

BUSINESS TRENDS 2017 BUSINESS FOCUS

INSIDE:

- MEET THE TEAM
- RYDER CUP TRIUMPH
- BOMB DISPOSAL DEAL
- EMC SPORTING CHALLENGE
- WIN A COPY OF THE EMC BOOK!

REASONS TO BE CHEERFUL

By Nik Askaroff

Go on, admit it. You didn't see that coming. I'm talking about the double whammy of the Brexit vote and the election of President Donald J Trump.



“There's no room for complacency. We must all be prepared for whatever comes our way.”

The shockwaves caused by both votes are still reverberating around the corridors of power in Westminster and Washington as well as in many of the World's capitals. And they're unlikely to die down any time soon.

Yet the economic earthquake that many predicted would result from such a seismic shift in the world's political tectonic plates hasn't materialised...at least, not yet!

We all have to recognise that we're likely to experience a fair few tremors over the next couple of years as the Brexit negotiations rumble on, but hopefully they won't be too damaging.

Indeed, there are plenty of reasons for optimism. The most recent Business Trends report from BDO showed manufacturing confidence to be at a 20-month high due, it says, to the positive performance of UK businesses, an overall improvement in the global economy, the decrease in the value of sterling and better performing key export markets.

Whilst showing slower growth than expected - the purchasing manufacturers' index declined from 55.7 to 54.6 - UK manufacturing still chalked up a seventh consecutive month of expansion - i.e. above 50 - in February. This is a remarkable achievement, defying both the continuing strength of the US dollar, which pushed sterling below \$1.23, and the numerous gloom and doom forecasts that both preceded and followed the Brexit vote.

Another report, this time by Lloyds Bank, showed that the South East economy ended 2016 with the sharpest increase in business activity for nearly two years. And data from Experian showed that 2016 saw the largest volume of M&A deals in the South East since 2007.

We can vouch for the buoyancy of the deals market regionally having ourselves completed a record 17 transactions in 2016. And we've made a flying start to 2017 with two deals already signed off and several more in the pipeline.

But there's no room for complacency. We must all be prepared for whatever comes our way. That's why we've teamed up with Platinum Business magazine to run a health check on the region's small and medium sized businesses.

Our consultants will be visiting lots of companies in the region over the coming weeks to find out at first-hand what are the main challenges, threats and opportunities facing businesses in 2017 and beyond. Their findings will be reported in a future issue of Platinum Business in the hope that the shared experiences will benefit all.

If you would like to be part of this exciting project, give us a call on **01273 945984** or email contact@emcltd.co.uk.

SUSSEX IOD CHAIRMAN JOINS OUR 'MOBILE BOARDROOM'

Award-winning Chartered Director and Chairman of the Sussex Branch of the Institute of Directors, Howard Wilder, is the latest recruit to our 'mobile boardroom' of talented business advisors.



Howard, who founded Billingshurst company Genitrix in 1997 and grew it from scratch into a top 20 UK veterinary pharmaceutical business before exiting via a trade sale to Dechra Pharmaceuticals PLC in December 2010, is now available to provide SMEs in the South East with top-level strategic advice and support.

He said: "Joining EMC gives me an opportunity to use the experience I have gained over more than 30 years in industry to help the owners of small and medium sized businesses to develop the same sort of winning strategies that set me on the path to a successful exit.

"EMC has a tremendous track record in providing Board-level expertise to companies on a short or long-term interim basis as well as being able to field a corporate finance team without equal in the South East. It's a unique offering that enables the firm to support businesses throughout their lifespan."



EMC CEO Nik Askaroff doesn't normally applaud bad taste, but he was more than happy to hand the prize for the worst Christmas jumper to Steve Carroll when the EMC team got together for a festive lunch at the Hotel du Vin, Brighton.

"There were a few particularly horrendous sweaters on show, so Steve did really well to find one that topped the lot," he said.

OUR NEW SURREY OFFICE OPENS

EMC has opened a new office in Surrey to cope with an expanding workload in the county. You'll find us at **Global House, 1 Ashley Avenue, Epsom KT18 5AD, Tel: 01372 826100.**

We now have offices in three counties – Sussex, Kent and Surrey – as well as in London.



Nik Askaroff



Natasha Askaroff



John Blackburn



Steve Carroll



Mark Chapple



Ross Christie



Julian Clay



Natalie Egglestone



Julie Foster



Michael Gibbs



Jon Green



Desmond High



Stephen Milton



Rod Muir



Andrew Munro



Michael Pay



Terry Rainback



Ryan Smith



Martin Stanton



Kevin Wheelhouse



Chris White

CREATIVE DEAL IS OUR FIRST OF THE YEAR



A Sussex-based web design, branding and marketing agency has been sold in our first deal of 2017.

