

BETTER DECISIONS / ACTIONS / OUTCOMES:

**TRANSACTION  
EXECUTION  
EXCELLENCE.**

thedealteam.com

**THE DEAL TEAM**



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# THE CHALLENGES OF TRANSACTION EXECUTION EXCELLENCE

A decorative graphic consisting of several lines and a dot. A solid orange circle is positioned at the end of the word 'TRANSACTION' in the title. From this circle, three lines extend downwards and outwards: a solid orange line to the left, a solid orange line to the right, and a dotted orange line extending vertically downwards. The background is a solid teal color.

You already have two day jobs: running the business, and managing your external stakeholders.

Adding a complex execution process can demand 25% or more of a CEO's and CFO's time, plus demand frequent input from the rest of your team, for six months or more. Every day, you will be faced with new decisions which will need to be understood, assessed, possible solutions identified, and execution plans put in place.

Even when you are familiar with the process, this kind of complex strategic process will demand a lot of your time. All of which, distracts you from the business which could be challenged financially and operationally, often at a time when it requires the greatest focus.



**TIME MASTERY**

## ● KNOWLEDGE MASTERY

As a senior decision maker, you might personally execute a handful of strategic M&A transactions, bond issues, or a single public equity capital raising or IPO, in your career.

However, you are already aware that market practices constantly develop, requiring up-to-date knowledge of the execution processes within jurisdictions and cross border. You will be distracted by staying on top of developments in regulation, as well as following fintech innovations in transaction execution. The time you spend on this can often be difficult to justify without certainty of a transaction. And if there is more than one simultaneous transaction, often interdependent, the prior demands on your knowledge materially increase.

## VALUATION MASTERY

Your value lies in your expertise and knowledge in running the company.

Therefore, any time spent away from your core focus is a risk to delivery on the agreed business plan, and your critical role within the business which then risks impacting revenues, earnings, and ultimately valuations.

At a key moment when valuation is critical, being spread too thin can create a choice between the chance of a successful transaction, or a meaningful haircut to the valuation of a business.



**DESTINATION  
MASTERY**

Throughout the execution process, as management and shareholders, you will need the capacity to keep the bigger picture in view.

Excellent execution requires high levels of attention to detail from you, and in the heat of the transaction it is all too easy to lose your focus on the overall mission of the company – of which the transaction is just a single step (albeit a huge one) of the journey.

## MANAGEMENT & SHAREHOLDER CONCERNS



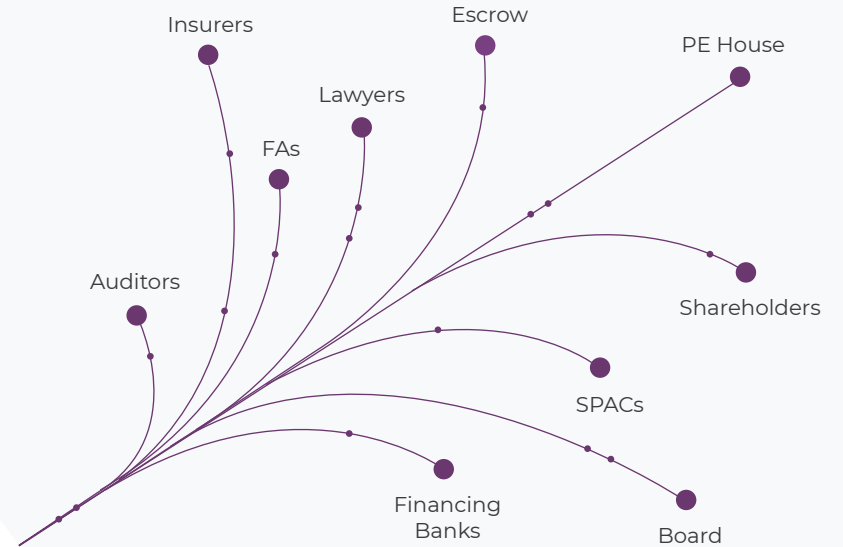
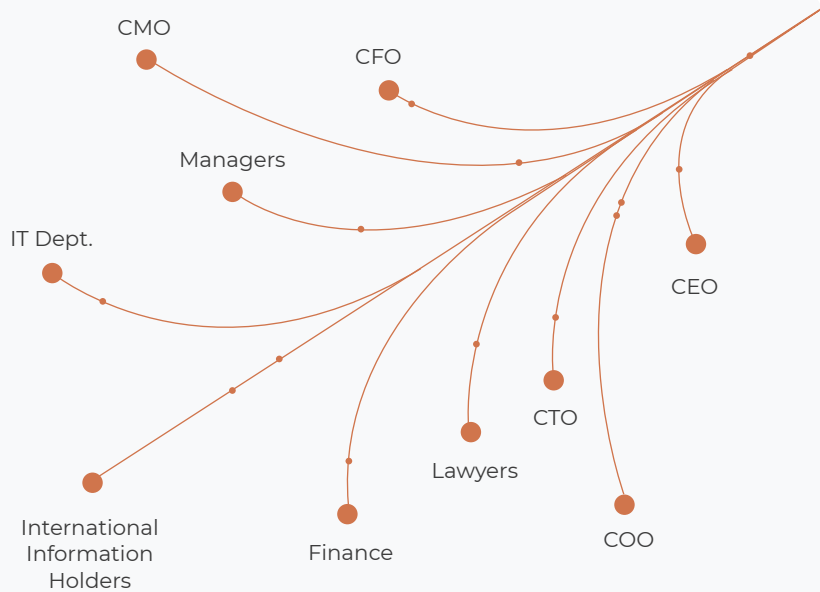


