GENERATIONAL
GROUP

EXPERIENCE YOU CAN TRUST

Generational Advantage

DALLAS BASED, GLOBAL RESOURCES

17 North American offices, 35,000+ buyer network

BUYER NETWORK & MARKETING

Strong principal relationships, targeted marketing

EXPERIENCED TEAM

Award winning team of over 350 professionals

BUSINESS OWNER DNA

We understand the business owner journey and know what's at stake

CLIENT CENTRIC

Unique approach with a dedicated client experience team

CULTURE

Purpose-driven with a strong set of core values

Our motivation comes from our clients' success, and we pursue it with unwavering integrity and a standard of excellence.

Known by the Company We Keep

Exit Planning Institute

CIBC

charles SCHWAB

Nihon M&A Center

AM&AA
ALLIANCE OF MERGER AND ACQUISITION ADVISORS
A Quantum Alliance Company

VISTAGE

Fidelity INVESTMENTS

ACG Global
Association for Corporate Growth

Harvard Business School

HARGROVE FIRM

We serve our clients by helping them both define and discover the life they want for themselves and their loved ones. And, in every relationship we engage, we do so with our **Core Values** in mind.

This is the Generational way.

Ryan Binkley
President & CEO

GOLDEN RULE

We earn our clients' trust by showing genuine respect and attentiveness to their goals—offering the same level of commitment to their needs as we would our own.

UNITY

We recognize the value, benefits and positive results for our clients that can only come from working in harmony toward a single goal.

INTEGRITY

We firmly adhere to a strong, moral code of ethics that guides every decision we make on behalf of our associates and our clients.

DILIGENCE

We are an earnest and persistent team, dedicated to delivering the very best result for each and every client whom we serve.

EXCELLENCE

We believe in consistency, quality and the extra effort to be outstanding in all our dealings both business and personal.

Generational is a full-service, middle market business advisory specializing in:

- **Exit** Planning
- **M&A** Services
- **Growth** Advisory
- **Wealth** Advisory
- **Digital** Services
- **Education** M&A

M&A Services
Supporting Client Goals

ESOP
Explore an employee stock ownership plan for tax purposes and employee benefit; optionality to also explore M&A market.

Exit Planning
Need an exit plan to determine true business value and market readiness. Sell within 2-5 years.

Turnaround
Need senior level growth advisory to improve performance and profitability; then go to market.

Partial Sale
Liquidity event, maintain equity. Run process to discover the best growth equity partner.

Growth Minded
Need a strategic growth plan; to achieve goal of 2-3X revenue/EBITDA in less than 18 months, then go to market.

Full Sale
Ready to exit. Start M&A process to discover maximum value.

M&A Masterclass

How and When to Sell Your Business for Maximum Profit

Over 120,000 business owners have benefited from our master's level expertise in M&A

CPE Accredited

BOUTIQUES

TRADITIONAL STRENGTHS

Industry-focused
All company sizes
Flexible

TYPICAL WEAKNESSES

Capital markets capabilities
Global connectivity
Access to capital
Research
Resource depth

GENERATIONAL

M&A EXPERIENCE
Top 5 M&A advisor in the U.S.

FOOTPRINT
17 offices across North America

RESOURCES
350+ M&A professionals

AGILITY
Speed, flexibility, and capability

ACCESS TO CAPITAL
Close relationships with over 35,000 buyers

CULTURE
Client-centric, guided by core values, purpose-driven

“BULGE BRACKET”

TRADITIONAL STRENGTHS

Capital markets capabilities
Global connectivity
Access to capital
Research
Resource depth

TYPICAL WEAKNESSES

Only “large” companies
Lack of flexibility
Conflicts
Varying levels of talent

“Our in-depth process helps business owners identify, create, and prioritize strategies that accelerate growth.”

