

# STERLING COOPER, INC.

*ADVERTISING, PUBLIC RELATIONS, MERCHANT BANKING CONSULTING, MARKETING*



**Corporate  
Brochure**



# STERLING COOPER, INC.

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## Merchant Banking Consulting



Sterling Cooper, Inc., concentrate our activities on an old business idea founded by the Dutch East India Company. Merchant Banking consulting.

We are ready to assist to acquire a business with its management. We can assist with management consulting services or assist in a merger or disposition of a division which is no longer a strategic fit with its parent company.

Business transactions today require the ability to structure all elements with speed and precision and we are very aggressive in both areas. Decisions can be made quickly, and with impact.

The largest transaction that our principals completed to date was the purchase of an \$888 million revenue company. We know deal making and all related such as public relations, proxymaterial preparation, news releases and stockholder communications.







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## Mergers & Acquisitions



We offer one of the strongest M&A consulting departments of any merchant banking firm as well as significant experience in hostile/friendly tender offers.

Our principles started the LBO buyout frenzy relating to retail store chains with our purchase of a 100 year old, New York Stock Exchange listed, department store chain, and participated in some fashion in all major buyouts of the 80's: through arbitrage, making a buyout offer, accumulating stock or putting a company into play.

Business transactions today require the ability to structure all elements with speed and precision and we are very aggressive in both areas. Decisions can be made quickly, and with impact.

We also work with all major investment banking firms and intermediaries to locate and acquire or sell any type of business quickly, for our clients.

<p><b>STERLING COOPER, INC.</b>          100 WALL STREET          NEW YORK, NY 10038          TEL: 212 850 1000          FAX: 212 850 1001          WWW.SCOOPER.COM</p>	<p><b>STERLING COOPER, INC.</b>          100 WALL STREET          NEW YORK, NY 10038          TEL: 212 850 1000          FAX: 212 850 1001          WWW.SCOOPER.COM</p>	<p><b>STERLING COOPER, INC.</b>          100 WALL STREET          NEW YORK, NY 10038          TEL: 212 850 1000          FAX: 212 850 1001          WWW.SCOOPER.COM</p>	<p><b>STERLING COOPER, INC.</b>          100 WALL STREET          NEW YORK, NY 10038          TEL: 212 850 1000          FAX: 212 850 1001          WWW.SCOOPER.COM</p>
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## Tender Offer / Acquisition Advisory Services



We act as your confidential source to identify an acquisition target that meets your criteria. Then, we handle all the planning for a takeover (if the target is a public company) or handle all negotiations with sellers directly, to meet your purchase objectives.

## Business Valuation Services

When you get an appraisal of your business, you want to know that it can truly "sell" for that price.

Our appraisal services are handled in two ways:

- [I] We provide a true going value business appraisal that involves us being ready to buy the business at the appraisal price or,
- [II] We provide an asset appraisal as a standalone at market value, orderly sale value or auction value. No appraisal firm provides you with our unique going business acquisition value, at which we will buy the business.



## Retail Services

We act as your confidential source to identify an acquisition target that meets your criteria. Then, we handle all the planning for a takeover (if the target is a public company) or handle all negotiations with sellers directly, to meet your purchase objectives.





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## Management Buyouts



We assist, coordinate, plan, structure and obtain all financing for management buyouts of public and private corporations, if you so desire.

In each transaction, we act as the advisor for purchase along by senior management who will continue to operate the business on a day to day basis. We can also structure an ESOP ownership depending on various needs of the seller.

## Asset Purchases

We will provide contacts who will acquire any assets, including trucks, tractors, and trailers by either a cash purchase or thought debt assumption.

In addition, areas of special interest would be printing equipment and new retail inventories.



## Equity, Mezzanine and Subordinated Debt

Mezzanine or subordinated debt can be arranged though providers in these specialty areas, with our introduction.



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## Management Consulting



Our experienced group of senior managers will provide your instant response team for any problem situations involving operations or cash flow.

We don't just make recommendations; we follow through by implementing the solution. We are willing to stay on as your principals to assist and obtain financing or refinancing or stay on for or through, a reorganization.

Whether you have a management problem, financial problem or marketing weakness, call the "instant response" team, call us.

## Business Turnaround Services

Our business recovery group focuses on assisting crisis situations toward a stable daily operation. We work with vendors, lenders and employees to address the difficulties and to bring them under control.

We develop a Business Plan for optimal use of cash and prepare cash flow projections for survival and recovery. In addition, we work to restructure debt and obtain new or alternative financing.



We produce press releases and related information to creditors.





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## Our Company

We operate through regional and international offices in the conduct of our business. Whatever your business needs, we are your "instant response" team.

- Merchant Banking Consulting
- Advertising / Marketing
- Public Relations
- Web Site Design and Optimization



## Contact Us

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