



*Small Business Private Equity*

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Ferndale Capital Management, LLC, the sole owner of Ferndale Group of Companies and the inaugural acquisition company Backyard Feeds, reaffirms the small business private equity strategy to consolidate niche community businesses providing farm feed and supplies, pet food and supplies, propane and general farm and ranch supplies, as well as full service lawn and garden. The product mix between Farm Feed/Supplies, Pet, Hardware and Propane will be determined by the community requirements and the store's market coverage area. For instance in a less competitive area, the farm store could also offer a wider selection of core hardware, where in Leland, those products are competitive and nearby, thus not pursued. Over time, acquired businesses can operate autonomously as a Backyard Feeds location but still maintain their local product knowledge and top selling items.

Our goal is to be a \$10 million revenue business by 2020. Ferndale Group Cos is evolving into a specialty provider of all-life stage capital solutions to small business owners. In partnership with local management and our suppliers, we can offer customers a unique shopping experience based on variety of product, knowledge and customer service. Regardless of industry or location, operating companies will benefit from the synergies of one centralized solution for accounting, payroll management, taxes, cash flow forecasting and payments, marketing initiatives and customer database management. A business partner to the local general manager, who has more time to focus on the selling floor and service.

From an investment portfolio perspective, the farm and ranch retail store strategy will be a seasonally diversified group of stores throughout the United States. Ferndale Group Cos expects to be in three rural markets by 2016.

### ***So ... What's All this Mumbo Jumbo?***

**If you operate a longstanding community business and are looking to exit the company through a sale, Ferndale Group Cos offers a solution that allows the Seller to separate from the business and achieve a competitive total cash out over a defined period, with the majority being paid upfront in cash. We allow Seller's to efficiently and easily diversify wealth away from their business and into liquid savings.**

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