



HIGH TOUCH | LOW VOLUME

*Premium Service*

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GROW | ACQUIRE | EXIT  
[www.evolutioncbs.co.uk](http://www.evolutioncbs.co.uk)

# Welcome...

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HAVING BEEN RESPONSIBLE FOR THE SALE OF SEVERAL HUNDRED BUSINESSES SINCE 2002, I'VE LEARNT THAT **SELLING A BUSINESS IS NOT ABOUT PRODUCTS AND PROCESSES – IT'S ABOUT PEOPLE AND THEIR LIFE GOALS.** IT'S ABOUT HELPING BUSINESS OWNERS FINISH ONE CHAPTER IN THEIR LIVES AND START A NEW ONE.



When I formed EvolutionCBS, it was to create a business advisory service that was different. I set out to create a highly professional offering that delivered exceptional results, with a unique and highly personal service.

EvolutionCBS delivers pragmatic advice and our team all share the same business ethos of commitment, quality, innovation and integrity.

Deciding on whether to sell your business is one of the most important decisions you will make. Your business may be the largest asset you own, and you deserve to realise its maximum value when the time comes to sell.

Making strategic decisions about growth, acquisitions and planning for your exit will help you achieve the highest possible valuation for your company.

*“Understanding what our clients need from the sale of their business drives our approach and enables us to create a bespoke service for each client, ensuring they achieve the outcome they deserve.”*

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To help you achieve this requires an experienced and skilled partner that understands the complexities of your market. One that recognises and promotes the unique aspects of your company and acts solely in your best interests.

When your business exit is personalised to your specific needs, you can be certain it has delivered everything you wanted it to - for yourself and for the future of your business.

A stylized, handwritten signature in black ink, appearing to read 'Rob Goddard'.

**Rob Goddard**  
CEO & Founder, EvolutionCBS Ltd

# Service Overview

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HOW CAN YOU BENEFIT FROM WORKING WITH US?

## *Sell a Business*

### TAILORED SALE - DELIVERING PREMIUM VALUE

Generate intense competition through a tailored business sale campaign that delivers a premium valuation and the best deal terms.

Present your business's potential to carefully selected acquirers and create the essential competitive environment that increases exit value.

Receive exceptional advice and support throughout the sale process and benefit from significant resources including a global network of trade and private acquirers and investors, combined with an extensive network of legal and financial professionals.

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HIGH TOUCH | LOW VOLUME | PREMIUM SERVICE

## *Prepare for Sale*

### EVOLVE - DEVELOPING FUTURE POTENTIAL

Receive expert advice, guidance and support throughout your business's growth journey with EVOLVE – a toolkit of services designed specifically to focus on the key elements of your business in preparation for a future sale.

Benefit from the skills and experience of the EvolutionCBS team along with their professional partners to ensure that you achieve the right result when your business goes to market.

## *Buy a Business*

### ACQUISITION - SOURCING STRATEGIC GROWTH

Source off-market acquisition targets that align with your growth strategy.

Save time, reduce cost and identify multiple targets to enhance your choice with our acquisitions service, a comprehensive origination solution that includes the identification of highly qualified targets and professional negotiation from an experienced Client Director.



# Expert advice

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ENHANCING RESULTS...

*53% Valuation Uplift*

in comparison to a traditional accountancy valuation

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Sell your business in as little as

*6 months*

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*4  
Offers*

Average

Industry leading

*73% Success  
Rate*

*61% no  
earn out*

on deals we've completed

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*32,000+ Acquirers*

Contacted each year

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*135% higher offers*

Highest values achieved are 135% higher than lowest offers

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*62.5% Sold*

to a buyer unknown to the client prior to engaging EvolutionCBS

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# Buy a Business

ACQUISITION -  
SOURCING STRATEGIC GROWTH

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# Acquisition

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## Sourcing Strategic Growth

SOURCE OFF-MARKET ACQUISITION TARGETS THAT PERFECTLY ALIGN WITH YOUR STRATEGIC GROWTH PLANS WITH OUR BESPOKE ACQUISITIONS SERVICE.

