



A suite of services from



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evolve your business with EvolutionCBS

Many business owners fail to recognise that selling an unprepared business weakens your market opportunity, devalues your asset and may ultimately cost you the outcome you are looking for.

EvolutionCBS are experts in the preparation and sale of businesses. We consistently buck the market trend, selling 3 out of every 4 businesses we take to market (the industry average is approximately 1 in every 4) and we sell at a premium price, achieving an average multiple of 8.6 times adjusted EBITDA (averaged over the last 5 years). We will advise you on the realistic likely value of your business to help you understand if you are ready to go to market. If not, we can guide and support your journey using a combination of our skills and experience along with our EVOLVE toolkit, designed specifically to focus on the key aspects of your business and ensure you are ready to go to market and get the right result!

EVOLVE has 4 primary areas of focus, all of which are optional but complementary services:



evolve programme overview



Financial Audit

This service uses our professional partners to test the robustness of the financial reporting within your accounts. We ensure that we can both baseline a defensible financial narrative for your business and highlight key, 'red-flag' areas that are likely to destabilise your sale during detailed due-diligence. This process can also inform the future planning cycle to help focus on what needs to be delivered to achieve your sale objectives.



Legal Review

We often find issues in this area when we have already engaged in exclusivity as part of a sale campaign – at best this will delay the process significantly or reduce the agreed offer price; at worst these issues could collapse the deal, leaving you with extra unexpected costs and no completion. Our legal review service uses M&A Legal Experts to review and report on the primary areas where challenges often surface during legal due-diligence, enabling us to take corrective action before you go to market.



Market Research

How can you be sure of where interest in your business is likely to come from? How do you know how active your market segment is? What can you expect in terms of deal structure and multiples? Who are the key acquirers in your sector? Any experienced M&A professional can give an opinion on these things but ultimately 'the market will decide'. At EvolutionCBS we have been gathering market data for many years. In addition, our team use key corporate feeds to provide strategic insights into sector specific movement. Our Market Research tool enables our highly experienced team to undertake client specific research from both market data and bespoke potential client 'sampling' to assist in key decision making ahead of going to market.



Strategic Support

Not ready to sell but not sure how to get there? Let our team of experts be your guide. Through a comprehensive platform of consultancy, training, workshops and commercial preparation and support tools under our EVOLVE service, we can guide you no matter if the journey is just a few months or many years away. You can use the skills of the EvolutionCBS team to help shape and inform your strategy for a successful sales campaign – no matter when that might be!

Financial Audit





Financial Audit

It is essential to baseline your business financially as part of your exit planning. This service enables you to:

- Ensure your finances will hold up to the significant scrutiny of due diligence.
- Create a single, defensible financial narrative for your business to support valuation and onward discussions with potential acquirers.
- Help develop a structured basis for long term exit planning as part of your business planning cycle.

The EVOLVE Financial Review service has two principle ingredients:

1. An initial **due-diligence** focused, 'red flag' review, designed specifically to highlight aspects of your finances that might destabilise sale negotiations or cause potential acquirers to reduce their offer for your business.
2. A single consolidated **financial overview** of your business to support valuation and planning.



Financial Audit

More detail:

Initial Due Diligence

- Top level audit and 'red flag' report
- Review 4 main areas in the accounts (liquidity, cashflow, aged debtors, forecasts)
- Full report covering; profitability, balance sheet health & liquidity, accounting treatment consistency and other issues (e.g. loans, directors loans, HMRC schemes like EBT, R&D, etc.)
- Liaise with your accountant at this point to cover any issues flagged.

To perform this initial due diligence, we would need 3 years statutory accounts, CT600's and Computations. The report will cover the main areas highlighted above and provide a 'red flag' commentary on financial health and areas & observations likely to cause issues at DD along with recommended remediation where possible.

More detail:

Financial Overview and Initial Consolidated View Preparation

To help with a consistent approach and standard report we will need:

- Latest 3 years statutory accounts
- CT600 and a Corporation Tax computation for each year
- Latest draft accounts, if not yet submitted to Companies House and HMRC
- Year to date management accounts (i.e. P&L and Balance Sheet, if available)
- 2 years forecast by account code
- Guidance on costs so that they can be added back, if relevant.
- Notes on what underpins the forecast. Orders, leads, new products, new services & pipeline

We will produce a consolidated financial narrative and a bespoke suite of reports that will ultimately complement your business plan and creation of your Information Memorandum (IM) when we finally go to market.

