

**Graff**



DIRECTION OVERVIEW  
FEBRUARY 2014

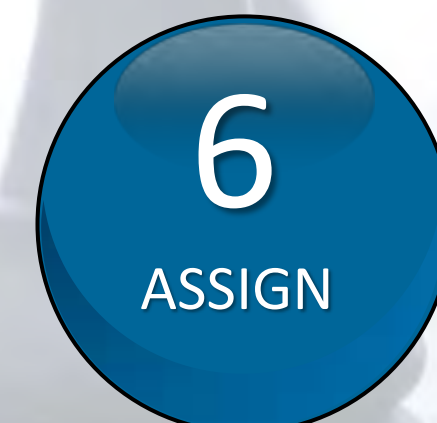




MATT CUMMINS  
CONTRACTS

# STRATEGY

Land Business, Grow Market Share & Increase ROI



# 2014 CONTRACTS GOALS



REVENUE \$5.4M – 8.4% ↑ from 2013

EBITDA of 9.9%

LOOK FOR OPPORTUNITIES ACROSS CANADA

INCREASE CAPTURE RATE

LUNCH & LEARNS WITH NEW & CURRENT GCs

## 2014 TEAM GOALS

**Matt Cummins**

\$1.5M in new business (\$750K in backlog for 2015)

**Mike Falls**

\$550K in new business (\$250K in backlog for 2015)

**Tim Kightley**

\$250K in new business

**Aaron Rosenberg**

\$1.0M in new business (\$500K in backlog for 2015)

**Gary Powell**

\$400K in new business

**Sly Briton**

\$200K in new business

# 2014 TEAM GOALS

**NEW REVENUE  
\$3.855M**

**BACKLOG INTO  
2015 \$1.5M**

**TOTAL NEW  
REVENUE \$5.4M**

**REVENUE  
FROM CURRENT  
BACKLOG \$1.5M**

# MARKET SAMPLE



NUCLEAR



INFRASTRUCTURE



POWER GENERATION



# POTENTIAL WORK



# \$44B

**Nuclear Refurbishments  
& Upgrades by 2021**

# \$250B

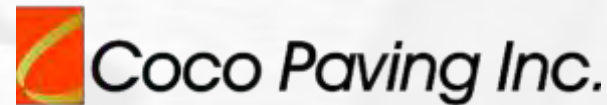
**Electricity Investment by 2030  
Power Generation**

# \$13.5B

**For Infrastructure in 2013 Ontario Budget**



# CLIENTS



# GROWTH DRIVERS



Prudent  
Expansion

**INVEST FOR  
GROWTH IN NEW  
MARKETS &  
CUSTOMERS**



Mentor  
Program

**STRENGTHEN OUR  
ORGANIZATION  
THROUGH  
EMPLOYEE  
EMPOWERMENT**



Maintain  
Backlog

**ENSURE WE HAVE  
WORK FOR THE  
FUTURE**



Bid Smart

**SECURE HIGHER-  
VALUE CUSTOMER  
OPPORTUNITIES**

# MENTOR PROGRAM



- Utilize employees to their full potential
- Increase ROI when you develop & empower employees
- Build employee retention
- Limit misalignment & optimize business results
- Increase value to our customers