The acquisition service is a comprehensive origination solution that includes the identification of highly qualified targets and professional negotiation from an experienced Client Director.

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### PHASE I – TARGET SEARCH & QUALIFICATION

- Client Discovery Meeting – designed to understand your objectives and investment criteria.
  - Encompasses in-depth research, delivering a list of 50+ off-market target companies, hand-picked to meet your acquisition criteria.
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### PHASE II - MARKETING & APPROACH

- Exploratory discussions conducted by experienced M&A professionals.
  - Acquisition targets qualified against your financial and commercial criteria.
  - Initial meetings conducted with interested parties.
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### PHASE III - ANALYSIS & VALUATION

- **DETAILED BUSINESS MODEL ANALYSIS**  
Understand the target company's business model and how the business operates. Gain detailed insight into its strengths and opportunities and any significant risks which may affect future growth.
- **VALUATION**  
Receive a realistic valuation of the target company through a comprehensive examination of the industry sector, comparable companies and precedent transactions.
- **COMMERCIAL CONTRACTS REVIEW**  
Explore the potential liabilities and risks to you through a detailed review of the target company's supplier, client and staff contracts.



# Acquisition

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## Sourcing Strategic Growth

- **FINANCIAL ANALYSIS**

Identify significant trends and understand the performance of the target through a thorough examination of the Statutory Accounts, Management figures and forecasts.

- **MARKET ANALYSIS**

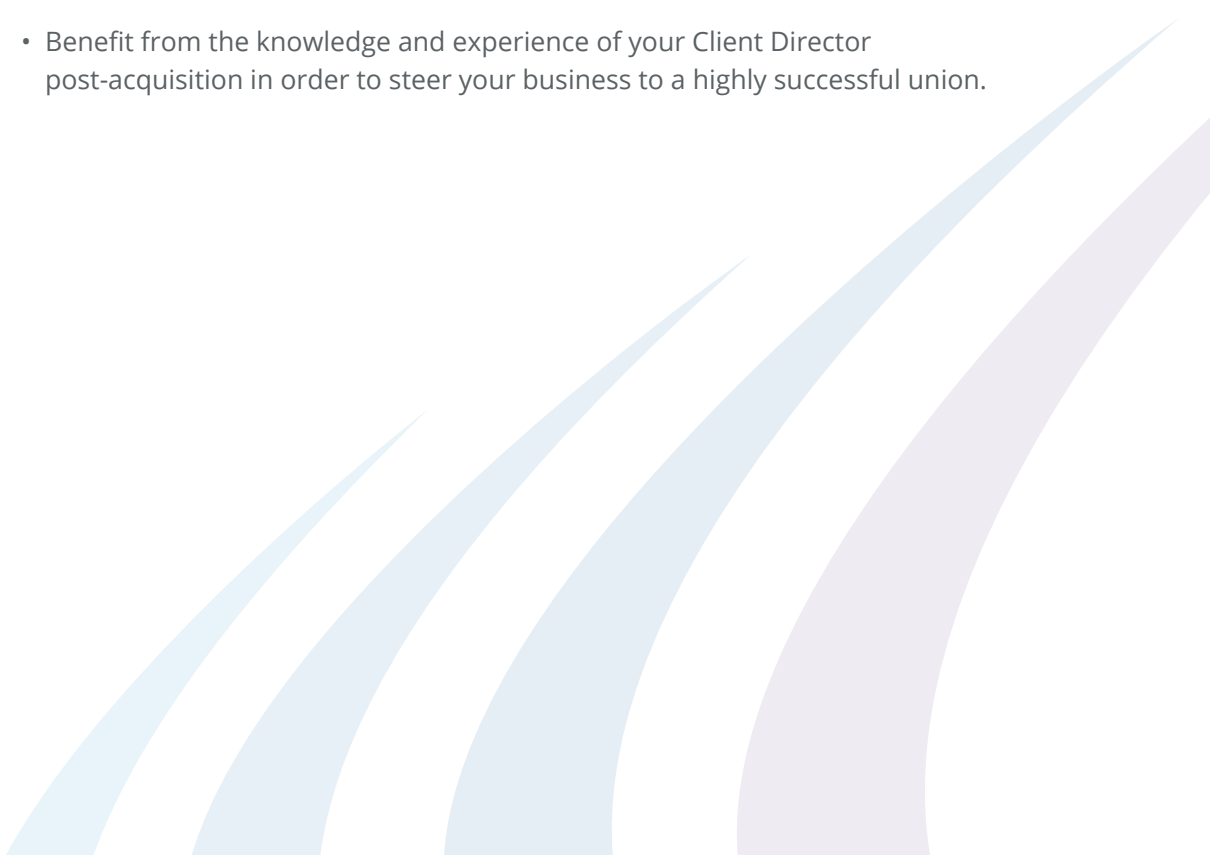
Gain insight into your chosen market sectors and understand the growth drivers and detractors to ensure your acquisitions are fuelled by knowledge of the past, present and future industry trends.