Judd Associates, based in Crowbough, was bought by leading communications agency Michael Bell Ltd whose clients include American Express, Virgin Atlantic, L’Oreal and Harrods. The combined operation will be based at Michael Bell’s offices in Lewes High Street.

Nik Askaroff, who led EMC’s team advising the directors of Judd Associates, said: “Michael Bell is a long established and greatly respected business that has worked with some of the world’s biggest brands for many years whilst Judd Associates has

established a strong reputation for building engaging websites and running successful web marketing campaigns for a vast number of regional clients since its inception in 1994.

“Together they constitute a formidable combination able to offer winning and creative communications solutions to both national and international corporations and smaller, local enterprises.”

Judd Associates Director Jake Judd said: “We are most grateful to Nik Askaroff and his EMC team for their hard work and advice throughout the negotiations. We couldn’t have done the deal without them. It’s a great move for both our staff and our clients.

“The combination of Judd Associates’ strong regional presence

“We couldn’t have done the deal without them.”

and Michael Bell’s national and International expertise offers an exciting future with accelerated growth.”

Other professional advisers working alongside EMC on behalf of Judd Associates were Abigail Owen of lawyers DMH Stallard and Chris Burgess of accountants Plummer Parsons. James Chadburn of lawyers Dean Wilson acted for Michael Bell.

JOHN HITS THE GROUND RUNNING



Our consultants are used to hitting the ground running when they’re parachuted in to carry out short or long-term assignments for clients.

But John Blackburn wasn’t expecting to have to run quite so hard or so far as he did after being called in to help a firm in Holland – part of a €150m-turnover European-wide manufacturing business – whilst their sales director was off on long-term sick leave.

He joined 11 of his Dutch colleagues taking part in their annual charity event – a 35-hour, 420-kilometre relay from Den Helder to Maastricht – to help raise funds for a child cancer charity, Kika.

What’s more, as a nod to the Brexit vote, they made him do his leg of the run wearing a Union Jack top!

John was in Holland to mentor the company’s management team and help them develop a more assertive sales proposition and implement a new sales strategy. Through John’s leadership the company exceeded their unit sales projections by 25% in six months.

He has since been asked by the company to project lead the development of a new sales training portal aimed at increasing sales standards globally to help create a company-wide sales accreditation scheme for employees.

HAVE YOU READ OUR WHITE PAPERS ON OPERATIONAL FITNESS?



How well prepared are your business operations to cope with the challenges that undoubtedly lie ahead?

- How adept are you at managing change?
- Does fluctuating demand strain your resources?
- Could you suffer business growth pains?
- And how does your management style impact on your business?

These are all questions addressed by our consultant Mark Chapple in a fascinating series of White Papers on operational fitness.

Each article is intended not to preach or teach but to invite thought and discussion around some important aspects of operational management, Mark, a former Cambridge rugby player who began his career as an associate of the university’s Engineering Department, is recognised as a versatile and highly innovative director, consultant and agent of change who has broad experience in managing and helping SMEs, particularly in the manufacturing and engineering sectors.

He said: “I have tied in the White Papers to address some of the more common operational and management issues I have encountered when working with the owners and boards of SMEs. For example, lots of them find it hard to adapt to change. However, there are a number of best practice methodologies which can help. My White Paper on the subject outlines what they are and how they can help acclimatise people to change.”

You can contact Mark direct at mark.chapple@emcltd.co.uk. All the articles are available on the EMC website www.emcltd.co.uk.

APP HELPS TO DRIVE SALES WITH CONFIDENCE



EMC consultant Julian Clay has developed a software app which helps people in a sales role to better qualify, commit and close selling opportunities.



The Forecastmanager app, which is available on the highly successful Salesforce CRM App Exchange, assesses the strength of sales prospects to allow users to produce confident and accurate sales forecasts. It provides a reality check to complement the weighted forecast process that many companies use to predict future sales.

Pipeline management and sales forecasting can be a minefield for many companies. Often sales opportunities are not developed as well as they could be. It is only when one is lost that the real picture starts to emerge. This is when the lines between forecasting and reality become blurred! This can result in:

- Poor qualification and inaccurate forecasting of sales opportunities
- Missed deadlines and poor sales closure rates
- A lack of confidence in the forecasting process
- An over-focus on reducing prices when closing deals

Forecastmanager helps to solve these issues. As well as powerful questions, it helps users to develop a sales opportunity with confidence and realism. With its predictive Forecast to Order Ratios, it can give users a 75%-plus sales forecast accuracy.

