

## » Recent Transactions



**Apollidon, Inc.**  
\$3 million Private Placement  
April 2011  
[www.apollidon.com](http://www.apollidon.com)



**Liberator Medical Supply**  
\$7 million PIPE  
March 2010  
[www.liberatormedical.com](http://www.liberatormedical.com)



**SkyPostal PuntoMio**  
\$2.3 million PIPE  
May 2010  
[www.puntomio.com](http://www.puntomio.com)



**Powers Device Technologies**  
\$1.5 million Private Placement  
March 2011  
[www.powersdt.com](http://www.powersdt.com)



**Planet Payment**  
\$6 million PIPE  
October 2010  
[www.planetpayment.com](http://www.planetpayment.com)



**Skyshop Logistics, Inc.**  
\$3 million PIPE  
May 2011  
[www.skyshoplogistics.com](http://www.skyshoplogistics.com)



**ExamSoft Worldwide**  
M&A Advisory  
May 2010  
[www.examsft.com](http://www.examsft.com)



**Hiconversion, Inc.**  
\$1.5 million Private Placement  
November 2010  
[www.hiconversion.com](http://www.hiconversion.com)



**Divine Skin, Inc.**  
\$1,730,000 PIPE  
October 2011  
[www.dslaboratories.com](http://www.dslaboratories.com)



**LML Payment Systems**  
\$7.2 million PIPE  
March 2008  
[www.lmlpayment.com](http://www.lmlpayment.com)

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to grow

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## » What is Littlebanc?

*Littlebanc is a boutique investment bank that raises capital exclusively for smaller companies. We provide a personalized and highly effective service by focusing on unstructured deals that complement the fundamentals of your business to help it reach its full potential. When our experience meets your vision, great things happen.*

# BIG CAPITAL

## for small companies

### Smart investors, favorable terms, high performance

Building lasting relationships with clients and investors is at the heart of our business. We match your company with some of Wall Street's most influential, partner-minded investors, raising capital on preferred terms quickly and efficiently.

### Superior investment banking from beginning to end

Together we are united in growing your business for the long term. Littlebanc acts as an agile financial intermediary and trusted advisor throughout the investment process. Our advisors take care of everything from start to finish so your management team remains focused on your business. It is just one of the reasons why we have one of the highest success rates in the industry.

## » Why Choose Littlebanc?

*Traditionally, investment banking services for smaller business have been largely inadequate. With its roots in research, Littlebanc gives you a range of services that bring a new level of professionalism and competency to this market. Littlebanc consistently adds value by showcasing your company to quality investors quickly and delivering outstanding results.*

## » How is Littlebanc different?

### 1 Unstructured deals on company-friendly terms

By building a deep understanding of your business and industry, we can successfully articulate your core business values to investors. This in-depth knowledge enables us to match you with partner-minded investors and ensure the most favorable outcome.

### 2 Established relationships with influential investors

Littlebanc has built enduring relationships with Wall Street's most influential investors and now maintains one of the largest, most active finance networks. Many of these institutional investors have been instrumental in transitioning many small companies into industry leaders.

### 3 Proven track record of quickly raising capital

Speed and agility are vital when you are raising capital. Littlebanc has an outstanding reputation for helping smaller companies rapidly meet their capital needs on significantly company-friendly terms.

### 4 Limited assignments guarantees unlimited attention

To ensure your company receives the attention it needs and deserves, Littlebanc focuses on a limited number of engagements each year. We accept transactions based on our belief in a company's long-term potential. This approach assures you an unmatched service and is integral to our high standards and success rate.

### 5 Streamlined process overseen from start to finish

The Littlebanc team uses its skill and knowledge to streamline the process to secure you the most favorable valuation possible. This includes preparing institutional quality investor presentations and financial models, investor introduction, and structuring and negotiating terms.

### 6 Enduring senior management contact

Too often, once investment banks have secured your business they pass your account to a junior staff member. Not so at Littlebanc, where your transaction is managed by a senior advisor from beginning to end.

### 7 Financial intermediaries and trusted advisors

Littlebanc's experienced team give you guidance and advice about your board of directors, recruitment, expansion, acquisitions, growth, strategy and operations - whatever your company needs to realize its full potential.