# PRE-QUALIFICATION



HUNT



GATHER

REVIEW ALL PROSPECTS

VET - ASSESS

EVALUATE EACH PROJECT

CONFIRM RESOURCES

BID

**CLIENTS WE WANT TO  
WORK WITH**



COMPANY OF CHOICE

PREFERRED VENDOR

INCREASE CAPTURE RATE

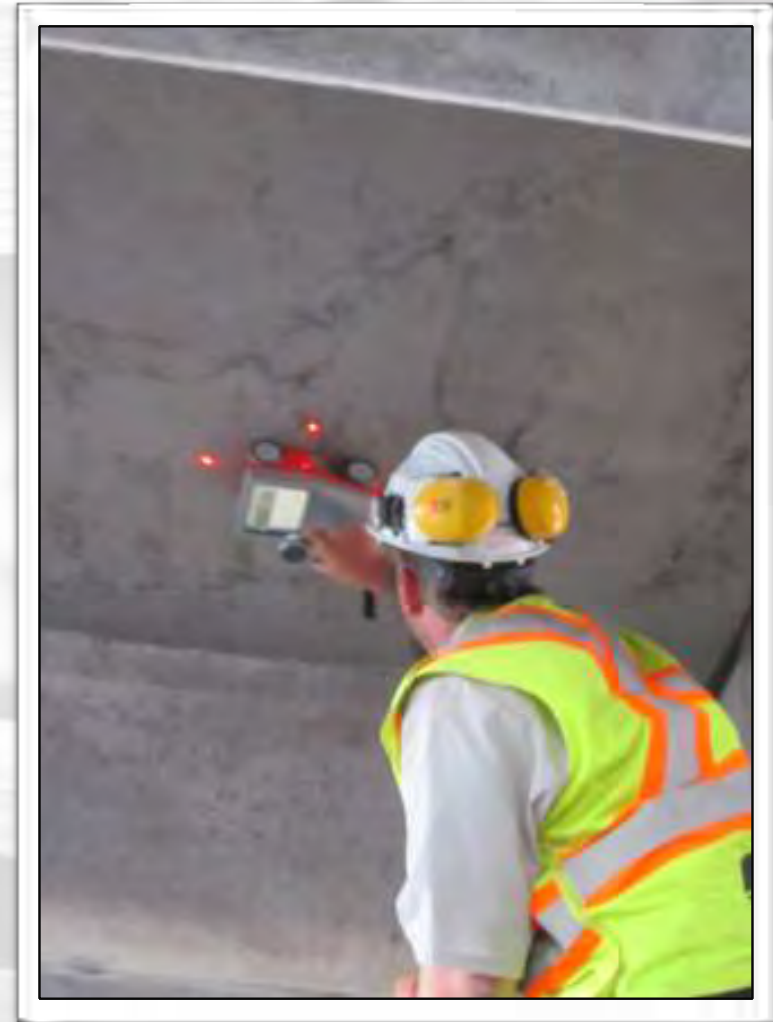
MAXIMUM VOLUME

MASTER SERVICE AGREEMENTS

## DIVISION 73

### Scanning & Service

- Trusted by the construction industry
- Foot in the door for larger scope projects
- Scanning
  - Excellent profitability
  - Required in Ontario
  - New markets
  - Excellent reputation
  - Calling card



