

Corporate Profile



Where the Answer is Always "Yes!"

PRODUCT ◦ LOGISTICS ◦ INNOVATION ◦ TEAMWORK
KNOWLEDGE ◦ FLEXIBILITY ◦ TECHNOLOGY
PEOPLE ◦ QUALITY



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1: About Us

For more than 35 years, the YES Service Group has specialized in providing and executing service solutions to public and private facilities.

Since the North American economy collapse of 2008, we have realized that many organizations have made immediate short-term reductions to the service levels of their asset maintenance programs. These reductions have distorted the programs covering long-term asset care and have disjointed the operational models in which the facilities operate.

In short, the facilities have developed “band-aid fixes” to reduce cost. This has naturally increased oversight and unregulated the model from either qualitative or quantitative to a hybrid model of qualitative and quantitative.

Our vision and methodology in the industry differentiate us from competitors. We dissect every project by truly analyzing your facility. We provide not only a solution conforming to your current program, but also a long-term program you can utilize to protect your asset for years to come.

We have completed this arduous task within every facility we work; and, we have been successful in maximizing the quality delivered while reducing the overall cost of the program.

We understand that it takes a certain type of company to handle the nuances of your facility. We understand that companies which utilize “cookie-cutter programs” often under-deliver their promises.

We thrive on the creation and implementation of tailored solutions utilizing our skills, abilities and corporate resources and then finally, delivering on the solutions we have assisted in developing.

As you read through the rest of our Corporate Profile, please remember that:

1. We are the company of YES! We will assist with a solution to any problem that we come across.
2. We are partners in your performance; we represent you on-site and we will deliver on your brand!

A: Market Segments

- ★ Hospitality
- ★ Leisure, Sport and Entertainment
- ★ Commercial
 - a. Education
 - b. Government & Municipalities
 - c. Retail

B: Group Strengths

- ★ Janitorial Services: Interior, Exterior and Food & Beverage Areas
- ★ Specialized Floor Restoration
 - a. Repair & Maintenance
 - b. Product Development
- ★ Facility Maintenance: Hard and Soft
- ★ Parking Lots
- ★ Staffing: Static and Complex
- ★ Waste Reduction by Design (*WRD*): decrease carbon footprint by increasing recyclable and compostable materials through:
 - a. infrastructure,
 - b. partnerships/sponsorships
 - c. education of staff and guests
- ★ Development of Workforce:
 - a. Safety Program: Development, Implementation and Execution
 - b. Human Resources: Training, Turnover Reduction, Recognition and Career Guidance

C: Core Values



To continue to be recognized as a leader and innovator in the services industry; our drive to exceed is the key to our success.



To continue to decrease our environmental impact as well as our carbon footprint in each and every project we encounter.



To continue to be stewards of our client's performance by challenging commonplace methodology.



To continue to deliver service excellence through a dedicated and committed workforce.



To continue to celebrate our successes through our clients' satisfaction.

2: Key Personnel

Richard Dasch – President

As Founder of Yes Services Group, Richard brings nearly four decades of hospitality experience. His business life started in 1974 when he created a hotel supply business based in the Washington, D. C. area. He founded The Rose Restoration Company in 1978 – still regarded by many as “The Standard” of the marble and stone maintenance industry today.

Mr. Dasch views clients as partners, and that commitment to their needs grew his business to include carpet cleaning and general cleaning at some of the world’s largest hotels and resorts. With a lifelong dedication to improving safety and environmentally friendly practices, Mr. Dasch serves with Disney’s Safety committee and is a member of CFHLA (Central Florida Hotel and Lodging Association).

A true visionary, Mr. Dasch is always looking for innovative ways to approach bringing Clients expert solutions.

Leslie Dasch – Vice President

Leslie Dasch created Yes Service Group to serve the growing demand for outsourced cleaning and maintenance. Her twenty years in the service industry began when she created Maid At Home, a residential cleaning service provider that employed a dozen women by the time she sold it in 1998.

She then joined The Rose Restoration Company where she has developed the strategic plan that expanded the core business model to include a successful cleaning division.

Mrs. Dasch was nominated by the McLean, Virginia Chamber of Commerce as Innovative Business Person of the Year 1999 for her pioneering success in the burgeoning Life Coaching industry. She is a member of CFHLA (Central Florida Hotel and Lodging Association) and has served as Founding Member of E-Women Network, Founding Member and Board of Directors of Beyond Extinction Foundation, Board Member Yankeetown Woman’s Club.

