

THE REILLY COMPANY

A FULL SERVICE INTERNATIONAL MANAGEMENT COMPANY

THE REILLY COMPANY T 630.677.5850 F 831.677.5858 www.thereillycompany.com



Mission

The Reilly Company is an International management services company providing solutions to management, marketing, sales, distribution and operating problems worldwide. The company is dedicated to identifying areas of potential market opportunity and performance improvement thereby helping its clients to achieve improved growth and profit.

Our objective is to understand our client's goals, strengths, and needs in order to complement those strengths with our experience and skills to improve domestic and international performance.

THE REILLY COMPANY PHILOSOPHY

The philosophy of The Reilly Company is to help companies compete successfully in world markets, thus achieving maximum growth and profit.

The company has developed a unique approach which helps clients evaluate their position in domestic and international markets in order to develop and implement cost effective growth strategies.

Staff Capabilities



The Reilly Company's staff is experienced in foreign business practices and the intercultural characteristics essential to success overseas.

The company is comprised of a group of professionals who specialize in virtually every area of domestic and international business - especially in strengthening a company prior to international market entry or expansion.

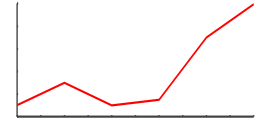
Business Focus



The Partnership

The Reilly Company likes to focus on a long term partnership, complementing the skills of your staff. We evaluate why your company has been successful and identify the business and cultural adjustments needed to transfer this success to new markets. Our staff has the business, language and cultural skills to help you achieve your international growth objectives.

Performance Characteristics



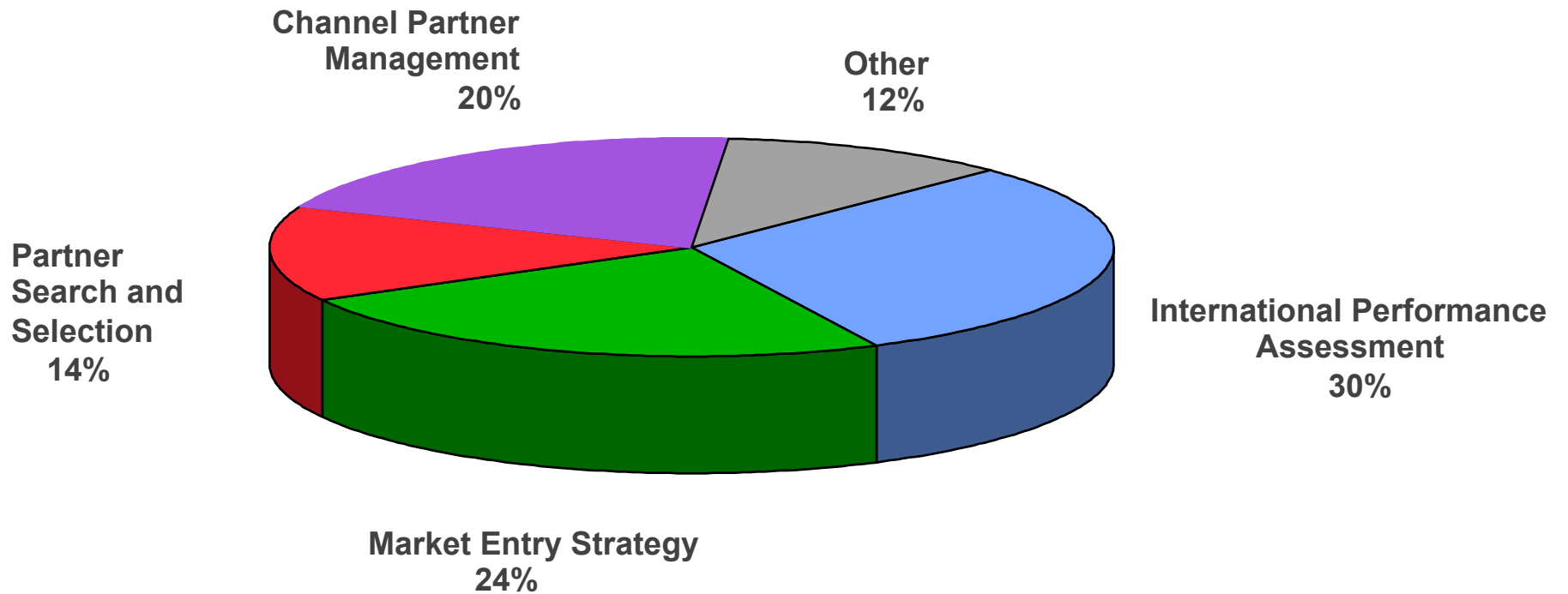
■ The Reilly Company -

- ◆ Has successfully completed over 400 assignments
- ◆ Is running over 50% repeat business
- ◆ Has had excellent success with both small and large companies
- ◆ Is not limited to any specific geographic area
- ◆ Has had equal success with industrial & consumer products
- ◆ Has developed and proven global advantage products
- ◆ Has experienced, seasoned executives on its staff
- ◆ Is experienced in the total international business cycle

