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**POSITION SPECIFICATION**

**POSITION TITLE:** Chief Financial Officer  
**REPORTING TO:** Chief Executive Officer  
**THE COMPANY:**   
**INVESTORS:** Privately Held  
**LOCATION:** Irvine, CA  
**WEBSITE:** [www.vizio.com](http://www.vizio.com)

**SUMMARY OF THE OPPORTUNITY**

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VIZIO is seeking a Chief Financial Officer as the finance leader of its growing management team. This individual will immediately be immersed into an exciting, high-growth environment of a company that has seen revenues grow from \$170 million to a reportedly anticipated \$2 billion this year. The company is looking for someone with broad "bandwidth" with the capability to "roll up his/her sleeves," and build a lean and energetic finance team skilled at internal and external reporting. The successful candidate's skill set must include public company experience, from IPO, reporting and SOX perspectives, and investor relations.

**THE COMPANY**

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VIZIO, Inc. "Where Vision Meets Value," is a top ten North American flat panel television brand. Their VIZIO brand has been seen and heard on TV and radio, including NBC's Today Show, ABC's Good Morning America, won numerous awards from leading publications including Good Housekeeping's Best Big-Screens, CNET's Top 10 Holiday Gifts, PC World's Best Buy, Sound & Vision's Editors Choice, Home Theater Magazine's Rave Award, PC Magazine's Editors Choice, AVRev.com's #1 Product We Love the Best and The Perfect Vision's Products of the Year. VIZIO is bringing vision to the consumer electronics market through practical innovation. VIZIO products offer customers the most advanced technologies at the most affordable value. Products include the VIZIO and Gallevia lines of Plasma and LCD HDTV displays. Many of these products can be found at Circuit City, Costco Wholesale, Sam's Club, Wal-Mart and other retailers nationwide along with authorized online partners.

## PRODUCTS

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Vizio boasts a wide array of Plasma and LCD HDTV's in a full range of screen sizes. Below are examples at the largest and smallest of the size ranges for plasma and LCD.



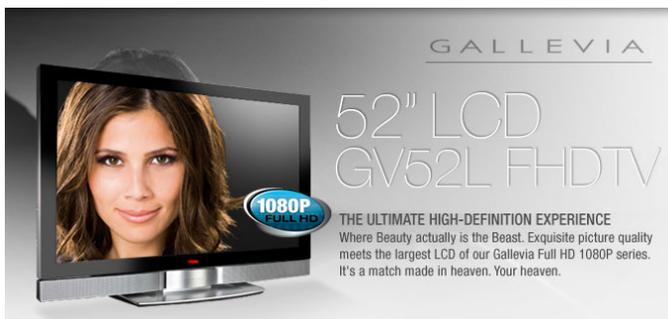
At a mammoth 60" diagonal, the VM60P not only offers a larger-than-life video experience, it's equipped with unique state-of-the-art features. By utilizing strong aluminum materials, the TV's designers were able to minimize the frame for this set. They could then offer a monster-sized 60" TV

picture without overwhelming living rooms with bulky cabinets. Furthermore, the TV's speakers down-fire to a removable translucent sound reflector to further reduce the size of the TV and at the same time maximize sound impact - appropriate in larger rooms like those this television will be found in.



The all new VIZIO VP42 HDTV widescreen 42-in\* Plasma offers the ultimate in value. Like the award winning VIZIO P50 HDM, the P42 HDTV provides, 10,000:1 contrast ratio, 231 billion colors as well as an improved 480 cd/m2 brightness panel. Along with HDMI, Component and A/V inputs

the P42 HDTV includes a standard NTSC tuner and a HD tuner supporting ATSC (off-air) and clear QAM (digital cable) supporting 1080i, 720P, 480P and 480i formats. A 42" Plasma HDTV for less then \$1000 - The P42HDTV offers all the features and benefits to enhance the home theater experience, while remaining affordable.



VIZIO brings you its largest LCD within the Gallevia family of products, the new VIZIO Gallevia GV52L FHDTV.

The new GV52L FHDTV is 52" of pure LCD Full High-Definition television with full support for 1080P resolution and blazing fast response times.



The stylish new VIZIO 20" LCD HDTV is perfect for home offices, bedrooms, dorm rooms, kitchens and other small spaces, it features an ultra-slim design that saves space without compromising quality. This television also features a built-in ATSC/NTSC tuner and a PC input, so it can pick

up HD broadcasts of favorite programs or be used as the unit as a computer monitor.

## RECENT NEWS

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### THE WASHINGTON POST: HIGH-DEF AND NO FRILLS: VIZIO'S WINNING FORMULA

News | Oct 22, 2007

Walk through the entrance of the Pentagon City Costco, and among the first things you'll see on prominent display are stacks of 32-inch, high-definition television sets made by a company that was virtually unknown a year ago.

<http://www.vizio.com/news/detail.aspx?nid=186>

### LA TIMES: FOCUSING ON THE BIG PICTURE GIVES VIZIO EDGE IN TV MARKET

News | Oct 13, 2007

The Irvine firm beats Asian rivals on price by keeping its overhead low and bypassing traditional retailers.

