

# Introducing CPL Business Consultants

2011

*Telling clients what they need to know, rather than what they would like to hear*

## Who are we? - Business Consulting

Name, Position	Academic Qualifications	Professional Experience
<i>Dr Steve Lisansky</i> CEO	PhD (Yale) Plant Biochemistry	>35 years industrial biotechnology, food & agriculture experience at board level and in R&D, >130 publications, 20 years in consulting
<i>Dr Esther Hunter</i> COO	PhD (Reading) Clinical Biochemistry	>15 years R&D experience in medical research, >60 publications, >13 years in consulting
<i>Dr Robert Harwood</i> Principal Consultant	PhD (Southampton) Biological Sciences, MBA (Edinburgh)	>11 years in commercial R&D and regulatory affairs, 8 years in consultancy, >100 publications
<i>Megha Chugh</i> Business Analyst	MSc (Ulster) Biomedical Sciences, BSc (McGill)	> 6 consultancy projects, 4 refereed publications. Expert in South East Asian markets and fluent in 4 languages.
<i>Dr Michael Lee</i> Managing Consultant	PhD (Hull) in Liquid Crystals Chemistry	>12 years FMCG industrial experience, incl. health and personal care, toiletries and household cleaning.
<i>Colin Dudley</i> Key Contractor – Food	BSc (Manchester) Food Manufacturing, Processing & Science	> 30 years in global blue-chip food & beverages. United Biscuits; Cadbury Schweppes (ANZ); Bunge (Aus); Global Innovation & R&D Director CS (UK). Excellent knowledge of Asian markets
<i>Dr Dave Peterson</i> Key Contractor – Chemistry	PhD (NCSU) Chemistry	>30 years industry experience with Int'l Paper/Arizona Chemical as head of R&D/NPD in new materials and technologies; much customer focus

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## Who are we? – Executive Search

Name/Position	Academic Qualifications	Professional Experience
<i>Dr Keith Phillips</i> Director Executive Search	PhD (Edinburgh) in Microbiology	> 23 years as a specialist in recruiting key scientists and senior technical executives for the food and related industries since 1994
<i>Dr Michael Lee</i> Managing Consultant Executive Search	PhD (Hull) in Liquid Crystals Chemistry	>12 years FMCG industrial experience, incl. health and personal care, toiletries and household cleaning.
<i>Dr Richard Tilbury</i> Principal Consultant Executive Search	PhD (Aston) in Microbiology	>25 years HR manager experience. Recruiting key people for healthcare and associated industries since 1995.
<i>Joe Hart</i> Principal Consultant Executive Search	BSc (University of East Anglia) Applied Microbiology	>4 years in recruitment, 24 years front-line experience in the food and food ingredients with Danisco, Nestlé and Unigate in anti-microbials, flavours, petfoods and fermented foods
<i>Dr Esther Hunter</i> COO	PhD (Reading) Clinical Biochemistry	>15 years R&D experience in medical research, >60 publications, >13 years in consulting

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# What do we do?

- Provide consultancy on markets & technology and on strategies for business development
- Help clients identify and maximise opportunities through strategic and tactical analysis leading to action plans
- Specialise in ingredients & products for:

Food	Health and Nutrition	Dietary Supplements
Animal Feed	Petfood	Agriculture
Cosmetics	Fine Chemicals	Pharmaceuticals

