How to sell your family business in less than 6 months?
What are your personal ambitions, your dreams for the future?

Agenda

How to approach the sale process?

How to avoid stress and do it fast?
How to approach the sale process?

Family business
What is the most relevant Sale process for my company?

01 Full Auction Process
Approaching all potential buyers in the market

02 Limited Auction Process
Approaching a few logical best buyers

03 Exclusive Deal
Negotiating a transaction with only one party
**Typical stages of a sale process**

1. **Analyse and value the company**
   - Set the price expectations and understand the seller's objectives.

2. **Develop marketing materials**
   - Prepare a Teaser, confidential information memorandum and a list of potential buyers.

3. **Approach potential buyers**
   - Manage the flow of information and qualify the buyers. Create “competition“.

4. **Evaluate offers**
   - Assess each buyers' price, structure, conditions and financial capability to close the transaction.

5. **Execute the transaction**
   - Manage the due diligence and finalization of a sale and purchase agreement.
Timeline of a one-step sale process

Pre-work

1. Strategy & Analysis
   - Key objectives & strategy
   - Company analysis and key risks
   - Valuation, define price expectations
   - Tax and deal structure implications

2. Data and documentation preparation
   - Sales materials (Teaser, IM, process letter,...)
   - Virtual data room
   - Contacting investors (EOI, NDA)

3. Disposal process
   - Investors on-boarding
   - Bidding process
   - Investor initial DD, investor confirmatory DD
   - Negotiations
   - Signing & closing

Month 1

Kick-off
Owner's decision on going-to-market strategy
Teaser release
IM release
Non-binding bids (Optional)

Month 2

Month 3 - 6

Effective & focused process → fast and successful transaction
How to avoid stress and do it fast?
Stress factors

- Emotions
- Responsibility
- Major source of family income
- Fear of failure
- One-of-a-lifetime event
- Feeling alone

Feeling alone
Fear of failure
Major source of family income
Responsibility
Emotions
One-of-a-lifetime event
How can we avoid stress and close the deal fast?

Steps to avoid stress and close the deal fast

Select the right TIMING!

1. Assemble the Transaction team
   - legal advisor
   - business valuator
   - accountant/ controller
   - sell-side advisor
Steps to avoid stress and close the deal fast

2. Define what is being sold

3. Evaluate the price range and structure of the transaction
Steps to avoid stress and close the deal fast

4. Identify/Resolve any problems with the business

5. Develop a marketing plan
Steps to avoid stress and close the deal fast

6. Meet your buyers, negotiate the sale

7. Undergo mutual due diligence
Steps to avoid stress and close the deal fast

8. Prepare and execute the SPA

9. Close the transaction and celebrate!
What are the key takeovers?

- Prepare in advance
- Find the right buyer
- One-step sale process
- Control all stakeholders
- Strong team of advisors
- Put your records in order

Remember: the longer you take to close the deal, the more likely the buyer will want to walk away...
Thank you

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