



Hilco Industrial is a Hilco Global company and the preeminent authority on industrial M & E asset monetization having managed billions of dollars of transactions. Acting as a principal or agent, Hilco Industrial provides customers with acquisition and disposition solutions, and often the capital, needed to derive maximum profits from their assets. With unsurpassed industry leadership and the deepest sector expertise available worldwide,

Hilco Industrial ensures that customers get the most creative solutions and broadest access to a global network of buyer and sellers. Hilco Industrial customers receive a best-in-class client-

experience delivered by owner-entrepreneurs who are passionate about delivering the strongest results on every engagement.



Hilco Industrial



Maximize Your Financial Recovery on Surplus Capital Assets Through Our Asset Redeployment, Valuation, and Disposition Services

We Deliver Results

- Conducted nearly 1,800 industrial asset disposition projects last year.
- 400+ Fortune 2000 clients, across all industries.
- Sold assets from 53 countries into more than 60 countries in 2017.
- Delivered more than 20,000 appraisals (values in excess of USD \$150 billion).
- Converted over USD \$150 billion of excess inventory to cash.
- In 2017 alone, asset sales approached USD \$1 billion.
- 500+ employees around the world
- One of the largest Industrial Asset Valuation Companies



CHINA

Hilco Industrial Services Private Limited

Europe / Netherlands

Hilco Industrial B.V. Amsterdam

INDIA

Hilco Industrial Services Private Limited

SINGAPORE

Hilco Global Asia Pacific Private Limited

SOUTH KOREA

Hilco Korea

USA Headquarter

Hilco Industrial / Michigan & Illinois

We Serves Clients on Five Continents

THAILAND

Hilco Industrial Services Private Limited

HONG KONG

Hilco Global Greater China Ltd



* Joint Venture Offices



More Value Created More Ways®

Multiple Business Units Working Independently and Together

International in Scope 500+ Dedicated Employees and 300+ Contractors

Asset and Enterprise Valuation Services

- **Tangible and Intangible Asset Appraisals**
 - Inventory
 - Machinery & Equipment
 - Real Estate
 - Accounts Receivable
 - Intellectual Property
- **Enterprise Valuations**
- **Valuations for Tax, Reporting, Accounting and Compliance Requirements**
 - FAS 157, 141, 142
 - IFRS Compliant Valuations
- **Insurance Valuations**
- **Ad Valorem**
- **Asset Verification and Tagging**
- **Estate Settlement Valuations**
- **Valuation Dispute Litigation Support**

Asset Disposition Services

- **Monetization Services for All Categories of Industrial Assets**
 - Webcast, Online and On-site Auctions
 - Sealed Bid Tenders
 - Private Treaty Sales
- **Real Estate Brokerage and Lease Restructuring**
- **Retail-Focused Disposition Services**
 - Retail Strategic Store Closings
 - Going-Out-of-Business Sales
 - Consumer Inventory
 - Fixtures and Equipment
- **Intangible Asset Monetization**
 - Trade Names and Service Marks
 - Other Intellectual Property
- **Company and Facility Wind Downs**
- **Surplus and Redundant Asset Disposition in M&A Transactions**

Asset Acquisitions and Investments

- **Acquisitions of Surplus and Underperforming Tangible and Intangible Assets to Provide Immediate Liquidity**
 - Cash, upfront
 - Guarantees
 - Corporate Trade Credits
- **Real Estate Acquisitions**
- **Private Equity Investments**
 - Retail Companies
 - Consumer Product Manufacturers
 - Iconic Consumer Brands
- **Special Situation Debt Financing**
- **Distressed Debt Acquisition**
 - Corporate Debt
 - Real Estate Debt

Why Appoint Us: Maximizing Return

Hilco is best suited to leverage a competitive global marketplace to maximize your gross realization while working within a 12 month time period to your project completion. Some factors we consider important in our approach towards your project:

- Equipment is available for inspection in place and in good, working condition
- Providing the buyer with all necessary information for Logistic / Packaging / Dismantling process
- Project Team On-Site consist of experienced people + former employers
- Global Reach to all potential clients through implementing niche B2B marketing strategy
- Concentrated and consistent effort over an extended period a time from Hilco sales team to engage buyers and make sales



Why Sell To Us

- IMMEDIATE CASH - we are very well capitalized and do have money available to fund our deals immediately.
- NO RISK, NO FURTHER COSTS; when you sell your assets to us, you move your risk and the related costs to us.
- EXPERIENCED ACQUISITION TEAM; our Acquisition Team has many years of in depth market- and equipment knowledge and is very creative, the combinations of these facts enable us to solve your problems and offer you the best deal within a short time frame.
- PROJECT TEAMS; our Project Managers around the World are not only well experienced in organizing the sales events, but have the know-how to execute professional removal of the equipment from your facilities.
- HEALTH; SAFETY & ENVIRONMENT, our project managers have been trained on Health, Safety & Environmental Issues; we work with certified subcontractors.
- END OF THE PROJECT; after all equipment has been removed from your facilities, our project team secures all pits, cleans up, disposes of the waste, sweeps the floors and returns a vacant building for immediate re-use.

