

M&A, Growth and Exit support for SME businesses.



W.

Our services:

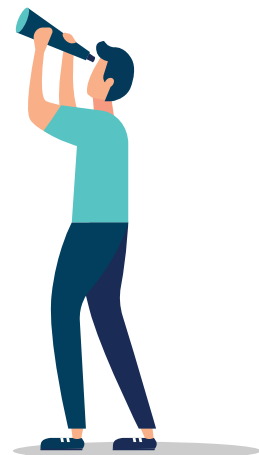
Selling your business

Acquiring a business

Finding a target

Seeking investment in your business

Our corporate finance team



W.

Are you looking to scale through acquisition or getting ready to exit your business?

Wilson Partners Corporate Finance is the award-winning specialist corporate finance advisory division of Wilson Partners, offering a focused suite of M&A, fund raising and transaction services expertise. Whether you're selling or acquiring a business there is a plethora of options for you to consider.

Selling your business.

However far along in your business journey you are, it's never too early to be thinking about an exit plan. Early planning and seeking the advice of specialists can improve the efficiency of the sale process, make your business as attractive a proposition as possible and, ultimately, lead to a higher price. It will also mean you are prepared and can take advantage of any 'off-market' opportunistic approaches that may materialise.

Our M&A services for SMEs are typically made up of the following:

Planning ahead and getting fit for exit

Getting fit for exit involves taking a look at the market, getting an understanding of the space you're operating in, the competition and what a buyer will typically look for and then considering your options. As well as weighing up whether your buyer comes through a trade or investor sale, Management Buyout (MBO) or Employee Ownership Trust (EOT), you will want to be considering the tax implications, the strength of your management team and whether locking key individuals in through an EMI scheme will strengthen your position.

Valuing your business

We can also provide you with essential strategic advice on the impact your business decisions have on your company valuation. We're here to provide all the support you need – tax strategies, negotiation skills, market knowledge, and more. Ultimately, we want to help you make the right decisions to accomplish the financial goals you have for your business.



Vendor due diligence

As part of getting your business ready for exit, it is good practice to do your own due diligence, as this will give confidence to any prospective buyer and enable you to correct any potential issues in advance. Wilson Partners can provide in depth analysis and understanding of your historical financial performance and tax position, views on underlying earnings, achievability of forecasts and an overall assessment of the viability of a proposed sale transaction.

M&A advisory

Most business owners only go through the sale process once, and it can be full of emotion and unforeseen events before you move to a conclusion. Our M&A advisory team are well seasoned in managing the sale process, are there for all those important interactions and ultimately to keep your deal on track whilst you remain on top of your day-to-day business activities.

Finding a buyer.

(Private Equity, Trade, MBO or EOT)

You may already have an idea of who might want to buy your business but, invariably, buyers can come from many different areas and often from where you'd least expect it. It's important to give consideration to the trends in your sector, who's in your business that might want to stay in it and understand the different mechanisms available. Your own personal objectives, management team and attractiveness of the business will all come into play. At Wilson Partners our team can give you an external viewpoint to gauge potential appetite from different buyer groups, considering whether it is an attractive private equity deal, taking into account characteristics such as recurring revenue, growth opportunities etc. Once we have helped you to identify the most likely buyer market, we will work with you to find the most suitable acquirer, we can lead on negotiations in a professional and pragmatic manner ensuring we get the best outcome for all stakeholders.

Acquiring a business.

If you're looking to grow, a merger or acquisition could give you the opportunity to enter new markets, develop your market share, or protect your existing interests.

The process of buying, selling, dividing or combining businesses is a complicated one – and you'll only want to do it as part of a clear strategic plan. We're here to help ensure the whole process is planned, implemented and completed successfully.

Finding a target

There are some best practices to consider in an acquisition search that can reduce transaction risk to the buyer while also ensuring the search is efficient, focused, and compelling to targets, who may be on or off-market.

