

NEWDAWN

PARTNERS

“Nothing is impossible: Excellence is our minimum standard”

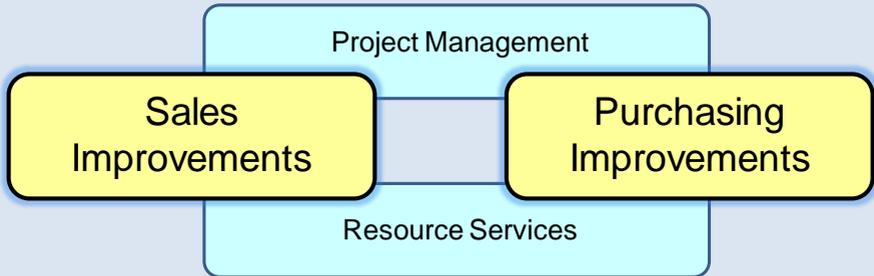
Private Equity: Unlocking the Profitability and Value of Portfolio Businesses

“focus on operational improvements to drive EBITDA growth as the only real facet of the three tools of PE investments being available to generate returns”

**BVCA Quarterly Brief
Summer 2009**

Please contact The NewDawn Partnership at:
Info@newdawnpartners.com
www.newdawnpartners.com

Welcome to the NewDawn Partnership

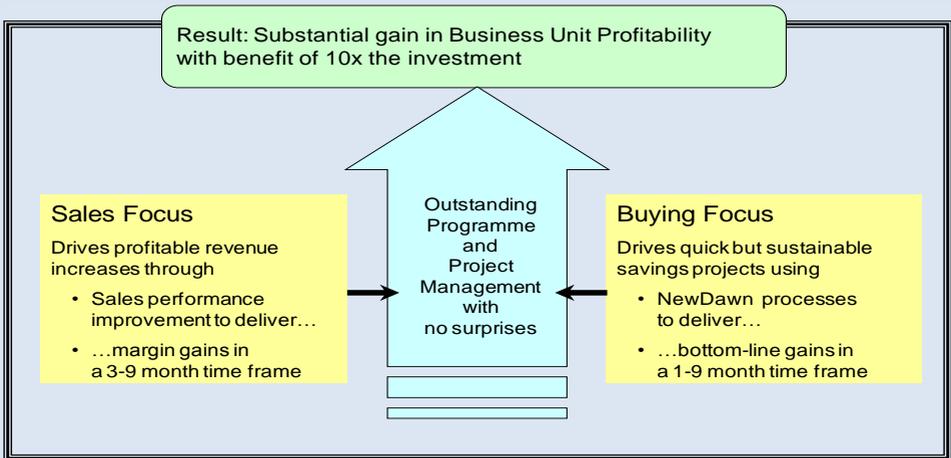


- ❖ Formed in 2008 by senior practitioners we are a management consultancy and business advisory company with a difference.
- ❖ We work closely with the business management team to deliver sustainable and fresh solutions to real business issues quickly.
- ❖ Why are we good? It is because we really care about our clients and their business, our work and our reputation. So, we get really immersed in the challenges.
- ❖ Our aim is simply to maximise the profitability and value of the business by introducing and implementing world-class and leading-edge management practices. We offer an extensive range of services which focus on both the cost management (purchasing) and revenue generating (selling) aspects of the business, and which deliver results straight to the bottom line. These include spend and revenue analysis, processes, tools, negotiating, skills, training, behaviours and coaching.
- ❖ In all cases we combine simple and practical tools and techniques with experience of applying them over many years. This combination always delivers lasting value for our clients, with substantial and often spectacular Returns on Investment (ROI).
- ❖ There are four principal pillars to our business:



The NewDawn Approach

- ❖ The NewDawn Partnership works with Private Equity and Venture Capital Organisations, and for their portfolio business management teams, to deliver solutions on both sides of the buyer and seller divide.
- ❖ Our goal is very simple; It is to enable the Private Equity organisation to be absolutely sure that the buying and selling teams in the portfolio companies are delivering the results that are needed to maximise the value of the business.



- ❖ The benefits are in addition to the excellent management practices that top quality asset managers achieve. By working with your portfolio companies on both the purchasing and the sales sides we can deliver margin improvements quickly;
 - **On the sales side** by analysing revenues, prioritising customers, re-energising sales teams to deliver improved margins effectively, and identifying key issues such as how to manage scope creep.
 - **On the purchasing side** by analysing spend and suppliers, working on key categories, aggregating spend above business units, driving cost out of the supply chain, and renegotiating more effectively.
- ❖ NewDawn thinks it is important that we are totally aligned with the objectives of the business which becomes the driver of change.
- ❖ We have outstanding project management skills within the team so that you can be assured that any programmes that we undertake for you will be delivered on time and to target.

Delivering Profit Improvement

Key Implementation Stages

1. Stage 1: Scoping Study
2. Stage 2: Delivering Profit Improvement
3. Stage 3: Defining Enduring Change
4. Stage 4: Implement Enduring Change

A rapid and significant impact on the bottom line

Example Company:

- Sales revenue of € 250 million,
- Purchases of €180 million, and
- Operating Profit of 9% = € 22.5 million

Sales € 250 million			Purchases € 180 million		
Sales Growth	££££	Imp in Profit	Savings	££££	Imp in Profit
+4%	£ 10.0M	+ 44%	+ 4%	£ 7.2M	+ 32%
+ 7%	£ 17.5M	+ 78%	+ 7%	£ 12.6M	+ 56%
+10%	£ 25.0M	+ 111%	+10%	£ 18.0 M	+ 82%

Thus a 4% Sales growth and a 7 % Purchasing savings = Doubling of Operating Profit
NewDawn knows how to achieve both results with minimal risk, and do it quickly

Fast Results – Enduring Change