<http://www.vizio.com/news/detail.aspx?nid=184>

### AV REVOLUTION: VIZIO SELLS 2,000,000 TVS IN LESS THAN FOUR YEARS

News | Oct 08, 2007

Vizio, one of the few video companies based in the United States and powered by new distribution channels such as big-box retailer Circuit City, is expecting to break the 3,000,000 set mark before the end of the 2007 holiday season.

<http://www.vizio.com/news/detail.aspx?nid=183>

### ABC NEWS: 10 TECHNOLOGIES THAT WILL CHANGE THE WORLD

News | Sep 20, 2007

LCD Plasma TV maker Vizio went from no-name to market leader in the space of a year

<http://www.vizio.com/news/detail.aspx?nid=174>

### DAILY BREEZE: ORANGE COUNTY FLAT-PANEL TV MAKER PUSHES BACK FOREIGN RIVALS

News | Sep 16, 2007

"I'm a geek. I love technology. But I believe technology shouldn't be super expensive," Wang said.

<http://www.vizio.com/news/detail.aspx?nid=172>

### INC 500: VIZIO TOPS THE INC 500 LIST

News | Sep 15, 2007

VIZIO is at the top of the Inc. 500 and top of list for Computer & Electronics companies.

<http://www.vizio.com/news/detail.aspx?nid=171>

## **SCOPE OF POSITION**

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### **SUMMARY:**

- Key financial member of the executive team responsible for the strategic and operational direction of the company
- Responsible for accounting, banking, credit, controls, finance, investor relations, financial reporting, risk management, taxation and treasury
- Act as the “financial” liaison with the Board of Directors
- Work closely with line management on financial planning and decisions
- Develop, and recruit as necessary, the financial organization necessary and appropriate to support the growth of the company

### **SPECIFIC RESPONSIBILITIES:**

#### **Financial Reporting**

- Have ultimate responsibility for all internal and external financial statements and tax returns
- Bring company into readiness for public company external reporting

#### **Internal Controls**

- Pursue and implement best practices for planning, executing, reporting, and analyzing business performance
- Bring company into SOX readiness

#### **Primary or Key Interface**

- Act as the primary interface and coordinate all relationships and communication with bankers, financial advisors and investors

#### **Management**

- Provide leadership, direction, development and supervision to the accounting and finance group.
- Portray a positive and well liked image, ultimately developing trust and synergy across departments

#### **Liaison with Board of Directors**

- Work directly with the Board of Directors
- When necessary, develop agendas for Board or Committee meetings

**Strategic Planning**

- Participate in creating, and lead the coordination and support for assembling, the company's strategic plan
- Develop and manage a reporting mechanism for key performance indicators (financial and non-financial)

**Other**

- Manage cash and marketable securities
- Evaluate company and third-party agreements
- Evaluate and recommend insurance coverage

**REQUIREMENTS / QUALIFICATIONS:**

- 15 years progressive experience with at least five years as a CFO
- Public company and Sarbanes Oxley experience required
- IPO experience required
- Previous history of success in a growth business with revenues more than \$250 million
- Hardware / software / content experience preferable
- Consumer electronics experience helpful
- Ability to function in a fast-paced, high growth environment
- Strong skills in
  - corporate finance
  - negotiation
  - team building
  - influencing
- Ability to create and monitor financial benchmarks
- Experienced in hiring and developing an accounting and finance team that can grow with the business
- Excellent interpersonal skills
- Experienced in accounting information systems
- Risk management experience helpful

**EDUCATION:**

- CPA preferred

**PERSONAL ATTRIBUTES:**

- Integrity
- Strong leader, financial manager and team developer who can build and inspire a high performing financial organization
- Well-liked person who is able to create an open environment for all levels of the organization
- Decisive individual who possesses a "big picture" perspective, but willing to "roll up his/her sleeves" and do whatever it takes to get the job done without being overly hierarchical; commits to long hours, if and when appropriate, to reach goals and complete tasks on time
- Effective at working and leading initiatives in an environment highly attuned to rational cost-containment
- Good networking skills
- Excellent written and oral communicator
- Team oriented, collegial, and collaborative.
- Analytical

**CRITICAL SHORT-TERM OBJECTIVES:**

- Build the accounting team, processes and procedures, including internal controls, for public company readiness
- Develop meaningful operational metrics that
  - can be derived easily from the new SAP system, ideally in a "dashboard" format
  - are capable of being systematically measured, and
  - are integrated into a new planning and budgeting process

## **CONTACT INFORMATION**

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### **McDermott & Bull Executive Search**

2 Venture, Suite 100  
Irvine, CA 92618  
949.753.1700 phone  
949.753.7438 fax

### **Consultants**

Chris Bull, Managing Director

Ext. 306

[bull@mbsearch.net](mailto:bull@mbsearch.net)

Hal Hurwitz, Principal Consultant

Ext. 331

[hurwitz@mbsearch.net](mailto:hurwitz@mbsearch.net)

### **Associates**

Shannon Hopkins, Recruiting Manager

Ext. 301

[hopkins@mbsearch.net](mailto:hopkins@mbsearch.net)

Brigitte Kearney, Recruiting Associate

Ext. 328

[kearney@mbsearch.net](mailto:kearney@mbsearch.net)