Legal Review





Legal Review

A limited company has many complexities which may not be readily apparent until you enter into formal proceedings as part of the sale process. By this time, it may be too late to avoid potential issues from destabilising your sale or introducing costly delay.

The EVOLVE Legal Review service is designed to help you head off potential issues, ensuring your business is 'fit' for sale before we enter into formal legal due-diligence with a potential acquirer.

Under this service, one of our M&A Legal Experts will review your business from a legal readiness perspective in the following key areas:

- Contracts and trading
- Intellectual property
- Litigation and disputes
- Employment
- Real estate (if applicable)
- Tax

There may be other sector specific questions depending on your business.

The above review will culminate in a readiness report, highlighting required action by criticality to enable you to take action.

Market Research





Market Research

EvolutionCBS are experts in the preparation and sale of businesses with over 500 successful transactions undertaken by our team. With this enviable track record comes powerful market insight underpinned by the relentless dedication to research we bring to bear on every campaign.

So:

- How can you be sure of where interest in your business is likely to come from?
- How do you know how active your market segment is?
- What can you expect in terms of deal structure and multiples?
- Who are the key acquirers in your sector and what are they looking for?

Let our expert team help you prepare your business for sale and answer these questions using our EVOLVE Market Insight service. This unique service brings together market intelligence relevant to your business and engages with likely acquirers hand-picked for your business to provide invaluable insights in support of your aspirations. Culminating in a full report and presentation, our service will:

- Inform your decision about when to go to market
- Provide valuable insights in to what acquirers are looking for
- Indicate market buoyance and likely valuation ranges and structure
- Guide you on where to focus development activity to maximise your sale outcome

In many instances, interested parties are identified as part of this process, effectively shortening time at market.

Strategic Support





Strategic Support

Not ready to sell but not sure how to get there? Let our team of experts be your guide.

The EVOLVE Strategic Support service offers our clients access to our extended team of experts to help review, guide, train and assist on strategy, planning and specific business problem solving.

Within this toolkit we offer:





Strategic Support

Commercial Review

After an initial call with our specialist team, we will gather specific information from you to enable us to identify any areas that need to be explored further through a meeting or call. Once completed we will produce a detailed Marketing Review & Reboot Report with our findings and top-level recommendations for improvement to the website/s, branding, documentation, business plan and marketing strategy & plan.

Specifically we will review:

Website	Marketing Communications	Brand and Document	Business Strategy & Planning
<ul style="list-style-type: none">• Technical – web ownership /security/ infrastructure/compliance• Search Engine Optimisation – rankings status• Web content and usability	<ul style="list-style-type: none">• Content – Audit of current content, assets and resources• Promotions – on/offline advertising• Social Media – current presence and activity• Email & direct mail – compliance, systems, frequency & messaging• Pitches & presentations - in-person contact, sales training and processes etc.	<ul style="list-style-type: none">• Corporate Identity – logos, wordmarks etc.• Branding – values, tone of voice etc.• Review of existing documentation/collateral	<ul style="list-style-type: none">• Top-level SWOT Analysis• Top-level Competitor Landscape• Plan - Business Vision & Goals, forecasts• Proposition – messaging, what makes the business remarkable?• People – prospects, existing customers, personnel, partners• Products & Services – key features, benefits, price etc.



Strategic Support

Mentoring/Consultancy

Gain access to one of our seasoned Client Directors who will use their market and business experience to assist you in reviewing and preparing your business for sale. Typically focused on shorter preparation cycles (6-12 months), our Client Director will work with your board to explore the key facets of business planning and preparation (often in consort with other tools available in the EVOLVE toolkit) to prepare you for sale.

Training Workshops

Is there a skill or knowledge gap in your game? If so, we have a suite of 25 half-day workshops that are specifically designed to fill those gaps. Topics range across commercial disciplines such as Sales, Marketing, Finance and Operations and are led by fellow professionals that have expertise in a particular subject. There are also a range of workshops available concerning soft skills, such as persuasion, team building, time management and confidence. Benefit from group interaction and knowledge which enhances the learning experience.

Mastermind Groups

'Masterminds' are a phenomenon sweeping the globe. At the heart of them are a peer-to-peer learning philosophy, facilitated by EvolutionCBS, which enables business leaders to leverage the power of the group in order for them to achieve extreme growth in their own business.

Imagine tapping into 200+ years of commercial experience across the room, receiving insight, guidance and input. It's also an environment in which others can benefit from your own experiences and expertise. Business owners collaborating together to help each other on their own individual business journey.

Contact

To discuss the EVOLVE programme further or arrange your next steps, please contact:

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