



*Providing U.S. Baby Boomers with
liquidity for the next stage of Life*

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May 13, 2017

Ferndale Group of Companies

Operating Update

Ferndale Capital Management, LLC operating as Ferndale Group of Companies (“Ferndale”) is pleased to announce that G.R. Sam Seraphim has joined the firm’s advisory board. Sam is the Founder and Managing Partner of WoodLake Group, a private equity investment firm based in New York. Sam brings over three decades of private investment experience to Ferndale’s existing board of legal and operating professionals.

G.R. Sam Seraphim’s Biography

G. R. Sam Seraphim’s career has spanned Private Equity, senior executive management, banking and finance, and management consulting. Prior to Mr. Seraphim forming WoodLake Group, he was a Partner at private equity firm Fieldston Investors. Mr. Seraphim was President and CEO of SME, a company jointly-owned with Itochu International, which manufactured powertrain components to GM, Ford, Chrysler, and Tier II automotive customers. Mr. Seraphim founded SIGI an investment firm that acquired a refinery, manufacturing companies and real estate ventures. Through SIGI, he co-founded the Park Avenue Bank N.A., a federally chartered commercial bank that focused on investment management and export financing. He led a project finance unit at Chase Manhattan Bank, NA that provided \$1.7 billion for infrastructure and industrial projects in MENA region. Mr. Seraphim was a Consultant with McKinsey & Company and worked on engagements for Fortune 500 clients and the Central Bank of Kuwait. He started his business career in Corporate Development at Canadian Pacific Ltd, Montreal, Canada. Prior to that he was a research scientist at Rochester University on contract from the Office of Naval Research, Arlington, VA. Mr. Seraphim is and has been a board member of a number of companies and organizations, such as The Park Avenue Bank NA, Norr Engineering Ltd., Bon Secours Hospital (Michigan), Hoffco, Inc., SPC Inc., Standard Precast, Precast Concrete Systems, St. Catherine's College (Oxford) Foundation, and Association for Corporate Growth, NY Chapter. Sam’s education credentials include a PhD (Oxford University), MS (London University), BS (Leeds University) all in Electrical Engineering.

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Ferndale is an emerging small business consolidator focused on affording Baby Boomers the opportunity to monetize their business through a sale, comfortably move into the next stage of life with options for maintaining business involvement or a thoughtful phase out over a pre-determined time horizon, and in doing so advance the next generation of management to preserve each companies legacy, specific to the community it serves. Currently Ferndale owns one business, Backyard Feeds, a hobby farming retail store and seeks further opportunities across industries and geographies. Ferndale will attempt to coordinate Small Business Administration (SBA) loans and can raise private capital if SBA funds are not available.