

> **Seabury Group:**

# Unlocking Value through Financial Solutions



Seabury Group is a global firm founded in 1995 with two principal groups: Seabury Advisory Group LLC (SAG) and Seabury Capital LLC (SeaCap). SAG is a global advisory practice covering aviation, aerospace and defence, financial services, government services, logistics, maritime, transportation, and related industries. SAG has partnered with more than 300 clients located in over 50 countries on more than 1,100 engagements to solve complex challenges requiring consulting, investment banking, restructuring, and/or information technology solutions.

**S**eaCap owns and operates a number of specialty finance companies providing innovative cross-border financing for equipment and trade receivables as well as insurance-backed auto service and financial obligations. SeaCap recently launched a merchant banking business to take minority equity positions in, and to provide debt financing to, middle market companies. SeaCap also owns software companies providing enterprise solutions to airlines, aerospace companies, and institutional market-makers in foreign exchange and other financial markets.

Seabury's professionals are based on five continents and in more than fifteen countries, representing a unique combination of top-tier bankers, consultants, software solutions experts, and former industry executives.

**DELIVERING VALUE TO CLIENTS**

Seabury seeks to leverage its expertise to provide the most comprehensive portfolio of services to clients in the industries it serves, and to expand into adjacent markets, which can benefit from the company's long-standing track record of delivering value and results.

Operating from an expanded global platform, Seabury is underpinned by its aviation expertise and related products and services. Seabury has made numerous investments and acquisitions that serve to drive development of a broad array of capabilities falling within four categories: consulting, investment banking (restructuring), asset management & principal investments, and software & data products.

Seabury brings value to every client opportunity

**“Seabury believes expert support makes a true difference, and that’s why Seabury teams blend former industry executives, top-tier consultants, and seasoned investment bankers.”**

through an integrated platform that helps companies identify options that management can execute to create wealth for shareholders, management, and clients. To meet the specific needs of clients and deliver executable solutions to the issues that confront them, Seabury draws upon the unique experience of its expert team providing a combination of management consulting, corporate advisory, and investment banking services supplemented with robust proprietary data analytics and trading software tools.

**STRATEGIC FOCUS**

Seabury's long-term strategy is based on leveraging the depth and breadth of knowledge, relationships and experience across two primarily related industries: aviation and aerospace and defence, while continuing to diversify existing advisory services with strategic initiatives that include expanding aerospace and defence consulting capabilities and implementing a merchant banking platform to supplement advisory offerings and provide for a higher return on investment.

**EXTENSIVE ADVISORY SERVICES**

Seabury focuses on delivering in-depth consulting expertise in principal advisory areas – anchored solidly in aviation and cargo/global trade:

- Strategy
- Human capital
- Fleet advisory
- Network planning
- Regulation advisory
- MRO planning
- Cargo advisory
- Revenue management
- Technical support
- Defence advisory
  - Industry assessment
  - Defense acquisition and capture strategy
- R&D assessment
- DoD procurement and budget insight
- Requirements and cost capability trades

**Serving a Wide Range of Industries:**

- Aviation
- Aerospace and defence
- Transportation, cargo/global trade and logistics
  - Related industries: explosives/mining, financial services, gaming, hospitality, infrastructure, insurance, manufacturing, maritime/offshore oil & gas exploration, metals processing, mining, private equity, debt and hedge funds, real estate, and travel

**Investment Banking & Asset Management:**

- M&A advisory: sell-side and buy-side
- Corporate advisory services
- Airline restructuring
- Liquidity/working capital management
- Asset-based and debt financing



President and COO: Chris Kubasik



Chairman and CEO: John E. Luth



Seabury executives meeting

**“What we want to be able to do is bring in the extra firepower that’s needed so that we can orchestrate the changes that are needed. What we are not is a substitute for management: we help management to get across the lake – we show up and we can provide the boat, if you like, but it has to be a partnership.”**

John E Luth, chairman and chief executive officer, Seabury Group LLC

- Structured finance
- Project finance
- Due diligence
- Business planning/financial modelling
- Merchant banking
- Insurance
- Civil aircraft registry
- Trade finance exchange
- Comprehensive white-label aircraft management solutions

**SEABURY TECHNOLOGY & AVIATION**

Aviation is highly political, with foreign ownership laws making true consolidation on a global scale harder to achieve. Seabury sees trends in the industry that are prevalent in other sectors as well: a need for further segmentation and differentiation; and a growing reliance on technology and data solutions to augment demand for increased customer experience levels.

Technological advances in particular are unlocking additional value across the industry, ranging from providing a differentiated customer offering to help airlines truly understand who the customer is and how to maximize revenue generation from them.

For more than a decade, Seabury’s specialist technology arm has developed and brought to market performance analysis systems which have become industry standard. Seabury has also acquired through strategic acquisition of specialised companies a set of software tools that can model the outcomes of any number of

routes, aircraft, labour, and operational changes to highlight inefficiencies or revenue producers. Led by airline technology and software development specialists, with experience both inside airlines and in major technology companies, Seabury’s customised technological solutions are developed for the industry by the industry.

Seabury’s contract performance analysis system was built to handle and calculate settlement of all of an airline’s contracts – from short-term consultancy arrangements to annual travel agency agreements to aircraft performance guarantees that last ten or more years. CPAS serves as a central contract store and settlement tracking system and can connect to any operational and accounting system.

Seabury APG (SAPG) is the commercial planning arm of Seabury Group. SAPG’s suite of network planning tools are used in consulting projects and by clients throughout the aerospace and aviation industry.

SAPGNet forecasts route and network level revenue and profit results using a Quality Service Index (QSI) based approach. SAPGNet is used to evaluate network structures, including identifying the most profitable growth scenarios and developing networks in terms of enhanced local and flow traffic. It is also useful for analysing capacity changes, determining optimal flight timings, finding new market opportunities, forecasting the impact of competitive schedule changes, and evaluating strategic partnerships.

SAPGFam is our fleet allocation and optimisation software. The tool assists airlines with finding the optimum fleet plan with the most profitable mix and types of aircraft. SAPGFam is used in an operational environment to assign the existing fleet to planned schedules and maximise contribution by using the full range of operational constraints, including maintenance, crew, range, and gates.

SAPGAlliance is designed to evaluate airline partnerships. The tool forecasts revenue synergies for various types of strategic partnerships, including codeshare scenarios, changes in alliance membership, bilateral or multi-lateral joint ventures, and M&A scenarios.

**WHY CLIENTS CHOOSE SEABURY**

To create value, Seabury is committed to integrity by respecting its clients and using its knowledge to leave behind competency not dependence. Seabury’s approach is unique because the company strives to understand clients’ needs first and then act – together.

Seabury believes expert support makes a true difference, and that’s why Seabury teams blend former industry executives, top-tier consultants, and seasoned investment bankers. By designing projects with change in mind, Seabury equips its clients with the ability to navigate faster toward improved results which are more sustainable. Seabury is always committed to working with clients to help them confront even the biggest challenges and always making a difference in their future. ✨