Unlocking Braden’s Potential

October 10, 2017
Who We Are

- Quonset Point Capital L.P. (“QPC”) specializes in improving underperforming children
- QPC has over $2.5 billion in AUM
- QPC seeks to maximize shareholder value through strategic engagement with parents
- QPC is sympathetic to parents, but prepared to nominate replacements when necessary
Braden R.

- 3 years old
- Loves trucks
- Favorite color: Red
Disappointing linear growth trend
Braden’s underwhelming performance

Perceives Mom & Dad as taller than house
Braden’s underwhelming performance

Won’t finish his corn
Parents are entrenched

• Both incumbent
• Not maximizing Braden’s potential
• Parental deficiencies resulting in destruction of shareholder value
A history of managerial lapses

- “Here comes the airplane”
- But in fact, no airplane
- Spoon
- Braden and shareholders deserve candor
A history of managerial lapses

• Dog-Dog went in the laundry
• Dog-Dog went in the dryer
• No risk assessment was undertaken
• Dog-Dog’s eye came off
• Braden was extremely distressed
• Eye was reattached, but the crisis was handled poorly
QPC consulted experts in the market sector

- Grandma confirms that Braden’s mom isn’t listening to parenting advice
- She could just take some constructive criticism from her own mother who carried her and raised her without asking anything in return
- For 18 years
QPC’s history of success

• QPC waged a successful proxy fight for control of Oliver G.
• At that time, Oliver was receiving frowny-face stickers on Pre-K classroom chart
QPC’s history of success

After 18 months

- Oliver is building extensive Lego fortresses
- 1st grade chart stickers are fruit-themed, optimistic
QPC’s plan for Braden

- We believe that with the right leadership, Braden could make huge strides
- QPC’s plan will unlock shareholder value
- Your vote is critical
Our qualified nominees

Keith Webster, Jr.
Spearheaded sharp reduction of daughter’s Breyer horse collection

Brenda Beppo
Successfully averted major tantrums in multiple ShopRites

Leonard Zavitz
Harvard JD/MBA, grandfather of 16 beautiful (and profitable) children

Mark W. Dealy
Not mad, just disappointed
QPC’s plan for Braden

Consolidate birthday party expenses

cake and ice cream

ice cream cake
QPC’s plan for Braden

Improve bedtime efficiency

• Showers instead of baths
• Reduce stories from 4 to 2
• LED night light
QPC’s plan for Braden

Expand carefully into new markets:

• Trip to petting zoo
• Visit Aunt Meg in New Jersey
• Gradually increase vegetables
Conclusion

• Vote for change
• Vote the **GOLD** proxy card
• A better direction for Braden
• A better return for shareholders
Disclaimer

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