### 8 99% Success Rate

This focused approach combined with our investment criteria and rigorous selection process are crucial factors that result in Littlebanc having a much higher success rate than most other investment banking firms.

## » Littlebanc Services

*When you are raising capital for your growing business, you need a trusted banking partner with a deep understanding of your needs and a comprehensive range of services to help you navigate your financial challenges.*

» TRUSTED  
PARTNER

## » Tailored to meet your unique needs

» M&amp;A SERVICES

» GROWTH CAPITAL

» BRIDGE FINANCES

» EQUITY FINANCING

» CONVERTIBLE DEBT

» SENIOR AND JUNIOR DEBT

» FIRST INSTITUTIONAL FUNDING

» PRIVATE PLACEMENTS AND PIPEs

» HYBRID PREFERRED INSTRUMENTS

» SECONDARY AND FOLLOW-ON OFFERINGS

## » Our Investment Criteria

*At Littlebanc, we actively seek investment opportunities with small to mid-market public companies and high-growth private companies. We are always looking to partner with high-caliber passionate management teams that offer excellent products, services or technologies.*

## » Underpinning your dedication &amp; excellence

Littlebanc has a proven track record of successfully completing transactions across a range of industries and looks for companies with the following criteria:

## PREFERRED INDUSTRIES

- Application software
- Technology
- E-commerce
- Education services
- Healthcare technology and services
- Internet business services
- Media
- Payment processing
- Social applications

## COMPANY CHARACTERISTICS

- Experienced, dedicated management team with a proven history of success
- Proven, scalable business model
- Outstanding product, service or technology
- Large market potential with barriers to entry

## COMPANY SIZE

- Growth companies with minimum \$1 million in trailing revenue
- Companies seeking a minimum \$3 million capital raise

## » The Littlebanc Investment Process

*The capital markets are highly competitive. Finding the right partner-minded investors and securing the best deal requires skill and experience. That is why Littlebanc manages each stage of your investment transaction, ensuring a successful outcome.*

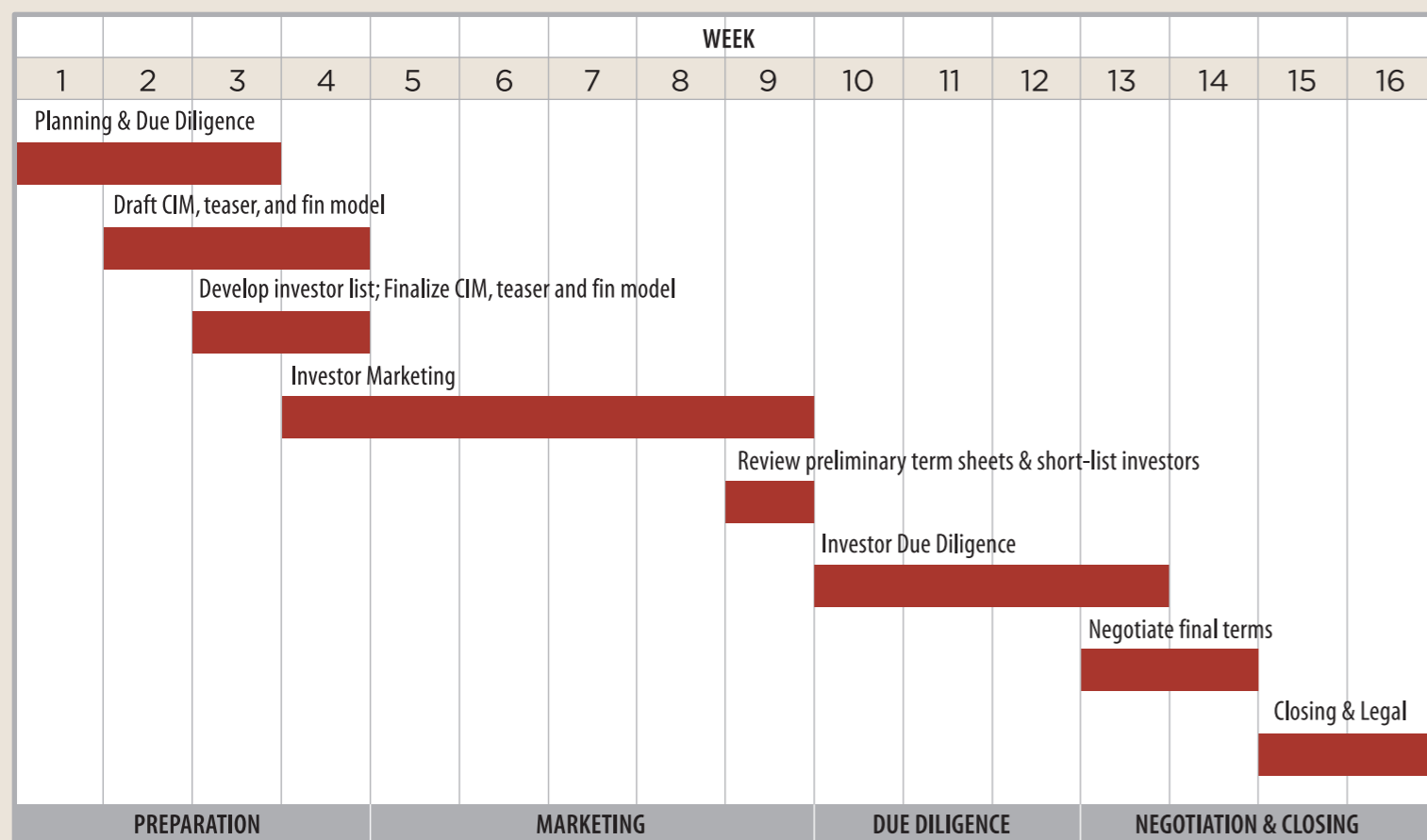
### Thorough groundwork, efficient transactions, maximum value