When searching for an acquisition target it's important to have clarity on your strategic goals and what you aim to achieve through the acquisition, which could include looking beyond your sector for opportunities. We can support this process and in addition we can research potential targets, provide financial analysis and evaluate how well a target aligns with your overall strategy.

Valuing the target business

When you're acquiring a business it's paramount that you undertake a valuation of the target business, no matter the strategic fit and opportunity for your business, to, at the very least, provide a baseline for you to work with.

Negotiating the deal

Once you've identified a target, we'll work alongside you to ensure you achieve the best possible outcome. Our M&A team brings a wealth of experience and a strategic approach to the negotiation table, effectively managing complex deal structures and addressing potential obstacles; whilst having an empathetic view across the deal, this can be a highly emotive time. Having a dedicated professional at your side reduces risks, helps to improve deal terms, and ultimately instils confidence.



“We exist to help our clients make better decisions. Our financial modelling service provides the insight you need to maximise opportunities or walk away from them when they’re not right.”

Ed Macpherson
Corporate Finance Senior Manager



Funding the acquisition

There are many ways to fund an acquisition, from invoice financing, to secured lending, private investment and more. Before looking at any of these though, it's key to get your house in order and keep cash on a tight rein. Before looking for capital from external sources, you will want to ensure you are already managing cash effectively within your business. If you do end up seeking external investment, demonstrating good cash management is a huge plus when talking with potential investors or lenders, in particular building their confidence on the competence levels of the management team and control infrastructure in place.

Financial modelling

If you've identified a target business to acquire, you want to be confident that the expected synergies will deliver the expected growth and profit opportunity. We build flexible models that can be adjusted with multiple variants, giving you insights into the best and worst-case scenarios and the ability to mitigate risk and maximise opportunities. Of course, it may not just be for an acquisition, there are other reasons you might need to financially model multiple scenarios.

- **Acquisition** – transaction models that assess the impact of value drivers, quantify risk and return, and optimise your position in a transaction process
- **Strategic planning** – providing you with the resources that facilitate debate around your strategic options
- **Operational change** – testing options, assessing synergies, and tracking benefits

Buy-side due diligence

At Wilson Partners, we provide financial and tax due diligence services, analysing a target's assets and liabilities, financial history and future forecasts enabling us to, among other things, understand its true profitability and thus opine on valuation and the achievability of future prospects.

Buy-side M&A advisory

Our M&A advisory team can guide you through the whole process ensuring your deal completes on time, with no stone unturned, providing a level-headed sounding board as you move through the acquisition process, leaving you to get on with running your business.

Seeking investment in your business.

If you're looking for external investment, demonstrating good cash management is a huge plus when talking with potential investors, most notably it builds their confidence in the competency levels of the management team and control infrastructure in place. To put you in the best possible position, there's a few things you can do.



Audit and Financial reporting

Investors don't like surprises and so being able to demonstrate a robust set of financials and audited accounts will keep you on the front foot in any discussions you have with a potential investor. Audited accounts provide peace of mind that there are no nasties lurking in the business whilst regular financial reports will help you demonstrate day-to-day business.

Financial modelling

Whatever the reason for seeking investment, the investor will want to see the impact their investment is going to make on your business. Being able to demonstrate that the expected synergies will deliver growth and impact the bottom line will be a minimum requirement to get an investor to part with their cash. We build flexible models that can be adjusted with multiple variants to provide you with insights into the best and worst-case scenarios, giving you the ability to mitigate risk and maximise opportunities.

Robust cash management

In any business it should be a priority to keep on top of your cash. When seeking funding, or investment, it is paramount that you can demonstrate good cash management. At Wilson Partners we can look at your cash position and advise how and where you can make improvements and provide ongoing support and reporting to help keep your business on track and your goals in sight.

Fundraising – debt and equity

As your business grows, its financing needs to evolve. Fresh funding can enable you to seize new opportunities and amplify your business's growth potential. Whether it's for a start-up, development capital, working capital, or term funding, we can identify a solution that aligns with your business goals.

