

# CEO CFO

**Diversified Global Holdings Group Inc.**  
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## **With an Experienced Board and Management Team, Diversified Global Holdings Group Inc. (OTCBB: DGHG) is Well Positioned for Growth as They Continue to Make Acquisitions in the Construction, Real Estate Development and Business Consulting Sectors Worldwide**



**Business Development Company**  
**Emerging Markets**  
**(DGHG-OTCBB)**



**Richard Lloyd**  
**Chief Executive Officer**  
**and Director**

### **BIO:**

Mr. Richard Lloyd, 32, was appointed President, Director and Chief Executive Officer of the Company on December 17, 2009. As the Company's Chief Executive Officer Mr. Lloyd has established a successful record of accomplishment in developing and directing complex corporate opera-

tions. He has focused on strategic acquisitions leading to the opening of new markets and converting opportunities to mergers and acquisitions. He is successful in forming profitable, long lasting relationships on executive levels with multiple companies. Mr. Lloyd is P&L responsible and capable of restructuring fiscal policies and internal controls to properly capitalize and structure our portfolio. He continues to demonstrate his experience in building vertically integrated and multi-level operating environments with highly focused sales and marketing programs.

From 2006 to 2010 Mr. Lloyd was the CEO of Alfa Investment Fund, an international business consulting company located in Orlando, Florida. During his tenure at Alfa Investment Fund, Mr. Lloyd developed strategic alliances and distribution systems within the United States and the European Union. As Chief Executive Officer, he restructured corporate directives, raised equity and secured new capital.

During Operation Iraqi Freedom Mr. Lloyd served in the United States Army. Prior to his military service, he worked with the World Financial Group. Mr. Lloyd's international experience includes management information systems, manufacturing technologies and economics. His accompanying major areas of study were accounting and economics at Valencia College, the University of Maryland and the University of Central Florida.

In 2008, Richard was elected CFO of

IAC Holdings, a medical holdings company located in Orlando, Florida. His responsibilities included risk management, corporate financial reporting with the SEC and authority over corporate disbursements. Later that year he left the firm to co-found Diversified Global Holdings.

Mr. Lloyd is currently on the young executive committee of the Citrus Club, which is an affiliate of Clubcorp. He is a lifetime member of Delta Epsilon Iota. In 2006, he was inducted into the International Honors Society of Phi Theta Kappa and Kappa Delta Pi International Honor Society. Mr. Lloyd is also a member of the United States Tennis Association and the Central Florida Soccer League. Mr. Lloyd serves his community through numerous charities and philanthropic organizations worldwide including Headstart, House of Hope, Habitat for Humanity, the Ripple Effect and City of life.

Mr. Lloyd possesses extensive knowledge of public and private equity markets, has initiated, and successfully completed numerous mergers and acquisitions. He is recognized as a polished communicator and highly qualified negotiator with effective conflict and problem solving skills. He continually develops the corporate mission to organize acquisitions of high profile companies operating in developed and emerging market economies.

**Company Profile:**  
**Diversified Global Holdings Group Inc. (OTCBB: DGHG)** is a rapidly growing holdings company with

strong subsidiaries worldwide. The Company has proven M&A expertise and intends to maintain its focus in three core divisions (construction, real estate development and business consulting); while expanding its operations in these sectors through acquisitions primarily in emerging markets. For more information, visit [diversifiedglobalholdings.com](http://diversifiedglobalholdings.com) or [www.dghold.com](http://www.dghold.com).

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine**

**CEOCFO:** Mr. Lloyd, what is the basic plan for Diversified Global Holdings Group?

**Mr. Lloyd:** Diversified Global Holdings Group (OTCBB: DGHG) plans to maintain its focus on its core construction, real estate development and business consulting divisions and to grow its operations in these sectors through acquisitions primarily in emerging markets. Our board and management team have strong connections in Europe, Russia, China, Brazil and the United States. Due to the extended U.S. recession, we see a tremendous opportunity for us to excel in these markets. In markets such as, Russia and China, we have the ability to complete major acquisitions. Once they are part of DGHG, we can infuse them with additional capital and solid management providing for the monetization of our combined projects and assets for greater sustainable competitive advantages.

**CEOCFO:** When you look at a project, what is your criteria?

**Mr. Lloyd:** There are many areas where we have people on the ground so geography definitely plays a factor and of course, our current market sectors are important for maintaining strategic focus. After that, we look at how our subsidiary or potential acquisition will benefit from a new project. Then risk management and due diligence play important roles. For acquisitions, their industry understanding and competitive awareness is critical, sometimes much more so than their EBITDA and margins. I'm not looking at only their performance and achievements over the past five years but also how well they imple-

mented their goals. I am always looking for leaders who can manage DGHG's growth.

**CEOCFO:** Are you looking for a particular mix in your three divisions, or specific countries, or is it opportunistic?

**Mr. Lloyd:** Right now, we are heavy in the construction industry. In 2012, we are looking to monetize a lot of our balance sheet, so I expect a resulting significant increase in our real estate development revenues. In December, after 18 years Russia has finally joined the WTO so I see another outstanding opportunity for DGHG's business consulting division. So yes, I think we will be very busy in 2012. To answer your question specifically, my goal is to have balanced revenues from all of our divisions both foreign and domestically, while strategically analyzing all available opportunities. Most recently, we have been focusing on Kazan as Russia spent over 14 billion dollars developing it into the sports capital of the world. Kazan presently has 25 sports venues with 65 scheduled for completion by 2013 and these are all Olympic quality sports venues. We already have two companies working on the ground in Kazan and we are working on some amazing projects.

