



exit planning & business sales

Case Study

KLO Partners: Assisting with strategic acquisition

Our role in defining an acquisition strategy, researching and presenting suitable targets, valuing the target, negotiating the deal, performing commercial due diligence and managing the legal process to completion.

Background and requirements

Vantage Point Group is an event management company founded in 1996. The owner, John Denham, was looking to build value into the company ahead of an exit in 6-7 years' time. We identified that organic growth in the event/hospitality market is difficult, so we looked at areas that could speed up that growth. Incorporating an event registration software package and development capability was seen as a key strategic growth driver. Having no experience of software development, acquisition was seen as the ideal route. It would also bring intellectual property into the business and thus help to build greater value into the exit price.

What we did

The search for suitable companies took six months and having identified Dataflow Events registration software as an ideal fit, we negotiated the deal, assisted with the fund raising and managed the due diligence process and the contract. We also introduced a lawyer to act on our behalf. We assisted with the commercial and financial due diligence and preparation of the financial and business case for the acquisition. The whole process took 12 months from start to finish.

“Having had our offers rejected twice, I really thought that it was going to slip away and having slipped away, we would have had to start all over again.”

“Your assistance with the whole process was invaluable. The Heads, the loan and the SPA required a lot of input and your contribution was huge.”

John Denham, CEO Vantage Point Group

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Peter Kroeger is accredited by the Institute for Independent Business