



The Equity Growth Accelerator (EGA) Programme

For IT & Telecommunications
Systems Integrators

Corbett Keeling



A Corbett Keeling Equiteq Joint Venture



The EGA Programme



This is for you if you are a shareholder of an IT and Telecomms Systems Integration company and you need an exit strategy, growth strategy, to raise investment, or to sell your company now.

The IT, Telecomms and Mobile worlds are converging like never before. This presents a potent mix of complexity in the market for your business customers. For them to be competitive in their own markets, they need you to be innovative and delivering high quality solutions. This exciting landscape presents a great opportunity for growth, not only in revenue and profit, but also realisable equity value as mergers and acquisitions in the industry take off in order to meet the new market demand.

The purpose of the EGA Programme is to enable you to take advantage and not miss out, to shape up for growth, to be acquired if that is the desire of the shareholders, and if necessary to raise investment for faster growth.

Central to the EGA Programme is a benchmarking tool called the Equity Growth Wheel (see picture above). By comparing your business against best practice in 9 areas and 100 measures, we are able to grow equity value by bridging the gaps. It's an approach with a great track record, because over 200 companies in different sectors have already benefited.

“Since we started on the EGA the size of my business has doubled.”

Andy Ball, Managing Director, Peak Indicators

1 Workshop Day One

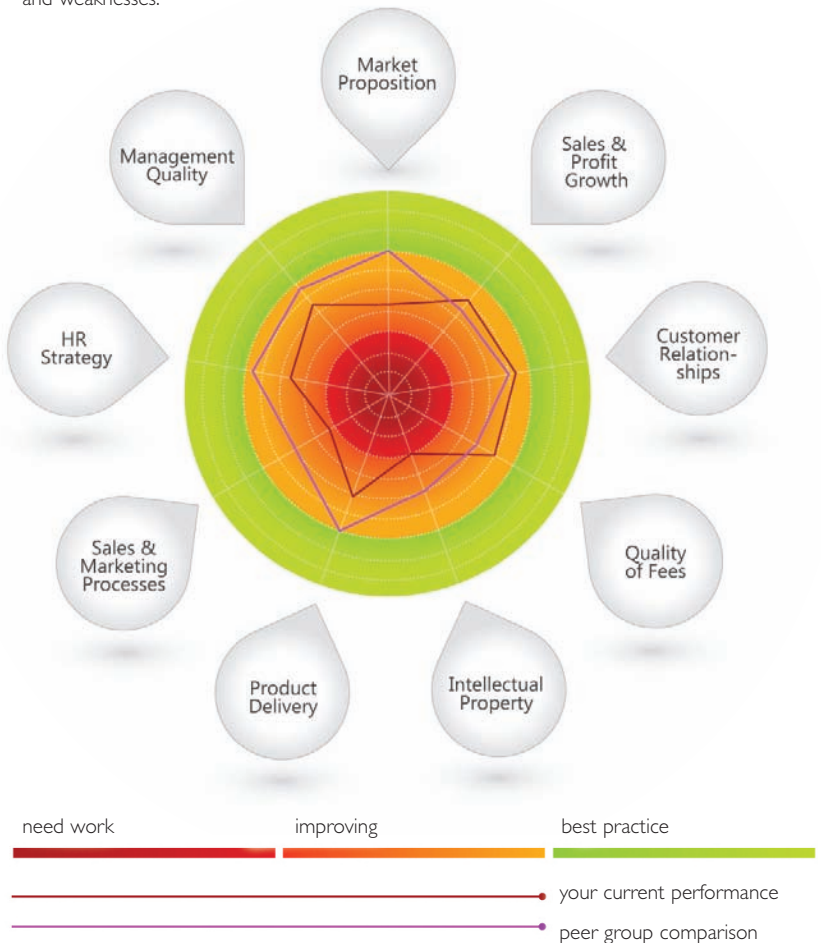
Where we are now and what we will build on

In a room (or remote web conferencing session if you prefer) equipped with all the normal workshop paraphernalia and online access, we'll begin an in-depth knowledge sharing session about the 9 Levers of Equity Value, so you can put them into the strategic context for your business. This foundation enables you to extract greater value from the workshop, and embeds equity growth knowledge into the management of the business going forward.

Then we'll gather around the 9 Levers of Equity Value online benchmark and progressively work our way through the 100 measures, ranking your company from poor to best practice. The questions are answered by you, but under our expert guidance and moderation. At the end of this section, you and your team will have a common and thorough understanding of the strengths and weaknesses in your business as viewed through the risk assessment lens of a buyer. You will know what is driving your value up, what is dragging it down, and where your change or investment priorities lie.