Select Client List



ArcelorMittal



BOSCH



ROMI



NOKIA Connecting People

FLEXTRONICS Network Services

NORTHROP GRUMMAN

PHILIPS

XEROX

FURUKAWA



BASF



DURATEX



PHILIPS

3M

DIAGEO



Sadia



P&G Procter & Gamble



Clariant

COLGATE - PALMOLIVE



SUZANO



Klabin



Grupo Polpaico

Kodak

ODEBRECHT

MADECO



Tenaris Confab



AS Eletropaulo

YPF

CAMARGO CORRÊA

Louis Dreyfus Commodities

ABENGOA

Atlas Copco



Firestone



CHRYSLER



MG ROVER GROUP

ERICSSON

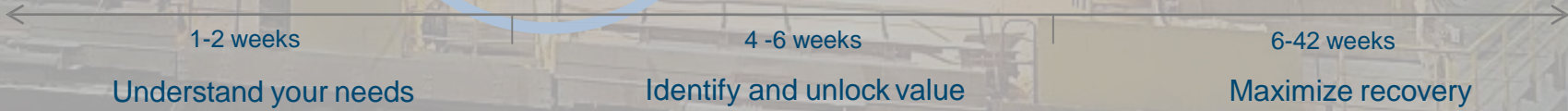
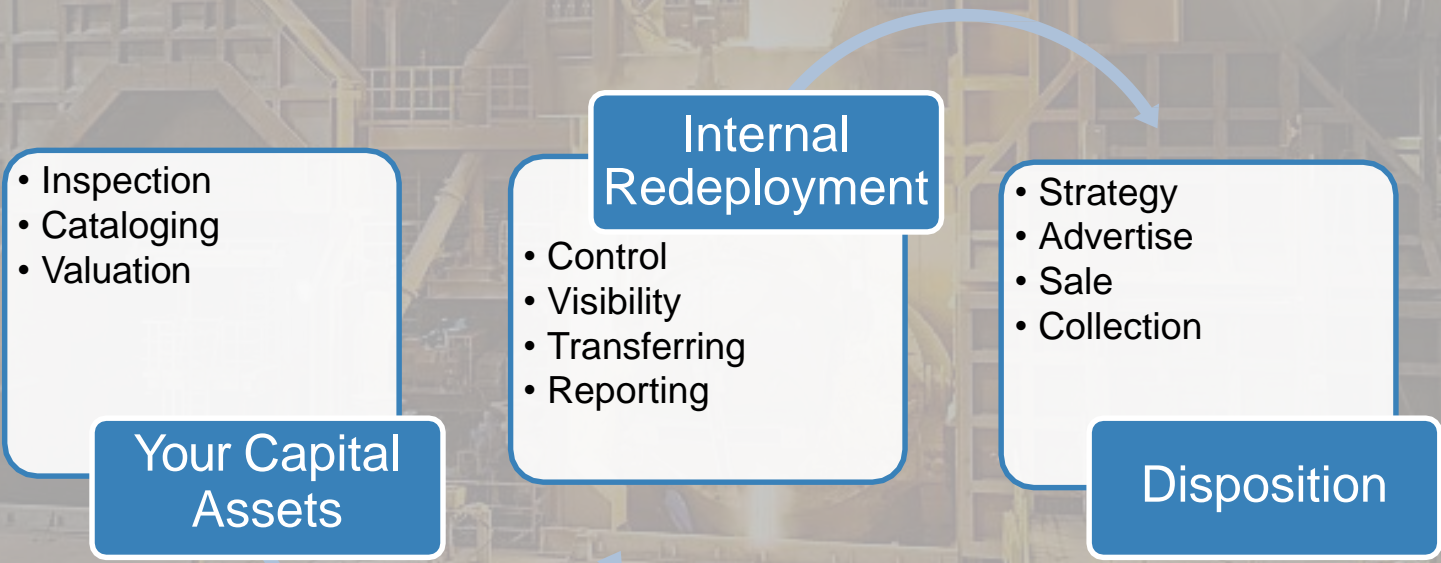


Hilco: the World's Largest, Most Experienced Multi-Class Industrial Asset Disposition Company

- Online, on-site, webcast, sealed bid and private treaty sales, worldwide.
- More than 100 sales conducted annually.
- More than 250,000 pieces of machinery and equipment sold annually.
- Gross sale revenues exceeding \$1 billion annually.
- Capital to acquire assets where immediate liquidity is desired.



Focus of Our Discussion: How We Will Help You Maximize Surplus Asset Value



Method of Sales

Stage 1: Private Treaty Sale

Based on our vast industry experience and knowledge of the assets, we have devised an efficient and effective sales method. Our recommended method is a 2 stage strategy that will identify and reach all prospective buyers. It is designed to maximize realization in a safe and timely manner and for the purpose of this proposal we have assumed:

Utilizing similar strategies, we have held recent successful Private Treaty campaigns and online auctions for many companies. Based on these sales, we are aware that the buyer markets for these assets will be International. Our online strategy and platform perfectly complements the project scope and requirements.

The proposed Private Treaty campaign leading into a major online auction will bring legitimacy to the sale and will generate maximum exposure, competition and buyer enquiry and participation

All assets with global appeal will be offered for sale via an international online campaign marketed on the Hilco Industrial website and databases.