T.D. Decker

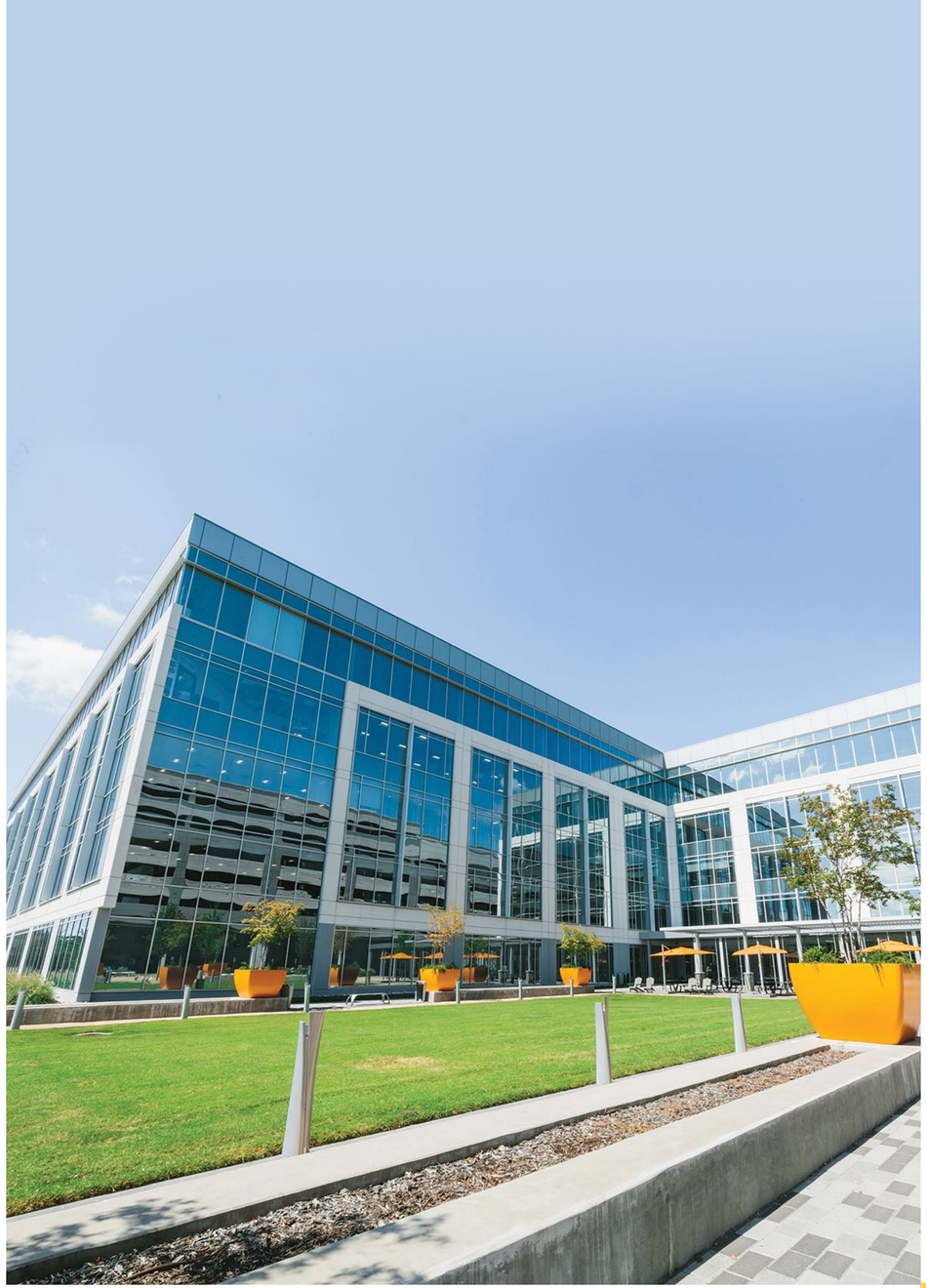
PRESIDENT, GENERATIONAL GROWTH ADVISORS

Growth Advisory

Our senior growth strategists are experts at developing and implementing strategic growth and value creation plans. They offer solutions that help you accelerate growth, increase value, and prepare you for a successful exit.

THE M&A ADVISOR WINNER

Named 2022 & 2023 Consulting Firm of the Year



“We always put the client’s interest first – with a fair and transparent fee structure, an evidence-based investment philosophy and a desire to educate.”