It helps to eliminate over-optimism and coach the right sales behaviour that reflect the DNA of a winnable sales opportunity.

As an introductory offer Julian is giving away a free consultation. To register your interest in this please contact Julian directly on julian.clay@emcltd.co.uk

OUR 2017 SEMINAR PROGRAMME GETS UNDERWAY

Each year EMC hosts a number of seminars on a wide range of business topics. Our 2017 programme got underway at the beginning of March with the first of three sessions on Mergers and Acquisitions, organised in conjunction with the Sussex Branch of the Institute of Directors.

Further dates are planned for 8 June and 19 October at Malmaison, Brighton. Each session runs from 7.30 until 10am. For more information and to book your places, visit our website at www.emcltd.co.uk, phone the event manager, Angela McWatt on 01403 790433 or email admin.sussex@iod.net

With the Brexit negotiations set to dominate the headlines for much of this year, we have teamed up with some of the region's leading professional firms and banks to organise a series of free breakfast seminars about "Managing Uncertainty Through Brexit".

Three events will be held on dates in April and May in Brighton, Crawley and Portsmouth when experts in various fields will be on hand to offer practical advice and information on the steps to take to minimise the risks to business in times of change as well as the opportunities it could offer.

Finally, speakers from law firm Thomson Snell & Passmore, RSM accounting, City brokers and fund managers FinnCap, and Valuation Consulting, a leading provider of business valuation and intangible asset valuation services, will join our own experts, Desmond High, Howard Wilder and Kevin Wheelhouse, to help unravel the mysteries of Intellectual Property and explain how it can be exploited for business gain at two seminars in Kent this spring.

Watch out for our emails confirming dates and venues. Details will also be posted on our website at www.emcltd.co.uk or you can contact Nat Egglestone on 01273 945984 or natalie.egglestone@emcltd.co.uk

Our CEO Nik Askaroff and Posturite MD Ian Fletcher-Price got a taste of what Europe and America's top golfers will face in next year's Ryder Cup when they took on Sussex County Cricket Club pairing Luke Wright and Chris Nash over 18 holes at the beautiful Le Golf National course in Paris where the cup will be played.

For the record, our boys came out on top, winning 5&4 – a commendable performance against two professional sportsmen.

RYDER CUP TRIUMPH FOR NIK AND IAN



PASANTE HEALTHCARE ACQUIRED BY LEADING MALAYSIAN MANUFACTURER

Lancing-based Pasante Healthcare, founded by local entrepreneurs Lawrence, Dominic and Paul Boon in 2000, has been sold to Malaysian company Karex Bhd, the world's fastest-expanding condom and sexual health manufacturer, in a £6m deal.

Pasante, a long-standing EMC client, has been one of the UK's leading sexual health companies for many years and has grown steadily year on year.

Building on its success in the UK, the Pasante brand is now exported to over 60 countries across Europe and the Middle East, with plans in place to extend this further in the near future.

“Making sure you have the right people around to help you is important.”

a real pleasure to see the strength of Sussex businesses recognised on an international scale and the hard work by the Boons and their strong team has made this possible. The Pasante and Karex professional teams were able to meet both companies' objectives

Recognising this potential, Karex Bhd, which manufactures one in five of the world's condoms, identified Pasante to spearhead its expansion into Europe.

Terry Rainback, who led EMC's team advising Pasante throughout the deal process, said: *“It is a*



(left to right) Mayo Wynne Baxter's David Gordon, Paul Boon, Dominic Boon, Lawrence Boon and EMC's Terry Rainback

in achieving a smooth passage throughout this cross-border deal and it was concluded in record time.”

Dominic Boon, Pasante's FD, said: *“Having been through business sales before, we knew a lot of what to expect. Making sure you have the right people around to help you is important, and between Terry from EMC, David Gordon from solicitors Mayo Wynne Baxter and Barry Carden from accountants Cardens, we were in good hands and it went well.”*



MIKE CHAIRS CHRIS NASH TESTIMONIAL COMMITTEE

Chris Nash Testimonial 2017

EMC director Michael Pay is chairing the organising committee for Sussex County Cricket Club opening batsman Chris Nash's testimonial year.

Events already lined up include an opening lunch at the Grand Hotel Brighton on 10 March; a Meet the Proteas dinner to coincide with the touring South African's visit on 18 May; a lunch in Horsham on 21 June; a black tie dinner in the famous Lord's Long Room on 25 July; lunch at the Grand Hotel, Eastbourne on 17 November; and a closing lunch at a Brighton venue still to be decided on 19 December.