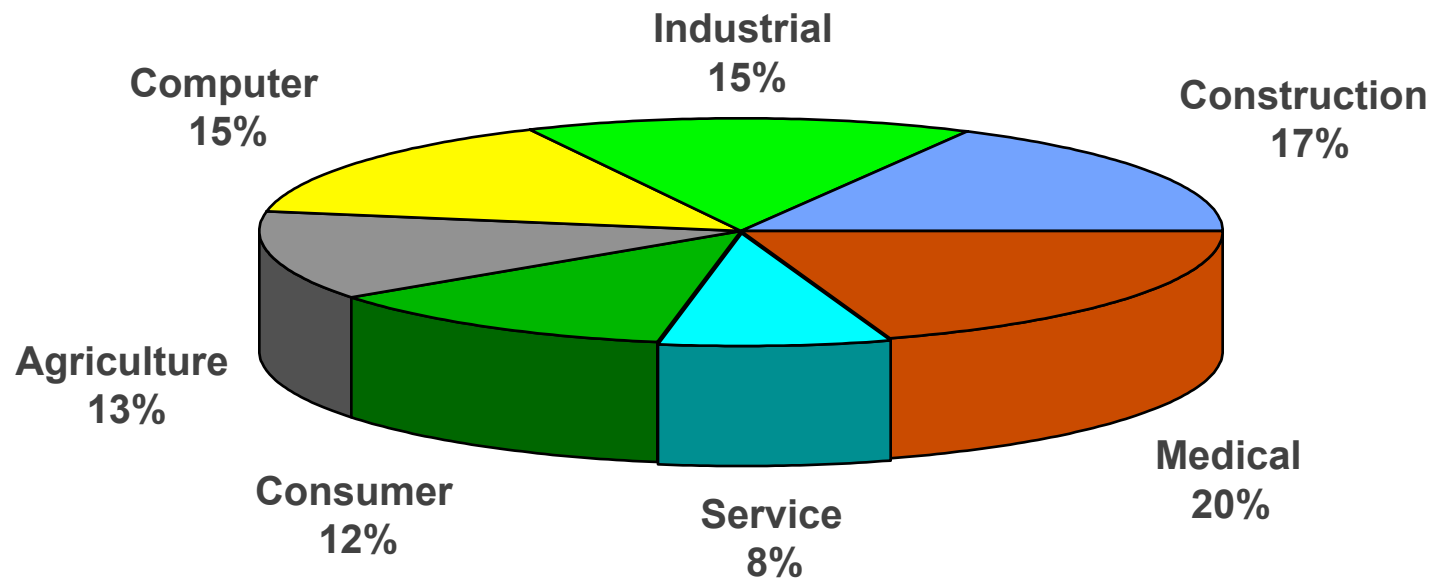
Major Products

- **International Performance Assessment**
- **International Market Entry Strategy & Implementation**
- **Worldwide Partner Search and Selection**
- **Channel Partner Management**
- **Supplier/Partner Performance Assessment**
- **Strategic & Tactical Planning**
- **Market Segmentation & Sales Force Efficiency Audit**