What our clients say.

“Anyone who has gone through a full sale will understand the magnitude of the time, negotiation, diligence and legal process involved to complete a successful deal. We were delighted to have Wilson Partners in our corner to lead us throughout. It also helped keep us focussed on continuing to run the business and develop our relationship with the purchaser during the process.”

Graham Stead
Solsis

“The deal process and negotiation was a tricky path that needed advisers with patience, tenacious skill and a caring attitude. We were expertly advised by Wilson Partners throughout the transaction.”

Andy Voss
Lintec Graphic Films

“Wilson Partners have supported Atech every step of the way over the past 3 years. From first debt raise to a Private Equity deal and 4 acquisitions, all culminating with the recent sale to iomart Group PLC. They have become a key partner, always remaining proactive and diligent, providing expert advice with a highly commercial approach. Without the support of the Wilson Partners team - we would not have been able to achieve this outcome. They have been invaluable and instrumental to the success of Atech”

Tim George
Co-founder of Atech

“Wilson Partners have an impressive track record of successful transactions. From the beginning they outlined what the deal would look like, who would end up investing, how we would go about negotiating with all parties to achieve a fair and realistic deal, and deliver the right deal for us”

David Tilling - CEO
Factor 21

Our corporate finance team.



Dan James
Director, Head of Corporate Finance
BDO



Philip Atkinson
Corporate Finance Director
Newby Castleman, KPMG, BDO, PKF,
United Services, De La Rue, GT,
Monochrome Corporate Finance



Tom Bradbury
Corporate Finance Director
EY, HMT



Steve Lawrey
Director, Head of Tax
Barclays, GT, RM plc, Interserve



Adam Wardle
Director, M&A
GE Capital, Centric, Park Capital, KPMG, GT



Tyron Reinecke
Corporate Finance Associate Director
& SA Board Director
FNB, Deal Leaders, GroFin, Makoski



Ed Macpherson
Corporate Finance Senior Manager
GT, Vodafone



Hiten Patel
Corporate Finance Senior Manager
Bank of England, Mazars UK,
Davies Group Limited, PwC,
Smith & Williamson, KPMG, Deloitte



Jake Maslen
Corporate Finance Senior Manager
EY, Woodbridge International



Stefan Botha
Corporate Finance Senior Manager
Deloitte



Lucas Humphreys
Corporate Finance Manager
GT, EY



Cara Meyer
Corporate Finance Executive
PwC, Mediclinic



Aaron Waters
Corporate Finance Executive
180 Degrees Consulting, GT



James Feast
Corporate Finance Executive



Ritu Choudhry
Corporate Finance Analyst
Fivefold Associates Limited



Makayla Combes
Tax Associate Director
Canopus Group, Ad Valorem Group,
Berry Global



Yolande Kuhn
Team Coordinator



IMPORTANT DISCLAIMER:

This publication has been distributed on the express terms and understanding that the authors are not responsible for the results of any actions which are undertaken on the basis of the information which is contained within this publication, nor for any error in, or omission from, this publication. The publishers and the authors expressly disclaim all and any liability to any person, entity or corporation who acts or fails to act as a consequence of any reliance upon the whole or any part of the contents of this publication.

Accordingly, no person, entity or corporation should act or rely upon any matter or information as contained or implied within this publication without first obtaining advice from an appropriately qualified professional person or firm of advisers, and ensuring that such advice specifically relates to their particular circumstances.

Wilson Partners Limited - registered in England & Wales no. 5210891.

The term 'Director' is used to refer to a statutory director and principal of Wilson Partners Limited as registered at Companies House. Any other designations that include the term 'Director', for example 'Associate Director', are not registered statutory directors or principals of the registered company.

Our locations:

Cambridge
Exeter
Maidenhead

Newton Abbot
Oakham
Plymouth

Reading
Sevenoaks

Tonbridge
Woking

0330 057 6265
info@wilson-partners.co.uk
wilson-partners.co.uk