Mike said: *“Chris has been a fantastic servant to Sussex cricket for more than a decade and is deserving of tremendous support during his testimonial year. I and my EMC colleagues will be doing all we can to ensure its success.”*

Chris will use his testimonial year to support two local charities – Rockinghorse which aims to improve the lives of sick children in Sussex, and the Sussex Cricket Foundation which has the specific purpose of increasing Sussex Cricket's role in using sport as a vehicle for achieving social good in Sussex communities. It offers a range of programmes aimed at increasing participation, inspiring educational attainment and improving health outcomes.

See full details of all the events on the website
www.chrisnash2017.co.uk

WOODS FOODSERVICE'S NEW WAREHOUSE FEEDS GROWTH

EMC's multi award-winning client Woods Foodservice has been a premier supplier of general and specialist dry, chilled and frozen ingredients to high-end restaurants, hotels and caterers in London and the South East for over 50 years with a reputation second to none.

Not content with that kind of accolade, three years ago MD Darren Labbett embarked on a strategy to increase Woods' presence in the region, and the year-on-year double digit sales growth that has resulted looks set to continue.

EMC's Terry Rainback, who has been working with Darren over this period, commented: *“With that rate of growth, the company was soon in need of bigger premises, so in Spring 2016 Darren started looking for somewhere suitable and, in what must be record time, by October the business was moving operations over to the new environmentally-friendly, 300% larger facility.”*

Darren added: *“It was a mammoth task, but with careful planning and a lot of hard work and support from all of our staff, we are now powering ahead in our brand new 27,000 sq ft warehouse in Uxbridge. It was so frustrating to be effectively turning business away in our previous premises and we are all looking forward to continued growth over the next five years.”*

Woods' new set-up is fitted out with the latest chiller, freezer, chocolate room and dry store racking ensuring that it will be able to continue to provide its customers with the very best in service and quality for years to come.

EMC 25 YEARS ON

by Desmond High, EMC Kent Director

What would you say to someone who, in the depths of a recession, resigns from a well-paid role as a partner in a Top 20 accounting firm, despite not having another job to go to and a wife pregnant with a second child?

“eat what you kill”

Well, that was me back in January 1992 – 25 years ago. Then aged 36, I had decided I wanted something other than the corporate life. I had been working in London and Sydney for the previous 12 years, mostly dealing with large national or multinational entities. I had few business contacts in Kent. But Kent was where I lived and I wanted to give up the London commute to be able to see the children grow.

Fortunately, through a London-based client who also had business interests in Maidstone, I was introduced to Nik Askaroff. Nik had founded EMC three years earlier having identified a gap in the market for SMEs who needed people with commercial nous who were available on a freelance basis.

At that stage there were just five of us – an intrepid group that combined sales, marketing, production and financial expertise. We were dubbed ‘the Mobile Boardroom’. My experience in corporate transactions, together with City-based private equity and banking contacts, was a useful complement to EMC’s existing activities.



Then!

Now!

Unbelievably Desmond doesn't look a day older, so it must have been a good 25 years! - Ed

The EMC model then was as it is now – “eat what you kill”. In other words, no salaries or guaranteed income but low overheads, so individual team members receive a high percentage of their client fee, less a contribution to office and central marketing costs.

In 1992 organisations such as 3i (the private equity giant) and Coopers & Lybrand/Cork Gully (the insolvency specialists) had offices in Maidstone, and Nik had started to work with them on turnaround projects.

Those were the days when banks could appoint Receivers without notice, and then see if management teams could be helped to buy back the business. We were often asked to hand-hold those management teams and I gradually built my own Kent contacts.

Over the last 25 years I have been involved in all manner of projects – turnarounds, management retainers and company sales and acquisitions – and had the opportunity to work with some great and inspiring people. I’ve also seen some poor performers, but you learn from them as well.

In 1992 I was employable. In 2017, totally unemployable. But I’ve pleased myself for 25 years, and try to work with people I enjoy working with. There were some tough periods when work was difficult to win but, oddly enough, something invariably turned up.

And, yes, the children are now grown up and moved on. I didn’t have to sell them to pay the mortgage - and the (same) wife is still talking to me!

EMC COMPLETES THE SALE OF BOMB DISPOSAL COMPANY

Britain’s first independent commercial land and underwater bomb and mine disposal company has been sold.

Fellows International Ltd (FIL), based in Arundel, was snapped up by the Optima Defence and Security Group Ltd which operates globally to protect individuals and communities against the threat or consequences of violence.

FIL was formed in 1990 by much-decorated former military man Michael Fellows who holds the record of having located and rendered safe more than 900 unexploded bombs on UK sites.