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## PHASE IV – DEAL STRUCTURE & NEGOTIATION

- Extract the best deal terms with expert negotiation carried out by your experienced Client Director, as they:
    - Facilitate the negotiation meetings between you and your selected target companies.
    - Negotiate offers and enhance the deal structure.
    - Facilitate a period of exclusivity and prepare Heads of Terms.
    - Guide you through the Due Diligence process and coordinate your legal and financial advisers to ensure a successful conclusion.
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## PHASE V – POST ACQUISITION INTEGRATION CONSULTANCY

- Benefit from the knowledge and experience of your Client Director post-acquisition in order to steer your business to a highly successful union.
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## MY JOURNEY

# Steve Swanson

Imperial Graphics.  
Sector: Clinical Research

Imperial Graphics is a subsidiary of US company Imperial Clinical Research Services and a leader in the development, production and delivery of site materials and supporting solutions.

The company has a large number of supply contracts around Europe and we wanted to create a European “hub” that would handle print production and logistics for its clinical trial materials.

*“We chose to acquire rather than start from scratch...”*

Rather than set up a business in the UK from scratch, we decided to acquire an existing print and fulfilment business. We approached EvolutionCBS to discuss our company’s acquisition plan.

The target companies would be small to medium sized digital printing companies in the South of England, preferably with experience of working in a regulatory controlled environment and with a strong management team and a proven system of Client Management and Customer Care.

*“Within a few weeks we had a profiled target list...”*

We gave EvolutionCBS a profile of the type of business we were looking for and within a few weeks they came back with a list of 75 companies that met our criteria.

The second phase of the project involved EvolutionCBS contacting the selected businesses and conducting a detailed assessment of their financial suitability and synergistic fit. At the end of this we selected two companies that we wanted to meet with.

*“We saved time and resources...”*

EvolutionCBS made all the arrangements and continued to provide commercial advice and invaluable local knowledge. Whilst we had a lot of experience making acquisitions in the US, we had none in the UK. By outsourcing the project to them we saved time and resources and completed the deal within just 6 months.

*“Their service was invaluable for us. Not only is the hard work of researching and evaluating targets done for you, you also save considerable time and resources by meeting and negotiating only with companies that fit your specific criteria.”*

Steve Swanson, Imperial Graphics

# About Us

SPECIALIST GUIDANCE  
FROM EXPERIENCED ADVISORS

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## SPECIALIST GUIDANCE FROM EXPERIENCED ADVISORS

# Our aim is clear

*...to sell your business for the best price and on the best terms*

## DIRECTOR LED TEAM

- Benefit from an experienced, hand-picked team of deal specialists led by a Client Director whose experience has brought them into contact with every type of buyer, deal issue and negotiation strategy.
- Devise and implement the right sale strategy, using their expertise, as the unique aspects of your business are presented to the right buyers.
- Receive the highest levels of service, advice and guidance as your team manages every aspect of your sale from the outset.
- Be safe in the knowledge that your sale is being carefully orchestrated and expertly managed, leaving you free to concentrate on the day-to-day running of your company at this crucial time.