# Leader in Ontario

Established Industry  
Innovator

We have the Pedigree

Repeat & Satisfied  
Customers

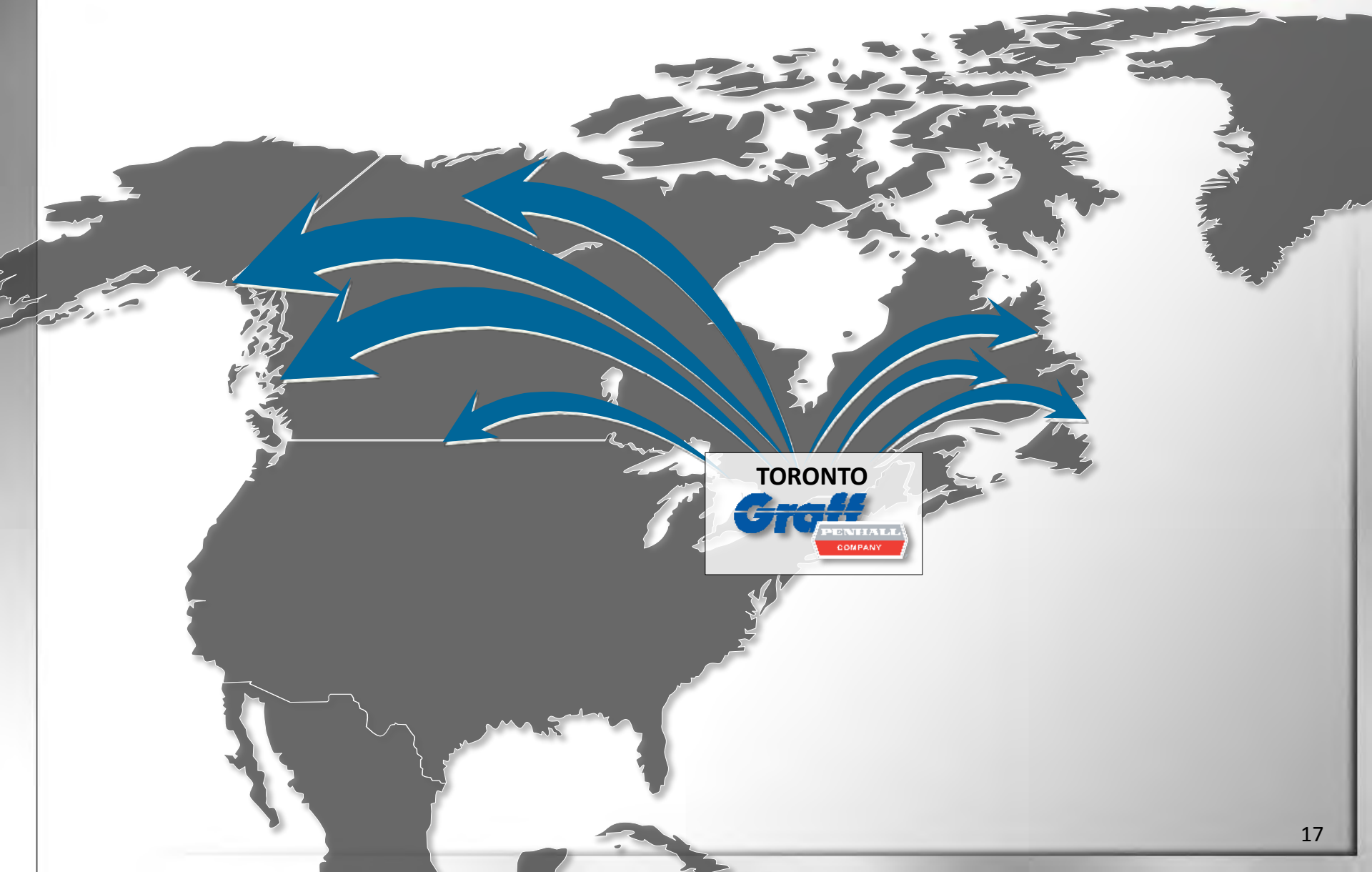
High Profile &  
Successful Projects



**PREMIER CUTTING, CORING AND DAMAGE PREVENTION COMPANY**



# NATIONAL PRESENCE



TORONTO



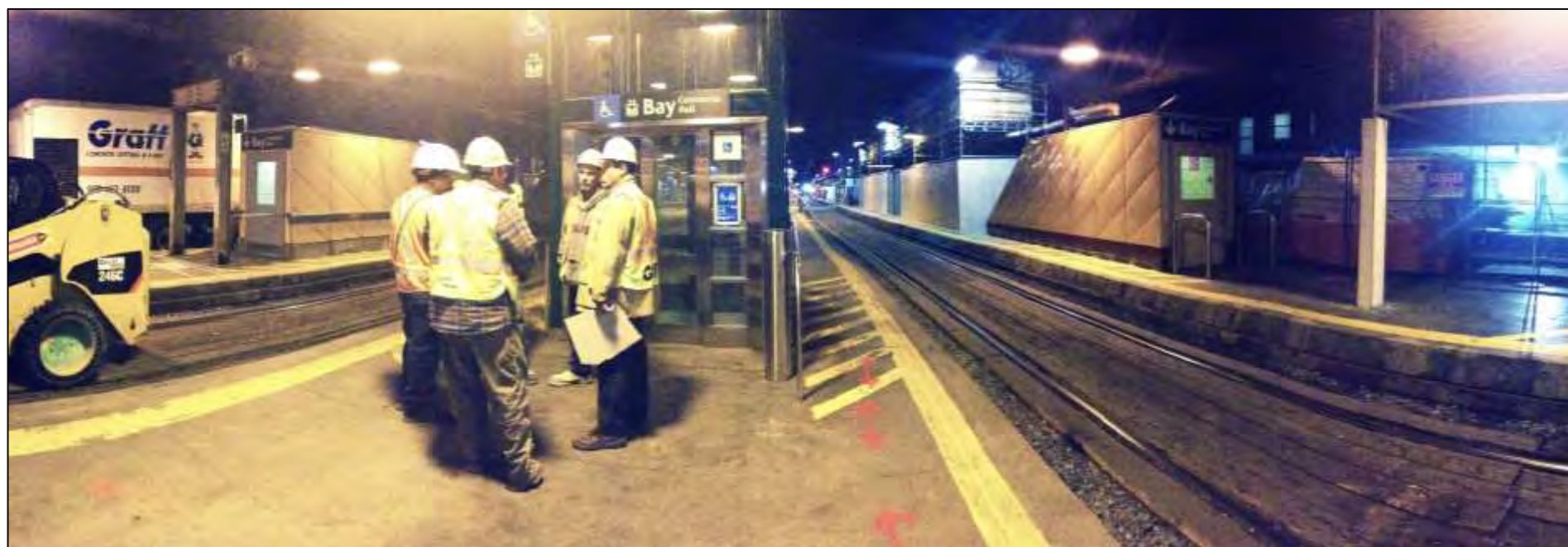
# NEW CORPORATE CULTURE



WELCOME THE NEW PROACTIVE DIRECTION

WE MAKE THE NECESSARY ADJUSTMENTS

# MANAGED SOLUTIONS



- Understand the challenges
- Adapt & change as needed
- Mirrored aligned management
- Attention to details
- Increase market share
- Create the foundation & be the template

The word "Graff" is written in a large, bold, blue, stylized font with a slight shadow effect.

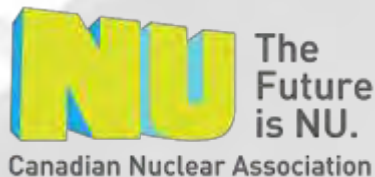
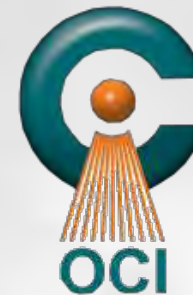
**WE CAN'T DO THIS ALONE,  
WE NEED AND WANT YOUR GUIDANCE**

# MARKETING

- Intro presentation
- Social media
- Fact sheet, brochure
- Video stinger