# THE DEAL TEAM SOLUTION

- We work alongside the shareholders, CEO, CFO and their management team to ensure a safe, successful and transparent transactional execution, by giving you knowledgeable insight into the transaction processes and maintaining hands-on oversight of all the transaction deliverables.

We act as the informed conduit between the key transaction stakeholders and the external requirements and pressures placed on the business, which allows you to successfully continue running the business throughout a transaction.

## PROJECT MANAGEMENT



We believe a successfully managed project is critical to a successful, smooth transaction.

We oversee ALL aspects of the deal to liberate you to continue focusing on day to day management of your company, instead of the transaction. With our in-depth knowledge and management of transaction workstreams, we become the main point of co-ordination, and help you to prepare materials which are 90% right the first time instead of 50%.

## MANAGEMENT EDUCATION

We work alongside the CEO, CFO and their teams, to ensure their time is focused when and where required.

We highlight the current practices and precedents and make all your decision makers aware of the choices they will need to make well ahead of time. With our daily in-person support, we reduce the time you spend assessing alternatives, and enable you to move straight to best practice.

## TIMETABLE MANAGEMENT

We have the insight and knowledge to maintain oversight of the many parts of the timetable, watching for possible risks to delivery.

We put in place key execution and transaction decision points and ensure shareholders, management and advisors are fully aware of the requirements on their time and availability. What's more, we ensure that if there are changes in circumstances at any time during the transaction, the company's reaction is swift which reduces transaction delays.

## COORDINATE WITH EXTERNAL ADVISORS

The fear of transaction execution being impacted by missing out often causes you to attend meetings when your time would be better spent elsewhere.

We ensure attendance at key advisor meetings where and when required, maintain workstream assignments and run weekly internal update calls to ensure you are kept up to date of all critical deliverables throughout the process.

We monitor the advisors' workstream assignments and hold them to account for their deliverables. We use our oversight position to efficiently run the all-parties weekly calls alongside you and your teams.