**CEOCFO:** What about the recent Russian subsidiary contracts; what is the SibTechServis-N all about?

**Mr. Lloyd:** SibTechServis-N is a top quality construction company located in Novosibirsk, another new region for us. They work closely with Aerofuels, a company with over 800 locations worldwide. Aerofuels works with all the major airlines, and has facilities on the ground in almost every international airport. They are very influential and have many quality connections. Russia still has so many private companies it has tremendous acquisition potential. I'm always thinking about our next target, and SibTechServis's commercial customers and contacts could provide us with acquisition opportunities, although I cannot comment on anything specific at this time. Basically, if we perform well with our current clients and subsidiaries, of course it will influence our future acquisition candidates. SibTechServis-

N recently signed a \$3.5 million LOI with Aerofuels, exclusively for Aerofuels. SibTechServis-N will be the only contractor for Aerofuels in Russia in 2012, remodeling offices and aircraft hangars, and I have a feeling that relationship will continue to grow for years to come. SibTechServis-N has excellent management in a developing area. Novosibirsk is expanding quickly. The governor recently announced plans to, rebuild major areas of the city and expand its infrastructure significantly. We are talking about multi-billion dollar construction projects taking years to complete and I expect SibTechServis-N to pick up some of those projects.

**CEOCFO:** What does Diversified know about construction that the companies you are working with do not, and what are you bringing to the table in addition to dollars?

**Mr. Lloyd:** DGHG board of directors has tremendous experience, and you can see that our team is also diverse, which I consider an asset. Our board has experience in construction and real estate development as well as manufacturing and technology backgrounds from the US, China and Russia. I feel our board is one of our core strengths and provides overall strategic guidance to our subsidiaries. From risk management to business technologies and all the way through project implementation, knowledge and experience is ultimately the key to a successful business. That combination of global experience and top-level business knowledge is what sets us apart from the crowd. It is a benefit to every client, shareholder, employee and subsidiary.

**CEOCFO:** Is your team in place as you continue to grow and expand, or are you looking for new people to either round out or take on some of the challenges that are going on in general?

**Mr. Lloyd:** We are looking for some additional players at the executive level. The board itself is set up to be a seven-person board, so there is room for additional board members. I see the need for additional IT personnel. Information is only as good as your ability to process and retrieve it. We have a lot of information coming in

from many different sources. Making sure that we stay on the forefront of our technology curve is vital. Progressively improving our global platform to address the needs of our clients and subsidiaries will always be important. This enables us to make the right decisions in a timely manner. Understanding all available data and providing a rapid and informed response will remain of vital importance in today's quickly evolving business environment.

**CEOCFO:** What is the financial picture like for Diversified Global Holdings Group today?

**Mr. Lloyd:** I think we are doing exceptionally well, and are continuing to grow. For the nine months ended Sept 30, 2011 we did over 30 million dollars in Revenue and had net earnings in excess of 2 million dollars. For the year ended December 31, 2010, we had revenue of approximately 46 million dollars and net earnings of approximately 4.9 million dollars. The company earned 6 cents per share in 2010 with approximately 100 million shares outstanding. We recently sold our electronic component division to more actively demonstrate our current focus. After the sale of these subsidiaries, we have approximately 87 million shares outstanding. So financially, we are implementing our business model, by performing solid M&A activities in emerging markets while focusing on our three core sectors – construction, real estate development and business consulting.

**CEOCFO:** What is your two-minute take on the world economy and how does it play into the strengths of DGHG?

**Mr. Lloyd:** Because we are still so early in our growth phase, the volatility of the world economy is good for business, as distressed assets become prime targets for acquisition. Someone who might have been resistant is now suddenly more open-minded to the idea of an acquisition. Personally, though the overall world economy bothers me. What I feel is

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**- Richard Lloyd**

missing right now is strong economic leadership. All this volatility has made everyone so uneasy that they are not willing to support the leaders they put into place thereby exacerbating the problem. People are too quick to judge and switch sides. There are too many debates in the public domain before thorough analysis of a problem has been completed. As the young CEO that I have been fortunate enough to become, I have realized

that no matter how hard I try to make the best decision possible, in hindsight I know some of those decisions will end up being wrong. As a leader, I must make a decision and timely decisions require tough choices. God gave us two ears and one mouth for a reason. Once a leader has made a decision his team should then stand by him so together they can work towards a common goal. I think I have assembled an exceptional team that will help me do just that.

**CEOCFO:** In closing, why should potential investors pay attention to Diversified Global Holdings Group today?

**Mr. Lloyd:** We have a tremendous amount of intrinsic value on our balance sheet. We strategically acquired these non-performing assets to be quickly developed and monetized, so if you look at our book value we are very well priced in the market. I believe we are a long-term value play. If you look at the leadership of the company and what has been achieved in a very short amount of time, it is hard to find a company that has as much to offer.

At the same time, our brand is just now starting to hit the street. We do not sell widgets so it has taken some time to implement our equity message for investors to understand what we do. However, I feel that any investor who takes the time to look closely at DGHG will be very happy with what we have to offer, what we have achieved, and what our management continues to bring to the table.



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