- Hilco will identify and market the major assets with maximum international appeal,
- The Private Treaty Sale will run for approximately 9 -12 months, our marketing channels will include:
 - International websites & databases
 - Trade magazines
 - Industry specific online and printed brochure mail campaigns
 - Google and Search engine campaigns
 - Direct calls and emails
- All information will be made available on Hilco Industrials website
- Prospective buyers are invited and encouraged to visit the site to inspect the assets
- Set Asking Prices and set Take Prices (Acceptable), start negotiate if Bid is reasonable

Method of Sales

Stage 2: Major Online Auction

- Towards to end of the above Private Treaty campaign we will begin marketing & advertising stage 2 for all remaining assets. This will include all other remaining assets.
- To be conducted on www.hilcoind.com
- The auction/s will be heavily marketed to international buyers
- Online auctions typically run for 7 days with bidding available 24 hours a day
- Asset inspections by interested parties are invited before the online auction
- All winning bidders are automatically emailed, invoiced and sent relevant documents
- All assets will be collected during a pre-determined and advertised timeframe
- All asset removal is overseen by Hilco staff to ensure compliance with our best practice health, safety and environmental standards

Advantages of Online Auction

SAFETY – The inspection requirements state only visits limited to the Wuxi site. Further inspections and asset collections can be project managed to ensure control is maintained at all times. This option results in less traffic on premises presenting far less risk from a visitor traffic perspective.

HIGHER PRICES – Our online industrial equipment auctions are returning values above traditional auction results.

UNLIMITED MARKET – Our proven online system has unlimited reach into international markets.

HIGHER PARTICIPATION – Online sales have proven to attract a higher number of quality buyers

TRAFFIC – The Hilco websites attract over 200,000 visitors each month

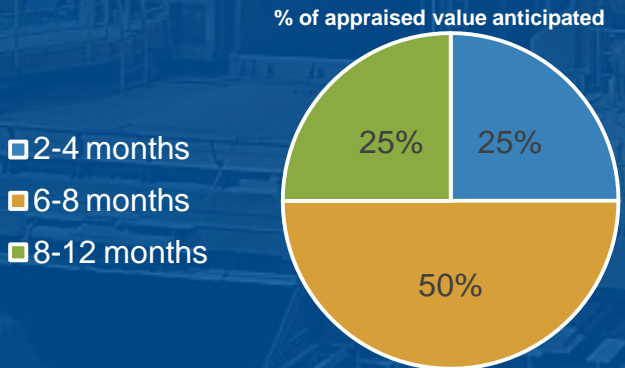
BUYERS – We have over 2 million registered customers on the Hilco website alone, all of whom will be alerted to your auction sale.

ASSET DESCRIPTIONS – Our online system has clear descriptions and multiple photographs of every asset for sale.

FULL TRANSPARENCY – Detailed information collected on all purchases with credit card security on payment. All bidding history is viewable and transparent for all concerned

Sale Process Summary

- Site inspection and asset review –
Finalize valuation
- Site evaluation & preparation
- Asset cataloging
- STAGE 1: Private Treaty campaign – Major assets
- PT Marketing
- STAGE 2: Online Auction’s
- STAGE 3: Combination PT and Auction
- Asset Decommission
- Asset Collection



SALE PROCESS FOR THE DISPOSAL OF EQUIPMENT	
Process	Responsibility
Project idea submitted	Hilco
Confirmation of asset sale package	Client
Agreement	Client / Hilco
Prepare sale catalogue	Hilco
Revise asset valuation	Hilco
Private Treaty Sales – Major assets	Hilco
Auction marketing & advertising	Hilco
Public inspection provided and supervised	Hilco
Online Auction Conducted	Hilco
Health, Safety and Environmental, Contractor & Buyer Management	Hilco
Sales transacted	Hilco
Asset Decommission	Approved by Seller
Asset Collection	Hilco

Possible Business Models



Hilco would be able to offer several business models based on Clients needs we can find a particular option.



Option 1. Outright Purchase by Auctioneer

The majority of Hilco's Transactions are Principal Transactions: Hilco does purchase the assets for cash and market these, hoping to make a profit. If Client preference is immediate funds, this is a solution we can provide. However the price will be (much) lower than when we sell these assets for a fee.



Option 2. Net Guarantee

Hilco is willing to Guarantee the Outcome of the Proceeds and only receives a fee if the guaranteed outcome of the sales proceeds reaches a certain amount, as an incentive Hilco will charge a higher fee above the guaranteed amount.



Option 3. Fee Based Proposal

Hilco would charge the Buyer an industrial-standard "Buyer's-Premium" of 16% and only charge Client the agreed marketing fee.

Marketing (More in Appendix)

MARKET PROGRAM

The visibility of the assets to the global marketplace is **critical** to the project's success. The Hilco Team believe the geographic target markets to be determined, depends from the scope of the project.

We also recommend the following marketing activities be undertaken:

- Dedicated sale webpage on Hilco Industrial website
- Digital sale notification to registered, relevant Hilco Industrial buyers
- Homepage and landing page promotion
- Marketing campaign in each target country and industry/s
- Professionally designed printed and digital brochure distributed to target countries & industries
- Print Media advertisements – Trade magazines
- Banner advertising on relevant industry related websites

LARGE DATABASE OF ACTIVE ONLINE BUYERS GLOBALLY

Hilco can also provide Client with the advantage of having access to one of the largest worldwide databases of active buyers with an average of over 200,000 unique visitors every month.