Description Of Services



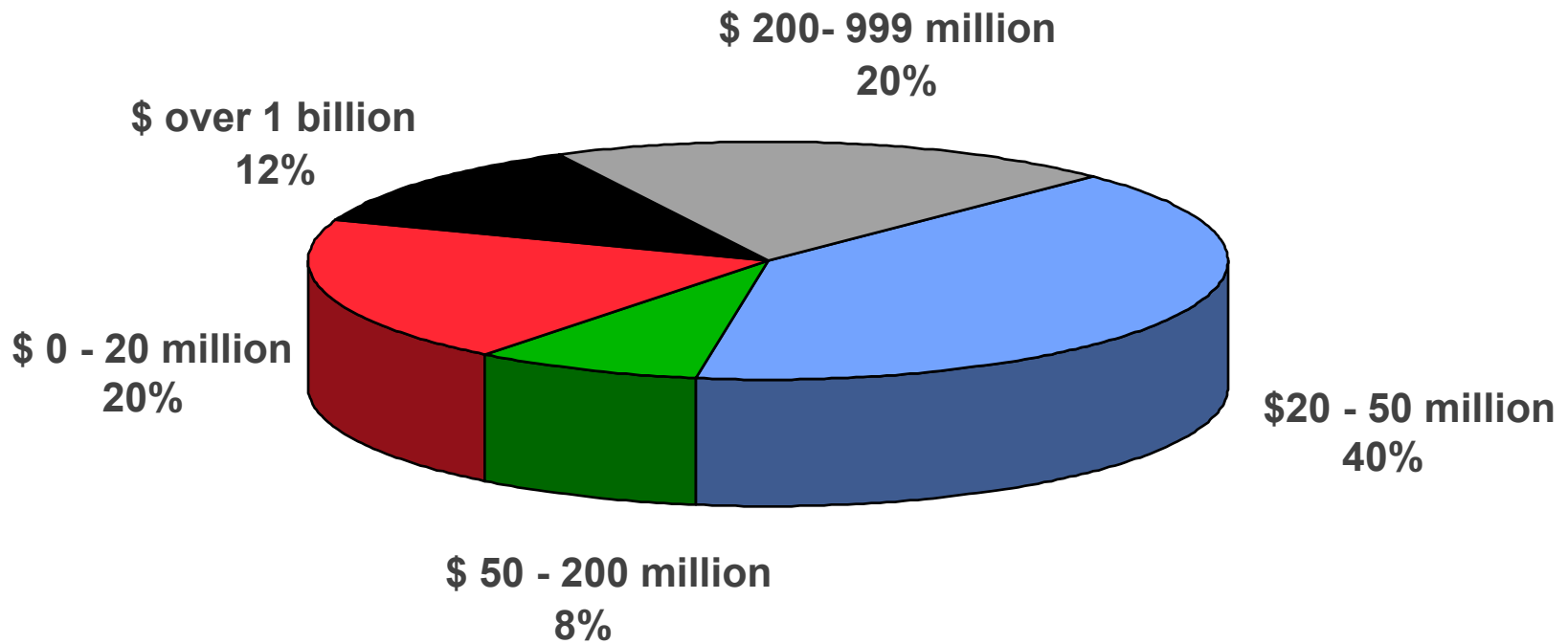
Major Industries Served



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Client Company Size



A Few Client Comments

“Toro needed to increase our market knowledge, improve control of distribution and maximize the effectiveness of field personnel. The Reilly Company had the international business know-how and intercultural skills to help us address the problems with excellent results”

*Mr. Richard Pollick
Vice President
The Toro Company
International Division*

A Few Client Comments

“At IAA, we have always catered to international buyers but lacked a thorough understanding of the purchase and distribution process overseas and how we could best support the needs of foreign buyers. The Market Opportunity Assessment conducted by The Reilly Company allowed us to focus our resources on key Eastern European markets and identified new opportunities for growth. The follow up International Expansion Process documented the local buy scenarios and enabled IAA to establish strategic alliances in several countries.”

Tom O’Brien

President & CEO

Insurance Auto Auctions, Inc.

A Few Client Comments

“Our business in Latin America was growing rapidly and approaching the size where informal objectives and communications were a threat to long-term growth and profitability. We needed a plan. The Reilly Company helped us focus on our business, identify critical issues and recommend a go-to-market strategy for each country. They then worked full time in our business to help us implement the plan and transfer the know how to our team.”

*Doug Hayes
President
Crocs Americas*

A Few Client Comments

“Bergquist Company’s sales in Europe increased 196% over a three year period. The Reilly Company’s assistance with training and business planning played a significant part in this growth. The Reilly Company helped us focus on our goals.”

Bob Savage

Vice President, Sales and Marketing

Bergquist Company.

A Few Client Comments

“The Reilly Company’s ‘Dealer/Retailer Assessment’ made each dealer more open-minded and impressed with the fact the distributor was making an effort to improve business for the whole network.”

Mr. Dave Schnell

Andersen Windows Regional Manager

Benefits

- ◆ **The ability to improve international strategy**
- ◆ **Learn how to excel in a changing global economy**
- ◆ **A comprehensive evaluation of business opportunities**
- ◆ **Use of tactics which have worked for others**
- ◆ **Maximize growth and profit using channel partners**
- ◆ **The implementation of practical, cost-effective programs**
- ◆ **Access to complementary and extensive experience at all levels**
- ◆ **Help from people who have lived and worked there**

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“For Success In International Business”

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