


AKAMAI

Management Group

A black and white photograph of three men in business suits standing outdoors. The man on the left is looking towards the other two. The man in the center is seen from the back, looking towards the man on the right. They are positioned in front of a modern building with a curved, ribbed facade. The background shows a cloudy sky and a distant cityscape.

"Tactical, innovative, high impact advice.
That is what Akamai delivers."

Leigh Curyer,
CFO, Uranium Equities

Introduction

Akamai is a leading independent strategy, advisory and investment firm established to deliver high impact service. Founded on an entrepreneurial culture of high energy, effective decision making and execution excellence. Our business model combines consulting skills and entrepreneurial innovation with real world expertise.

At Akamai we have a culture of creative, candid and independent advice.

Akamai is distinctive in that we draw on our own experience of business ownership when providing strategic or corporate advice and as such our assistance is credible and practical. This has helped us to build an enviable track record of success, firmly establishing our credentials as a leading advisor in Australia.

Our consistent performance is a consequence of experience and a disciplined approach to long term value creation.

Our people are high-impact professionals capable of driving the implementation of both strategic development and operational-improvement initiatives. We have assembled a team of highly talented operating and investment professionals with local market knowledge and experience and we offer an energetic and personal approach to every engagement. This is supported by the execution experience of the senior executive team and their desire to always provide relevant and significant value to our clients.

Every Akamai engagement receives the full commitment of the firm and is handled with utmost discretion.

Strategy Consulting
Project Implementation
Corporate Advisory
Investment



Services

Strategy Consulting

High impact, fact based advice to senior management on key strategic and organisational issues
Proven tactical advice on complex strategic decisions
Long term relationships, working with your team to understand your objectives and deliver tangible results

Project Implementation

Collaborative hands-on approach, managing and working with client teams to ensure successful implementation and delivery of strategic initiatives.

Corporate Advisory

Sustainable business strategies in the areas of corporate and organisational restructuring, mergers and acquisitions, full or partial spin offs and funding strategies

Client side experience and execution excellence essential in offering a unique perspective on all aspects of a transaction

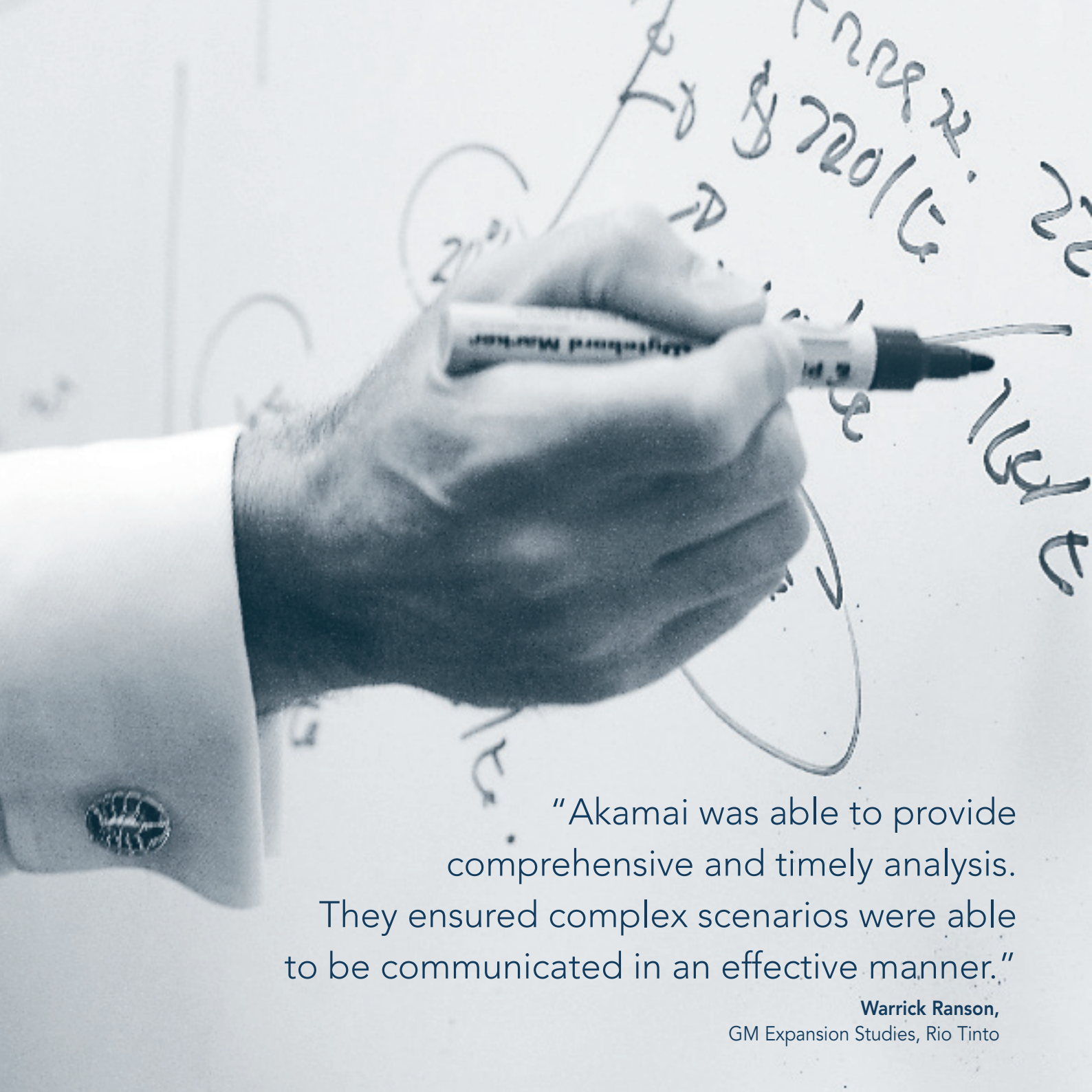
Independent, non-conflicted advice, delivered with professionalism and discretion