The Littlebanc team works to develop an in-depth understanding of your business, challenges and opportunities. By being involved at every step, we take the pressure off you and ensure you receive the most favorable valuation possible.

### The 10 stages of investment

- Planning and due diligence
- Draft confidential investment memo (CIM), one pager (Teaser) and financial projections
- Develop list of investors, finalize CIM, teaser and financial projections
- Valuation analysis: trading and transaction comparables
- Market to potential investors
- Receive preliminary term sheet from investors
- Review and short list investors
- Investor due diligence
- Negotiate final terms
- Closing and legal contracts

### Process Timeline



## » Littlebanc Success Story

APOLLIDON, INC.

*“Littlebanc Advisors’ extraordinary efforts and broad network of exceptional investors have provided Apollidon the capital to dramatically accelerate our growth in the distance education marketing services business.”* **John Everett, CEO of Apollidon, Inc.**

### \$3m capital injection opens gateway for world-class online learning

**The popularity of online education has grown exponentially over the last few years. Now over 25% of all U.S. higher education students take at least one online course. The problem facing universities is that while they are well equipped with distance learning IT platforms, content and teachers, they often lack trusted service providers to market their programs at very high standards.**

#### Meeting the challenge

Apollidon, Inc. addresses this need by specializing in global marketing and outreach for online distance learning programs. In partnership with prestigious public universities, the company develops marketing initiatives tailored to meet the unique needs of specific programs, attracting a greater number of qualified students and increasing enrollments.

In 2010, on the back of a hugely successful project managing online learning programs for the University of Florida, Apollidon was chosen by the American Distance Education Consortium (ADEC) to be the sole provider of marketing services for its online distance learning. However, to capitalize on the ADEC deal, Apollidon needed to raise \$3 million in expansion capital to fund marketing programs, hire key marketing and operational personnel, and exploit booming corporate and international markets.

#### Unrivaled network of quality investors

Recognizing the importance of securing the right financial partner in its bid to raise capital, Apollidon’s management team sought the guidance of the University of Florida, who referred them to several investment banking firms, including Littlebanc Advisors. Apollidon’s CEO, John Everett, attributes the decision to work with Littlebanc to its strong reputation for having sound relationships with a network of institutional investors, experience in the education sector, and its track record of funding small, high-quality companies quickly and at attractive valuations.

