

FEI DALLAS

September 14, 2026

Panel Discussion

A conversation with

Landon Smith • Colin Herr • Birken Olson

Moderator: Tom Montgomery

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Tom Montgomery

Moderator

- Managing Member, Montgomery Capital Advisers
- Founder, Woodfin Capital Partners
- Private investment, finance and business advisory experience
- Moderator for today's panel discussion



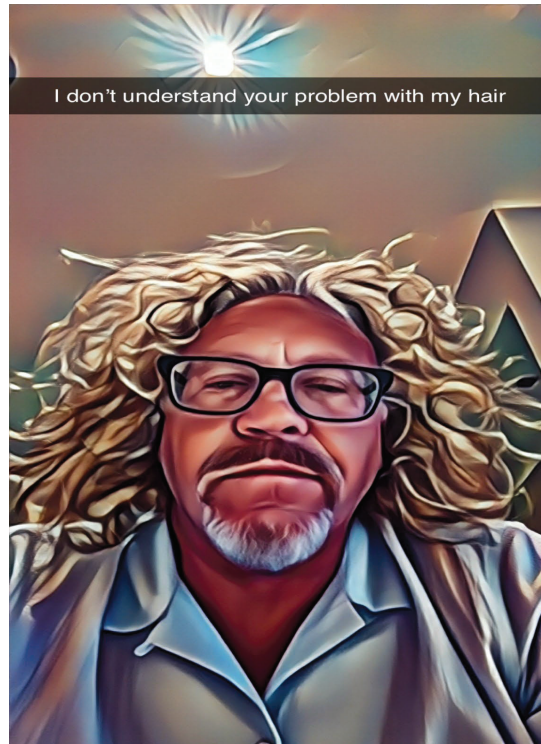
MODERATOR

Tom Montgomery

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Landon Smith

Panelist



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Landon Smith

Panelist



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Colin Herr

Panelist



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Birken Olson

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TOP 10 LIES TOLD TO PRIVATE EQUITY FIRMS

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Questions & conversation

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3. Employees are happy with their compensation and will not need raises.
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1. Our projections are extremely conservative.

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TOP 10 LIES TOLD TO COMPANIES BY PRIVATE EQUITY FIRMS

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10. Ignore our preferred liquidation value- that will never come into play.
9. Nothing will change, other than you will have the capital to do what you want.
8. We only work collaboratively with you!!!
7. We are excited about allocating funds for significant capital expenditures!!!
6. We are all about the long term, we do not take a short-term approach!!!
5. We don't have a deep bench of professionals, so it will be management leading the show!!!
4. Do not worry about the superpowers, we will never use them.
3. There is so much low hanging fruit here, we can't help but succeed!!!
2. We only put a MODERATE amount of debt on our companies!!!
1. Trust us to do the right thing!!!

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Thank You

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