MARKETING STRUCTURE - GLOBAL INTERNATIONAL MARKETING INFRASTRUCTURE

The Hilco Team will develop a comprehensive international marketing plan designed to create interest in the assets to be sold. This will be accomplished by addressing those entities and customers in applicable countries for the equipment owned by the client.

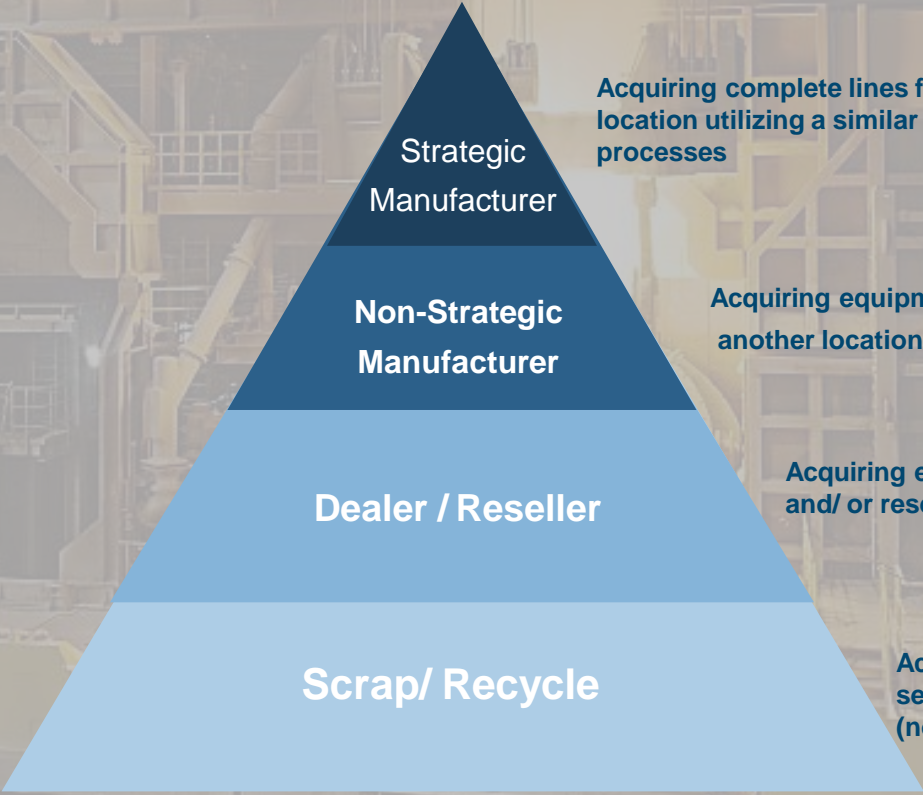
The marketing plan will include advertising in international media, newspapers, and trade publications, the development and distribution of a direct mail brochure, listing the sales on Hilco Industrial's Web site, distributing e-mail correspondence, making direct contact with prospective purchasers and Internet advertising.

Value Tiers



Higher recovery

Lower recovery



**Strategic
Manufacturer**

Acquiring complete lines for use in another location utilizing a similar manufacturing processes

**Non-Strategic
Manufacturer**

Acquiring equipment for use in another location

Dealer / Reseller

Acquiring equipment for refurbishing and/ or reselling

Scrap/ Recycle

Acquiring equipment for re-selling by the weight (not applicable)

Hilco Responsibilities



- **Appoint project management and field supervisors at locations.**
- **Inventory assets and post into ART for redeployment by Vertis.**
- **Move assets from redeployment into disposition.**
- **Determine the appropriate disposition method: Online, on-site, or webcast auctions; Guaranteed sales; or Principal Investments.**
- **Develop local, regional, and national marketing plan in order to attain 100% sell through rate and maximize the financial return of the offering.**
- **Prepare lot catalog with photos and complete descriptions of all assets to be offered.**
- **Develop website for customer surplus with catalog and registration information listed at www.hilcobid.com**
- **Prepare and distribute all marketing material to potential buyers and appropriate media outlets.**
- **Set pricing.**
- **Communicate all pre-auction buyer interest with Seller.**
- **Conduct Private Treaty & Online auction sales.**
- **Sell all the surplus assets.**
- **Provide preliminary sales report to Seller within 24 hours of sale close.**
- **Invoice buyers, collect funds from all approved buyers, and manage asset removal within defined timeline and with qualified shippers.**
- **Remit complete settlement package with money transfer to Seller within 30 days of sale date.**

What's Required From Our Clients

- Firm scope of supply (list of all items available for sale)
- Provide contact information and make facilities available for preparation by Hilco.
- Provide access to the facilities for inspection, by arranged viewings or public inspection.
- Disconnect production equipment from facilities.

Why A Single, International Provider is Best

Hilco believes the best overall results can be achieved through use of a single, international provider for the sale of all tangible and intangible assets. Hilco is the logical choice for the following reasons:

- A single provider precludes “competing with yourself” when assets of a similar nature are being sold in different markets.
- We offer the most experience with the assets to be sold.
- Our resources are beyond comparison and we have the strongest financial position of any competitor.
- Global reach and local service.
- Centralized coordination of all aspects of the sale process.
- World-class technology.