- Advertise
- Website
- Merchandise
- Mailer
- Existing client base
- Brand strategy & style guide



# MEMBERSHIPS & ASSOCIATIONS



# 2014 EVENTS CALENDAR

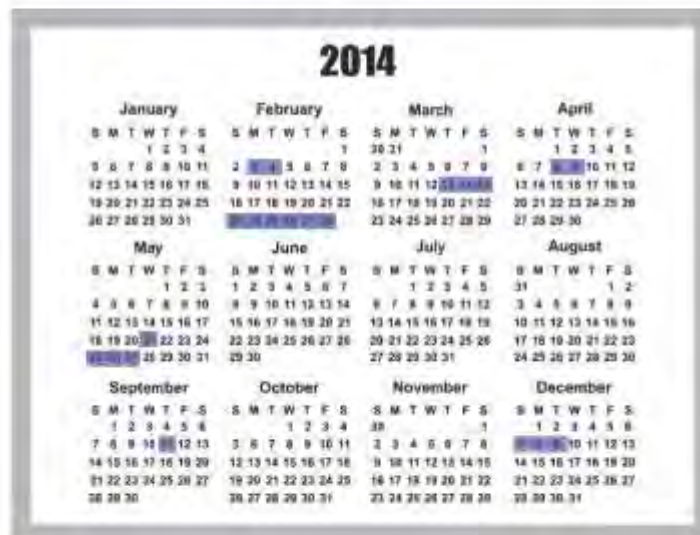


DIRECTION OVERVIEW



## 2014 CALENDAR

EVENTS, CONFERENCES & TRADESHOWS



11

DIRECTION OVERVIEW



## 2014 CALENDAR

### FEBRUARY

- > ORBA 87th. Annual Convention  
> Feb. 3-4  
> Fairmont Royal York, Toronto, ON  
> \$999.00
- > ROMA/OGRA Conference  
> Feb. 23-26  
> Fairmont Royal York, Toronto, ON  
> \$805.00
- > CNA Conference  
> Feb. 26-28  
> Westin Ottawa Hotel, Ottawa, ON  
> \$1,150.00

### MARCH

- > CSDA Convention & Tech Fair  
> Mar. 13-15  
> Westin La Paloma Resort, Tucson, AZ  
> \$895.00

### APRIL

- > All Energy Exhibit & Conference  
> Apr. 9-10  
> Direct Energy Ctr, Toronto, ON  
> \$725.00

### MAY

- > OPG Supplier Day  
> May 21 8:30am-4pm  
> Convention Centre Pickering, ON  
> \$75.00, \$1,200 booth