Brent Everett

Partner and Chief Investment Officer, Generational Wealth Advisory

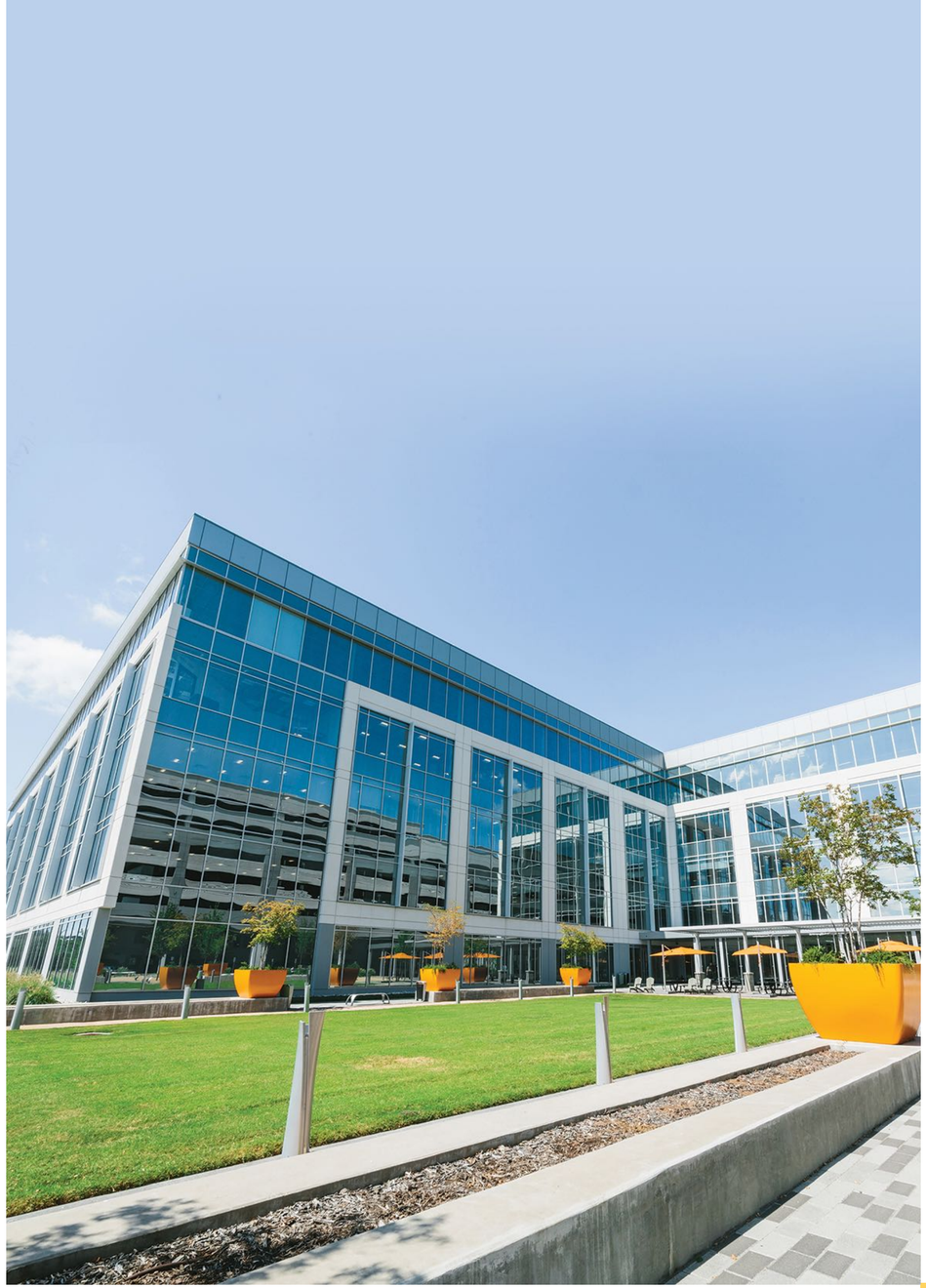
Wealth Advisory

Our wealth advisors are an award-winning wealth management team. They develop personalized, unbiased strategies designed to help clients grow, preserve and transfer their wealth.

2025

Top Wealth Manager

USA Today and Statista
Best Financial Advisory Firms



“We provide custom digital solutions that modernize businesses. We aim for real solutions that make a measurable difference for our clients.”