## » Littlebanc Success Story

**LIBERATOR MEDICAL SUPPLY, INC.**

*“The Littlebanc team effectively prepared documents that communicated our story and business model to their impressive funding sources. This resulted in very quick completion of three capital raises within a two-year timeframe with partner-minded investors. Most importantly, they were able to minimize capital dilution with each capital raise reflecting our improved valuation. They continue to be our banker and most trusted advisor today, and our revenue has grown from \$3 million to \$50 million in three years.”* **Mark Libratore, CEO of Liberator Medical Supply, Inc.**

### Quick thinking and fresh capital sparks hyper-growth

**Liberator Medical Supply, Inc. is one of America's fastest growing providers of direct-to-consumer medical supplies, chiefly sterile urinary catheters and urological supplies. It gives Medicare, Medicaid and private health insurance patients an easy, reliable way of buying the medical supplies they need on a regular basis with the added convenience of direct billing.**

#### Drawing on experience to expand horizons

Liberator's founder and CEO, Mark Libratore, previously ran the highly successful Liberty Medical Supply, Inc. The company grew to be the nation's largest direct-to-consumer diabetic supplier with sales approaching \$1 billion. Its success was, in part, due to an aggressive advertising-driven marketing model, the result of which was an unprecedented 10-to-1 return of revenue to advertising spend.

When Libratore sold Liberty in 1996, he turned his attention to four other industry high-growth areas: mastectomy, urology, ostomy and mobility patients. He strongly believed that innovative, advertising-driven marketing would work in these areas too.

#### Harnessing Littlebanc's skill, sway and stability for rapid growth

From its founding in 2001 until early 2008, Libratore and his team grew Liberator by reinvesting its profits into the advertising model. However, when Medicare eliminated the rule limiting approval of single-use devices to four per month, it suddenly gave the company an opportunity for hyper-growth. Libratore quickly realized he needed a large infusion of cash and approached Littlebanc based on its reputation for raising capital and being long-term partner.

## » Leadership and Culture

*Littlebanc's senior team comprises seasoned experts from the world of industry and finance. Their contacts and experience help smaller companies realize their full potential. Great relationships are at the core of everything we do. We understand that those relationships are founded on trust, which is why Littlebanc operates with the highest standards of integrity and ethical practice at all times.*



#### MICHAEL MARGOLIES Chief Executive Officer

With more than 25 years' capital market experience, Michael is a respected investment industry veteran. Prior to founding Littlebanc, he managed discretionary long-short equity accounts as Senior Vice President and Limited Partner at Oppenheimer before moving to M.A. Berman & Co as Managing Partner, heading up its research and risk management team. During that time, Michael developed extensive expertise and forged deep, lasting professional relationships with many Wall Street investors. He went on to set up and then sell top-rated independent equity research firm Avalon Research Group. Michael is also a founding member of Investorside Research Association.

#### PATRICIA D. PALMER Managing Director

Patricia brings over 25 years' senior management experience in sales and marketing and operations with leading technology companies, including IBM, Dell and Xerox. Over 15 years were spent as a Senior Manager of Worldwide Marketing and Product Management for IBM PC and as Branch Manager of a sales office generating over \$400 million. Patricia has financial experience at Morgan Stanley, Laird Capital and Oceana Partners. She is a member of the Board of Directors of the Enterprise Development Corporation, the Advisory Board of the Florida Institute for the Commercialization of Public Research, and the Gold Coast Venture Forum.

#### HAL GASSENHELMER Chief Financial Officer

Most of Hal's 40+ years in finance and general management were spent in executive positions with ExxonMobil. He brings considerable expertise in international tax, legal and accounting matters, complex transfer pricing issues and logistics operations management. Hal has extensive executive management experience as the Chief Operating Officer of MAMC (a mortgage lender and servicer). During that time, he was responsible for the sale of assets to achieve maximum recovery when this entity with \$280 million under management became insolvent. As Chief Financial Officer of Avalon Research, Hal built financial control systems and procedures, and developed and managed a major cost-cutting program. Hal received his M.B.A. from Harvard Business School.