### SEPTEMBER

- > Intl Conference on Candu Maintenance  
> May 25-27  
> MTCC, Toronto, ON  
> \$800.00
- > AECL Suppliers Day  
> Sept. 11  
> AECL Chalk River  
> \$75.00, \$1,200 booth

### DECEMBER

- > Power-Gen Intl.  
> Dec. 9-11  
> Orange County Convention Ctr. Orlando, FL, USA  
> \$540.00

12

# TEAM



Matt Cummins  
Contracts Manager



Mike Falls  
Superintendent



Tim Knightley  
Superintendent



Liz Santos  
Contracts Administrator



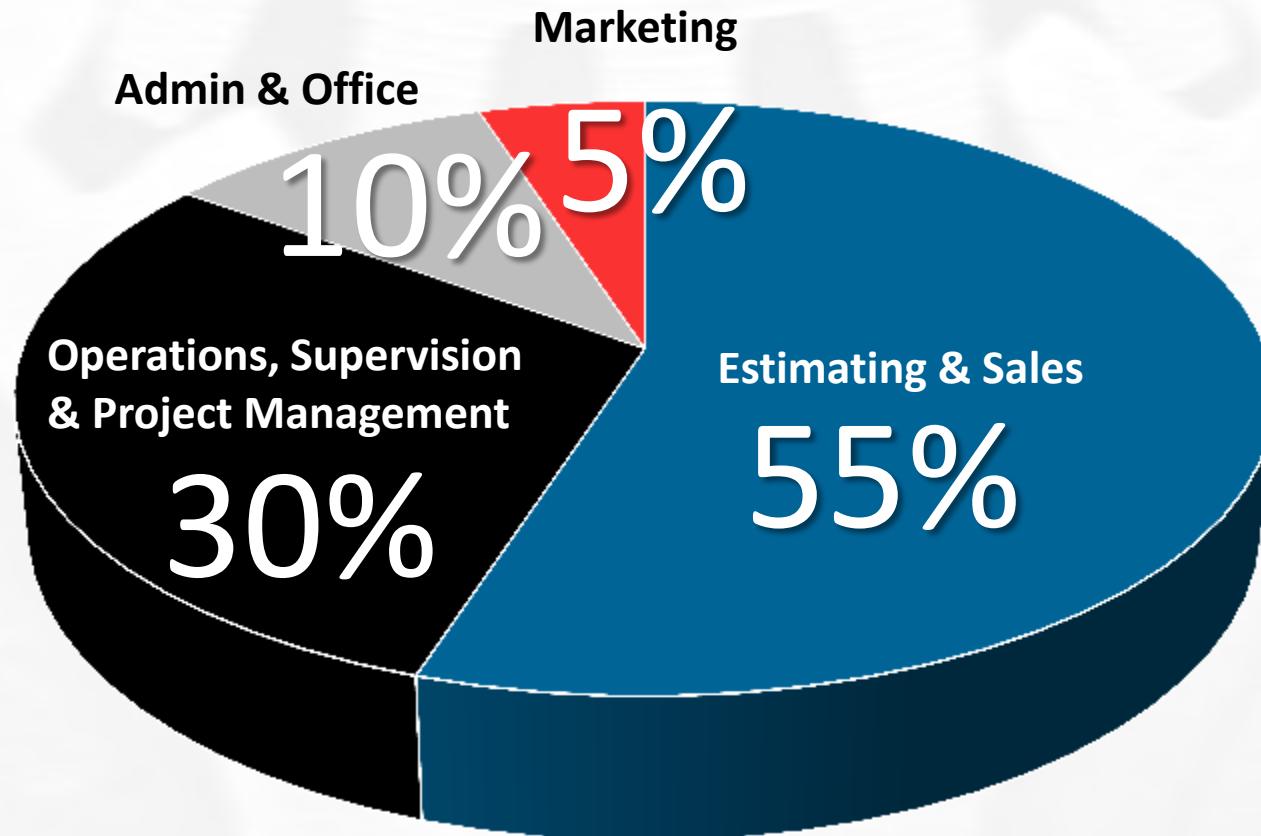
Aaron Rosenberg  
Project Manager



Gary Powell  
Project Manager



# OUR TIME



**Graff**



DIRECTION OVERVIEW  
FEBRUARY 2014