Investments

Direct investments in strategic opportunities sourced from our network of sophisticated investors

“Akamai is impressive.
They delivered practical
advice on key strategic
issues that helped us
make the right decisions.”

Bernard Viney,
KGP Brownfields Project Manager, Woodside



"Akamai was able to provide comprehensive and timely analysis. They ensured complex scenarios were able to be communicated in an effective manner."

Warrick Ranson,
GM Expansion Studies, Rio Tinto

Recent Engagements



Akamai is a leading
independent
investment group.



Investments

Akamai's investment approach is fundamentally simple; we acquire companies with a sustainable competitive advantage, in which our involvement will enhance value creation - and we work with management to grow and improve the business.

We believe that our ability to successfully realise investments is attributable in part to our strengths in strategy consulting and corporate advice. Our extensive operating experience instills discipline into the process of reviewing the financial and operating performance of our portfolio companies.

Our success is based on the depth, breadth and experience of our professional team - who come from a variety of backgrounds, ranging from operational roles in major companies to positions as strategy consultants and specialists in corporate finance. Akamai's investment group is a hand-picked team of dedicated professionals working hard to create better, stronger businesses.

Our values and culture are central to our long-term success. We invest in companies and work with people with whom we are proud to associate ourselves. Akamai's relationship with its portfolio companies is generally long term; we commit our own capital to every transaction and partner with senior managers, who invest a substantial portion of their own net worth in their business:

- Akamai recently acquired a majority share of Fencemakers, a steel fabrication and fence making business based in Perth, specialising in the manufacturing of high quality steel fabricated fences and gates for homes, pools and commercial applications
- Akamai is a majority shareholder of the Australian Blowmolding Corporation (ABC), a plastic bottle custom molding and closure systems specialist, with more than 20 years experience in pharmaceutical and personal care industries

“They challenged us to not make a transaction. They reminded us that we only get one chance to sell our entire business. They were right.”

Rick Musarra & Craig O'Donnell,
Directors & Owners
Goldfields Crane Hire



Our team consists
of highly talented
operating and
investment
professionals with
international
experience and
local market
knowledge.



Tri Suseno

Director

Expertise: Business Strategy, Mergers & Acquisitions, Investments, Corporate Finance, Organisational Design


As a corporate advisor, Tri has served clients in Australia and Asia in various industries, including manufacturing, resources, fast moving consumer goods, real estate, technology and investment funds.

He has also worked directly for the owner of Visy Industries, the largest private packaging and recycling company in the world as a Strategy and Mergers & Acquisitions advisor.