Conclusion

We have a proven expertise, global reach and track record and can provide the Client with the following benefits:

- Access to a true international marketplace – more buyers across key demographic areas
- International infrastructure and relationships through Hilco offices around the world
- Combined (inter)national expertise and experience
- Increased prices through greater participation of end users
- In-house marketing expertise
- Transparent, controlled & accountable sale process
- Complete project management services
- Flexible, effective and efficient sales channels

The project team has relevant qualifications, extensive knowledge of this industry segment, experience handling major projects in this area for OEM's, Financiers and Major Corporates. Our team will be available at any time to discuss this project.

Relevant Reference and Experience

Dongkuk Steel



Location: Pohang, South Korea
Products: Shipbuilding Plates
Building Construction: 232.000 M2

Type of Transaction: Private Treaty Goal: Selling State-O-The-Art Plate Mill (2.000.000 Ton / Year) with Building Construction and Cranes

Project Start: March 2016
Project End: March 2018

IN CONJUNCTION WITH Hilco Industrial 5K Seokyang Engineering Co., Ltd.

UNIQUE OPPORTUNITY TO PURCHASE A 2.000.000 TON / YEAR PLATE MILL

DUE TO THE REORGANIZATION OF **DX DONGKUK STEEL**

"...WAS RANKED IN THE TOP 5 PRODUCERS OF STEEL PLATE IN THE WORLD"

POHANG, SOUTH KOREA
TURNKEY OPPORTUNITY, AVAILABLE NOW!

IN CONJUNCTION WITH 5K Seokyang Engineering Co., Ltd.

DUE TO THE REORGANIZATION OF **DX DONGKUK STEEL**

INFORMATION MEMORANDUM

UNIQUE OPPORTUNITY TO PURCHASE A 2.000.000 TON / YEAR PLATE MILL

Outokumpu - Nirosta

BACKGROUND :
Producer of Stainless Steel Strip and Coil with annual capacity of 600.000 tons.

EQUIPMENT :
EAF (Electric Melting Furnace), AOD (Argon Oxygen Decarburization), Converter, Continuous Slab Casting Plant, Continuous Strip Caster with Rolling Mill, Auxiliary Equipment: Baggouse (Dust Extraction Plant), Overhead Cranes.

TRANSACTION:
A few years after Outokumpu acquired ThyssenKrupp Nirosta, it was decided to reduce some of the capacity and the Krefeld Melt Shop was one of the first ones to be closed down. Hilco was awarded with the sale of the Krefeld Melt Shop.

HIGHLIGHT:
Hilco contacted all companies in the Stainless- and Steel Industry worldwide, many companies were interested and visited the site. After studying the feasibility of moving the entire facility to their home country, many came to the conclusion this was possible, however most of them could not raise the financing, needed for this complex project. In the end we concluded a sale of the entire facility to an Asian Steel Company. Dismantling, packing and shipping is expected to take well over one year.

CONCLUSION :
Despite a difficult Steel Market, Hilco was able to find a buyer and concluded a sale of the entire facility.

Hilco Industrial

FOR SALE BY PRIVATE NEGOTIATION

outokumpu **OUTOKUMPU NIROSTA, KREFELD - MELTSHOP**

MELTSHOP WITH SLABCASTER AND A STRIPCasting PLANT

CAPACITY: 600.000 Ton Raw Stainless Steel/Year
OUTPUT: Stainless Steel SLAB and STRIP

KREFELD, GERMANY

Hilco Industrial Hilco Global. Invested in Your Success.

References

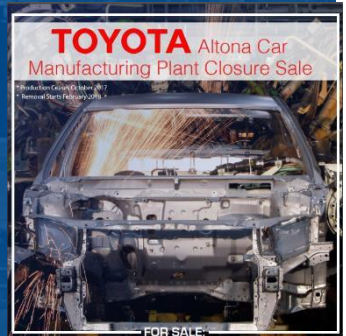
Toyota Altona

Location: Melbourne, Australia
Industry: Automotive
Building Construction: 232.000 M2

Type of Transaction: Online Auctions & Private Treaty
Goal: CLOSURE OF TOYOTA + 10 TIER 1 AUTOMOTIVE MANUFACTURING PLANTS

Project Start: June 2017
Project End: May 2018

Link:
www.hilcoind.com/sale/toyota/plant





TOYOTA Altona Car Manufacturing Plant Closure Sale
 Auction Dates: 10th - 15th Nov 2017
 Removal Start: February 2018

FOR SALE:

- Aluminium Casting
- Engine Lines
- Weld Shop
- Unit Parts
- Press Shop
- Paint Shop
- Resin Shop
- Assembly Shop
- Miscellaneous & Cranes

OFFERS INVITED NOW

Australia Automotive

www.austalia-automotive.com

The equipment offered in the private treaty sale includes all categories of production. All key suppliers and vendors in the sale include the following: Toyota Altona; Toyoda Gosei Australia; Continental Pty Ltd.; Britax Childcare; Metalsa Australia; ROH Automotive; Toyota Boshoku Australia; Chassis Brakes International; and Denso Automotive Systems Australia.

