

Driving Higher Performance by Embracing a Higher Purpose

Presented by David Lapin

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and

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LAPININTERNATIONAL

Lead by Greatness™

About Lapin International



Tech Crunch February 11, 2011

(The day Egypt's President Mubarak resigned.)

"...there's simply no role for the newspaper anymore. It's a waste of paper, ink, and time. R.I.P." ~ MG Seigler

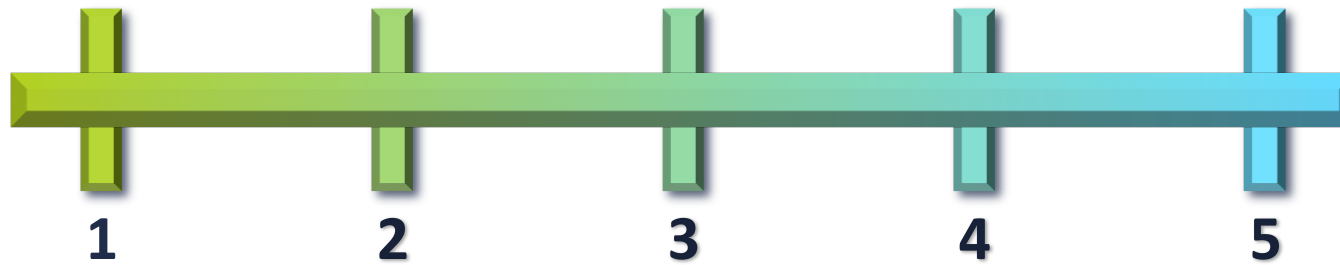
"... there's simply no role for the large, impersonal bookstore anymore. People just aren't that into cookie cutter brick and mortar." ~ Alexia Tsotsis

How B & N Can Save Itself From Becoming A Kodak Moment

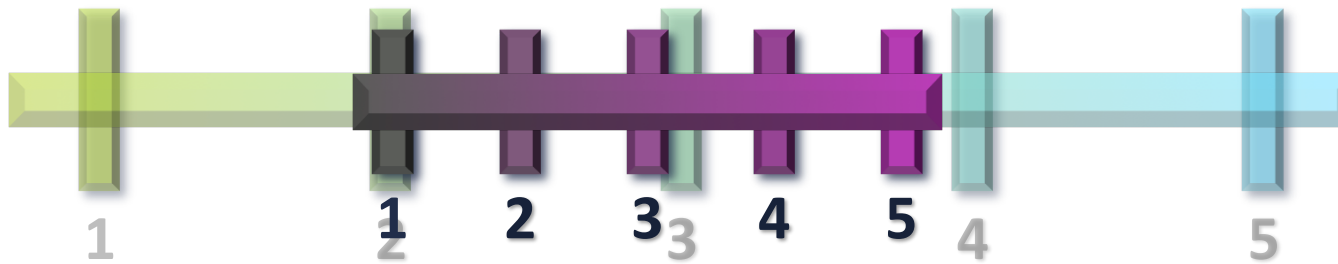
***“If Barnes and Noble wants to avoid going the way of Kodak it needs to:
...take the products and services it offers and leverage them in a way that no one else in the category is doing, **or can do.**”***

*~ Allen Adamson
Forbes, February 2nd, 2012*

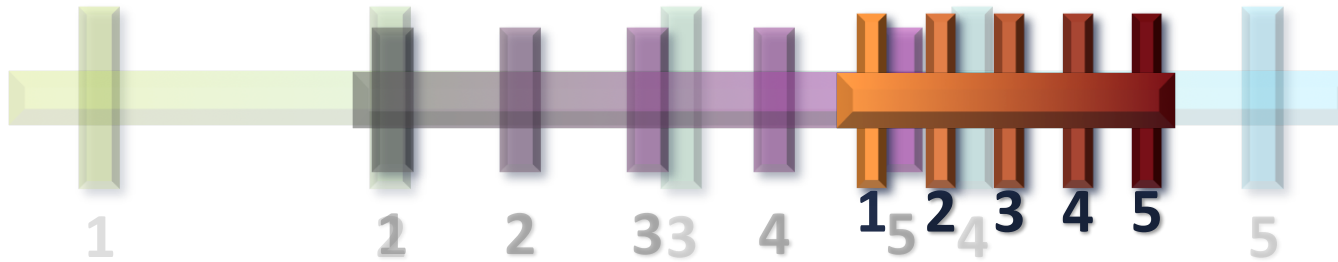
Industry Performance Levels



Your Company Scale of Performance Superimposed on the Industry Scale



Your Company Scale of Performance Superimposed on the Industry Scale



What Do These Companies Have in Common?



