



exit planning & business sales

Case Study

KLO Partners: Assisting with sale of SWM Partners Ltd to Sledge Ltd

Our role in finding the acquirer, negotiating the deal, assisting with the due diligence response and managing the legal process to completion.

Background and requirements

SWM Partners Ltd www.swm-partners.com is a specialist Pharmaceutical Sector Events Management business focusing on Investigator Meetings for Clinical Trials of new drugs. The clients are located in the UK, Europe, China and North America and the meetings are arranged and held in all continents excluding Antarctica.

SWM Partners was set up in 1998 by Sue White and Peter Thomas. Having built up a superb business with a staff complement of 20 based in Berkhamsted, they wished to find a good home for the business, its clients and particularly the loyal and long serving team... and then to retire.

What we did

We prepared all the necessary information to present the company for sale and researched and found a list of suitable potential acquirers. KLO's newest partner, John Fisher, an events industry veteran, explored the market and came up with several excellent businesses, some of whom were in the final running to acquire SWM. We ensured that the information flow to the potential acquirers was appropriate. We agreed the agenda and content and chaired all meetings. We narrowed this down to a shortlist of suitable acquirers and solicited firm offers which ensured we understood the real market worth of the business. We advised and assisted the vendors with the negotiation of the sale consideration and terms of the deal. We reviewed and presented all the financial information on which the deal was agreed. We managed the process of responding to a detailed due diligence and populating the data room. We also advised the vendors on the commercial aspects of all the various agreements that were subsequently put in place. The whole process took 13 months from start to finish.

“Peter Kroeger of KLO Partners did a great job in finding us suitable buyers who met our criteria and then negotiating the final terms with Sledge ... all the while advising us on all aspects of the deal and keeping us on track and sane throughout what was, for us, a bewildering process.”

“The way that you handled all the negotiations, providing us with a choice of highly suitable acquirers, and then dealt with the astonishing amount of detail to ensure that the deal completed really helped us. It was an experience I am glad we don't ever have to do again.”

Sue White, Founder and Joint Managing Director, SWM Partners Ltd

Sue White – sue@swm-partners.com 07885 922882 / 01442 878830

KLO Partners www.klopartners.co.uk Peter Kroeger peter@klopartners.co.uk

22 Pinewood Gardens, Tunbridge Wells, Kent TN4 0NN 07904 766230 / 01892 731272



Peter Kroeger is accredited by the Institute for Independent Business