Nik Askaroff, who led the EMC team advising the FIL directors on the sale, said: *“Michael is an amazing man who has had a lifetime’s coal-face experience at the sharp end in war and peace, defusing more bombs than he cares to remember and then setting up and running the longest mine clearing project in the world to date making him unique among bomb and mine disposal men.*

“The sale of the business to Optima, the world’s largest full-time employer of counter-IED specialists, will ensure that the magnificent work that Michael and the FIL team have done over the years to help make both land and sea environments a lot safer for the rest of us will continue and grow.”

Other professional advisers working alongside EMC on behalf of FIL were lawyers DMH Stallard and accountants Kreston Reeves.



WASTE NOT, WANT NOT

EMC consultant Kevin Wheelhouse is helping Wales-based waste management company Enviroclear to develop its business strategy and management information processes.



The business is in a very capital intensive market, so the management information is being focused on cash management to allow the company to continue its investment programme, meet its ongoing commitments, build its credit history and continue to grow.

Cash is the key impediment to growth in most businesses. By organising your management information to reflect this, your business will be better placed to react to market opportunities as they are presented.

Actively managing and forecasting your cash flow gives you the confidence you need to enact your business plans and undertake the levels of investment to maintain growth. It also creates a level of confidence in the company from customers, suppliers, lenders and potential investors.

CHOICE VEHICLE RENTALS RISE TO OUR SPORTING CHALLENGE – AT LAST!



The EMC Sporting Challenge 2016 participants, including teams from DMH Stallard, Checktrade, Extech, Carpenter Box, FRP, Choice Van Rentals and Sussex Transport.

For the last ten years, our friends at Choice Vehicle Rentals have been tremendous supporters of our annual corporate sporting challenges. They've always entered at least one team in whatever event we ran – often a summer sailing regatta on the Solent. But they'd never gone home with a trophy.

This year we brought our challenge back on dry(ish) land and hosted a curling tournament at England's only purpose-built curling rink near Tunbridge Wells. And finally Choice Vehicle Rentals came out on top.

They just pipped a combined team from Coutts, EMC and Ashdown Hurrey with reigning champions Checktrade, bidding for a third consecutive win, slipping to third this year.

Money raised from the evening and subsequent donations was shared between two local charities – the Starr Trust and The Quest School.

EMC SEALS ANOTHER GLOBAL DEAL



International pharmaceutical consultancy Carlyon Green has been snapped up by Florida-based ACRx LLC.

Carlyon Green, based in Worthing, was formed by serial entrepreneur Brian Green, an expert in pharmaceutical delivery and supply in the USA.

Nik Askaroff, who led our team advising Carlyon Green, said: "We were delighted to be instructed by Brian Green to act for him and his shareholders in exiting his latest venture. We have worked closely with Brian for more than 20 years and have helped him to sell two previous businesses.

"Sterling's relative weakness following the Brexit vote earlier this year undoubtedly helped the trans-Atlantic deal, although Carlyon Green's expertise in the US marketplace was a major attraction for ACRx."

Other advisers working with us on the deal were lawyers DMH Stallard and accountants Carpenter Box.

POSTURITE IN LINE FOR SUPER GROWTH AWARD

Long-standing EMC client Posturite, where our CEO Nik Askaroff is Chairman, has been named as one of the finalists in the 2017 Sussex Super Growth Awards.

It places the Berwick-based business among the 60 fastest growing private companies in the county.

Sussex Super Growth – a collaboration between Lloyds Bank, asb Law and Kreston Reeves – is different from traditional awards as it focuses on profitable turnover growth over a three-year period. It analyses returns filed at Companies House to produce its finalists.



IT'S THREE IN A ROW FOR NIK



EMC Hove office with some of their recent awards.

Nik Askaroff has been named the South East's top dealmaker for an amazing third year in a row.

“the outstanding and most influential dealmaker in the region”

Nik scooped his latest award at Insider's 11th annual South East Dealmakers Awards 2017 dinner at the Copthorne Effingham Hotel, near Gatwick.

The judges described Nik as *“the outstanding and most influential dealmaker in the region,”* adding, *“he not only consistently wins new business and gets results for his clients but also contributes hugely to the business and professional organisations in the South East.”*

On a tumultuous night for EMC, we also featured in three other categories at the awards – Deal of the Year, Corporate Finance Team of the Year and Corporate Finance Advisor of the Year (Michael Pay).

It rounded off a tremendous 12 months for EMC which saw us complete a record 17 deals in 2016, many of them coming after the June Brexit vote which was expected to herald a big fall-off in M&A activity.