What Do These Companies Have in Common?



“Everything we do, we believe in challenging the status quo; we believe in thinking differently. We just happen to make great computers.”

- *Simon Sinek*



We operate with a Warrior Spirit, a Servant’s Heart, and a Fun-LUVing Attitude.



Our mission: to inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time.



“We’re interested in intangibles — a spiritual infusion — because they are the hardest things for your competitors to replicate. **The tangible things, your competitors can go out and buy. But they can’t buy your spirit. So it’s the most powerful thing of all.**”

- Herb Kelleher

Driving Higher Performance by Embracing a Higher Purpose

- ✓ **We are not industry specific.**
- ✓ **We succeed with any company led by individuals of character and integrity.**
- ✓ **We help them embed their character into their offerings.**
- ✓ **This differentiates them in ways that cannot be imitated by competitors – and drives their results.**



ETHOS

PRIVATE EQUITY

An authorised financial services provider

PCI GAMING

TRUWORTHS



Ethos Private Equity raised \$800 million for a new fund – the largest amount secured by an Africa-focused fund.

- Reuters
January 23, 2013

*“Ethos has never been better positioned for the achievement of its strategic objectives given **Lapin International**’s uncompromising position on the maximization of commercial returns.”*

- Andre Roux, Chief Executive Officer
Ethos Private Equity



PCI GAMING

Grew EBITDA fivefold in less than four years, taking gross revenue from \$60m to \$500m.

“Lapin International’s work in helping develop PCI Gaming’s Purpose and Values has made a significant impact on our business performance.”

- Catherine Timmons, Executive Vice President of Human Resources
PCI Gaming

TRUWORTHS

Truworths has grown at annual rates in excess of 20% consistently for 15 years, with returns on equity in excess of 50%.

“We would not be where we are today without **Lapin International**. They give you the confidence to walk in a complicated world.”

- Michael Mark, Chief Executive Officer
Truworths International

Don't Just Fit In – Stand Out!





www.lapininternational.com

www.leadbygreatness.com

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Lead by Greatness™



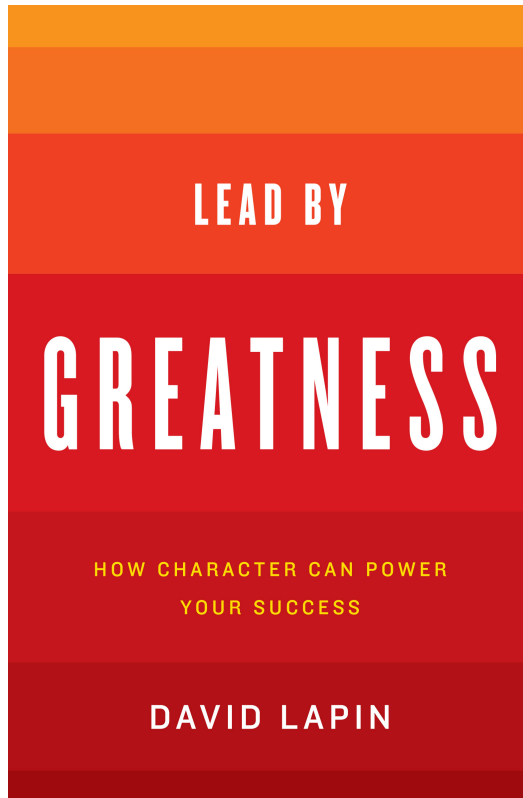
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THANK YOU!

Lead By Greatness



- 20-Year Track Record of Success
- Our client companies outperform their industry by multiples

A few endorsements:

- “...Lead by Greatness may be the most important business book of our time -- perhaps any time.” – **Peter Markovitz, CEO of Mathnasium**
- “This powerful, moving book shows you how to unlock your power to lead others to greater achievement in every area of your business and personal life.” – **Brian Tracy, Author, *How the Best Leaders Lead***
- “Lead by Greatness is the best business book I have ever read” – **Bob Burg, best selling author of “Go-Giver” and “Endless Referrals”**