Tri recently developed strategic options for the defence of a global corporation with a market capitalisation exceeding \$50 billion. He has advised on the restructure and recapitalisation of a mid tier ASX listed mining company, the buyout of a \$300m engineering firm, and acted as originator, negotiator and execution coordinator in the acquisition of two multi-million dollar enterprises.

Tri has a Bachelor of Materials Engineering with First Class Honours and a Bachelor of Commerce (Finance and Management) from The University of Western Australia and was the recipient of the Sir Russel Dumas Medal for the top Engineering graduate in his year. A Fulbright Scholar, he attended Columbia University in New York studying Executive Education in Master of Business Administration and Mergers & Acquisitions. He has a Graduate Diploma of Applied Finance and Investments from the Securities Institute of Australia. Tri currently lectures corporate finance and investments at Kaplan-Finsia and the University of Western Australia. He is also completing a post-graduate study in Psychology.

Email: tri.suseno@akamai.com.au



"I called Akamai.
We worked with
them before and
we needed their
breakthrough,
high-energy
advice again."

Mike Cicanese,
Construction Manager
Foster wheeler WorleyParsons JV



Rich Krasnoff

Senior Adviser

Rich was previously an elected Partner (Principal) at McKinsey & Company, a global management consulting firm, where he served clients in various countries including Canada, Australia, South Africa, Indonesia and New Zealand. During his 10 years at McKinsey, he assisted clients in capital-intensive basic material industries, including mining & metals, pulp & paper, oil & gas, and building materials. His work encompassed strategy, operating performance and capital productivity improvement. He also worked extensively on business-to-business marketing issues.


Rich also co-headed McKinsey's Perth office in the early to late 1990s.

In 2000, Rich joined Wesfarmers Ltd as the inaugural Group Director, E-Commerce, reporting directly to then Managing Director Michael Chaney. With Wesfarmers, Rich was also a member of the Group-wide Executive Committee and the convenor of the Group-wide IT Council.

In the past 7 years, Rich has also been heavily involved with the board of several listed companies and with non-profit organisations, including his roles as: Former Chairman, and current Director and Chairman of the Audit Committee, of Conquest Mining Limited, an ASX-300 gold company; Former Director and member of the Audit and Remuneration Committees of Grange Resources Limited, which operates the Savage River iron ore pellet plant in Tasmania and is developing the Southdown iron ore project in WA; Membership of the Curtin Business School Advisory Council; General Councillor of Health Benefit Fund (HBF) of WA; the ICT (Information & Communication Technology) Industry Forum established by Hon. Clive Brown, WA Minister for State Development; as well as 10 years serving on the Council of Methodist Ladies College, Perth.

Rich holds a BA in economics from Cornell University and an MBA with high distinction from Harvard Business School.

Email: rich.krasnoff@akamai.com.au



"Stunning result all round.
Thanks for all the hard work."

Dave Ruddell,
Business Development,
Metallurgical Coal, BHP Billiton



Brian Siddall

Director

Expertise: Leadership & Change Management, Scenario Planning, Decision Analysis, Commercial Negotiation, Project Management

Brian has extensive international experience in strategy, business development and project management from his 15 years in the energy industry with Royal Dutch/Shell, Woodside and Origin Energy. He has held several senior executive commercial and project management roles, reporting directly to executive boards and joint venture partners.

His commercial and negotiating experience covers a wide range of areas from major international gas purchase and supply contracts in Africa to project investment decisions and alliance project delivery contracts in Australia and post-merger integration strategies in Europe. In his capacity as an owner-entrepreneur Brian has also founded, managed and raised capital for two international start-up companies that achieved profitable exits for their shareholders.

Brian has recently advised on asset and company acquisition strategies and valuations for several regional energy companies and has overseen major change management initiatives for our international clients. He provided hands on support in the transformation of a Regional Joint Venture's operations and performance, including its strategy, customer focus, leadership and supporting culture and management systems. For an Integrated Energy Company he recently developed a stage gate decision making process for opportunity investment and project delivery and worked closely with the client over an extended period, resourcing and establishing the new organisation. The supporting processes and systems developed for the company's development projects division provided governance and execution methods and organisational structures.

Brian has an MBA (honours list) from the International Institute of Management Development (IMD) in Lausanne, Switzerland and Chartered Engineer status from the Institute of Mechanical Engineers, Brian also holds a Bachelor of Engineering degree from Bristol University.