THE BIGGEST SALE OF AUTOMOTIVE MANUFACTURING EQUIPMENT IN AUSTRALIAN HISTORY
 DUE TO THE CLOSURE OF 10 AUTOMOTIVE MANUFACTURING PLANTS



graysonline.com **TOYOTA** Altona Car Manufacturing Plant www.austalia-automotive.com **Hilco Industrial**

Ford Genk

Location: Genk, Belgium
Industry: Automotive
Site Size: 600.000 M2


Type of Transaction: Online Auctions & Private Treaty
Goal: Liquidation Sale – Complete Press Shop
Capacity: 500.000 Cars / Year

Project Start: November 2015
Project End: December 2017

Link:
<https://www.hilcoind.com/fordgenk>




WEBCAST / ONSITE AUCTION

 **IN CONJUNCTION WITH COMPLETE PRESS SHOP WITH TOOL & DIE SHOP AND WHEEL PLANT**

COMPLETE PRESS SHOP WITH TOOL & DIE SHOP AND WHEEL PLANT



DUE TO THE CLOSURE OF



GENK VEHICLE OPERATIONS

(4) TRANSFER PRESSES, (4) BLANKING LINES, (11) TANDEM PRESS LINES, (2) SHEARS, (2) CUT-TO-LENGTH LINES, (2) DIE PRESSES AND MACHINE TOOLS

AUCTION DATE: 10 NOVEMBER 2015
ASSET LOCATION: GENK, BELGIUM

MARKETING ACTIVITIES

PLANNER 2018/19

PROJECT/EVENT

Time Table and Activities plan

ORGANIZER

HILCO INDUSTRIAL

PROJECT PHASE	STARTING	ENDING	PROJECT PHASE
PHASE 1			INFORMATION MEMORANDUM
PHASE 2			CATALOGUE / SPECIFICATIONS
PHASE 3			WEBSITE PRESENTATION
PHASE 4			BROCHURE
PHASE 5			MARKETING RESEARCH
PHASE 6			MARKETING EXECUTION
PHASE 7			TRADE SHOWS

APRIL							MAY							JUNE							JULY							AUGUST							SEPTEMBER						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
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							30	31																																	

Appendix

PHASE 1 - INFORMATION MEMORANDUM

The Corporate Information Memorandum is one of the most important documents prepared in the sales process, because it provides a prospective buyer with the information to generate an initial offer. Typically, the document will not include a purchase price for the business, but will provide the prospective buyer sufficient information to appropriately value the acquisition. A CIM, include the following information:

A detailed description of the business and its operations;

A summary of the industry and opportunities within the market;

A general description of the manufacturing process and equipment

Ability and plan to achieve future projection and Future growth opportunities

This CIM will be distributed to potential financial or strategical buyers. We make sure that all valuable attributes of the business are highlighted in the CIM to get the best terms and highest possible price.

PHASE 2 - CATALOGUE / SPECIFICATIONS

Entire equipment will be detailed explained with specifications by group, type, range, material and special features. This will be the basic document for developing next 4 phases of Website Presentation, Brochure, Marketing Research and execution.

Specification will contain the following information:

Manufacture's name and year

Product Number and name

List of ordering codes with images and videos

Short Functional description

PHASE 3 – WEBSITE PRESENTATION

All of the available equipment will be present on our website www.hilcoind.com on the section of featured deals and Private Treaty Sales. Within this channel, we will:

- Online Demonstration and Present all necessary information for the facility
- New, innovative and dynamic presentation within Hilco Platform
- Create awareness of the possibility for purchasing Client Plant
- Using reach Medias as pictures, videos, digital brochures....
- Communicate with our existing and new potential buyers
- Using Hilco Industrial's strong Search Engine Optimization for the Sale

PHASE 4 – BROCHURE

Creating high quality brochure for the needs of Clients project. Presenting all detailed information for the project (Location, Capacity, Manufacturing Process, Description of the equipment, high resolution pictures & videos, contact information). We will have at least 2000 state-of-art printed editions which will be distributed among CEOs, Members on Board of Directors, Investors, Tradeshows and Coworkers, just for the purposes of Direct Marketing. The other will be Interactive Web based version, with videos, trackable URLs, contact forms etc.

Appendix

PHASE 5 – MARKET RESEARCH

With our dedicated and knowledgeable market research team, support from our valuable data, we will be able to examine:

- Vital details for 14,000+ companies in Manufacturing and Steel Industry
- For each company, we are having data access to: Managing Director, No. of Employees, End User Industries, Export Markets, Personnel & Financials, Affiliations, Plants, Products & Expansion Plans.
- People search (Sort by job title, Company Type, Products, Regions)
- Data (Type of mine, Products & Regions)
- Plants Data (Operating & Plant projects, Products & Regions)

Phase 6 – Marketing Execution



Sending Personal Dedicated Brochures – After carefully filter and chosen potential clients for our project, we are sending brochures along with personalized cover letter including important information for the project. Target Group: CEO, CFO, Purchasing Managers, Investors, Member of Directors, Trade Associations etc.