Nik said: *“Obviously I am personally delighted to have completed a hat-trick of wins at the Insider awards which are widely seen as the ‘Oscars’ of the dealmaking industry. But I was equally thrilled that the outstanding work of our whole team was also given due recognition.*

“I am very lucky to be surrounded by a body of very dedicated, highly experienced people who have helped us and our clients to achieve so much over the last year.”

£2M INVESTMENT PUTS EXTRA FIZZ INTO BOLNEY WINE ESTATES

EMC has helped Sussex vineyard Bolney Wine Estates to secure a £2m investment to fund further growth.

An anonymous private investor provided most of the money with a second phase coming from crowd funding.

The vineyard, whose award-winning wine is served at Wimbledon and to British Airways trans-Atlantic first class passengers, is using the funding to construct a new state-of-the-art winery and a major drive into the US, Scandinavian and Asian markets.

The family-owned business, founded in 1972, will produce 160,000 bottles this year. The new investment will enable it to boost production to 300,000 bottles by 2020.

Managing Director Sam Linter said the investment demonstrated a growing confidence in English wine generally and the Sussex vineyard's premium still and sparkling wine portfolio in particular.

She added: *“We feel this is a huge opportunity in this large market and relish the chance to make English wines very well-known in a country that embraces the craft drinks revolution.”*

EMC provided corporate finance advice to Bolney Wine Estates with ASB Law contributing legal advice and Carpenter Box accountancy advice. Penningtons were the legal advisors to the private investor.



Nik at the Insider Awards winners' breakfast discussion on opportunities and growth in the M&A marketplace. Present were Jonathan Grant, DMH Stallard; Andy Coghlan, WK Corporate Finance (hosts); Philip Cunliffe, Insider; Andrew Clegg, Quercus Corporate Finance; Keith Syson, Stevens and Bolton.

EMC COMPLETES ANOTHER MAJOR HEALTHCARE DEAL



From Left: Fraser Cunningham (Smith Partnership) Mike Lanning (Viridian), Michael Pay (EMC) Gill Smith, Julian Smith & Tim Rockley (Viridian).

EMC completed the sale of Viridian Pharma Limited to Martindale Pharma, the UK-headquartered international specialty pharma company.

Viridian, headquartered in Newport, Wales, was founded in 2002 by Mike Lanning, Dr Julian Smith and Tim Rockley. The company develops and distributes niche hospital pharmaceuticals.

EMC Director Michael Pay, who led our team advising Viridian, said: "Our knowledge of and experience in the healthcare and pharmaceuticals sector undoubtedly helped us in getting the deal over the line. We are delighted to have been involved in helping this very impressive, relatively young company move on to the next stage of its development in excellent hands."

Viridian founding director Mike Lanning said: "We would like to thank Michael and his team for all the work they put in to ensure negotiations stayed on track and the deal seen through to a successful conclusion."

Mike Harris, Martindale Pharma CEO, added: "We are grateful to Michael Pay and EMC for bringing us this opportunity and facilitating the deal through to a successful conclusion. Throughout the process they worked to overcome issues and ensure that a commercial approach was taken by the vendors."

Legal support for Viridian was provided by Smith Partnership and accountancy support by Kreston Reeves. PwC and Wortley Byers acted for Martindale Pharma.

CHRIS HELPS WIGHTMAN & PARRISH TO RETAIN VITAL CONTRACT

When its existing contract with West Sussex County Council came to an end, fourth generation family-owned distribution business Wightman & Parrish called in our consultant Chris White to help with the retendering process.

“Chris is not just a first-class consultant, but demonstrates genuine care for the outcomes of the projects he works on.”

The Hailsham-based company, which specialises in hygiene, healthcare and janitorial products, faced stiff competition from several national and international companies for the contract which was worth more than £2m a year and directly supported around 20 local jobs.

Chris worked with W&P's CEO Nicholas Parrish to go through the tender documents which required every question to be answered in a very particular way.

He also assisted Nicholas in scenario planning all the permutations and potential competitor positions, based on research and understanding their likely approach. Key decision makers' priorities were assessed and accommodated and arguments to retain the supplier were carefully crafted. An overriding argument for the W&P value

proposition was subtly, but nonetheless clearly, demonstrated.

All the hard work paid off. W&P was awarded the contract despite having to go through a second tendering process after the initial decision by West Sussex County Council was challenged by one of the competitors.

Nicholas Parrish said: "The West Sussex County Council tender was a complex and business critical bid for W&P. Chris was hugely helpful in supporting our approach by challenging our assumptions, proposing strategies and tactics, reviewing and reviewing again our claims and likely competitor positions.

“Chris is not just a first-class consultant, but demonstrates genuine care for the outcomes of the projects he works on.”