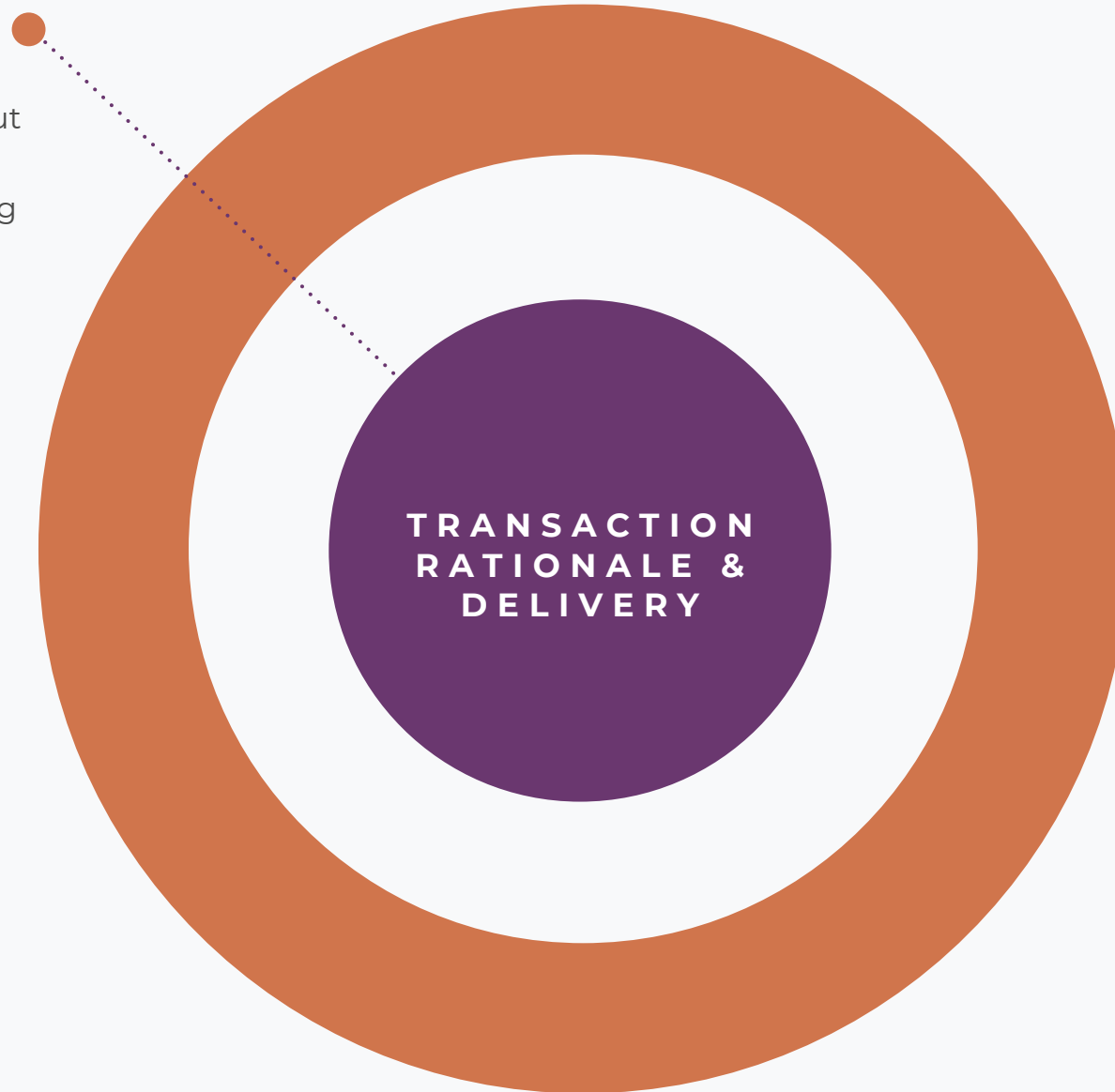
## LIAISE WITH SHAREHOLDERS

We act as trusted, neutral and objective insiders, working with you to ensure a successful delivery of the transaction.

We are trusted by you to report regularly on progress/timetable, managing internal and external conflicts and clearly highlighting red flag situations throughout the process.

We work with management to deliver concise, well thought out transaction rationales, in particular maintaining your corporate mission focus that also ties closely into your business strategy and business plan.

We prepare early on to focus you on the key transaction messages, and help you to identify post-transaction goals, finally putting in place the internal infrastructure to support your post-closing delivery.



## OUTSOURCED CONSULTANT

Hiring a dedicated, highly experienced consultant on a project basis addresses many of the HR headaches that a company would otherwise experience.

An external consultant will provide the required knowledge, capacity and dedication to support the internal teams who have the knowledge of the company but not the awareness of how and when it should be delivered during a transaction.

VS

## INTERNAL / NEW HIRE

A potential HR headache:

Who has experience in this type of transaction? How recent and senior is this experience? Who covers the empty space in the interim? Capacity to execute additional work? Will the individual be happy to step outside their core competency for 6 months, and will his old job still be available afterwards? What happens if the transaction is put on hold? Are they confident to challenge upwards/be bearer of bad news? If it's a new hire: Seniority of experience required? Expense? Particularly if there is a risk the project is put on hold? Capacity, if only really required for ~6 months out of every 12-24 months?

# HOW WE OPERATE

- Our network of dedicated consultants allows us to match your needs with the right skills and cultural fit, to rapidly integrate with your team and become the strong Deal Captain necessary to successful transaction execution.

In many cases, you may have personal relationships with the consultant from prior transactions; we recognise the importance of existing relationships and knowledge in meeting your needs.

## COMPLEMENTARY TO PROFESSIONAL ADVISORS

The demand for our services has increased in direct relationship with the cost pressures and team sizes at investment banks.

