



LITERAL NORTH ANNOUNCES COMPLETION OF ITS FIRST THREE ADVISORY PROJECTS.

Northbrook, IL - June 2020. Literal North, LLC ("Literal North") a market research and advisory firm serving industrial and transportation industries, announced that it has completed three successful projects in Q2 2020 across the freight rail and scrap processing industries.

Railcar Portfolio Valuation Advisory and Due Diligence

Literal North provided railcar lease portfolio valuation and leasing market segment advisory on behalf of an Asian multinational with a market cap of \$1.0 billion.

Rail Sector Acquisition Study

Literal North collaborated with Balanced Business Advisors to provide railcar maintenance expertise related to a potential acquisition on behalf of an Asian multinational.

Industrial Machinery Voice of the Customer

Through outreach to the scrap machinery supply chain pre- and intra-pandemic, Literal North provided a study of scrap processor market outlook, buying preferences, and recommendations, resulting in new growth channels and operational improvements.

About Literal North:

Literal North, LLC, headquartered in the Chicago suburb of Northbrook, Illinois, is an advisory firm with a focus on the rail equipment, transportation and industrial supply chains. Literal North's strategy is two-fold: (1) provide B2B customer-focused commercial diligence and market insight and (2) support the rail equipment supply chain sector with valuation and market advisory. The Literal North team bridges the gap between management and its organization by uncovering opportunities for (a) new channel growth, (b) improved customer relationships and (c) operational enhancement by eliciting feedback from the supply chain, including customers, partners and vendors. For more information, please visit: <https://www.literalnorth.com>.

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