

# MEG Consulting

Committed to providing accurate, timely, unbiased solutions with a responsive personal approach.

## Our approach

For close to 30 years Metals Economics Group (MEG) has been addressing the strategic needs of the global mining industry.

Our unparalleled databases, deep understanding and experience of company growth issues, and industry-leading position in tracking exploration, project developments, and acquisitions provide a strong foundation for our customized consulting work.

We provide consulting services at strategic and tactical levels, concentrating on three key areas

- Developing and assessing growth strategies
- Refining competitive intelligence and information strategies
- Improving collaboration and innovation processes

In everything we do, we are committed to providing accurate, timely, unbiased solutions with a responsive personal approach. Our clients enjoy unparalleled access to comparative data and analysis on projects, companies, and markets, and to unique research capabilities for client-specific needs.

MEG Consulting's capabilities are based on the combined expertise of in-house analysts and an extensive network of leading mining industry consultants, experienced mining executives, and recognized knowledge management and organizational learning experts.

MEG Consulting is led by Michael Chender, founder and CEO of MEG, who brings extensive experience in both mining growth issues and organizational learning processes.

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## GROWTH STRATEGIES

*The challenge of making better, quicker, more informed decisions to find best-fit opportunities requires objective, comprehensive information. We help clients quickly filter, compare, and analyze the possibilities.*

Our broad access to major industry players, combined with an intimate understanding of the shifting global landscape, allows us to provide clients with an exceptionally comprehensive view of the competitive environment. Our objective, unbiased counsel serves as a check against internal strategies, investment bank reports, and other consulting work.

Our advice and services cover

- Corporate and business development strategies
- Explore-or-buy economics
- M&A fairness opinions
- Company growth benchmarking
- Exploration and project valuations and benchmarking

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## COLLABORATION & INNOVATION

*We can't change our habits simply by wishing to do so. To effectively engage an unpredictable future, flexible and innovative thinking is particularly important.*

Processes like dialogue and scenario planning can be highly effective in opening fresh insights to individuals and teams. Our experience in these areas helps guide client teams to recognize and successfully tackle tough strategic issues. We work with a broad range of individuals who have successfully applied innovative methods of working with complex corporate challenges.

Our advice and services cover

- Scenario planning
- Fresh approaches to problem solving
- Tying knowledge management to action
- Informing planning with continuous employee learning

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## COMPETITIVE INTELLIGENCE & INFORMATION STRATEGIES

*Connect the many eyes and ears to the corporate brain. We help you command a higher level of competitive advantage by leveraging previously uncaptured information and knowledge within your organization—to move on early windows of opportunity, and bring the full intelligence of your company to bear on mastering the competitive landscape.*

To help clients establish effective internal strategies, we draw on our experience in developing early-warning signal systems and effective competitor intelligence processes. Together with our extensive foundation of global mining market intelligence, we enable mining-related businesses to improve their understanding of the current business environment and to access currently untapped sources of critical information.

Our advice and services cover

- Competitor reviews
- Establishing competitor intelligence processes
- Capturing early-warning signals
- Reviewing how companies are effectively navigating through the cycles

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## CREATING VALUE

*Following are some other examples of how we create value for our clients...*

- Acting as the acquisitions and growth strategy consultant for a major copper producer, MEG Consulting assessed the likely bidding strategies and pricing of the company's competitors in major tenders. Our advice played a key role in the company achieving the winning bid for a highly contested target at only 2% higher than the nearest competitor.
- For a medium-sized gold producer and a major base metals producer, we developed an innovative way of sharing useful information between exploration offices and between the exploration and business development functions.
- In a significant undertaking for a major diversified producer, MEG reviewed all the undeveloped base metals deposits in the world above a certain size. Using MEG's contacts with previous owners and suppliers, we were able to establish where the project's undeveloped potential lay.
- MEG Consulting benchmarked the business development function for a major producer, tracking structures, processes, culture, and results of all the major acquirers over the previous decade.

## Metals Economics Group

Metals Economics Group (MEG) provides information and analysis on the global mining industry focused on addressing both strategic and tactical business needs. Clients benefit from a painstaking commitment to accuracy, many years of experience, excellent relationships with other industry experts, an unbiased approach to reporting and analyzing the latest trends and issues, and a responsive, personal approach to customer care. Through analysis, information services, and consulting, MEG continuously builds on its foundation as the primary source of intelligence on global minerals exploration, development, and production; strategic planning issues; and acquisitions activity.

## Contact

For more details on how MEG Consulting can help you achieve your business objectives, phone +1 902 429-2880 or email consulting@metalseconomics.com.

### About Michael Chender, CEO of MEG Consulting

Michael Chender joined his father's copper and silver markets consulting company, Chender Associates, in 1972, eventually taking over the business. He started Copper Studies, the then principal copper industry consulting publication, which he later sold to Commodities Research Unit. He worked in a joint venture with Brandeis Goldschmidt, a leading metal trader, from 1977 to 1980, at which time he founded Metals Economics Group. In 2001, Mr. Chender started Coemergence, a competitive intelligence software solution company focused on the resource sector. That same year he also founded the Authentic Leadership in Action Institute (formerly Shambhala Institute for Authentic Leadership), now a recognized leader in organizational learning and training. He returned to an active role in MEG in 2008 to help lead a major expansion of information and consulting services.