"I haven't come across a firm that I'd prefer to do business with"

Ashton Ward
Eton Bridge Partners

WILSON PARTNERS
CORPORATE FINANCE

"A team of highly experienced, commercial professionals offering 'Big 4' expertise and a passion for client service."

Ashton Ward
Eton Bridge Partners

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Introducing Wilson Partners Corporate Finance

Wilson Partners Corporate Finance is the award winning specialist corporate finance advisory division of Wilson Partners, offering a focused suite of M&A, debt advisory and transaction services expertise.

Our market proposition is to deliver a genuinely director-led service that adds commercial value to our clients and the deal process. We invest time upfront to understand the goals of the various stakeholders and ensure that our engagement is tailored appropriately. There is no one-size fits all mentality and as a dynamic entrepreneurial business ourselves we can be flexible around all areas of service delivery.

Our directors are passionate about business and have founded, bought, managed, grown and sold their own profitable businesses, including raising equity and debt. We will deliver an exceptional level of practical and commercial experience to your transaction.

We believe the combination of personal experience, together with extensive transactional credentials and deep knowledge and relationships in the equity and debt community, leaves us unrivalled in our ability to advise our clients.

> "In 30 days Wilson Partners negotiated, funded, completed our transaction and created significant shareholder value. That says it all, I'm delighted."
>
> **Helen Hall**
> AVR International Ltd

Our culture

Our principles are fundamental to how we work with each of our clients and they guide all of our actions:

- **Professional but personal approach** – we want to understand you and your individual objectives to ensure that we can add value to the engagement and exceed your expectations.
- **Tailored and focused from the outset** – we believe wholeheartedly in identifying and agreeing the goals of your transaction and investing our experience to really focus on the task at hand. We invest considerable time with you at the outset to ensure that our scope of work delivers valuable results, maximising efficiency and value for money.
- **Flexible, responsive and pragmatic** – we are experienced dealmakers. We understand that transactions are often very time pressured and create a great deal of stress for you and your team. We will do everything we can to alleviate pressure on you to keep focus on your business, while also ensuring we meet all agreed deadlines.
- **Open and honest** – we will give you our opinions in a timely manner, retaining regular lines of communication with you and the wider deal team. We also need you to be open and honest with us - if something isn't right for you, we will fix it.
- **No surprises** – the fees that we agree will be the fees that we charge unless there is a marked change in the agreed scope or timetable. Any additional fees will be discussed with you in detail before we incur further costs.

Our proposition for your business

M&A and debt advisory

Professional, experienced and straight talking advisers are critical to a successful transaction. We offer complete deal management and are experienced in:

Acquiring the business for you... Management Buy-Outs (MBOs) and Vendor Initiated Management Buy-Outs (VIMBOs)

If you have a high quality, effective management team and you want to acquire the business you work for, we can advise you on this complex process including negotiations with the vendor(s) and funding.

Our services include: helping you understand your options and the deal process, strategy and Information Memorandum preparation, negotiation with the vendor(s), financial modelling for the fundraising process, fundraising (equity and debt) and complete deal management.

Driving the growth of your business... acquisitions and strategy

A strategic acquisition can supplement your organic growth and rapidly increase the value of your business.

Our services include: research and identification of targets, pricing and negotiation, development of acquisition strategy and deal structuring (including specialist tax advice).

Realising your investment... business disposals

Whether you are selling your entire business or divesting a subsidiary or operation, professional advice is essential to ensure you achieve maximum value.

Our services include: exit planning and preparing the business for sale, Information Memorandum preparation, identification of potential acquirers, deal negotiation, accelerated M&A and tax advice.

Getting the right financial resources for you... fundraising

As your business grows, its needs for funding change. New finance can help you take advantage of new opportunities and increase the growth potential of your business. Whether for start up, development capital, working capital or term funding, we can help.

Our services include: business plan preparation, identification and negotiation with debt and equity providers, financial modelling and restructuring and tax advice.

Helping you along the way... business advisory

We provide a range of strategic and advisory services to span the lifecycle of your business. Our aim is to help maximise growth potential and the value of your business or investment.

Our services include: business valuation, long-term planning, business diagnostic, key performance indicators and dashboard, succession planning and non-executive director services.

"Wilson Partners Corporate Finance is a smart, results-driven firm which left no stone unturned."