We are a key link to rebuild the bond of trust between advisors and clients. We are often introduced to opportunities through advisors as well as through our own relationships. Our role is to give management teams and shareholders the capacity and knowledge to execute successful transactions and deliver on their goals both for the transaction and in the aftermarket delivery. Our responsibilities are therefore entirely complementary with the professional roles of our counterparties: we do not provide corporate finance, financial, legal or accounting advice. Only transaction execution excellence.





**DEDICATED SENIOR  
KNOWLEDGE**

Our consultants are experienced transaction execution deal captains with extensive experience in the professional services, who have decided to work outside of the advisory teams.

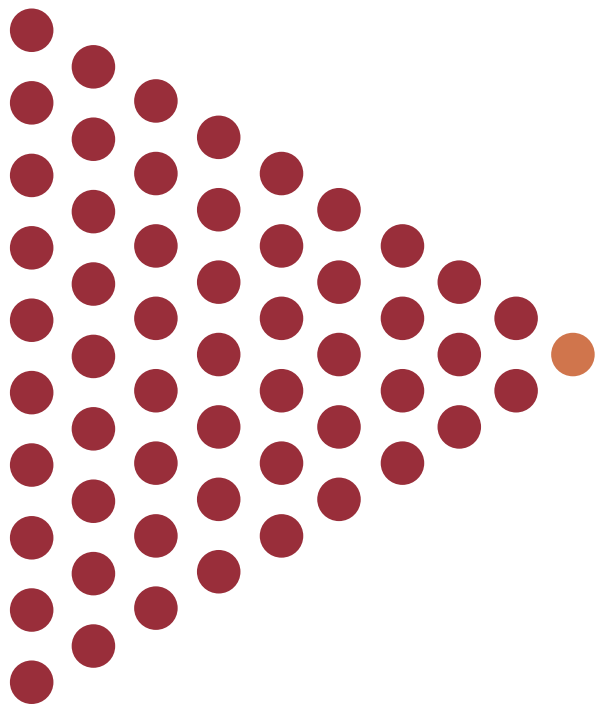
We do not allocate your consultant to more than one major transaction at a time, which reassures you that your transaction is in safe hands and with close attention to detail. Our consultants are present, engaged and responsible for optimal transaction execution at all times.



CULTURAL  
FIT

We understand that introducing a 'new face' in such a key role can be disruptive to any organisation. Therefore, cultural fit is fundamental to successful delivery of our services.

We do not impose a "one size fits all" approach. We will introduce you to consultants who can integrate quickly into your teams, are familiar with and respectful of your approaches, and are used to rapidly creating the working relationships and two-way trust necessary for our role to work for you.



## INTEGRAL TO DECISION MAKING

We are not just Project Managers. We take ownership and responsibility for the overall transaction execution processes and outcomes.

We therefore deliver our services to the fullest when we are an integral member of your transaction team and decision-making processes, from junior staff to Board.

This means that you place your trust in our consultants and give them total access and responsibility throughout the transaction. Giving you the insights to make the right decisions at the right time.

## ● CLARITY ALWAYS

Our consultants are transparent, honest and timely in their work, even when the subject is challenging, unpleasant or unwelcome.

When a task or request is not in their skills or scope of work, they will be immediately clear and help you find alternative solutions based on their experience. Our consultants have frequent discussions with their Relationship Manager at The Deal Team, who themselves has extensive experience in hands on execution.

So, while you pay for an individual, you hire a team: the experiences of The Deal Team's professionals and the other consultants in our network are fully available to each consultant.

## ● WHATEVER IT TAKES

Our goal is to provide transaction execution excellence across the transaction and afterwards, so you retain us for your future deals.

We will therefore get our hands dirty whenever and wherever the transaction requires, to support your internal delivery teams. One example at the more unusual end of our experience involved identifying and negotiating landing rights at a military airbase to meet a tight site visit timetable. However, we treat with equal importance commenting on and directly editing corporate website content for consistency with the transaction documents.

## ● CHALLENGES & RED FLAGS

You trust us to be vocal, professional and forthright, not reticent, equivocal or unavailable.

We will therefore challenge the other professional advisors to execute to the highest level, in a timely manner, and ensure you get the right focus at the right time from the whole team.

We spend a material portion of our time monitoring for and avoiding red flags, using our extensive personal experience to anticipate and avoid bottlenecks. When these are unavoidable, our experience will quickly identify the possible solutions and keep the transaction moving forward.

