

# PRESENTATION



# Competencies

At Hilco Industrial BV, we serve clients in many industries, such as Metalworking, Pharmaceutical, Electronics, Construction & Transport.

What pervades our work across every industry in which we work is our commitment to providing exceptional service and our ability to get excellent results. When you work with us, we already know your industry, speaks your language and understands your challenges.

## PROCESS INDUSTRY

We purchased and sold a number Plastic Recycling Plants, Chemical Plants as well as Fine Chemical Plants, including Active Pharmaceutical Ingredient (API) Plants, Pharmaceutical- and Food Plants. We sold complete Paper & Pulp Mills, including some very large Paper Machines.

## WHY WORK WITH 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 Europe and Asia 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.





# Extensive Industry Experience:

Hilco has become the proven choice of major projects, having successfully completed the largest industrial transactions over the last 3 years in the following industries:

- Automotive & Aerospace
- Pharmaceutical
- Chemical
- Electronic
- Solar
- Steel, Non-Ferrous
- Machining and Fabricating
- Shipyards
- Food
- Power Generation

# The Process:

We can offer you the highest price for the following reasons:

- Buyers worldwide thanks to Global Network
- In-depth Industry & Market knowledge, long-time experience
- In-house marketing, Communication and Sales team

# 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 are 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



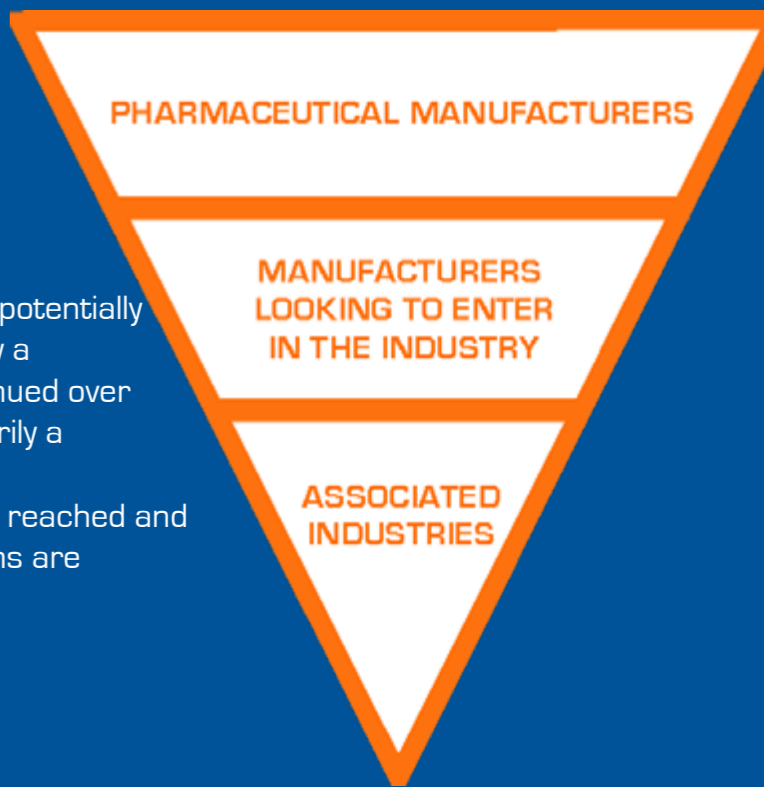
# Understanding The Marketplace:

The success of this project is directly related to creating market awareness for the offering that will result in a highly competitive environment between qualified strategic bidders who best recognize the value of the assemblage of these assets and have the highest and best use for them. The following are primary strategic targets:

- Pharmaceutical Manufacturers
- Manufacturers Looking To Enter
- Associated Industries / Investors

Utilization of multiple sales methods (Private Treaty & potentially Online Auction at a certain point in the process) led by a comprehensive global marketing campaign and continued over 12 months and strong pricing strategies using primarily a Private Treaty offering is recommended.

A global marketing campaign will insure the market is reached and the sales strategy with date certainty will insure returns are maximized from the prospective buyers.





# Past Projects



## API Manufacturing Facility Surplus Featuring Lab, Processing & Utility Equipment

This facility was a chemical production unit that specializes in high quality active pharmaceutical ingredients, fine and specialty chemicals. This projects inventory features: Filter Dryers, Glass Lined Reactors, Stainless Steel Jacketed Vertical Tanks, Pump Skids, Filtration Skids, Pumping Vessel Units and much more.