A range of benchmark outputs will be produced automatically, including a radar chart of your current performance, a comparison of your company to a peer group, and a heat map of strengths and weaknesses.

Using the risk assessment output from the benchmark, we'll feed that into our valuation model to produce a current state market valuation of your company in real time.



2 Workshop Day Two

The art of the possible and how to get there

Armed with a comprehensive understanding of your objectives, current value and gaps; we can now model the achievable future against your personal and business goals. In this section of the process we do scenario modelling to determine the art of the possible as an input to your decision making, for example:

- **Quantify the months or years to reach a realistic valuation target**
- **Map the different exit or liquidity event options in the chosen timescale**
- **Identify the types of buyer that would be attracted to your company in order to design it to be even more attractive**

“We have ambitious goals for value creation over the next 3 years and needed a heavyweight process and experienced advisors to help us get there. The EGA was superb, the team was sharp and we got the valuable guidance we needed.”

Brian Hartnett Co-Founder, Co-CEO, Strong-Bridge LLC, USA

At this stage we'll factor in all of the outputs from the process so far and plan the most important next steps, strategically and tactically. At the strategic level we'll identify where the gaps are in your business plan and prioritise the value growth actions. At the tactical level we'll work on the most immediate actions to drive short term growth over the next 3 to 12 months, for example:

Service/Market Prioritisation

In nearly all cases we discover a dilution of resources because of a focus on low priority services and markets, causing inability to scale your business. After analysing your past sales and strengths, we clearly identify where you've the greatest opportunity to grow sales faster now, and where to focus next.

Unique Value Proposition

Many companies have a weak UVP; this makes sales harder and constrains equity growth. We use our UVP development model to help you create a compelling 10 page pitch that will open doors to new clients. This model can then be used by you as a template for individual services and markets.

Customer Reviews

We often find that companies are preoccupied with chasing new business that will be difficult to win, whilst ignoring hidden opportunities where you've a 'right to win'. Significant gains can usually be made by concentrating on existing customers, so we go through a template client review process with you to identify 'sell-on' opportunities.

Post-workshop

Taking action

We'll produce a summary presentation of our recommendations and provide you with any additional materials, tools or templates we think will be helpful to you.

You'll also receive an implementation plan which prioritises the sequence of events, in priority order, at a detailed level.

You'll retain access to the online benchmark so you can remodel the value of your business at any time and as often as you like.

Our clients use this as their scorecard and progressively push value up by increasing their score across the 9 Levers and 100 Measures.

Irrespective of whether you engage us on an on-going basis you will now have an equity growth plan to execute.

We will never be far away if you need a quick answer to a problem or challenge and you can pick the phone up at any time.

As you push outwards towards best practice over time, your equity value increases



The EGA Journey

The workshop is the first vital step in an EGA programme.

It is akin to, the preparation you would need before an Olympic event. Like stepping into the blocks for a 100m sprint (selling your company soon), or on the starting line for the Marathon (growing to sell). Preparation and planning is vital, but you still have to run the race and reach the finish line with a personal best or world record.

In the world of performance improvement advisory and M&A transaction services to the services sector; it's difficult enough finding a partner who concentrates exclusively in your sector; even harder to find someone interested in both the growth AND transaction opportunity your company offers as a client. Corbett Keeling is different in that we do both, we partner for the entire journey.

If you need us beyond the EGA to make sure that your plan stays on track, then we have a rich toolkit of options and service modules, ranging from light touch quarterly non-exec type interventions, through hands-on execution at the tactical level, to finance raising, deeper retainer based support and equity gain sharing. Whatever you need, we're here to support you.

When your company has been fully prepared for sale, Corbett Keeling has a great track record in completing transactions at premium

valuations. It really is a specialist art to package an IT and Telecomms Systems Integration business for sale and finding a hungry pool of local and international buyers.

Our added value is in the quality process we use to package your company as a unique value proposition to individual buyers, creating competitive tension among the buyer group, defending your value target because you have been well prepared in the EGA process, and agreeing a deal structure that works for you and the buyer.

“We are absolutely delighted with the sale of our company to Chime. It's been a pleasure working with the Corbett Keeling/Equiteq team, their expertise in our sector and attention to detail was instrumental in making the deal happen with a win/win deal structure for both parties.”

Lesley Howell Founding Director, pH Associates



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