

Hold on to your seats mid-market. A Revolutionary Investment Banking & Valuation Growth Alliance has been forged to maximize Private Mid-Market exit TEV using systems which created over \$50B Improved Profits in Fortune 500s.



By Momina Rehman, a career researcher and writer in cryptocurrency, finance, forex and blockchain; Association of Chartered Certified Accountants Affiliate, BSc degree in Applied Accounting from Oxford Brooks University, England, UK.

Problems faced by private mid-market.

Private mid-market firms and private equity are striving to hit optimized TEV and optimized private equity carried interest on exit. Especially after the economic downturn due to the global COVID-19 pandemic, the position of the private mid market firms appears to be particularly exposed. These mid-market private businesses are straining to get to exit market after the economy bounces back. This is particularly true for the businesses that were already facing financial risk of lost equity and are now more vulnerable after the hit by COVID-19. In fact, many sales fail to achieve their goals after M&A deals, and even destroy shareholder value. According to Harvard Business Review, KPMG, and Boston Consulting Group report, between 70-90% of M&A deals fail and 50-60% actually destroy shareholder value. These metrics place a heavy burden on any seller to bring an optimized TEV to an auction market and lock in deep operational features and covenants which will continue after the sale to ensure maximum earn-out. Further, another root of downfalls of M&A deals exist in the Post-Closing Purchase Price Adjustments which, according to the Harvard Law School Forum on Corporate Governance 2017 M&A Report, principally fall on 1) lack of clarity or poor integration process, post-merger 2) Mismatch in cultural integration, and 3) A void in strategic communication – especially as it relates to the elements which have first been optimized in the acquired enterprise, pre-sale.

How Equity Growth International, LLC overcomes these problems.

The above discussed problems are the reasons why a new industry was quietly created to revolutionize the strategic performance-based exit strategy to enhance the value of mid-market enterprise value for exit deploying six decades-tested, successful behavioral science programs which created over \$50B profits in Fortune 500, and optimize enterprise value upon transaction above and beyond traditional, investment banking model. Equity Growth International, LLC (EGI) was established to drive private mid-market firms to hit maximum TEV, earn private equity carried interest and ensure high-level earn-out after sale from the acquiring entity. EGI was formed through the intellectual capital of the leaders of largest specialty international companies - which was successfully applied to the biggest firms in the world - now scaled and offered to the private middle market.

EGI achieves this milestone through improving key deliverables in top line revenues, EBITDA, market share and growth rates prior to the sale. They target and build strategic buyers, hence creating a hungry auction environment and then cast these enhanced elements forward to ensure that the seller's exit by earn-out is successful. It is this innovative consolidation of international investment banking with the horsepower of international Fortune 500 EBITDA & Market Share Growth that make EGI the first mover leader to watch.

EGI operates in revenue and deal valuation from 100M to \$1B+; which this space, between the years 2018-2019, averaged 44% of transaction values and ~48% with buyer types of US (Private) and Non-US (Public and Private), according to SRS Acquiom MarketStandard, 2020 Deal Terms Study. EGI has global investment banking and performance systems in every sector, on every continent except Antarctica; capable of managing multiple currencies and cross-border issues.

EGI is a new player in the town and we believe they are here to stay. You ask, why? The team behind EGI seems to be the masters and commanders of value creation. And well, **Teamwork makes the dream work.** Have a look:

Tim Danis is the Founder and Senior Managing Principal of RCP Advisors, LLC. which is an Institutional Private Equity Fund with almost \$8.5B under management. Previously, he was the Vice President and Assistant to the Chairman and Chief Executive Officer with Aon Corporation and was a Vice Chairman of Aon Risk Services of the Americas. He also served as a Senior Advisor to investment firm Brown Legacy Group, as well as held the position of founder, chairman and CEO of Risk Consulting Partners a risk management advisory insurance brokerage firm.

Steve Maritz holds the office of Chairman and CEO of Maritz Holdings - a \$1.3B family of companies serving Fortune 500 in areas of profit and market share growth.

Chris Desloge is the founder of Equity Growth International. His career includes successful profit growth consulting for billion-dollar service and manufacturing firms such as Pepsi, MasterCard, Coca-Cola and Enterprise Rent a Car with Maritz Motivation Company; and extensive large-transaction commercial real estate experience, owning and operating organizations & partnerships.

Michele Sarkisian has spent three decades with Maritz in the capacity of Senior Vice President with Enterprise Solutions Group Hospitality, Retail, CPG and Business Services. He has worked with clients such as Hilton, Marriott, IHG, Wyndham, Southwest Airlines and Bank of America.

Chris Galloway is the VP and General Manager at Maritz Global Events as well as Accounts and Senior Director at Maritz Motivation Solutions. He has an extensive national and international experience with major firms such as Toyota, Lexus, Hewlett Packard, Symantec, Cisco, Teradata, Valvoline, Sprint, AB-InBev, Motion Industries, Saalfeld/Xpdex, Johnstone Supply, Border States Electric, Signet Jewelers, GeoBlue, and Gerflor.

Jack Hodge held general management positions with Maritz & is responsible for frequency marketing. He possesses three decades of experience working directly with the top management of Anheuser Busch, Monsanto, Purina, John Deere, Allstate Insurance, Nationwide Insurance, Cooper Tires, Charter Communications, AT&T and Verizon.



Long story short, EGI is a be major breakthrough in the world of investment banking & valuation growth services, created to maximize private mid-market exit TEV, using systems which have previously created over \$50B improved profits in Fortune 500s.