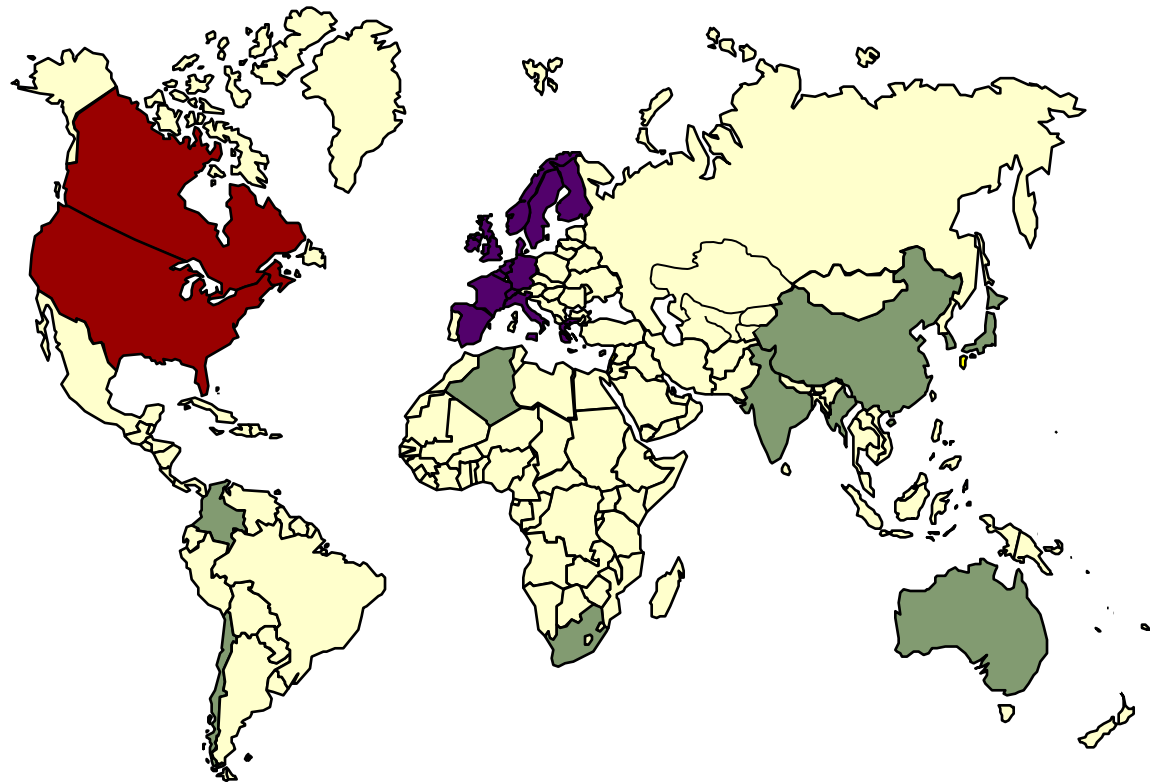
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# Our clients

60% of our clients  
are based in  
Western Europe

25% of our clients  
are based in  
North America

15% of our clients  
are based in ROW



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# Who are our clients?

More than 120 clients, over 300 projects in 24 years. 2/3rds of our work is repeat business. Clients include: -

ABF	Coca-Cola	Ebro Puleva	National Starch
Amalgamated Sugar	Cognis	Firmenich	Norsk Hydro
Arizona Chemicals	CSK Food	GC Hahn	Pfizer
B ASF	Danisco	GEA	Raisio
Bayer	Dow	Jungbunzlauer	Seven Seas
Borregaard	DSM	Lantmännen	Sobel

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# How are we different?

- **CPL has an established track record:** ~24 years analysing worldwide markets with an emphasis on EU and NA.
- **CPL understands the business:** ~200 years of combined commercial experience
- **CPL understands the global market:** A cosmopolitan multicultural team
- **CPL has unmatched networks:** Exceptional networks and knowledge in clients' target markets
- **CPL has experienced consultants:** The people you meet are the people who actually do the work

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# How do you benefit?

- Commercial issues addressed within their scientific and technical context
- Actionable business recommendations tailored to our clients' needs
- Interactive business analytical tools
- Detailed contact reports & transparent methodology
- Comprehensive executive summaries with clear outcomes

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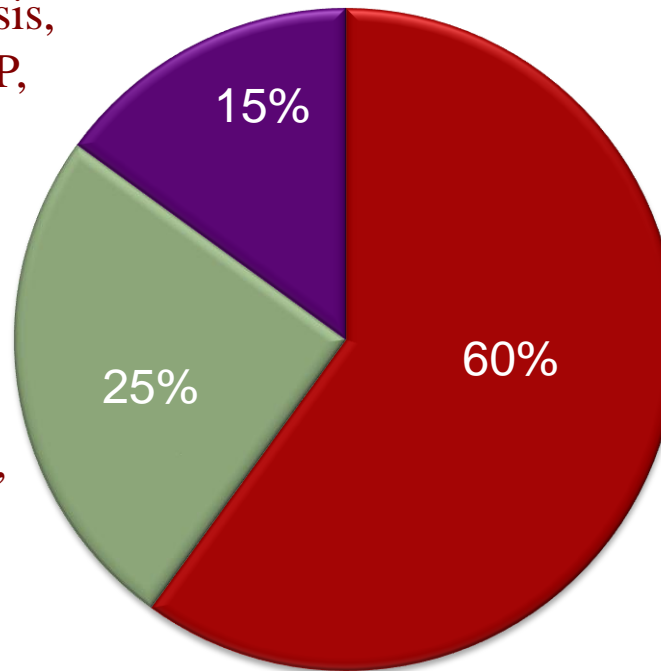
# Strategic information and advice