Jason Brock – Partner / Principal

Jason began his career in the public assembly management industry working for the Salt Lake City Olympic Committee in which he assisted with planning and executing operations for the 2002 Winter Games. After the games concluded, Mr. Brock was recruited by his service provider, Cleanevent, to wind down and conclude the services provided to the Winter Games as well as to stabilize and grow the marketplace.

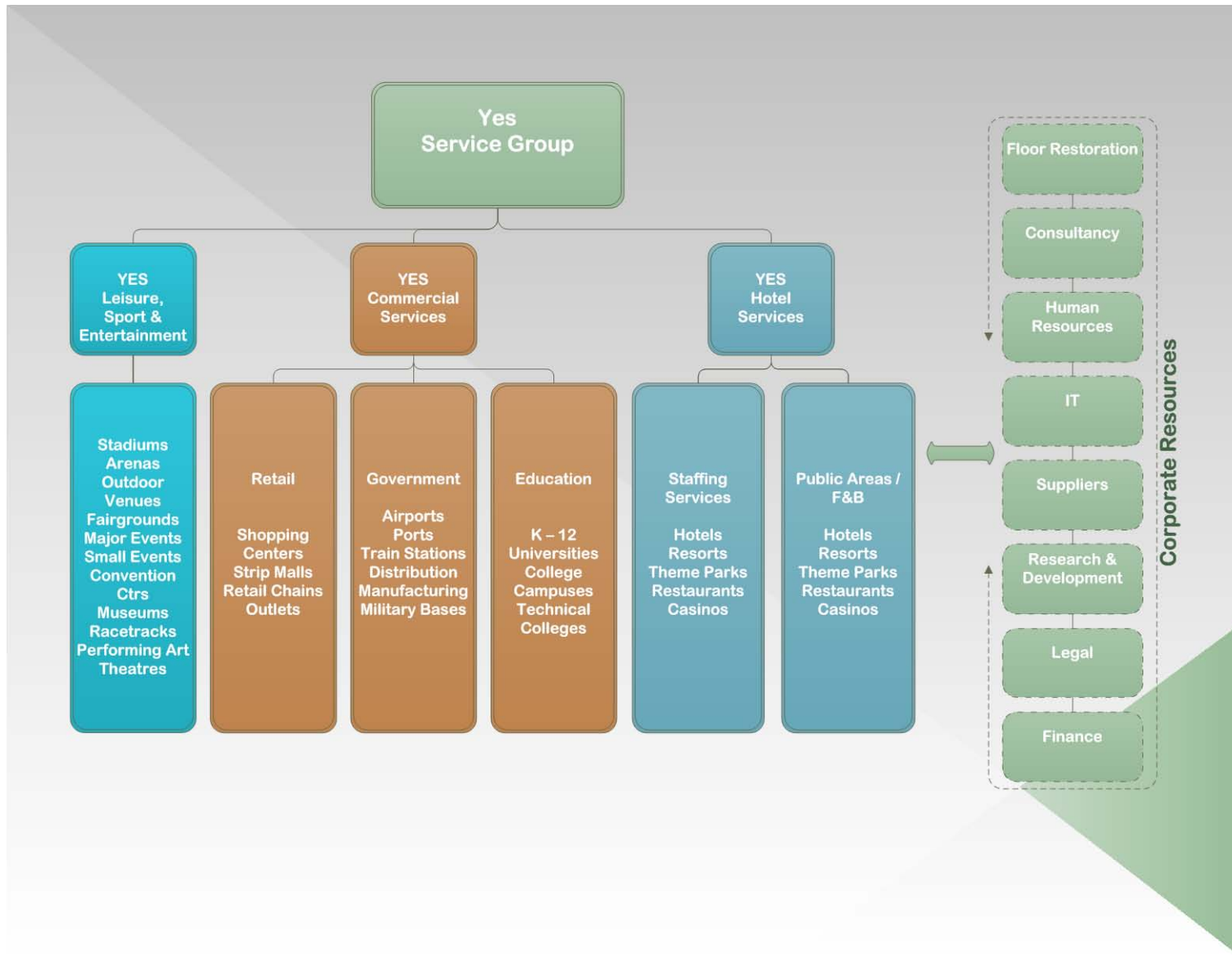
Mr. Brock's knowledge and knack for the industry quickly propelled him through the ranks of Cleanevent: from Venue Manager to VP of Operations, to COO, and finally, to CEO. In his time with Cleanevent, Mr. Brock was fully involved in contract negotiating, venue transition and execution, and was ultimately responsible for the entire North American portfolio.