GRACJAN IS OUR PRIZE STUDENT

Huge congratulations to Gracjan Treder who is the first winner of a new award scheme that we are sponsoring at the University of Brighton.

Gracjan was presented with the EMC Management Consultants Business BSc (Hons) Breakthrough Award at a special awards evening at the university.

He receives a £500 prize with a further £500 going towards one of the university's student experience projects such as the Student Support Fund or one of the many student scholarship programmes.

We have pledged to back the university's innovative Breakthrough Awards for the next three years as part of our charity and community support programme.

Nik Askaroff said: "The Breakthrough Awards are designed to support and encourage second year undergraduate students through what can be the most challenging phase of their studies. We are delighted to be involved with the programme and look forward to following the progress not just of our first winner, Gracjan, but also of his fellow students on the Business BSc course."



Nik Askaroff pictured with the prize winners and other award givers including Norman Cook

BOTH SIDES WIN IN DIGITAL POWERHOUSE DEAL



We created a win-win situation when we brokered a deal between two of our long-standing Brighton-based digital powerhouse clients, Cobb Digital and Leapfrog.

The deal, which saw a team of digital professionals and a group of retail clients move from Leapfrog to Cobb Digital, was triggered following discussions between Mike Pay, who has worked closely with Leapfrog for many years, and Nik Askaroff, who is chairman of Cobb.

Nik explained: *“Both companies are at the top of their game in the digital marketing sector and we felt that the deal would bring great benefits to both sides.*

“For Cobb Digital, the opportunity to add an impressive roster of new clients and a group

of experienced people to help look after them made perfect sense. And for Leapfrog, it allows the remaining team to focus on their successful delivery of top-end strategic advice to the retail sector.”

Mike Pay added: *“This win-win situation was made possible by having the respective EMC teams create a solution that will benefit both businesses. Whilst they will remain separate companies, the close relationship that has been forged by the deal will result in both being stronger and even more dynamic with great opportunities for further growth over the next few years.”*

Cobb Digital was given comprehensive legal support by DMH Stallard and Leapfrog was supported by Coole Bevis LLP.

HEALTHY SAVING



EMC consultant Andrew Munro has helped a leading health care manufacturer to save money after working with the company to complete its year-end accounts and carrying out a review of its Intellectual Property and corporation tax.

The accounts were finalised within four weeks of the year end and the Intellectual Property fully reconciled, resulting in a significant reduction in corporation tax.

The exercise proved the benefits of a regular review of the balance sheet and of the tangible and intangible assets in particular.

In most businesses the costs of Intellectual Property are incurred on an ongoing basis where designs are being refined and improved. It's important to reflect the current status of both research and development as well as patent values and ongoing costs.

Tax legislation can be used to gain relief for R&D spend and reflect in tax computations the impact of the costs of maintaining patents.

CHRIS HELPS SET THE FTA'S VISION ON THE RIGHT ROAD

Our consultant Chris White is working with one of the UK's leading trade associations to help market an important new product.

The Freight Transport Association's unique Vision software tool allows freight operators to bring together all their compliance management in one place.

Chris was called in by the FTA to help employees to better understand and support the product and to bring it to market.

He carried out a detailed review of the project before staging a series of workshops with members of the FTA's Executive Board which led to the development of a creative rollout plan.

The project is now in its rollout phase and Chris continues to support the FTA by facilitating a series of monthly work stream meetings.

His involvement means that Vision will be commercialised more rapidly than envisaged, bringing forward revenues against target.

David Wells, CEO of the FTA, said: *“Chris was able to bring a different and valuable perspective to this complex project. The whole team are now on board with how we should take this game-changing project to market, and in considering how Vision can be used to make some fundamental changes to the FTA business.”*



MBO FOR FINANCIAL SERVICES FIRM

Sussex-based financial adviser Sturdy Edwards Financial Services has been acquired in a management buyout supported by EMC.

The MBO allows Sturdy Edwards co-founder Terry Edwards to pass on the reins of the long established East Grinstead business which advises individuals and businesses on pensions, mortgages and investments. The management team was led by David Bone and Paul Clarke, with funding coming from RBS.

EMC director Michael Pay said: "For many owners it is important that their legacy lives on through the business and undertaking a management buyout is an excellent way to achieve succession to the mutual benefit of everyone involved."

Thanking EMC, David Bone said: "Michael Pay's advice and contacts proved invaluable throughout the process, bringing a pragmatic approach to issues that ensured a smooth transition. We're now looking forward to continuing to grow the fantastic brand that is Sturdy Edwards."

Terry Edwards added: "Michael was highly professional, most personable and filled us with confidence from the outset of the transaction. I would highly recommend his services to any prospective client that wishes to arrange an MBO or sell their business in the open market."

