

# ROSS P. BENJAMIN

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Koda Enterprises Group  
Corporate Brochure  
Final Draft

## Cover Page

Corporate Bonds

## Page 1

### Something That Money Can't Buy

*Real* corporate bonds are not what you think they are. They're intangible - the combination of experience, vision, and a special feeling for people. They're relationships that outlast the latest quarterly results.

Some people say you can judge a company by its balance sheet alone. We say you can get a true feeling for a company by meeting its people.

KODA is a collection of companies which are leaders in their respective industries. But our business success results from one overriding factor: Strong, lasting relationships. *Real corporate bonds*.

## Spread, Page 2

So, who better to tell you about KODA than the people who work with our team every day. People who have contributed their time and energies month after month, year after year. People who know first hand the true worth of strong corporate bonds.

[sidebar]

These corporate bonds make Koda a distinctive company in the world of mergers and acquisitions. Much like the Coda of a musical composition, the separate concluding section that is distinct from the main piece, Koda also stands apart.

## Spread, Quote and Photo, Page 3

"Koda understood the difficulties facing our business. But instead of running from these challenges, they embraced them. They gave us tools to help us reinvent ourselves and make a transition into new markets. And it was easy to do because they put a high value on communication. That's the Koda culture -- working together toward common goals while making sure everyone is clear about expectations and desired results."

Jim Peden  
President  
Koda Specialty Products Group

#### **Quote and Photo, Page 4**

"Koda represents the fusion of entrepreneurship and solid management. At Monson, we've used our strategic skills to build our chemical business – doubling revenues over 6 years – while Koda resources give us extensive guidance and support. And it shows: Koda has built such a solid reputation for fair dealing and strategic improvement that companies which are our peers often come to us seeking to be acquired. That's quite a compliment. This has been the best job I've ever had."

Gene McDonald  
President  
Monson Companies, Inc.

#### **Quotes and Photo, Page 5**

"I've had a very successful long-term relationship with Koda. They know exactly what they want to do, and are focused and pragmatic. They don't get into the heat of "doing a deal for a deal's sake." They're very pro-active -- not only when they are looking for opportunities, but also when they have a problem. From a lender's point of view, we like this. I don't push them ... it's the other way around. It gives them a lot of credibility and creates mutual respect."

Tom Baldasare  
President of the Leveraged Finance Group  
Deutsche Financial Services

"We've been working together for over 10 years. And it's not just a lending relationship, it's a partnership. It starts with the Koda principals and the excellent people running their companies. We meet often to get to learn what they're doing and how we can help each other. With the management teams they have in place, we've been able to establish outstanding relationships with numerous individuals, making our partnership a success on multiple levels."

Bill Swindells  
Exec.Vice President, NE Group Mgr.  
Fleet Capital Corporation

## **Quotes and Photo, Page 6-7**

"For 17 years, I've been impressed because they are bright, responsive, and smart businesspeople, with an interesting combination of talents. But at the end of the day, you also realize that they're a lot of fun. Money is money, but it's what you do with it that counts. People are what make business go forward and make it fun. The key ingredient is that the chemistry and the intangibles have to be right, and with Koda, they are."

Paul Sperry  
President  
Sperry, Mitchell & Company, Inc.

"I sold my company to Koda because it was finally time to concentrate on those aspects of the business I enjoyed doing, especially nurturing the business relationships that were so important to me. In seven years with Koda, it's been an exciting time. Literally, everything that Koda promised has been fulfilled, far exceeding my expectations. It's been a fine marriage. If I had to sell the business again, I'd sell it again to Koda."

C. John Ebbrecht, Jr.  
Vice President/Business Development  
Monson Companies, Inc.

## **Letter from the CEO and Photo, Page 8**

Like any other company, KODA is in business to increase shareholder value. Simply put, to make money. But our approach to achieving this goal goes far beyond the balance sheet. We believe that consistent forging of solid, long-term relationships is critical not only to our success, but also to our quality of life.

We have intentionally kept our corporate staff small so that we are not distanced from our constituent companies. Each management team creates and executes independent strategic and operating plans. As time passes, the trust that is developed mandates the sharing of both authority and responsibility. Our system of communication encourages proactivity, commitment to promises, and a high level of teamwork.

Working with intelligent people of the highest integrity, who love to do what they do, means not only that there is a higher likelihood that the enterprise will be successful over the long-term, but also that the workplace can be a fun place every day.

Welcome to KODA ... a company where our success is a result of our strong corporate bonds.

William S. Karol  
President and Chief Executive Officer  
KODA Enterprises Group