

Adara Partners – Advice on capital raise (2017)

Adara Partners acted as independent advisor to ansarada on its \$19.28m capital raise

Snapshot

 2016-2017, advised ansarada, a major provider of AI-powered virtual data rooms and Material Information Platforms on capital rase options to fund growth plans



 Adara Partners, led by Graham Goldsmith AO and Catherine Brenner, acted as independent advisor to management



- Advised on executing a \$19.28m capital raise, structuring and timing
- Identified potential investors and prepared investor presentation document

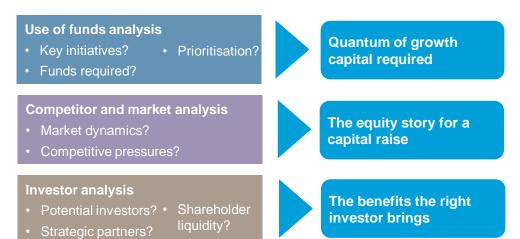
Adara Partners provided the following services

- Performed use of funds analysis to understand the need for capital, and the quantum required
- Provided funding options advice, including structuring and timing
- Undertook competitor and market share analysis to support development of an investor presentation
- Undertook analysis on shareholder liquidity, including shareholder sell-down analysis, the implications of shareholder exits at different stages of a listing process, and identification of potential cornerstone equity capital investors
- Prepared an investor presentation document, considering appropriate content and messaging and project-managed the capital raise through to completion

Outcome

- Confirmed **strategic objectives** for ansarada initiatives and corporate liquidity requirements
- Enabled management to **consider capital management options** and position to execute a transaction
- Articulated the need for capital and quantum required
- Undertook analysis to **build the case** for a capital raise
- Prepared market-facing documentation to communicate the capital requirement to investors
- Raised \$19.28m capital from strategic investors to facilitate the company's growth initiatives

Snapshot





About Adara Partners

Collectively our Panel Members have advised over 90% of the ASX100 and have worked on many of the largest and most critical transactions in Australia's corporate history. Adara Partners 'services are not limited to the ASX100 – our Panel Members have worked on a range of public and private corporate engagements, providing our clients with their expertise, through wise counsel, financial and strategic advice





llana Atlas AO NED. Former Executive and Law Firm partner

Catherine Brenner

NED. Former Investment Banker



Tim Burroughs Former Chair of Investment Banking at Goldman Sachs



Guy Fowler Former Chair of Corporate Client Solutions at UBS



David Friedlander Head of M&A at King & Wood Mallesons



Graham Goldsmith AO NED. Former Vice Chair of Goldman Sachs



Chair of ANZ Bank.

NED of Infrastructure

NSW



Matthew Grounds AM Former CEO of UBS



Christian Johnston Head of Investment Banking at Goldman Sachs



Diccon Loxton Senior Finance Counsel at Allens Linklaters



Peter Mason AM NED, Investment Banking Senior Advisor at UBS



Tony Osmond Head of Corporate and Investment Banking at Citigroup



Mike Roche NED Former Head of M&A at Deutsche Bank



Philippa Stone Joint Global Head of Capital Markets at Herbert Smith Freehills



Cynthia Scott Former Chief Strategy and BD Officer at Scentre Group

Our Panel Members provide their time and expertise pro bono. All profits are donated to Adara Development, Adara's not-for-profit arm that delivers services directly to more than 50,000 people living in poverty each year in Uganda and Nepal, and touches countless more through knowledge sharing

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