Adara Partners – Sale process advisor

Adara Partners acted as co-advisor with UBS on a sale process for a private industrial company.

Snapshot

- August 2018 – December 2019
- **Adara Partners**, led by Audette Exel AO, co-advised a private family business’ founder and shareholders in relation to a potential business sale
- The mandate involved transaction strategy and structuring, company valuation, developing approach to market documentation, and supporting the due diligence process, bid evaluation and negotiations

Adara Partners provided the following service

**Transaction preparation**

- Information gathering to understand sale drivers and sensitivities
- Reviewed, advised on and presented at company management presentations
- Coordinated advisors and reviewed vendor due diligence
- Financial analysis, valuation and identification of key actions required to support value uplift
- Planned and structured the sale process

**Sale execution**

- Identified potential buyers
- Coordination and review of key documentation and approach to market materials including teaser, NDAs, process letters and sale agreement
- Developed key sale terms
- Evaluation and advice on indicative and binding bids, and preferred bidder selection

Value added

- Established a **strong and trusted relationship** with the founder, maintaining privacy and confidentiality in a high net wealth client context
- ** Seamlessly managed and liaised with** the broader sale process team of advisors
- Actions taken as part of the sale process to encourage uplift in purchasers’ value assessment **significantly improved business performance**

Managing a sensitive dynamic

- Confidentiality was key given the nature of the client
- A discreet trusted adviser was required

Private family business (Client)

(Co-advisor with UBS)

- Effective management of stakeholders and advisors was essential to support the needs of the client

Legal Advisor  Accounting advisor  Tax advisor
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.

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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