Email: brian.siddall@akamai.com.au



Amar Patel

Director

Expertise: Business Strategy, Project Management and Implementation, Portfolio Management, Mergers & Acquisitions, Private Equity Due Diligence and Corporate Finance

As a strategy consultant, for over 4 years with the Boston Consulting Group and then as independent consultant for Eden McCallum in London, Amar has served clients in North America, Europe, Middle East and Asia across various industries including Hospitality, Media, Airlines, Financial Services, Private Equity, Consumer and Industrial Goods, Freight and Information Technology.

In addition to providing advice and leading projects on strategy (including market entry, consumer segmentation, implementation), business development, project management and implementation, Amar has held several (secondment based) roles at clients, reporting directly to executive management. As a key member of the Corporate Finance and Strategy team at BCG, Amar was involved in a number of corporate value creation, M&A assessment, portfolio management and private equity due diligence projects.

More recently, Amar has spent over a year working for one of the largest Global Hotel companies tasked with leading the regional (Europe Middle East and Africa) project management and rollout for a US\$1 billion brand relaunch, one of the largest in corporate history. Lasting 9 months and managing 14 teams, the role culminated in the successful launch of the rebrand project. Subsequently, Amar was tasked with the 10 year growth strategy for the Middle East and African region, followed by a 6 month secondment implementing the strategy.

Amar has a Bachelor of Commerce with First Class Honours in Finance and a Bachelor of Law from the University of Western Australia.

Email: amar.patel@akamai.com.au



Melvin Poa

Manager

Expertise: Strategic Planning, Technology & Innovation, Corporate Finance, Project Management

Prior to consulting, Melvin held posts as a lecturer and research assistant with Curtin University. Whilst at Curtin, he was involved as a course developer in implementing a pilot e-learning project with the School of Economics and Finance. He was also a part time lecturer at the Australian Institute of University Studies (AIUS).

As an associate Melvin's recent experience includes working in strategic planning, business development and growth management for companies primarily in the resources sector. He was recently responsible for setting up a technology division for a global mining company and has worked extensively preparing financial valuations and business cases for clients. Melvin has implemented reporting, planning and cost tracking mechanisms across various industries.

Melvin has a Doctor of Philosophy degree, Masters of Commerce degree (majoring in Economics and Finance) and a Bachelor of Commerce (majoring in Finance) graduating with First Class Honours from Curtin University. He is an honorary member of Golden Key International Honour Society. He has jointly written a number of working papers and articles, which were presented both domestically and internationally. His main research areas include equity raising, corporate restructuring and corporate governance.

Melvin is a Senior Associate of the Financial Services Institute of Australasia (FINSIA) and a lifetime member of the Western Finance Association.

Email: melvin.poa@akamai.com.au



Russel Sy Suan

Manager

Expertise: Investment & Hedging Strategy, Valuation, Financial Modelling

Russel's recent experience includes working as a project leader structuring a proposed US\$1 billion Listed Investment Company. His work has involved evaluating fund structure and composition, analysing the investment style and strategy of a number of listed and unlisted managed funds, conducting statistical analysis of foreign exchange options as well as leading studies on hedging strategies.

His prior experience includes working as a research assistant at Curtin University. He has conducted data and statistical analysis of foreign exchange options and led studies into hedging strategies and the limitations of value at risk policies and models when determining trade limits. He has also spent time working for the United Credit Union as a quantitative market researcher, where he conducted market research, gathered information and communicated product development and future strategic implications for the United Credit Union.

Russel graduated with first class honours in Finance and earned a distinction in his Bachelor of Finance and Marketing from The Curtin University of Technology. He was a member of the Vice Chancellor's List for the top 1% of graduating students and was nominated for Highest Academically Achieving Graduate for 2006. Russel was also awarded the Golden key International Honour Society in 2005. He also has a Graduate Diploma in Applied Finance from FINSIA.

Email: russel.sysuan@akamai.com.au

Contact Us

Akamai Management Group

Australian Financial Services License No. 320377

Level 1, 99 St Georges Tce

Perth, Western Australia 6000 Australia

T +61 8 9254 9300

F +61 8 9254 9388

E info@akamai.com.au

www.akamai.com.au

