

FOCUS: BUSINESS / STRATEGY

Mitigate Risks, Optimize the Opportunities: Investment Ideas

We invest every day. In our businesses, we invest time, personnel, and physical and financial resources to achieve business results today and to reach specific goals for the future. Many of our clients are very well-aware of the strategic decision support and consulting work Context has provided the industry for the past 18 years. But one lesser-known area of expertise is Context's merger and acquisition consulting expertise and support.

Two key elements combine to allow Context to provide clients with the visionary perspective required for successful mergers and/or acquisitions: our broad network of executive experts located around the world, and our deeply established expertise in the ag & biotech business sectors. Our ability to provide actionable solutions in each M&A situation is derived from critical perspective gained through high-level consulting at every level of the channel throughout the years. In addition, our strong history of providing accurate industry projections lends credence and value to our clientele.

As an investment opportunity approaches your firm, Context encourages you to look at both sides of the coin:

- How your firm can best mitigate risk
- ...and...
- How your firm can best optimize opportunity

Both elements must be clearly identified and articulated for successful, sustaining investment.

Context has worked with a variety of organizations in investment support. From managing the merger of two U.S. regional corn and soybean seed companies, to orchestrating multiple due diligence exercises related to many of the significant transactions in the marketplace, our experience has proven effective and successful for parties involved.

In the U.S. and internationally, Context works on behalf of biotech companies, as well as on behalf of Venture Capital firms. Context has been deeply engaged in defining and relating industry understanding as well as providing broad due diligence and opportunity assessments.

Investment opportunities can be grand, but opportunity is also captured by firms as they look to link more efficiently to others either upstream or downstream in their industry. Context has assisted in the creation of new divisions and new enterprises in biotechnology. We've provided support for both buyers and sellers in technology transfer transactions. In addition, we've assisted in the development of complex global transactions including contract development, legal liaison and concept introduction into the marketplace.

Investment opportunities surround good businesses each and every day. Context's business model of a broad network of industry professionals definitely places us in a unique position to offer services on a timely basis and with the ability to add areas of expertise even in the midst of a transaction review/due diligence process.

Our experience, our executives and our track-record speak volumes toward our acute understanding of the agriculture, biotech, food and fuel industries. Putting those factors in the correct context can mean the difference in the success of the transaction. We look forward to supporting you in your next investment investigation.

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**Context
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The Context Network provides business management and strategy consulting services to the world's leading agriculture, biotechnology and food companies and government agencies and institutions. Major areas of expertise include strategy, merger and acquisition support, valuation of new technologies, formation of alliances, and market research. The West Des Moines-based firm is composed of a core of professional consultants that is complemented by a network of hundreds of industry and subject-area experts.