

**KEY CORPORATION SKILLS**

Key transaction <i>tangible skills</i> will bring to our clients	Key <i>intangible skills</i> necessary when doing deals
<b>01</b> strong interpersonal skills - convey to the client that they should have confidence in us, that our team is highly competent and they should have full confidence in our effective capabilities	<b>01</b> we have an open mind, start with a clean page with no preconceived ideas
<b>02</b> quantitative skills, facile with numerical analysis and modelling	<b>02</b> our team has the skills to really do an exceptional job of the transaction with no ego's
<b>03</b> strong interest in business globally, not just the client's business - every transaction is different and requires that the transaction advisor is up to date and also understands future trends that can impact the client's business long term	<b>03</b> we have an established system developed over decades that cover all facets of the transaction from mundane matters to sophisticated issues
<b>04</b> we are OK with confrontation - we understand that people on the other side of the table will have an adverse interest than that of the minority stakeholders or do not understand the transaction advice and have to negotiate against that person resulting in conflict	<b>04</b> we take control, give the client advice right upfront - clients want the transaction advisor to take control and drive the transaction to completion, hiring CIC for its expertise that they do not have. Advice on what to do, how to do and this is how it will turn out and if you don't this is how it will turn out
<b>05</b> we put the client first - be there for the client, return emails immediately, take calls at any hour and answer the call immediately, spend all night with the client and work extremely hard, making the client an absolute priority in all stages of the transaction	<b>05</b> we have empathy for the client, placing ourselves in the client's shoes - taking time to understand what the client is going through during the process of the transaction across the full spectrum from emotional to professional and articulate those concerns as we advise the client.
<b>06</b> we are extremely discreet - we are trusted with the most confidential information of a client business which is very valuable	

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