Mfg's for these assets include Precia Molen, Russell, Busch, De Dietrich, Ferrum, Bayardon, and many other respected manufacturers.

- **Asset Location:** Paris, France
- **Equipment:** Laboratory & Production
- **Type of Sale:** 3 Day Online Auction
- **Number of Lots:** 800+

[VIEW PROJECT](#)



# Past Projects

## Glaxo Wellcome Manufacturing Pte Ltd

Test & Measurement/Laboratory Equipment from International Pharmaceutical Company



- **Asset Location:** Singapore
- **Equipment:** Test & Measurement / Laboratory & Production
- **Type of Sale:** Online Auction
- **Number of Lots:** 200

# Marketing

- Targeted Database
- Brochures
- Press Releases
- Email
- Listings
- SEO
- CPC
- Direct Marketing
- Trade Shows

TARGETED DATABASE		
	<ul style="list-style-type: none"> <li>• Hilco Industrial will augment their existing marketing databases with acquired databases to notify buyers &amp; prospects of the sale. Today, the database contains qualified names of active buyers &amp; prospective buyers of capital equipment worldwide. Information for the database comes from a wide range of sources, including buyers at past sales, website registration, tradeshows &amp; rented or acquired lists.</li> </ul>	
SEO /SEM	INTERNET	MEDIA
<ul style="list-style-type: none"> <li>• Implement specific key word searches &amp; optimisation of listings to increase visibility in search engine results on Google</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated listings on hilcoind.com</li> <li>• Promotional banners displayed on home pages</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisements placed in major international industry trade journals</li> </ul>
PR / SOCIAL MEDIA	BROCHURES	EMAIL
<ul style="list-style-type: none"> <li>• Approved editorial prepared for, media &amp; industry journals</li> <li>• Posts on Hilco Industrial social media pages</li> </ul>	<ul style="list-style-type: none"> <li>• Brochures mailed to identified key decision makers within target industry groups &amp; companies in the global steel industry</li> </ul>	<ul style="list-style-type: none"> <li>• eDMs sent to database of international active buyers &amp; prospects</li> <li>• Email notification to registered users</li> </ul>
DIRECT MARKETING		
	<ul style="list-style-type: none"> <li>• Personal contact made with recent project &amp; active buyers, key industry participants</li> <li>• Enquiries page created, qualified and proactively followed up</li> <li>• Due to our combined industry exposure, the market will contact us directly &amp; will be followed up &amp; pressed to make decisions</li> </ul>	

# Direct Marketing & Sales

- Determine Target Company
- Determine Target Person
- Contact Target
- Provide General Details
- Follow Up
- Provide Specific Details
- Arrange Inspection
- Assist with Costings
- Negotiate Sales