Oliver Gleave
Monii Ltd

Transaction services

If you are planning the sale or acquisition of a business, or just need some financial assistance, our Transaction Services team can help. We offer impartial and independent business reviews and due diligence to give you the assurance you need.

We see due diligence as far more than a 'tick-in-the-box' exercise or commodity product. Our due diligence assignments are director-led throughout, ensuring you receive timely, commercial advice from highly experienced professionals.

We pride ourselves on delivering a tailored solution for each individual project. This means we are pragmatic, flexible and transparent when it comes to scope, timetable and fees. There is no 'one-size fits all' mentality.

We are experienced in:
- Acquisition due diligence
- Vendor due diligence
- Bank financing reviews, including covenant compliance
- Projections reviews
- Working capital reviews
- Cash flow forecasting and reviews
- Vendor and buyer assist
- Valuations and Enterprise to Equity Value bridges

Adam Wardle

Head of Corporate Finance

Working with our team

We believe our clients draw confidence from the quality of the Wilson Partners Corporate Finance team.

We have brought together a team of industry professionals, specialists in their individual fields, who are united in their commitment to delivering outstanding outcomes for our clients.

"We're passionate about building successful businesses, creating value and realising it. We know what it takes."

Corporate Finance is headed up by Adam Wardle, a skilled and entrepreneurial financier. His experience spans both professional and personal transactions across advisory, lending, investing, acquiring and selling businesses. He is well known throughout the financial markets and thrives on working with dynamic management teams, with a practical and commercial approach to advise you from start to finish on your MBO, fundraising or business sale.

Previously, Adam led GE Capital's corporate asset based lending business and co-founded private equity backed Centric Commercial Finance and Park Capital Corporate Finance. Adam has been responsible for many market-leading transactions across all sectors, including the public to private transaction of Whitehead Mann, the MBO of Swift Technical, the MBI of a group of businesses out of API Plc and the sale of Jupix Limited.

Adam has a keen sense of where value can be added to a particular transaction or funding requirement. Working closely with management teams. He is able to provide clarity on any situation and ensure that all parties are working to the same end - a successful transaction.

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E: adam.wardle@wilson-partners.co.uk

Dan James

Head of Transaction Services

"We don't view due diligence as a commodity product. It should be refined, focused and, most importantly, should add value to our clients and the deal process."

Our Transaction Services offering is led by Dan James, who works closely with our M&A and tax professionals to deliver a one-stop service for all forms of corporate transaction.

Prior to joining Wilson Partners, Dan spent over 11 years with BDO in Reading, London and Chicago, covering audit, business restructuring and transaction services. He has over 7 years of transactional experience, working on over 100 engagements spanning business reviews, acquisition due diligence, vendor due diligence, working capital reviews, capital markets, vendor assist and bank financing. Dan is well connected in the community and has worked with a host of management teams, private equity, banks, ABLs and lawyers, on deals ranging from £1m to £250m.

Dan is able to provide pragmatic commercial advice to deals and is valued for his professional and responsive approach. His key interests and experience are in leisure travel and telecommunications, media & technology but he has also completed transactions in numerous other sectors including food and drink, healthcare, construction & manufacturing and professional services / consultancy.

Contact Dan:

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E: dan.james@wilson-partners.co.uk

Chris Wilson

"We go the extra mile to build a team that shares the same values."

Chris looks after owner-managed businesses for a range of accounting, tax and transactional services. Prior to joining Wilson Partners, Chris spent 6 years with Ernst & Young working in their Transaction Advisory Services team in London.

Chris has a range of expertise built through working with leading businesses, investment banks, law firms and private equity funds and has led teams recognised in the industry for exceptional service and execution. Chris's transaction experience ranges from small owner-managed businesses through to large multi-national private equity backed leveraged buy-outs across a range of industry sectors. Chris's commercial focus on assignments is hugely valuable to our clients.

Alan Ross

"Tax is a cost - and a risk - that a business has to manage. For many firms it's often one of the biggest. Getting it right is vital."

Alan is responsible for all transactional tax matters, including tax due diligence and structuring issues. He leads Wilson Partners Tax Consultancy and advises on a range of personal and corporate tax matters focussed on owner-managed businesses. Prior to joining Wilson Partners, Alan was head of RSM Tenon's Thames Valley tax practice, having built up a successful independent partnership that was sold to RSM Tenon in 2000.