Follow Up Phone Calls – Our Selling department will follow up by phone calls to the entire lists and provide additional information in form of mails, digital brochures, specifications, dismantling prices etc. We will try to set up relationship with these companies and investigate their plans for expansions. We are doing follow up calls every 3 weeks. Our team speaks English, Hindi, Dutch, German, Spanish, French, Portuguese, Romanian, Croatian, Bulgarian, Chinese, Korean, Japanese.

Newsletter Campaign – Using our internal database of more than 2 million contacts, we are creating niche group of potential leads, where we sending personalized HTML e-newsletters, informing them for the project. At least 5 newsletters in period of 3 months.

Banners – We have stable and long-term relationship with the best website and online magazines in the steel industry. We will create interactive, full branded banners in the most relevant online providers, in order to attract attention and awareness.

Printed Ads in the most popular print magazines in the industry + combination of **Press Releases**.

Listings – Using machines aggregators as Machinetools, machinio, maschinensucher, surplus records etc in order to present the entire facility.

LinkedIn – Personalized messages to all relevant contacts in the industry, plus starting conversations in the steel groups with combination of highly targeted LinkedIn ads.

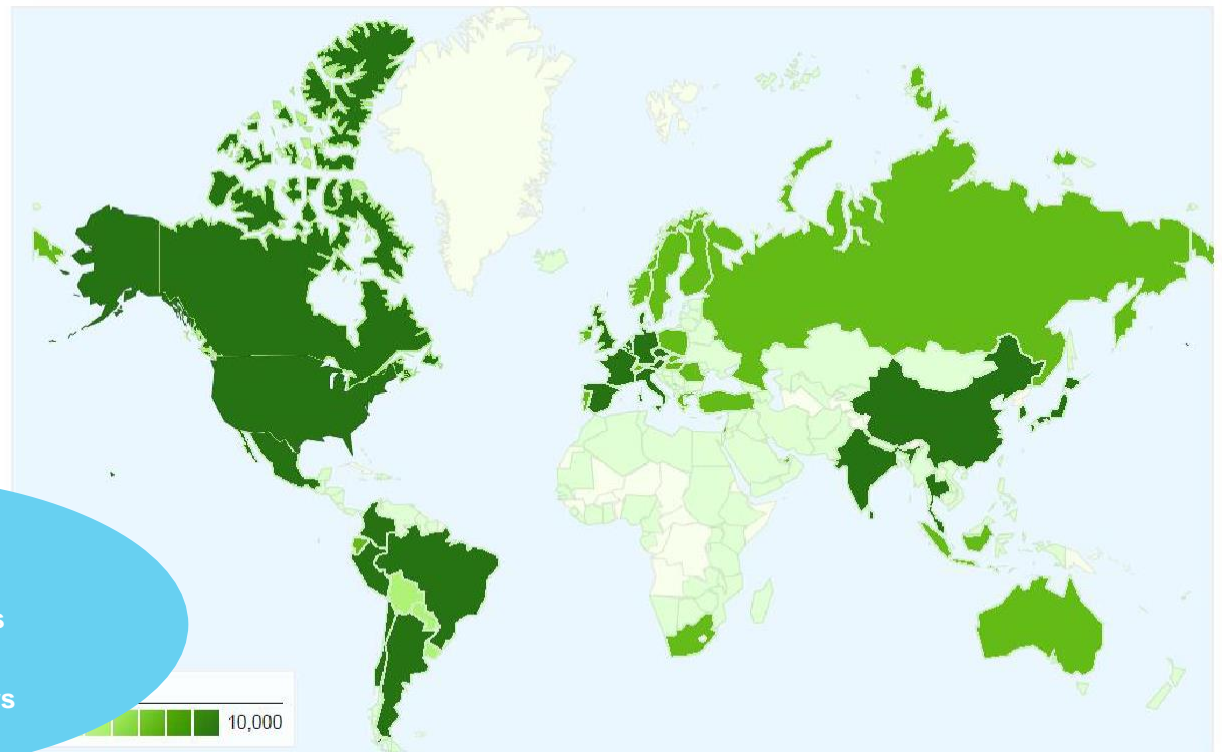
Trade Shows – Present on all relevant Trade Shows in Asia, Middle East, Africa and South America. We are having fully branded trade booths with Posters, flyers, videos, brochures and official representative sales team who will provide all necessary information.