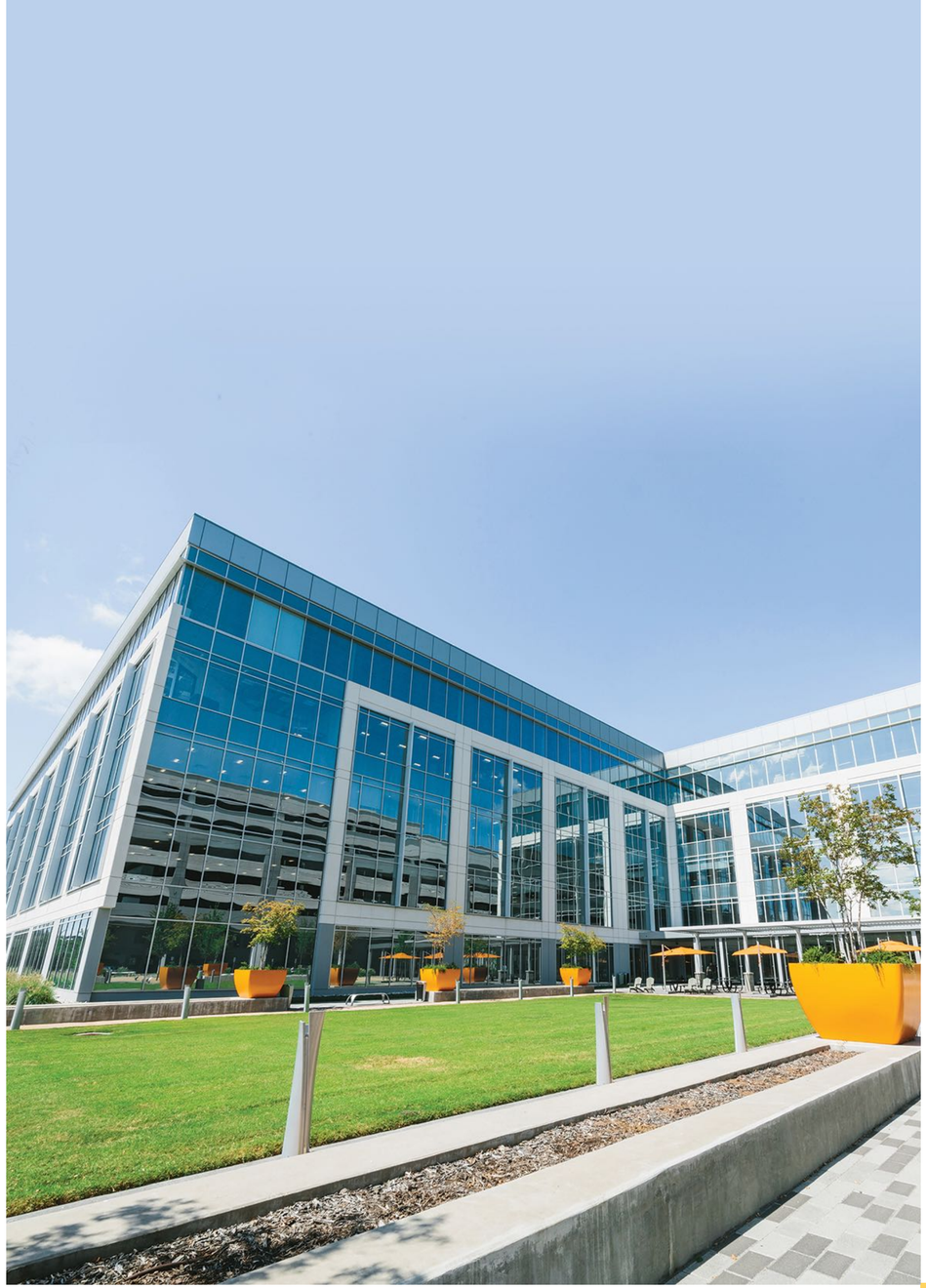
Tim Doll

President & CCO, Generational Digital Services

Digital Services

Our tech division, Precocity, transforms bold ideas into digital products and services that move businesses forward. Many visionaries and companies have disruptive ideas, but don’t know how to make them a reality. We will bring those ideas to life.

