

### Overview

The Buyer is a privately backed investment and acquisition group focused on acquiring and partnering with established and high-potential businesses. The group operates a long-term, hands-on ownership model, prioritising sustainable growth, leadership continuity, and operational excellence.

This group distinguishes itself through a "founder-first" philosophy and an intensive commitment to the human elements of a business. Their approach is defined by:

- The "People & Culture Covenant": Unlike traditional acquirers, they provide a formal commitment to protecting the cultural foundations of the firm, including a pledge of no forced rebranding.
- Direct Leadership Support: They act as an operational partner, capable of seconding C-suite leadership (CEO, CFO, COO) to help SMEs transition into institutional-grade operations.
- Permanent Capital: Because they invest from committed private capital rather than fixed-life funds, they have no forced exit timelines, allowing for truly long-term strategic decisions.
- Ideal Match: Best suited for founders who care deeply about their legacy and require active, hands-on support to de-risk growth or succession

### Investment Philosophy

The Buyer focuses on value creation through partnership rather than short-term financial engineering. Each acquisition is underpinned by a commitment to preserving business integrity, protecting culture, and supporting leadership teams to deliver long-term strategic growth.

Post-acquisition, the Buyer works closely with portfolio company management to refine strategy, strengthen governance, and scale performance through a combination of organic growth initiatives, selective M&A, and operational optimisation.

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## **Proven Scale & Track Record**

The Buyer's leadership team has successfully founded, acquired, and scaled businesses to in excess of £100m in annual revenue, across multiple sectors and geographies. The team brings over 60 years of combined C-suite experience, spanning:

- Private Equity & Venture Capital
- Corporate Finance & M&A
- Management Consultancy
- Founder-led and institutional-backed environments

This depth of operational and transactional experience enables the Buyer to provide capital, capability, and leadership throughout the full business lifecycle.

## **Geographic Focus**

- Core Markets: United Kingdom, APAC, United States
- Selective Exposure: Cross-border and international platforms where there is clear strategic rationale

## **Certainty of Capital & Execution**

The Buyer invests from committed private capital and does not rely on speculative fundraising, syndication, or conditional third-party approvals. All opportunities are assessed internally, enabling rapid decision-making and a high certainty of close.

Direct access to decision-makers is provided from the outset, ensuring a professional, responsive, and transparent transaction process.

## **Approach to Owners & Management**

The Buyer adopts a founder-first, partner-led approach, prioritising alignment, trust, and long-term value creation. Transaction structures are designed to respect the legacy of the business while aligning with the personal, financial, and strategic objectives of shareholders.

## **Key principles include:**

- Flexible deal structures (full exit, partial exit, minority investment, growth capital, succession-led transactions)
  - Strong preference for management continuity post-transaction
  - No forced rebranding or unnecessary operational disruption
  - Clear role definition and governance from day one
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The Buyer is not constrained by fixed fund lifecycles and does not operate under forced exit timelines, allowing decisions to be made in the best interests of the business rather than short-term fund requirements.

### **People & Culture Covenant**

The Buyer formally recognises people, culture, and institutional knowledge as fundamental drivers of long-term enterprise value. As part of every transaction, the Buyer commits to protecting and strengthening the cultural and human foundations of the business. Post-acquisition strategies are designed to prioritise workforce stability, leadership continuity, and cultural integrity. Growth initiatives are implemented in a manner that reinforces, rather than disrupts, the values and operating principles that have driven the business's success to date.

Where change is required, it is approached collaboratively and thoughtfully, with a clear focus on long-term sustainability, engagement, and performance. This covenant has consistently supported high retention of key talent, smoother post-transaction transitions, and sustained value creation across portfolio companies.

### **Operational & Leadership Support**

A key differentiator is the Buyer's ability to actively support businesses of varying sizes and maturity, including:

- Start-up and early-stage businesses requiring strategic and operational foundations
- Scaling SMEs transitioning into institutional-grade operations
- Established platforms requiring governance enhancement, performance optimisation, or succession planning

### **Support capabilities include:**

- Appointment of experienced Non-Executive Directors (NEDs)
- Secondment of C-suite and senior leadership (CEO, CFO, COO, CRO, etc.) during periods of transition, growth, or succession
- Implementation of governance, reporting, and scalable systems
- Structured 90-day and 12-month post-acquisition value-creation plans

This hands-on leadership capability materially de-risks growth and transition phases for portfolio businesses.

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## **Sector Experience**

The Buyer is sector-agnostic by design, with experience across:

- Human Capital & Recruitment
- Technology & Software
- Fintech & Financial Services
- Medical & Healthcare
- Pharmaceutical & Life Sciences
- Automotive & Energy

Sector selection is driven by leadership quality, culture, and scalability rather than thematic constraints.

## **Investment Criteria (High Level)**

- Business Type: Owner-managed, founder-led, or institutionally backed SMEs
- Geography: UK, APAC, United States
- Profitability: Profitable or near-profitable with clear growth levers
- Management: Strong leadership team in place or opportunity for structured enhancement
- Deal Size: Flexible; platform and bolt-on acquisitions considered

## **Broker & Adviser Alignment**

The Buyer values long-term relationships with brokers and advisers and is recognised for being responsive, decisive, and execution-focused. Clear feedback is provided at each stage to ensure efficient processes and avoid unnecessary time commitment for all parties.

## **Why Owners Choose to Partner with the Buyer**

- High certainty of close and disciplined execution
- Respect for founder legacy, culture, and people
- Flexible, seller-aligned transaction structures
- Active operational and leadership support post-acquisition
- Long-term ownership mindset without forced exit pressure

## **Confidentiality**

This Buyer Profile is provided for information purposes only and does not constitute an offer or commitment to transact. Further information regarding acquisition criteria, investment strategy, and specific opportunities will be disclosed only following confirmation of mutual interest and execution of appropriate NDAs.

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