At the micro level,

we believe the “one size fits all” approach to transaction execution means processes remain unchanged potentially for decades.

It can sometimes appear the only execution change in two decades is the use of Office 365, instead of Word 3.0 and Lotus 1-2-3. We will introduce execution efficiencies in information gathering and insight, document production, timetable management, costs, and staffing wherever relevant. Including through Fintech where this can bring material improvements in how transactions are managed.

At the macro level,

driving innovation and strategic thinking in markets is at the heart of The Deal Team’s values. We invest in deep thinking, industry dialogue and publications to address inefficient or less explored aspects of the markets and their relevance to your execution challenges.

We engage with market participants, infrastructure providers, advisors and regulators to identify market failures and agitate for change.

INNOVATION



# OUR COMPANY

- We work with corporates which are planning transformational equity, debt and M&A transactions as well as bolt-on acquisitions.

Our fees are structured as monthly retainers with staged payments, in recognition of the significant time spent and milestones achieved during our work with you. We do not ask to be paid a percentage, or on a success fee basis. We are agnostic on deal size and importance: we don't chase tombstones. Instead, we invest in the relationship with our clients because we believe if you use us once, you will use us again in the future.

And because of our fee structure and our aim to have this regular, repeat business from our clients, we do not suffer from potential bias towards "printing a deal". Instead we focus on optimal outcomes for clients' goals beyond any specific transaction.



## ● OUR MISSION

To be the market leader for professional transaction management services in support of transformational and bolt-on corporate transactions (debt and high yield bonds, IPOs, public market equity sales and demergers, M&A).

## ● OUR VISION

To help economies grow by improving market efficiency and corporate outcomes, through excellent execution of corporate transactions.



Better Decisions,  
Better Actions, Better  
Outcomes

We give our clients the internal expertise they do not have, to achieve optimal outcomes.

Thought Leadership

Investment in deep thinking and publications to address less explored aspects of the markets and their relevance to our execution tasks. Drive change to address market failures at both micro and macro levels.

Creativity

No sacred cows – provide knowledgeable challenge to embedded processes and regulatory approaches, where these could be improved in the interests of clients and the broader market. This includes use of Fintech. We challenge orthodoxy within the broader community of advisors and providers, to improve transactional processes for all.



Trust

We are a key link to build the bond of trust between advisors and clients. We expect to take ownership and responsibility for transaction execution processes and outcomes. We will get our hands dirty whenever and wherever the transaction requires. We expect to be an integral member of the client's transaction team and decision-making processes, from junior staff to Board.

Respect

We respect our clients, their shareholders, our advisory partners, and our consultants. We treat all our counterparties professionally and respect our advisory partners' roles in transaction execution. We in turn expect our counterparties to show respect for our professional role and maintain a collaborative approach to delivering on our common purpose.

## OUR TEAM

Our consultants are experienced transaction execution deal captains, with extensive experience in the professional services.

They are self-employed consultants, who have chosen to work with The Deal Team for the personal support, infrastructure, knowledge base and client relationships which are not easily maintained in a one or two-person consulting agency.

Our consultancy service provides our clients with the cost and deal ownership benefits of a dedicated consultant, without losing the support, knowledge and experience of a larger team. You hire the knowledge of a team but pay for an individual. Our consultants have frequent transaction reviews with their Relationship Manager who themselves has decades of experience in hands on execution. What's more, the combined experiences of the other consultants in The Deal Team's network are fully available to each consultant – while of course maintaining client confidentiality.

## ● ● ● THE FINE DETAILS

In-house, in person delivery is an important aspect of our consultant's work.

Our consultants only work on one of our transactions at a time, so clients are reassured that their consultant is engaged and aware always. Otherwise, we do not believe they can rapidly gain the necessary respect and collaboration of your internal teams. On average through a transaction, a consultant will spend two days a week in person in your offices, typically in a shared private office next to the CEO/CFO and with direct access to them on an ad hoc basis.

To maintain cost control, we will stay in the same local hotels or apartments as management team members visiting head office, fly economy class and use public transport, and use free or low cost international telephone/data services (e.g. Zoom for video conferencing, WhatsApp for direct calls, Skype when telephone calls are unavoidable).

Our Consultants are not usually permitted to charge for subsistence, as we believe our Consultants' choice of restaurant and wine should not be for the client's account!



● **CONTACT**

For more information about our services or to discuss how we can help your organisation, please email our Managing Director Julian Macedo on

E: [enquiries@thedealteam.com](mailto:enquiries@thedealteam.com)