## Technology strategy

*e.g. technology analysis,  
technology transfer, IP,  
opportunity scouting  
& analysis*

## Corporate strategy

*e.g. acquisitions,  
partnerships, business plans,  
value chain positioning,  
due diligence*



## Market strategy

*e.g. market analysis,  
volume and value, KSF,  
BtE, market entry,  
marketing plans, product  
strategy, competitor  
analysis, regulatory &  
IP issues*

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## Our Experience

Business Development Activities		Market Sectors	
Market Analysis	✓✓✓	Food Ingredients	✓✓✓
Market Strategy	✓✓✓	Health Food Ingredients	✓✓✓
Technology Analysis	✓✓✓	Dietary Supplements	✓✓✓
Opportunity Studies	✓✓✓	Agriculture	✓✓
Partnerships	✓✓✓	Animal Feed	✓✓
Technology Trends	✓✓✓	Biotechnology	✓✓
Acquisitions	✓✓	Petfood	✓✓
Business Plans	✓✓	Infant Formula	✓
Corporate Strategy	✓✓	Fine Chemicals	✓
Technology Transfer	✓✓	Personal Care	✓
Due Diligence	✓✓	Home Care	✓
Product Strategy	✓	Pharmaceuticals	✓
Implementation Support	✓	Cosmetics	✓

# Experienced in Health Ingredients

- |                                |                           |
|--------------------------------|---------------------------|
| • Omega-3s and Fish Oils       | • Probiotics & Prebiotics |
| • Digestive Health Ingredients | • Herbal Supplements      |
| • Heart Health Ingredients     | • Soluble Fibres          |
| • Brain/Eye Health Ingredients | • Glucosamine             |
| • Vitamins and Minerals        | • Polydextrose            |
| • Beta-glucan                  | • Inulin & FOS            |
| • Sterols & Stanols            | • Arabinogalactans        |
| • Proteins/peptides from Dairy | • Betulinic Acid          |

# Experienced in Food Ingredients

- |                        |                           |
|------------------------|---------------------------|
| • Acidifiers           | • Health and Nutrition    |
| • Colours and Flavours | • Hydrocolloids           |
| • Dairy                | • Preservatives           |
| • Emulsifiers          | • Prebiotics & Probiotics |
| • Enzymes              | • Stabilisers             |
| • Fibres               | • Sugar & Sweeteners      |

# Experienced in Sugar & Sweeteners

- |                                       |                      |
|---------------------------------------|----------------------|
| • Sugar company diversification       | • Polyols            |
| • High intensity sweetener markets    | • Xylitol & Mannitol |
| • Nutritive sweetener markets         | • Erythritol         |
| • Industrial and retail sugar markets | • Raffinose          |
| • Low calorie products                | • Fructose           |
| • Sugar and sweetener blends          | • Lo Han Guo         |
| • Liquid sugar & speciality markets   | • Stevia             |

# Experienced in Hydrocolloids

- |  |                   |
|--|-------------------|
| • Beta-glucan price elasticity             | • Alginate        |
| • Hydrocolloids as health ingredients      | • Gelatin         |
| • Developing a stabiliser business         | • Pectin          |
| • Selling speciality stabilisers in the US | • Cellulose       |
| • Acquisitions in hydrocolloids            | • MCC & MC & HPMC |
| • Speciality blends                        | • Starch          |
| • Seaweed-derived ingredients              | • Inulin          |

# Experienced in Animal Feed/Petfood

- |                        |                                 |
|------------------------|---------------------------------|
| • Acidifiers           | • Micronutrients                |
| • Antioxidants         | • Mycotoxin binders             |
| • Enzymes              | • Petfood: European markets     |
| • Flavouring           | • Petfood palatants/ingredients |
| • Growth promoters     | • Phytoextracts                 |
| • Immune-modulators    | • Prebiotics & Probiotics       |
| • Microbial inoculants | • Yeast-derived products        |

# Experienced in Agriculture

- |                                |                           |
|--------------------------------|---------------------------|
| • Biopesticides: 25+ projects  | • GMOs: nutrient uptake   |
| • Biological molluscicides     | • GMOs: water utilisation |
| • Crop protection: key drivers | • Insect control          |
| • Fertilisers: slow release    | • Artificial Insemination |
| • Fertilisers: seaweeds        | • Nematicidal genes       |
| • Fresh produce: shelf-life    | • PGPMs                   |



# CPL Business Consultants

Dr Esther Hunter, COO

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