Alan has a tremendous empathy with clients. His focus on achieving the right solution for each individual client incorporates all considerations and never addresses any single particular aspect in isolation. Alan's key strength is identifying the right business solution - not just the technical answer.

Neeraj Dhuna

Neeraj joined Wilson Partners from PwC in Reading. Neeraj has over 5 years' experience working with a wide range of businesses from listed companies to owner-managed entities within sectors including food and drink, pharmaceuticals and financial services.

Neeraj is a member of the Institute of Chartered Accountants in England and Wales and works to deliver advice and execute deals including company acquisitions and disposals, MBOs, fund raisings, financial due diligence and strategic reviews, acting for business owners, management teams, corporates and private equity.

Ross Wilson

Ross is involved in a wide range of aspects of a client's business. He has extensive expertise in business planning and strategy, having advised businesses of all sizes from start up to multi-million pound exits.

As a consequence, our clients benefit from improved decision making, focus on big picture strategic objectives and confidence to manage the business with visibility on how the plan translates into profit and cash. Ross' enthusiasm for his clients – and achieving the best possible outcome for them - is unsurpassed.

> "There's a real enthusiasm and understanding of my business. I enjoy doing business with them."

Jeremy Cuthbert
Journey

A word on our pedigree

About the wider company

Wilson Partners was established in 2008 and we have enjoyed strong growth by building a team of highly experienced, commercial professionals offering an unrivalled combination of 'Big 4' expertise and a passion for personal and individual client service.

Our clients benefit from a level of business planning expertise that competitors of a similar size cannot match. We deliver a seamless approach to supporting our clients with business funding, business strategy and planning, forecasts, budgeting and more. Our service offering is always bespoke to each client's requirements – there is no one size fits all model.

At our core is an understanding of what our clients need and value – after all we're an ambitious business ourselves. We advise our clients the way we would wish to be advised. Our values that shape and define the character of our business are usually shared by our clients:

Genuine
We are sincere, trustworthy and reliable. We say what we mean, matching our behaviours to our words.

Exceptional
We look to create exceptional experiences that delight our employees and clients.

Innovative
We look for new ways to solve problems and challenge everything.

Professional
We take great pride in the professionalism of our work. We are determined to uphold our professional standards in everything we do and are committed to doing the right thing – first time.

Enthusiastic
We enjoy being in business and helping our clients - and it shows.

The last word... from our clients

The most important perspective on Wilson Partners Corporate Finance is, naturally, that of our clients. We are grateful to those who have taken the time to review our proposition and service – read on to hear from them in their own words.

"Wilson Partners are an incredible bunch of people who are extremely switched on, highly capable and very easy to work with. A perfect match for those looking for first class business support and advisory services"

Oliver Gleave, Monii Ltd

"Their approachable, enthusiastic style suits an ambitious growing business. I enjoy doing business with them"

Paul Graham, Goldstar Heathrow Ltd

"This was arguably the most important transaction of our careers. We are absolutely delighted with the result, meeting and exceeding our expectations."

Gordon Lane and Michael Lane, PSD Holdings Ltd and Lane Packaging Ltd

"Adam Wardle of Wilson Partners is also our Non-Executive Director and applied the same no nonsense, professional approach to our funding needs as he does to our Board. Our business is strong, growing fast and we have more exciting news coming out shortly."

Alex Fenton, GapCap Ltd

"We were delighted with the professional way Wilson Partners Corporate Finance negotiated and completed our transaction."

David Tate, Davis Tate

Wilson Partners – key awards and accreditations:

- Most Innovative firm of 2015 in the 2020 Innovation awards
- Winner of the Taxation Award for Best General Tax Practice – 2011
- UK Leading Adviser of the Year - Acquisition International 2013 M&A Awards
- UK Growth Finance Advisory Firm of the Year - Acquisition International 2012 M&A Awards
- Finalist – 2011 AccountingWeb Practice excellence awards
- Member of the UK Trade & Industry Advisory Network
- Regulated by the Institute of Chartered Accountants of Scotland
- Institute of Chartered Accountants in England and Wales Authorised training employer
- Association of Chartered Certified Accountants Approved employer

Continuing our conversation

Thank you for taking the time to review this information. To continue our conversation and find out more about how Wilson Partners can help your business complete a successful and value-generating transaction, please get in touch.

Our central office contact details are shown below or you can contact Adam Wardle (Head of Corporate Finance) direct using the following details:

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