

## FOCUS: BUSINESS / STRATEGY

### Where do you stand in the market? *Industry Benchmarking proves its value*

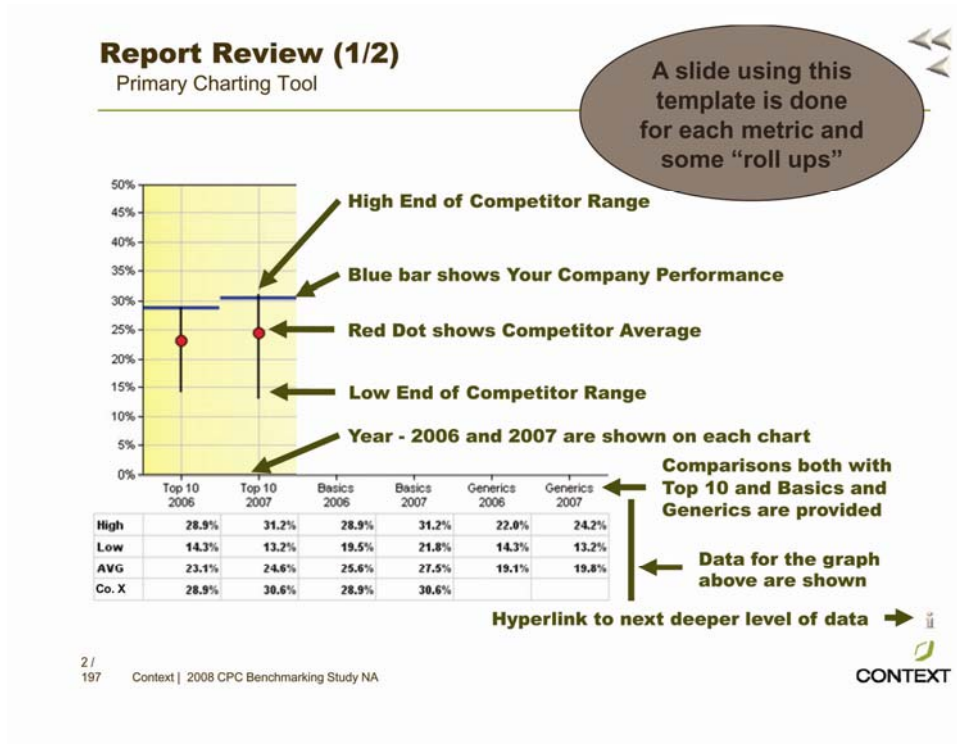
Industry Benchmarking is increasingly crucial to executive perspective. Context has a proven process for providing accurate and meaningful benchmark information to companies while assuring the confidentiality of individual subscriber information.

Context Partner Mike Borel said, "We are fully equipped to produce reports on virtually any industry and in any geographic (including global) scope. Taking steps to determine real performance relevant to other industry players provides companies the information they need to adjust, compete, and succeed."



Context Partner,  
Mike Borel

Just what does Industry Benchmarking look like? Borel provided the following examples of Context's Benchmarking Tools. Contact [mike.borel@contextnet.com](mailto:mike.borel@contextnet.com).



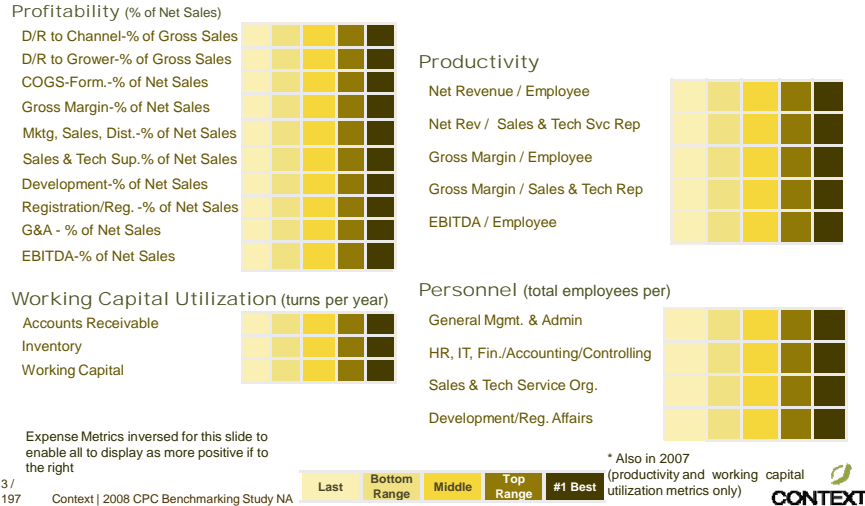
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# Benchmark Comparison Summary

Summary Scorecard: Rankings – 2008 (NAFTA, US, Canada, Mexico)



## Company X Ranking among Top 10 (also for Peer Group) Selected Metrics (less than 10% of total done)



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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 more than 100 industry and subject-area experts.