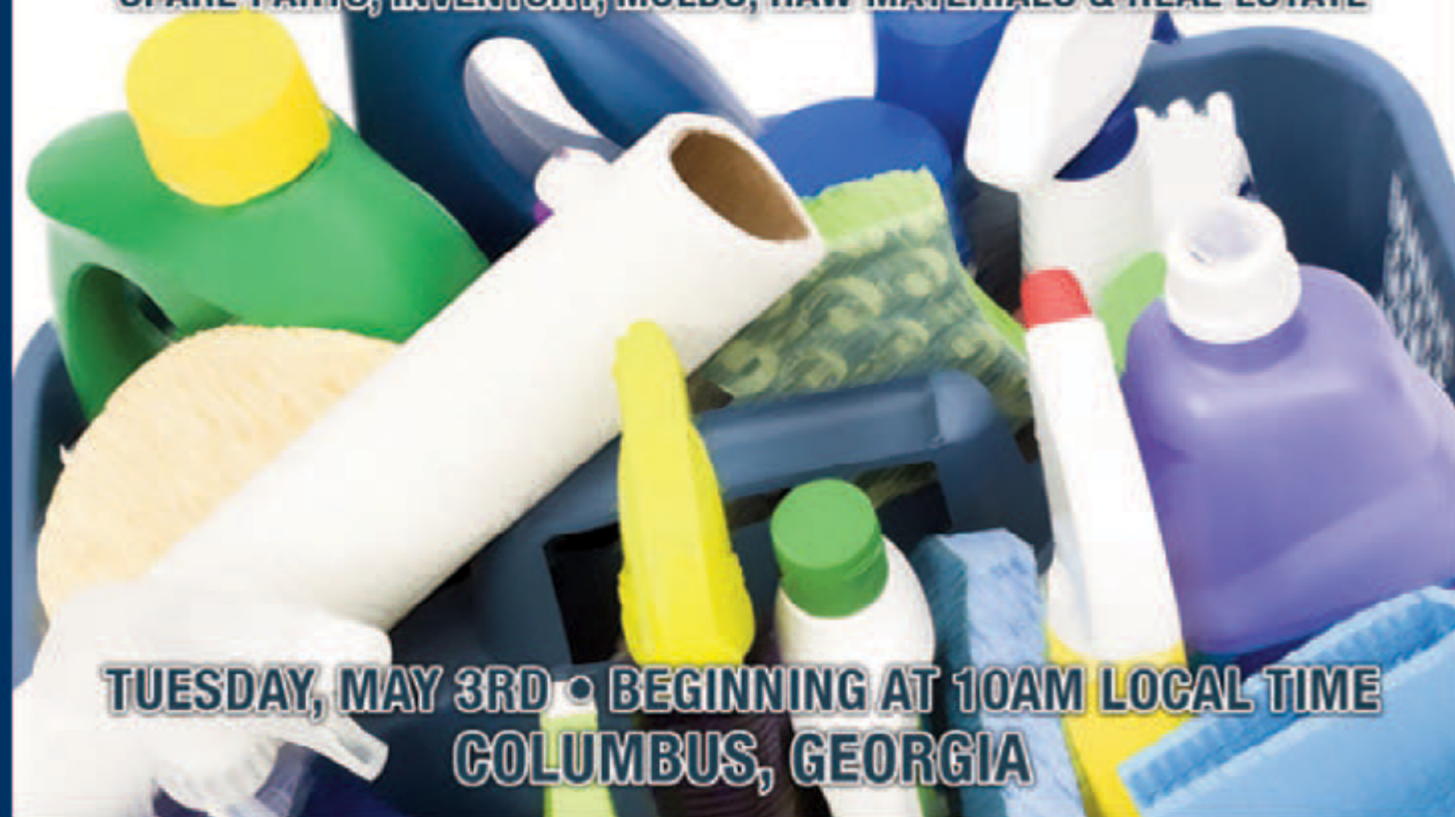
# Hilco Industrial, LLC WEBCAST/ONSITE AUCTION

Complete plant closure, Assets formerly of

**AmeriBrands**  
Corporation

## STATE OF THE ART MANUFACTURER OF HOUSEHOLD CLEANERS AND BATH & BODY CARE PRODUCTS

FEATURING: BOTTLING & PACKAGING MACHINERY & EQUIPMENT,  
SPARE PARTS, INVENTORY, MOLDS, RAW MATERIALS & REAL ESTATE



**TUESDAY, MAY 3RD • BEGINNING AT 10AM LOCAL TIME  
COLUMBUS, GEORGIA**

# Hilco Industrial, LLC

Auctioneers • Liquidators • Appraisers

Atlanta • Birmingham • Birmingham (UK) • Boston • Charlotte • Chicago • Connecticut • Dallas • Detroit • Grand Rapids  
Guadalajara (MX) • Hong Kong • Irapuato (MX) • Leeds (UK) • London (UK) • Los Angeles • Mexico City (MX)  
Monterrey (MX) • New York • San Francisco • Toronto • Villahermosa (MX)

[www.hilcoind.com](http://www.hilcoind.com)

**Hilco**  
Industrial

## Chemical Processing Equipment Auctions & Private Sales

Thursday, October 15 • 9am PT

**NUTRILITE**

Location: Nuevo, CA

For more info, please contact  
John Magnuson at +1 847.504.3204  
or email [jmagnuson@hilcoglobal.com](mailto:jmagnuson@hilcoglobal.com)

Complete Nutraceutical Processing  
Plant for Dry Powder Dietary Supplements  
Fluid Bed Dryers, Mixers, SS Tanks, Evaporators,  
Bulk Powder Handling, Chemical Processing,  
Plant/Production Support, Forklifts, Farm Equipment



**HOKU**

Location: Pocatello, ID

For more info, please contact Brian Lee  
at +1 203.258.0927 or email  
[blee@hilcoglobal.com](mailto:blee@hilcoglobal.com)