Appendix - Our Marketing Touches the World

**We Will Reach
the 20 Largest
Industrial
Economies of
the World**

Monthly Stats

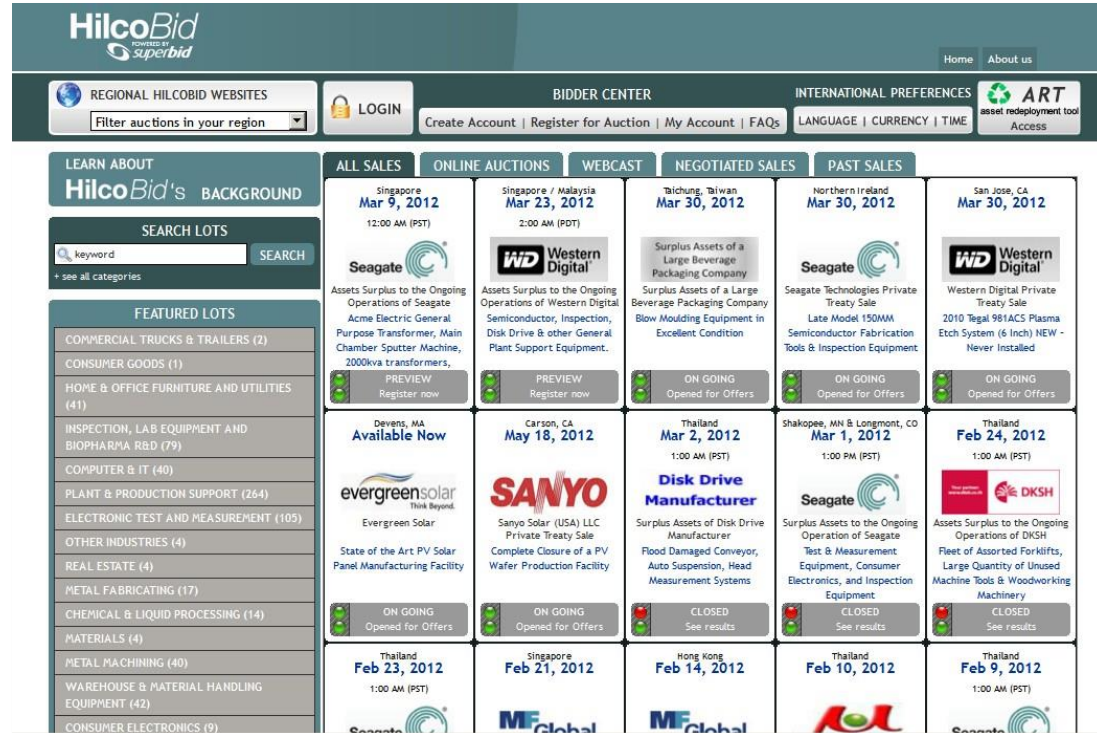
- 10,000,000+ page views
- 750,000+ site visits
- 350,000+ unique visitors



Appendix Online Auctions

- Search engine optimization
- Trade publication advertisements - online and print
- Posting of each sale at www.hilcobid.com and
- Mailed and electronically-distributed brochures and catalogs
- Specialized, dedicated E-mail notifications to proprietary and procured mailing lists

HilcoBid Provides Global, Proactive Asset Disposition Campaigns, Not Just Your Ordinary Online Auctions



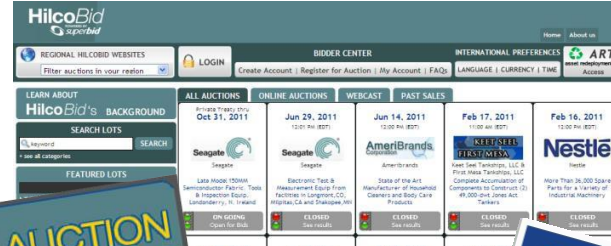
The screenshot displays the HilcoBid website interface. At the top, there is a navigation bar with the HilcoBid logo (powered by Superbid) and links for Home and About us. Below this is a secondary navigation bar with a search box for regional websites, a login button, and a bidder center with links for account creation and registration. International preferences for language, currency, and time are also visible, along with an ART (asset redeployment tool) access button.

The main content area is divided into several sections:

- LEARN ABOUT HilcoBid's BACKGROUND**: A section with a search bar for lots and a list of featured categories such as Commercial Trucks & Trailers, Consumer Goods, Home & Office Furniture, etc.
- ALL SALES**: A grid of 15 auction listings. Each listing includes the location, date, time, and status (e.g., "ON GOING", "CLOSED"). Examples include:
 - Singapore Mar 9, 2012: Seagate assets surplus to ongoing operations.
 - Singapore / Malaysia Mar 23, 2012: Western Digital assets surplus to ongoing operations.
 - Taichung, Taiwan Mar 30, 2012: Surplus assets of a large beverage packaging company.
 - Northern Ireland Mar 30, 2012: Seagate Technologies private treaty sale.
 - San Jose, CA Mar 30, 2012: Western Digital private treaty sale.
 - Devent, MA Available Now: Evergreen Solar assets.
 - Carson, CA May 18, 2012: Sanyo Solar (USA) LLC private treaty sale.
 - Thailand Mar 2, 2012: Disk Drive Manufacturer surplus assets.
 - Shakopee, MN & Longmont, CO Mar 1, 2012: Seagate surplus assets.
 - Thailand Feb 24, 2012: Assets surplus to ongoing operations of DKSH.
 - Thailand Feb 23, 2012: Seagate assets.
 - Singapore Feb 21, 2012: MF Global assets.
 - Hong Kong Feb 14, 2012: MF Global assets.
 - Thailand Feb 10, 2012: Assets surplus to ongoing operations.
 - Thailand Feb 9, 2012: Assets surplus to ongoing operations.

Appendix - How We Will Market Your Assets

- Email Marketing
- Newspaper Local and Regional
- Trade Press
- SEM (Keyword Ads)
- Sale Micro-site
- Banners
- Website
- Brochures and Catalogs
- Direct Strategic Contacts
- Press Releases



A large industrial facility, possibly a power plant or manufacturing plant, with a central circular structure and complex machinery. The scene is dimly lit, with a bright light source in the center. The word "Thanks!" is overlaid in the center.

Thanks!