



CATALYST INVESTMENT RESEARCH™

Shareholder Activism & Deep-Value Company Analysis

PRINCIPALS

Damien Park, President & CEO



Mr. Park is widely considered an expert on shareholder activism. He regularly advises boards of directors, CEOs and institutional investors on these issues and is a featured commentator on *RealMoney.com* discussing activist investments.

Damien is often quoted in publications like *The Wall Street Journal*, *BusinessWeek*, *CFO Magazine*, *The Deal*, *CNN Money*, *The New York Times*, *The Nikkei* and *Newsweek Japan*.

In addition, Damien is the chairman of the largest activist investing conference in the world and manages *The Official Activist Investing Blog*.

Jonathan Heller, Partner



Mr. Heller, CFA, is an expert on value investing. He is a Partner at Hedge Fund Solutions, the President of KEJ Financial Advisors and a featured commentator on *RealMoney.com* discussing deep value investments.

Previously, Jon was with SEI Investments after spending 17 years at Bloomberg Financial Markets in various roles which included the management of Bloomberg's Equity Fundamental Research Department and Bloomberg's Equity Data Research Department. Jon was also a senior markets editor of Bloomberg's Publishing Group, a writer for Bloomberg Personal Finance Magazine, and an associate editor and contributor for Bloomberg Markets Magazine.

In addition, Jon manages the blog *Cheap Stocks: Below Net Current Asset Value, Real Estate and other Value Strategies*.

"The Catalyst Investment Research report not only finds where the hidden gems are buried but also brings along the excavation equipment to help dig up the value."

- Ron Orol, Author

Extreme Value Hedging: How Activist Hedge Funds are Taking on the World

OVERVIEW

The *Catalyst Investment Research™* report was developed by Damien Park and Jonathan Heller, two seasoned professionals with a unique combination of expertise in shareholder activism and deep value fundamental analysis. This professional grade research fills a large void in the underserved small/micro cap research market and is dedicated to uncovering undervalued publicly traded companies that could have the potential to generate outsized returns due to an activist investor's involvement.

FEATURES & BENEFITS

Our research team analyzes EVERY active investment disclosure with the SEC and determines the most compelling catalyst investment opportunity for further examination. The research focuses on companies where activist investors have taken sizeable investment positions and are pressing management to unlock hidden pockets of value. In each situation, the *Catalyst Investment Research* will strive to provide the following critical pieces of information:

1. The activist's investment thesis and analysis;
2. The activist's track record for improving value;
3. The likelihood the activist investor will achieve their goals;
4. A deep-value analysis of the company's financial health irrespective of the activist's involvement.

...activist hedge funds "earn 10.2% average returns during the period surrounding the [SEC filings]"

...[activist] hedge funds earn an additional 11.4% abnormal return during the subsequent year."

- NYU Professors
April Klein and Emanuel Zur

FREQUENCY & COST; ADDITIONAL BENEFITS

For an annual subscription price of \$1,000, members will receive a minimum of 24 company-specific *Catalyst Investment Research™* reports as frequently as two times per month. In addition, subscribers are entitled to receive the following:

- Hedge Fund Solutions' weekly *Catalyst Equity Research Report™* at no added cost. An in-depth weekly research report, emailed every Monday afternoon, featuring all of the companies where activist investors have taken substantial positions over the past week.
- Featured articles and white papers on shareholder activism from leading experts.
- Special discounts to conferences & seminars on activist investing and value investing.

"Damien and Jon deliver a very compelling research product. Nobody does a better job of analyzing solid companies with a very real and quantifiable catalyst for value improvement. I'm a subscriber and highly recommend it to others."

- Timothy Brog, Managing Director,
Locksmith Capital Management