Bidding Ends Wednesday, November 4

Electrical Equipment,  
Chemical Process Equipment,  
Industrial Supply & Polysilicon  
Production Equipment  
Equipment Manufactured in  
2007-2011 and Unused



(2) Unused 2012  
**Alexanderwerk**  
Compaction  
Lines

Location: Mt. Pleasant, PA

For more info, please contact Brian Lee at  
+1 203.258.0927 or email [blee@hilcoglobal.com](mailto:blee@hilcoglobal.com)

Available Immediately

Uninstalled Alexanderwerk  
PP 500 Double Sided  
Roller Compactors with  
Patented Combi-Vent-Feeders  
Designed for the Chemical, Pharma and  
Food Sectors & Stainless Steel Work Areas



**MITRYCHEM**

Location: Mity-Mory, France

For more info, please contact Martin Kolodziejczyk at  
+31 652 848233 or email [mkolo@hilcoglobal.com](mailto:mkolo@hilcoglobal.com)

Available Immediately

API (Active Pharmaceutical  
Ingredient) Plant  
R&D Lab, cGMP Pilot Facility  
and cGMP kilolab



**Hilco** Industrial  
[www.hilcoind.com](http://www.hilcoind.com)

A Hilco Global Company  
Vested in Your Success



**Hilco** Industrial  
**WEBCAST/ONSITE AUCTION**

**HILCAST**  
WEBCAST AUCTIONS

**BidSpotter.com**  
ONLINE BIDDING

Prefer click-to-bid? Register and bid on



**Complete Paintball Manufacturing Facility**  
*Featuring Encapsulation Machines, Reactors,  
Tanks, Kettles, Packaging Lines*



**Wednesday, April 16<sup>th</sup> • 10:00 am Local Time**  
**Clearwater, Florida**

**Hilco**  
Industrial

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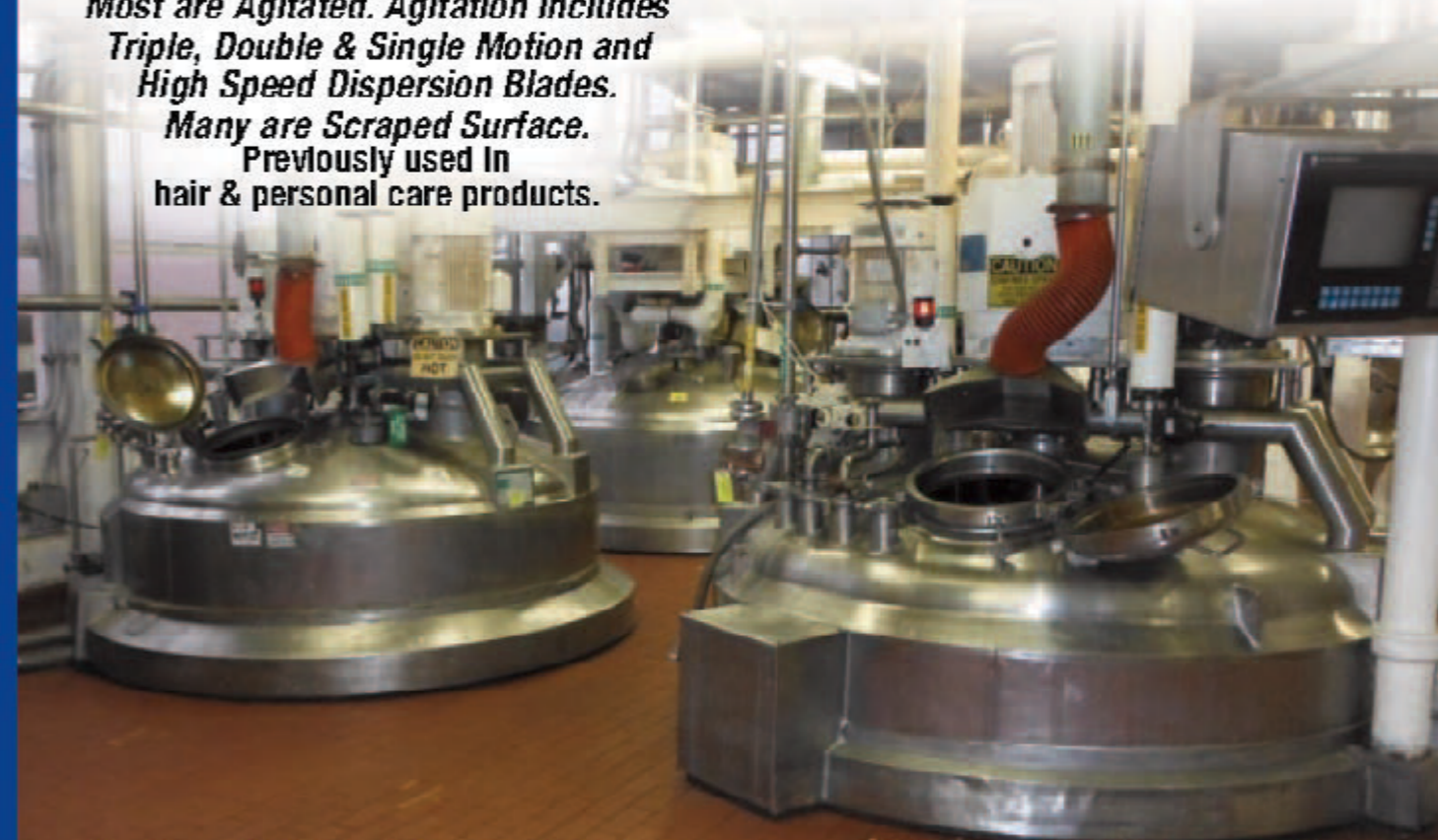
**ONLINE AUCTION**