American Airlines H-E-B Deloitte. TOYOTA Nasdaq



Awards and Recognitions

Generational is a top 5 nationally ranked, privately held investment bank.

LSEG

* Source: 2025 LSEG Middle-Market Lead Tables

2024 & 2025

North America Investment Banking Firm of the Year

THE M&A ADVISOR WINNER

2025

North America Investment Banking Firm of the Year

Valuation Firm of the Year

THE M&A ATLAS AWARDS

1,800 Completed Transactions

Transactions up to $500M

U.S. M&A FIRM RANKINGS

RANK	ADVISORY FIRM
1.	Houlihan Lokey
2.	**Generational Group**
3.	Lincoln International
4.	Jefferies LLC
5.	Piper Sandler & Co.

LSEG

2025

RANKED #2

in completed transactions up to:

$100M

2025

RANKED #2

in completed transactions up to:

$1B

INDUSTRY EXPERIENCE

We have years of experience in helping business owners across a broad spectrum of industries.

Each vertical is led by experienced industry leaders with a proven record of successful transactions.

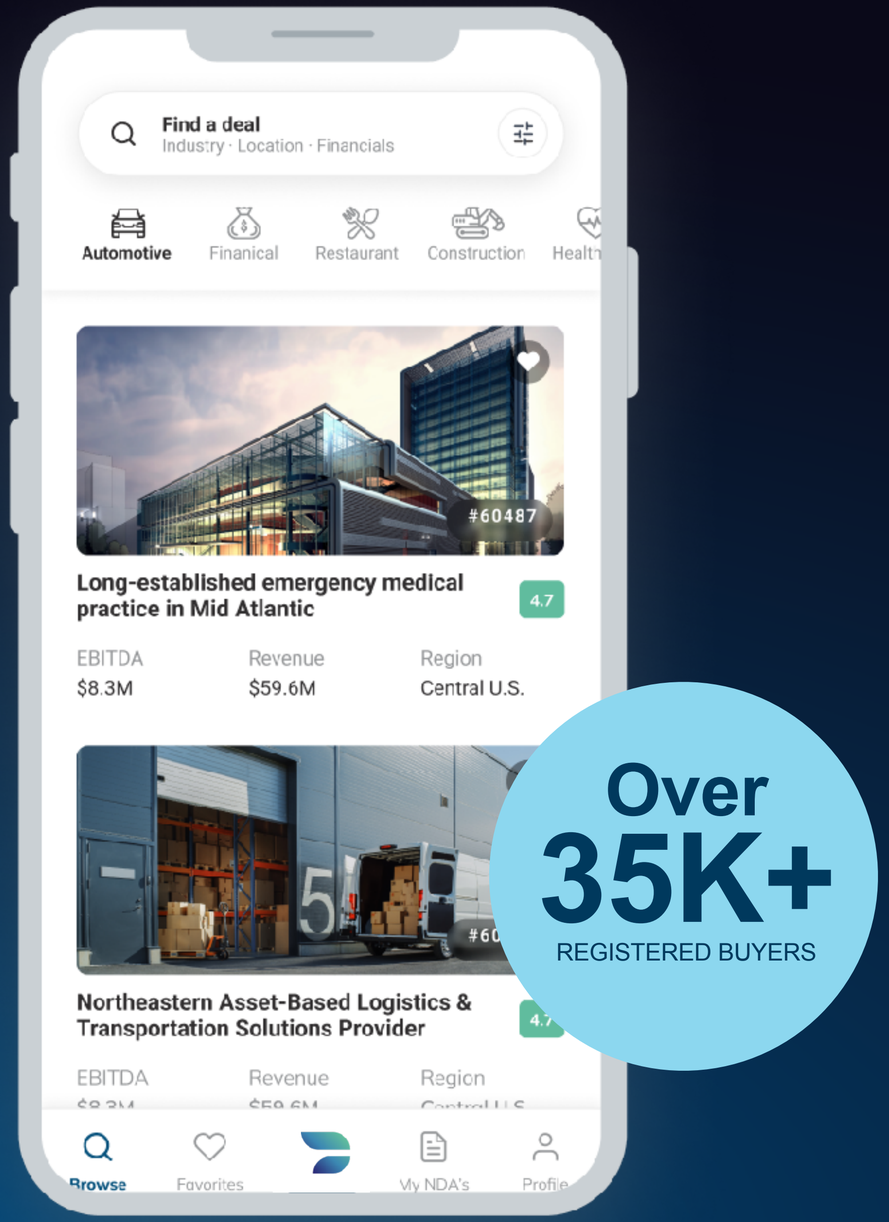
- Industrials
- Contracting & Construction
- Manufacturing & Fabrication
- Engineering & Architecture
- Energy & Resources
- Healthcare & Life Sciences
- Technology, Media & Telecom
- Business & Financial Services
- Automotive
- Food & Beverage Services
- Transportation & Logistics
- Retail
- Agriculture
- Consumer Goods
- Education

