

# STRATEGIC ADVISORY NETWORK

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## HISTORY & INTRODUCTION

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You have put your blood, sweat and tears into imagining implementing, nurturing and growing your business.

Maybe it was a way to combine your life passion with your skills and talent. Maybe it was a way to carry on a rich family tradition started by your parents—or theirs. Maybe it was your solution to a problem, and your way of making a positive impact on others' lives. No matter how you got here, your business is likely one of the most significant assets that your family owns, both financially and emotionally.

### ▲ What's next for your business?

Perhaps a liquidity event? A transfer to the next generation? Growth capital for business expansion? Whatever your short- and long-term goals, you should consider strategic alternatives to help you protect what you've built and ensure financial security for you and your family.

### ▲ The High Tower Strategic Advisory Network (SAN)

SAN is a selective consortium of investment banks which, in the aggregate, offer a broad spectrum of investment banking capabilities. Created to support entrepreneurs and owners of privately-held businesses, these banks offer deep experience and broad coverage in geography, deal size and sector knowledge.

## TIMING & THE MARKET

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The time is now.

*Timing is a key element of a successful transaction, and the overall environment for deals today is excellent.*

Strong valuations, above-average multiples, positive lending conditions and an abundance of liquidity from both private equity and strategic buyers create favorable conditions. In many cases, market dynamics have created opportunities for business owners to achieve liquidity through minority sales or leveraged recaps while allowing them to maintain control and continue running the business. However, the market and these positive conditions can change.

If you are considering a transaction within the next two or three years, you should educate yourself now and explore the options available to you. High Tower's strategic investment banking partners can put you in position to help you make a well-informed decision and capitalize on opportunities for both your business's and your personal outcome.

# BENEFITS & EXPERIENCE

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High Tower's Strategic Advisory Network creates a competitive environment, which helps foster competitive terms, deal structure and pricing. We offer clients a broad range of capabilities and strengths, including:

- ▲ **Mergers & Acquisitions:**  
Private company sales, management buyouts, targeted buy-side advisory
- ▲ **Valuations:**  
Fairness opinions, financial forecasting
- ▲ **Capital Raises:**  
Debt issuance, private placements, ESOPs, minority recaps:
- ▲ **Debt Restructuring:**  
Reorganization planning, dispute resolution

## OUR PARTNERS INCLUDE:



DUFF & PHELPS

Shields & Company  
INVESTMENT BANKERS

MATRIX  
CAPITAL MARKETS GROUP  
We're Known By The Work We Do.



BROADACRE  
FINANCIAL



These banks offer deep experience and broad coverage in geography, deal size and sector knowledge.

Our partners have experienced representatives and offices throughout the country, and many have both specialized sector knowledge and familiarity with deal complexities and intricacies. Clients leverage our deep relationships, and have access to the senior partners at each firm.

Additionally, each firm has been pre-vetted via High Towers rigorous due diligence process, which includes criteria that focuses on quality, service, experience and execution.

# THE CONSULTATION PROCESS

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Our consultation process is designed to foster a better understanding of both your business and personal objectives.

## 1. Initial Discovery Call:

This call is designed to help your advisor and/or a SAN representative learn about your business, including the size of your company, potential value and what you hope to accomplish.

## 2. Investment Bank Section:

Based on the Discovery Call, your advisor and/or SAN representative will select investment banks who they feel are optimally positioned to help you achieve your objectives.

## 3. Meeting with Prospective Investment Bank:

We will arrange a call and/or meeting with the recommended Investment Bank to determine suitability, as well as help the investment bank's representative understand both you and your business.

## 4. Confidentiality Agreement & Sharing Financial Information

Assuming there is continued interest on both sides, you and the investment bank will enter into an agreement which facilitates the confidential sharing of detailed financial information.

## 5. Analysis of Financials & Business Valuation

Within a couple of weeks, the investment bank will come back with an in depth analysis addressing the industry, valuations, strategic alternatives and the process for implementing a strategy for your business.

- ▲ There are no client fees associated with this consultation.
- ▲ If you decide that you want to continue to work with the investment bank, a formal contract will be executed, which will likely require a small retainer fee. The investment bank is only paid upon a successful close.

# EDUCATION & COLLABORATION

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The SAN consultation process helps you crystallize your objectives and explore critical questions about your future, such as:

- ▲ What is your vision for the company over the next 3-5 years?
- ▲ Do you have an idea of what your company is worth? Has a third-party validated your company's value?
- ▲ What is your exit strategy? What is your time horizon?
- ▲ How much do you think you would need to take out of the business to help ensure financial security for you and your family?
- ▲ Are there estate and tax planning opportunities for you to take advantage of prior to an event?

Additionally, our consortium of investment banks work collaboratively with your existing advisors to produce a holistic strategy, taking into account tax implications, future liquidity and your financial goals.