

---

# White Rock Advisors

## Bringing Clients Business Improvements and Financial Resources

The Directors of White Rock Advisors know that, in today's customer driven economy, companies need expert business advice and financial resources to grow and compete in a rapidly changing marketplace. Through our extensive network of capital providers, we are able to bring people and capital together to solve business problems or pursue opportunities.

- Business Improvement Services
  
- Business/Marketing Planning
- Business Plan Execution
- Change Management Process Implementation
- Business Process Improvement
- Top-line Growth Enhancement
- Gross Margin Enhancement
- Balance Sheet Enhancement
  
- Capital and Debt Funding Services
  
- Pre-funding
- Transactions
- Post-closing
  
- Pre-merger/Acquisition Services
  
- Business Process Due-diligence
- Business Case Cost/Revenue Validation
- Evaluation of Key Processes/Customers
- Evaluation of Key Management/Personnel

- Post Merger/Acquisition Services
  
- Strategic/Business Planning/Combined Companies
- Merger Implementation
- Customer Value Creation
- Business Plan Implementation
  
- Advisory Board Membership
  
- Attending Board Meetings
- Mentoring Young Executives
- Planning Cycle Participation
- Temporary Executive Staffing

Gregory W. Hext, managing member of White Rock Advisors, and the other principals of White Rock Advisors, hold securities licenses. These securities licenses are with Southwest Merchant Group, the broker/dealer of White Rock Advisors who clears all securities transactions.

Southwest Merchant Group, Inc. is located in Dallas, Texas and is a Member of FINRA/SIPC

\*Investment Banking and Corporate Finance provided through our Broker Dealer, Southwest Merchant Group