DealForce

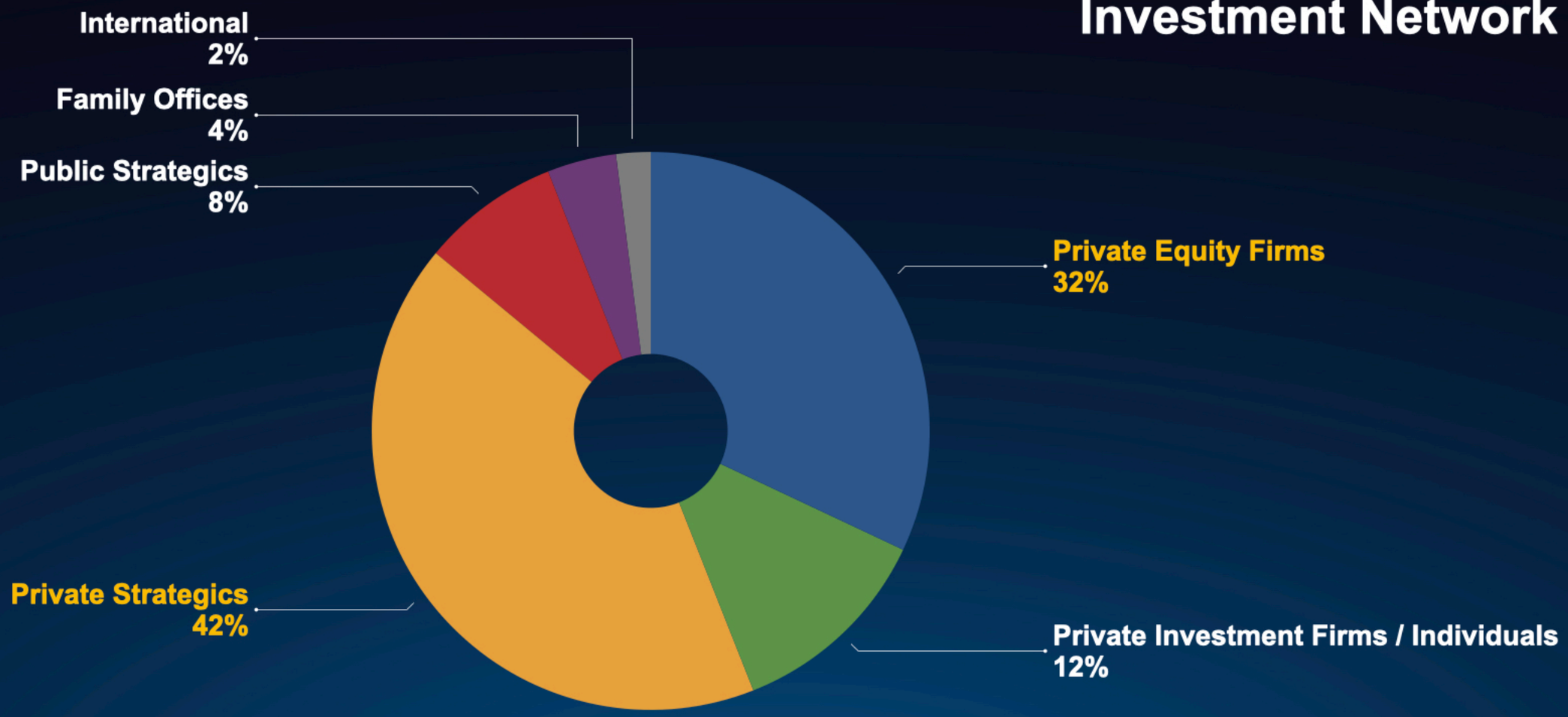
Generational's exclusive and proprietary online platform with over 35,000 registered Buyers:

