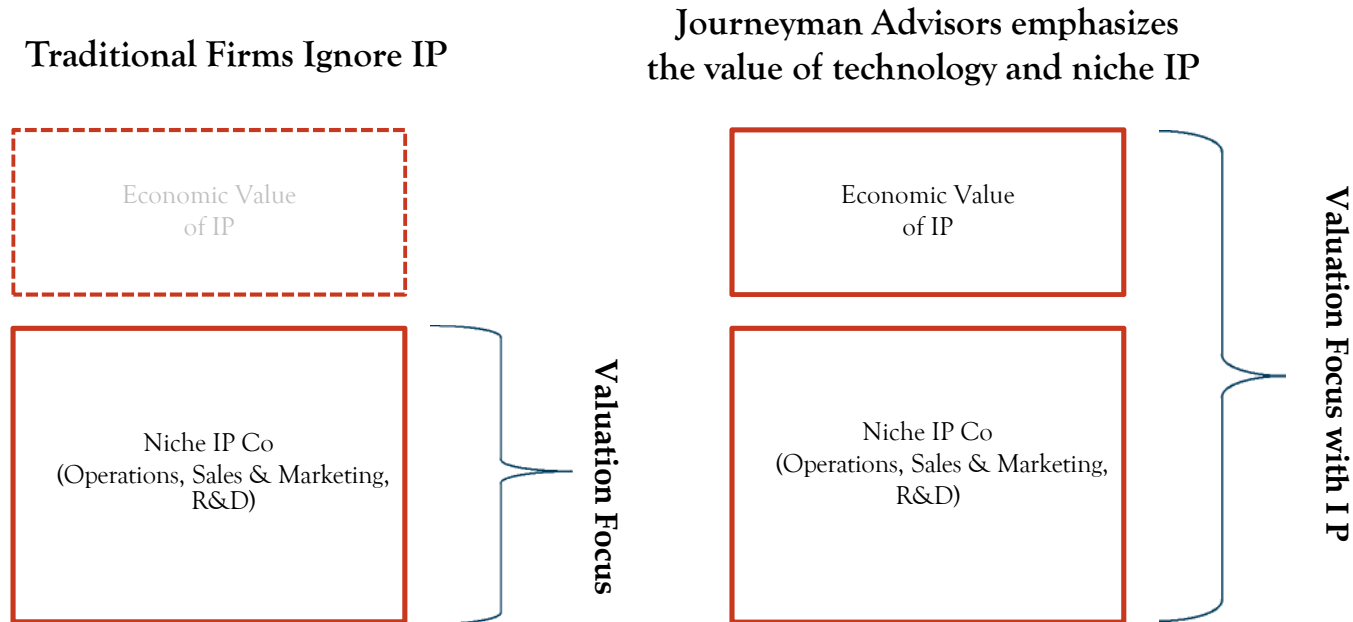
Remove
Globe

Preliminary Value Scan

One Energy Square
4925 Greenville Ave
Suite 1022
Dallas TX 75206

How Journeyman Advisors is Different – Our Unique Process

Two Types of Firms, Two Types of Approaches...



...One Type of Result

4 weeks after engagement, a leading RFID software vendor was reviewing 5 growth offers coming from buyers in France, India and the U.S. Our team articulated the value premium for IP over traditional operational metrics.