Early 2013, Cleanevent, with new owners and new ideas, decided to concentrate on the European Marketplace and ultimately chose to close down the North American Operation.

In 2013, Mr. Brock entered into a partnership with the Yes Service Group and helped expand the breadth of services into the Leisure, Sport & Entertainment sector. Some of Mr. Brock's highlights include the Management & Consultancy of:

- ★ The Olympics: 2002, 2004, 2006, 2008, 2010 & 2012 Games
- ★ Professional Sporting Venues
- ★ Minor and Collegiate Sporting Venues
- ★ NASCAR
- ★ Fairgrounds
- ★ Performing Arts Theatres
- ★ Convention Centers
- ★ Multiple Live Nation Amphitheatres
- ★ Major and Small Events
- ★ Multiple Retail Shopping Centers

3: Organizational Structure



4: Companies Defined

A: YES Restoration / Rose Restoration

We have repaired maintained over 300 Million square feet of marble, granite, limestone and terrazzo nationwide. Our expert craftsmen clean, polish, restore and maintain marble and stone in the finest buildings, most luxurious hotels, vast facilities and historical landmarks.

Our master craftsmen and proprietary stone care methods are sought by engineers, housekeepers, and property managers to care for stone in the most prestigious facilities. Our long time clients enjoy pristine looking floors that are safe and slip resistant.

B: YES Commercial

Commercial spaces see a lot of traffic. And, because its occupants are focused on their professional duties, cleaning is a low priority. So, many businesses outsource to companies like Yes Service Group. Together, we help businesses be more productive by allowing them to focus on their work-related tasks.

C: YES Hotel Services

Yes Hotel Services began in the hotel industry, gaining decades of invaluable knowledge and experience. We are committed to providing the hospitality industry with the highest quality cleaning and maintenance services available coast to coast, seven days a week. We strive to satisfy your needs better and more cost-effectively than our competitors (and even you!) could.

D: YES Leisure, Sport & Entertainment

As we continued our expansion into the Leisure, Sport & Entertainment sector of Janitorial Services, we acquired a highly skilled team who bring the experience of servicing the Olympic Games, Professional and Collegiate Sporting Arenas/Stadiums, Amphitheatres, Fair Grounds, Convention Centers, large and small Events, high attendance Music Festivals, NASCAR and Indy Car Racetracks.

5: Experience

The Yes Service Group can boast providing service to many blue chip facilities. Below are few highlights to showcase the breadth of our experience:

YES Restoration/Rose Restoration

As illustrated in our organizational structure, Yes Restoration/Rose Restoration is a corporate resource that exists as a specialty company that supports and works within each division of our company.

Within Yes Commercial Services

- ★ Theme Parks
- ★ Embassies
- ★ National Museums
- ★ Washington DC Government Buildings

Within Yes Hotel Services

- ★ 5 Star Luxury Hotels & Resorts
- ★ Casinos

Private Homes

- ★ Bill Clinton
- ★ Bob Dole
- ★ John Marriott

YES Commercial Services

- ★ Prestigious Universities
- ★ Major Retail Shopping Centers
- ★ Federal & Local Government Facilities
- ★ Office Towers

YES Hotel Services

- ★ 5 Star Luxury Hotels & Resorts
- ★ Casinos

YES Leisure, Sport & Entertainment

- ★ Professional & Collegiate Arenas
- ★ Professional & Collegiate Stadiums
- ★ Music & Performing Arts Theatres
- ★ Major Events and Music Festivals
- ★ Community Events
- ★ Motorsports & Racetracks
- ★ Convention & Exhibition Centers

6: Financial Strength

“Large enough to capitalize, yet small enough to care”

With regard to our fiscal security, Yes Service Group is debt-free, and that has allowed us to be flexible during downturns in the economy. We can maneuver quickly and make sound decisions for the welfare of the company and our clients.

Being a debt-free company, we have learned to master our growth intelligently. We have done this by growing in a way that allows us to make sure that quantity never interferes with quality--gradually.

This gradual growth has allowed us to consistently focus on the quality work that we offer to our clients and the quality training that we offer to our team managers.

With gradual growth, each client hears from us on a regular basis, whether we are bringing in management to add an extra layer to the oversight of operating procedures or to proactively assist your facility in things like preventative maintenance.

Additionally, growing slowly facilitates the proper grooming of quality managers. Most of our managers have been with us for many years and have grown with us and with our clients.