- Private Equity
- Public Strategics
- Private Strategics
- Family Offices
- Private Investment
- International Investment

All use **DealForce** for middle market acquisitions.



Buyer and Investment Network



Source: Generational DealForce

US-Japan Cross-Border M&A Strategic Alliance

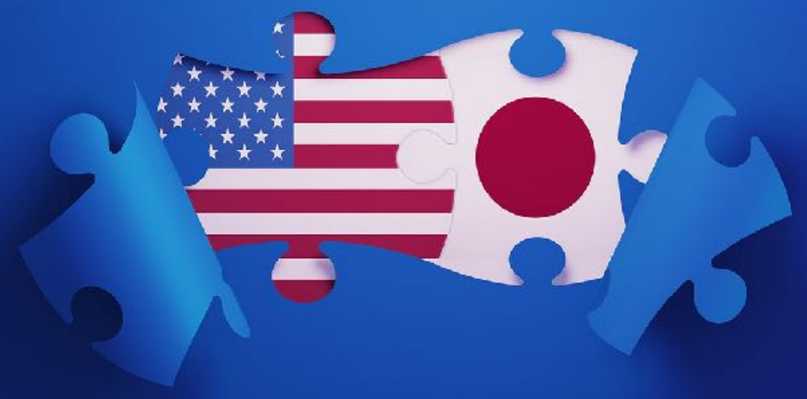
GENERATIONAL GROUP

Nihon M&A Center

US-Japan-ASEAN

M&A Strategic Alliance

International M&A continues to gain momentum as global buyers pursue growth, diversification, and strategic opportunities.



- **Unites Japan's largest M&A firm with Generational's sizable US footprint**
- **Opens up M&A opportunities in the world's fourth-largest economy**
- **Expands access to more than 25,000 active Japan-ASEAN buyers**
- **Lower-cost capital helps drive strong enterprise valuations**
- **Gains direct access to Japan's largest corporate and strategic buyers seeking US acquisitions**
- **Capitalize on increasing cross-border M&A activity**

Nihon M&A Center

Process and Timeline

Process & Timeline

Client and Generational Team Alignment

- On-boarding & orientation
- Document collection
- Team introduction

Valuation and Financial Pre-Diligence

- Analysis of financial reports
- Financial projections
- Prepare virtual data room
- Create documents, determine enterprise valuation

Marketing Preparation

- Market opportunity assessment
- Define positioning
- Identify buyers
- Develop marketing & communication materials

Marketing Campaign and Buyer Engagement

- Prepare for engagement
- Begin marketing campaign
- Host meetings with candidates
- Identify & qualify primary “short list”

Negotiation and Due Diligence

- Procure Letter of Intent
- Negotiate LOI with terms
- Utilize virtual data room
- Facilitate the due diligence process

Closing

- Manage stakeholder approvals
- Negotiate transaction terms
- Execute purchase agreement
- Transaction closing

Process & Timeline

Objective	Est. Weeks
Client and Generational Team Alignment	2 - 4
Valuation and Financial Pre-Diligence	8 - 12
Marketing Preparation	4 - 6
Marketing Campaign & Buyer Engagement	8 - 12
Negotiation and Due Diligence	8 - 12
Closing	**6 - 12**

Ambassadors

1. **Tom Watson**
   PGA Champion and #1 ranked player in the world from 1978 to 1982
2. **Michael Kim**
   Ranked 8th in the FedEx Cup and 52nd in the world
3. **Justin Leonard**
   12 career wins on the PGA Tour, including one major, the 1997 Open Championship
4. **Anna Davis**
   Augusta National Women's Amateur Champion

HEADQUARTERS

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RICHARDSON, TEXAS 75080

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GROUP