

INTRODUCTION

PriMetricaAsia was acquired by current management in February 2007 from Primetrica, Inc. It was originally founded over 20 years ago as MMS Consultancy to take advantage of the growth opportunities for marketing and related services in the Asian markets. Headquartered in Singapore, PriMetricaAsia is a strategic marketing firm providing a full range of market intelligence and data services to clients throughout the Asia Pacific region.

"We have worked with many different companies at all levels of services. With FGI, you get a solid partner who can adapt to all time zones."

**— Thomas B. Marsh, CEO & Chairman
PriMetricaAsia**

PROBLEM

Due to the early and rapid success of PriMetricaAsia, management recognized the need for a flexible infusion of capital to meet the demands of a growing company with a complex service in a relatively unfamiliar market. Due to increasing customer demand for services and PriMetricaAsia's need to extend payment terms to customers to remain competitive, the company needed additional working capital in a relatively short period of time.

Management ideally wanted a short term financing solution to meet its growing capital needs without diluting its equity position and ideally with a financial partner that would add additional value to the continuing growth of the company.

SOLUTION

In 2007, FGI Finance stepped in as the lender that could meet the needs of this growing company. FGI Finance knew that PriMetricaAsia needed to implement a highly responsive, flexible and multi-faceted financing program to aggressively address the unique needs and circumstances of this organization.

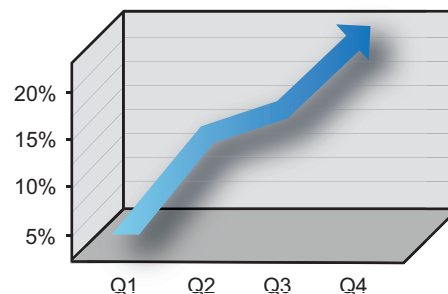
FGI provided PriMetricaAsia with substantial working capital in the form of a revolving credit facility and term loan. PriMetricaAsia was able to utilize the revolving credit facility proactively; as sales were generated, financing under the facility was immediately available. Additionally, in order to support long-term contract based projects with such customers as Microsoft, Oracle and Cisco, FGI created a term loan that assisted PriMetricaAsia with additional capital to finance such long-term projects.

RESULTS

FGI Finance was able to work with Hong Kong and Singapore's standard billings and practices because they were familiar with the laws and regulations of all six countries that PriMetricaAsia was operating in. Furthermore, FGI was able to handle all operations in-house. This alleviated the burden on PriMetricaAsia's Finance, Credit, and Accounts Receivable departments.

Sales figures had a volume increase of over 20% during PriMetrica's first year with FGI Finance.

Sales



"FGI's lending is well suited for growing markets. We haven't been able to find anyone else around who can provide this kind of financing."

**— Thomas B. Marsh, CEO & Chairman
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