Legal advice for the transaction was provided by Jonathan Grant of DMH Stallard.

GENIE CARE IS SPIRITED OFF TO THE FRONTIER MEDICAL GROUP



Kevin Wheelhouse (left), with Genie Care's Mike Wilkinson and Alison Wilkinson

EMC completed the sale of West Sussex company Genie Care Ltd to the Frontier Medical Group for an undisclosed sum.

Genie Care, based at Ford, near Arundel, is one of the UK's leading experts in specialist pressure care products for people who require bedside attention.

Its acquisition by Frontier sees the specialist medical device manufacturer based in Blackwood, South Wales, continue its



Michael Pay (right) congratulates Paul Clarke (left) and David Bone on completion of their management buyout of Sturdy Edwards



www.prestigecarsussex.co.uk

EMC ADVISE ON SEIS FUNDRAISING FOR PRESTIGE CARS SUSSEX

Kevin Rowe approached EMC to assist in raising funds for his new venture Prestige Cars Sussex, a chauffeured luxury wedding car firm. Kevin is a serial entrepreneur who has founded and built a number of motor related businesses.

He said: "I had the idea of an executive wedding hire firm based in Sussex but needed a bit of capital to get it going. EMC did a fantastic job and the round was completed within eight weeks under the SEIS scheme." Carpenter Box advised on the tax issues.

investment in products used in the prevention and treatment of pressure ulcers, particularly with Genie Care's revolutionary ToTo product that helps clinicians and carers with the regular turning of patients.

Mike Wilkinson, Genie Care Managing Director said: "This integration with Frontier Medical Group is the logical next step for Genie Care. Combining Frontier's proven best-in-class pressure area care products with Genie Care's ToTo patient turning system will provide patients with the most complete pressure area care range in the market."

The EMC team advising Genie Care was led by Kevin Wheelhouse. He said: "The Frontier Group was a logical home for Genie Care. The additional resources now available will further drive market penetration and improve the lives of thousands of individuals suffering discomfort caused by pressure ulcers. We are pleased to have been able to support the directors and shareholders in achieving this successful outcome."

Legal advice to Genie Care was provided by Irwin Mitchell while Carpenter Box and EMC provided accountancy support. TLT Solicitors acted on behalf of Frontier.

EMC

BUSINESS MANAGEMENT
CORPORATE FINANCE

EMC is the South East's leading independent provider of business management, corporate finance and operations support to SMEs across all business sectors.

Offices in:

- Brighton
- Maidstone
- Epsom
- Chichester
- Eastbourne
- London

Head Office:

Rochester House
48 Rochester Gardens
Hove
BN3 3AW

Tel: 01273 945984
Email: contact@emcltd.co.uk

www.emcltd.co.uk

Published by EMC Management Consultants Ltd

WIN A COPY OF OUR MOBILE BOARDROOM BOOK

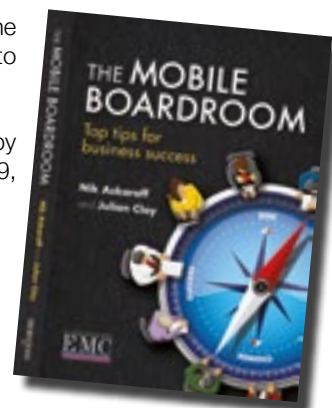
Here's your chance to win a copy of our book, 'The Mobile Boardroom' which gives top tips on how to start, grow and successfully exit a business.

We've got five copies of the book, co-authored by Nik Askaroff and Julian Clay and priced at £14.99, to give away in this easy-to-enter competition.

Just answer this simple question:

What award did Nik Askaroff win for the third year in a row earlier this year?

The first five correct answers emailed to natasha.askaroff@emcltd.co.uk will each win a copy of our book.



Meanwhile, Julian Clay is looking forward to his fourth book being published shortly. This time he turns his attention to the highly topical subject of digital marketing.

'Digital Marketing for Business Growth' shows how digital marketing can be used to help attract new customers...and keep them!

Topics covered include:

- Creating a digital marketing strategy
- Social media platforms
- Selling internationally
- The future of digital marketing and how it might affect you

Julian said: "The book introduces you to ways that you can connect with your customers in the modern world in order to maximise your selling opportunities. It offers real value by helping you to achieve a higher return from your marketing investment."

TOP (T)HAT!

One event in our annual calendar that we always look forward to is our visit to Royal Ascot. Some of our guests – long-standing clients and contacts – are pictured here with members of our team. We think you'll agree, they scrub up fairly well in their top hats, tails, gorgeous dresses and fancy tiffers.