*"Throughout the process, right from the very start through to completion, the Client Director fronts the relationship and facilitates the resources; but we couldn't do what we do without the team of specialists we have behind us. It's always very much a collaborative effort to ensure we maximise the value of our client's sale."*



Steve Barry, Client Director

## FEEDBACK FROM PEOPLE WHO HAVE EXPERIENCED OUR SERVICES

# What our clients say...

**Rimilia**  
Intelligent finance solutions



LOWEST OFFER: **£10M**  
HIGHEST OFFER: **£23M**

*"Thanks for all of your collective efforts in getting us over the line, a moving line at that but achieved through the tenacity and personal input from all of you to keep the focus on completing the deal and making sure it stayed right for us."*

Chris McGibbon, Rimilia Ltd

WITH EVOLUTIONCBS

# Your sale is in excellent hands

## GLOBAL REACH

Confidentially present opportunities to high quality, strategically motivated and financially capable buyers within your sector and complementary areas as your business is marketed vigorously to an international market.

Create a competitive environment of global acquirers for your business using our international presence and understanding of global markets, as all our offices, across 4 continents, understand the importance of cultural expertise when it comes to sourcing and approaching global prospects.

## FLEXIBLE, TAILORED APPROACH

Achieve the best result as your team actively "sell" the opportunity your business presents.

Create a deal environment that delivers the greatest value for your business, as EvolutionCBS successfully blends M&A expertise with a flexible, tailored methodology.



UK-BASED INTERNATIONAL RESEARCH CENTRE

**surgery**express®  
*Carefully delivered*

LOWEST OFFER: **£2.6M**

HIGHEST OFFER: **£4M**

*"Your support has been invaluable, we couldn't have achieved this without you."*

Andrew Cuckson, Surgery Express Ltd

*"The support and commitment from the EvolutionCBS team was exceptional at every stage and truly invaluable. Thanks to their efforts I found the right buyer that will support the M J Wilson Group on its journey to becoming the UK's leading national MRO distribution business."*

Gareth Wilson,  
M J Wilson Group Ltd

LOWEST OFFER: **£10M**

HIGHEST OFFER: **£15M**

  
**M J WILSON  
GROUP**

*"the complete engineering  
and process solution"®*

# Start your journey...

Book a one-to-one consultation or join a Masterclass

## BOOK YOUR ONE-TO-ONE CONSULTATION:

To book, or for more information, please call

**+44(0) 118 959 8224** or email **info@evolutioncbs.co.uk**

## JOIN A MASTERCLASS:

Alternatively, to help you make an informed decision about the future of your business, EvolutionCBS offers **FREE Masterclasses across the UK**.

For event information please visit **www.evolutioncbs.co.uk/events**

## FEEDBACK FROM PEOPLE WHO HAVE EXPERIENCED OUR SERVICES

### What our clients say...



LOWEST OFFER: **£4M**  
HIGHEST OFFER: **£8.4M**

*"Many thanks to everyone at EvolutionCBS who helped to make this deal happen. The final deal ended up coming in above the range we'd initially expected, and the lack of an earn-out requirement was an unexpected bonus. We're glad that we didn't take an offer in the past via another Corporate Finance firm."*

Roy Hills, NTA Monitor Ltd



LOWEST OFFER: **£8M**  
HIGHEST OFFER: **£9.8M**

*"EvolutionCBS found the right buyer for us and negotiated a deal structure that met our needs, all in a very tight timeframe."*

Chester Bidmead, Hentland Group



*"Thanks for all of your collective efforts in getting us over the line."*

Chris Thorpe,  
Investacast Ltd

*"A big thank you - quite a process to go through, but we got there."* Richard Hope-Hawkins, Teaching Art Ltd



LOWEST OFFER: **£1M**  
HIGHEST OFFER: **£4.3M**

LOWEST OFFER: **£5M**  
HIGHEST OFFER: **£8.1M**



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