



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'. The signature is fluid and cursive, with a prominent vertical stroke.

**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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# Sell a Business

TAILORED SALE -  
DELIVERING PREMIUM VALUE

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# Tailored Sale

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## Delivering Premium Value

GENERATE INTENSE COMPETITION, MANAGE MULTIPLE INTEREST AND EXPERTLY HANDLE NEGOTIATIONS THROUGH A TAILORED BUSINESS SALE CAMPAIGN THAT DELIVERS YOU A PREMIUM VALUATION AND THE BEST DEAL TERMS.

### PREPARATION

Create solid foundations for your exit through considered preparation.

Receive an in-depth view of your company, personal objectives and timescales. This provides the basis for the marketing documentation and the synergistic profiling of potential acquirers.

### INDUSTRY-LEADING RESEARCH

Create a competitive environment through research that identifies global acquirers and brings together a diverse mix of motivated buyers.

Leave no stone unturned and maximise interest in your business by approaching strategically motivated acquirers to ensure you obtain a premium price.

### EXCEPTIONAL MARKETING

Capture acquirers' attention and generate a competitive environment by expertly marketing your business. Convert interest into meetings and offers as synergies with buyers are explored.

### FINANCIAL PREPARATION

Increase acquirer confidence in your business and ensure they "buy the future" through the creation of robust financial forecasts that accurately demonstrate the future potential of your company.

### EXPERT NEGOTIATION

Promote your business and its strategic value to an acquirer and protect yourself from buyer tactics with the support of an experienced Client Director at every negotiation meeting.

Manage multiple interest and expertly handle negotiations to achieve not only the best price, but the best terms for you.



# Tailored Sale

## Delivering Premium Value

### COMPLETION

Receive maximum value through multiple offers as EvolutionCBS leverages interest and manages the final stages of your sale through to completion.

Be expertly guided through Due Diligence as your EvolutionCBS team manages the acquirer's and your legal advisors to ensure the final formalities are completed smoothly.



*“The real satisfaction comes when a buyer and a seller have found a mutual agreement that they are both happy with; and for a seller in particular, it’s important that they know that the business they’ve created is in good hands moving forward.”* Kay Binns, Research Director



## MY JOURNEY

# Chris McGibbon

CEO, Rimilia Holdings Ltd.  
Sector: Software: Fintech

From the beginning we had a very clear growth strategy and had agreed to exit once the business reached a target enterprise value. Like most entrepreneurs we preferred the more exciting aspects of innovating and “solutioneering” but by the time we reached our target number, the majority of our time in the business was focused on people-related issues, mainly as a result of continued growth.

## “We had prepared for exit...”

We had begun our exit preparations a couple of years before going to market and had met EvolutionCBS at one of their events on exit planning. Taking their advice, we appointed an experienced Operations Director and put our management team through an extensive training programme. We recognised the need to extract ourselves from the day-to-day operational management so that we could focus on the continued growth of the business and on making sure we hit our targets.

## “The support was first class...”

We were very impressed with EvolutionCBS when we met the directors, particularly the fact that we would have a very experienced team dedicated to the sale of our business. Their understanding of our business model and market was very reassuring and was reflected in the quality of the sale strategy, research and documentation that they put together.

## “They were there at every stage...”

Once the business was at market we had an amazing amount of interest from the target list, with more than 30 companies expressing serious interest. Our EvolutionCBS Client Director guided us through all the negotiation meetings, organising everything, advising and supporting us all the way. Their collective efforts in getting us over the line kept the focus on completing the deal and making sure it stayed right for us.

## “We knew we had the right buyer...”

Although we had a lot of interest, one bidder stood out from the crowd for us. Kennet Partners and Eight Roads Ventures shared our vision for the future of the business and were ready to fast-track Rimilia’s growth through global expansion and further development of the product suite.

ACQUIRERS IDENTIFIED	EXPRESSIONS OF INTEREST	ACQUIRER MEETINGS	OFFERS
153	32	12	3
SOLD: £17m			

# 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](mailto: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](http://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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