

Fraser Hone

Consulting

Corporate Financial Services for the Rapidly Growing Enterprise

Fraser Hone Consulting Inc.
1001 Place Mount-Royal, Suite 904,
Montreal, Qc H3A 1P2

Who we are

Fraser Hone Consulting Inc. specializes in providing corporate planning, financial, marketing, and administrative services to small and medium-sized enterprises. The Company's principals, Colin Fraser and Jim Hone, have long and varied experience in all areas of financial management both as officers with large, established corporations and as consultants to small and medium-sized enterprises. Our team of associates and our business network extend the range and depth of services we can provide to rapidly growing businesses

Why you need us

Typically, owner-managers of rapidly growing private enterprises find themselves lacking the internal resources required to carry out vital business functions in the areas of planning, finance, marketing, and administration. Selecting the right business opportunities to concentrate on is a key strategic issue facing managers today. Making clear strategic choices in highly competitive, technology-intensive markets is essential to success. At Fraser Hone Consulting Inc. we can help to guide a management team to focus on the most likely product or service opportunities.

Most importantly, we can help our clients develop what it takes to attract the external sources of funding needed to pursue attractive business opportunities—A WINNING BUSINESS PLAN. To complement this activity we are also able to assist in accessing external sources of funding for our clients.

What we do for you

Fraser Hone Consulting Inc. specializes in corporate planning, marketing, financial and administrative services with the accent on:

- strategic and business planning
- technology assessments and market development
- corporate governance and organization development
- financing and M & A and divestiture activities
- treasury and risk management
- regulatory compliance and reporting
- investor relations.

At Fraser Hone Consulting Inc. we can provide an effective interim response to a client's critical needs, helping the client bridge the competence gap in order to achieve its immediate objectives in a period of opportunity and accelerating growth.

Our network in other essential areas such as legal services, corporate communications, taxation, accounting, and business valuations facilitate our offering a complete package of solutions and coordinated services to rapidly growing small and medium-sized enterprises

A key feature of our mandates is a compensation arrangement based on an appropriate mix of cash fees and equity awards, geared and scheduled to the client's emerging circumstances. This approach provides mutual incentives for business success.

Our Team

PRINCIPALS

Colin G. Fraser

Mr. Fraser has extensive experience in financial management, including financial accounting, forecasting and auditing, and treasury management of multi-national corporations in a variety of industries. A chartered accountant, he began his career with Deloitte & Touche in London, was Treasurer of Brooke Bond Foods, Consolidated Bathurst, and Abitibi-Price (Forest Products); and CFO of Telecite (Media), now part of Alstom, a major French multinational. His financial consulting firm has executed mandates in project financing, management buy-outs, and financial planning.



James A. Hone

Mr. Hone has extensive financial management and administrative experience in a wide range of industries, both nationally and internationally. A graduate of McGill University and York University, he worked in Retail (The Bay), Chemical (DuPont); Automotive (Ford), Aerospace & Building Systems (Pratt & Whitney as Treasurer, and United Technologies Corporation as Assistant-Treasurer-International Finance); Forest Products (Abitibi-Price as VP-Treasurer and VP-Financial Services); Telecommunications (BCE as CFO of TMI Communications); and Media (CFO of GSI Technologies).

ASSOCIATES

Mark Cohen

Mr. Cohen has extensive public and private accounting experience. Operating his own private practice and based in Florida, in addition to his local clients, he has served clients in Montreal; particularly new enterprises that are incorporated in the U.S., have obtained or are currently seeking a listing on a U.S. exchange, and adhere to SEC reporting standards. A C.P.A., he is a graduate of Nova Southeastern University with a bachelor's in business and a master's in accounting. He also studied at McGill University. Early in his career he worked for PanAm and Schlumberger in Florida, and then joined Peat Marwick (now KPMG).

Michel Laplante

Mr. Laplante operates his own consulting business, ConqueteTech. He has extensive experience in the fields of IT, Multimedia, and Telecommunications, and expertise in the area of personnel training in high-tech environments. In his association with Fraser Hone Consulting, he provides technical and sales and marketing guidance for the development and execution of the business plans of our clients. A graduate of the University of Montreal, he was an account manager for Yamaha; a consultant to Commodore Business Machines and Kawai; national sales manager for MDL Technologies; and VP Research and Development and Sr VP Marketing of GSI Technologies.

Edward Zebrowski

Mr. Zebrowski has broad experience in all areas of corporate finance and strategic planning. Since moving to Ottawa in 1996 he has served as Director of Finance for *NETPCS Networks*, an Internet communication service provider, and as Vice-President Finance of the *Ottawa Citizen*. His earlier career was in Montreal where he was Corporate Finance Manager at *BCE Inc.*, Director Internal Audit & Special Projects and Assistant Treasurer at *Westburne Inc.* (Plumbing, electrical and HVAC supplies), and Corporate Controller of *Concordia Management Company* (construction management and real estate development). He is bilingual. A C.A. with *Ernst & Young* in Montreal for eight years, he is a graduate of McGill University with a Bachelor of Commerce and an M.B.A. in Strategic Management and International Finance. He recently earned his C.P.A. (Illinois) and C.F.A. designations.

Alexander Zervakos

An entrepreneur in the IT industry, Mr. Zervakos co-founded Lexton, a computer manufacturer and distributor, where he was VP Finance and Administration until its sale and he became Director, Investor Relations for GSI Technologies USA Inc. He previously owned and operated an automobile import-export company; as well as a financial services company, where he was a consultant specializing in taxation. Early in his career he was a VP at the Montreal-based accounting firm of Alfa Business Services. He is currently a principal in L-2 Communications, a networking firm.

Some of our accomplishments...

- Directed the listing of a U.S. corporation with Montreal-based operations in the media industry and assisted with initial compliance with SEC regulatory reporting requirements.
- Instrumental in the sale by venture capital investors of a Montreal-based media business to a European multi-national organization.
- Conducted a business plan review and investment analysis for a prominent hotel operator's acquisition of an internet-based marketing software application for deployment in casino properties in Canada and the U.S.
- Developed a business plan for a point of sale marketing venture and assisted in promotion to various venture capital and government financing sources, including Investissement Quebec.
- Provided direction and management assistance, including business plan preparation, marketing strategy development, and intellectual property management, to a newly launched enterprise offering competitive-priced internet access products and services to the hospitality industry.
- Responsible for product development, technology integration and launching of a new product pertaining to the smart building environment.
- Provided technical and marketing analysis to an enterprise selling psychometric profiling and testing on the web.

How to reach us

Fraser Hone

C o n s u l t i n g

www.fraserhone.com

Main Office

1001 Place Mount-Royal, Suite 904,
Montreal, Qc H3A 1P2
TEL: (514) 849-7079
FAX: (514) 849-7080
e-mail: info@fraserhone.com

Ottawa Office

12 Denewood Crescent
Ottawa, Ontario K2E 7G5
(613) 727-0927