Former Assets of  
**L'Oreal**

**316 Stainless Steel Reactors,  
Processing Vessels and Storage Tanks**

*Most are Agitated. Agitation includes  
Triple, Double & Single Motion and  
High Speed Dispersion Blades.  
Many are Scraped Surface.  
Previously used in  
hair & personal care products.*



**Online Bidding Opens: Friday, February 14<sup>th</sup> • 10AM Local Time**  
**Online Bidding Closes: Wednesday, February 19<sup>th</sup>**  
**Clark, New Jersey**

**Hilco**  
Industrial

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[www.hilcoind.com](http://www.hilcoind.com)

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# Negotiating & Transacting

## Private Selling by Negotiation

**We are not interested in just negotiating a sale.**

**We want to negotiate for the highest price and the best outcome. Negotiating is a skill! Best to know who the buyer is and what is their 'best use' in order to maximise return.**

• **V**aluation – It is important to know what the equipment is worth so you can be in position to negotiate, set reserves and make the right decisions. Hilco Team has 70 valuers worldwide.

• **P**rivate Selling by Negotiation – We are not interested in just negotiating a sale. We want to negotiate for the highest price and the best outcome. Negotiating is a skill! Best to know who the buyer is and what is their 'best use' in order to maximise return.

• **T**ransacting by Auction – Is a highly effective method of selling in a timely and cost efficient manner. The bigger the market the better the outcome. The MHA MacIntyre Hudson / Hilco Team have access to the largest marketplace for these type of projects.

• **C**onfidence – Hilco Team have confidence in our understanding of value and the ability to transact on all assets at the GM Holden sites. We have offered to buy all the equipment in a sign of this confidence.

## Hilco Delivers Results

- Conducted nearly 1,600 industrial asset disposition projects last year
- 400+ Fortune 2000 clients, across all industries
- Sold assets from 53 countries into more than 60 countries in 2012
- Delivered more than 20,000 appraisals (values in excess of €150 billion)
- Converted over €150 billion of excess inventory to cash.
- In 2012 alone, asset sales approached €1 billion
- Served companies in 40 countries
- Appraised and repositioned industrial, commercial and retail real estate worth nearly €4.0 billion, and restructured over 25,000 leases
- Recovered over €64 million in patent sales via market making for IP and patents



## Conclusion

The Hilco Team is the most capable team to manage your asset recovery project.

Through our proven expertise and track record we can provide SSI UK Ltd. Redcar Works with the following benefits:

- Access to a Truly International Marketplace – More Buyers Across Key Demographic Areas
- International Infrastructure and Relationships
- Combined National and International Expertise and Experience
- Increased Prices through Greater Participation
- Global In-House Marketing Capabilities
- Flexible, Effective and Efficient Sale Channels
- Complete Project Management Services
- Export Compliance Capabilities





 **Hilco**<sup>™</sup>  
Industrial Acquisitions b.v.

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OVER 35 OFFICES THROUGHOUT  
NORTH & SOUTH AMERICA, EUROPE, MIDDLE EAST,  
ASIA, AUSTRALIA

