

**Advisors to Serious Sellers.  
Trusted by Serious Buyers.**

*The Right Fit For Your Business*

DLI is a boutique M&A advisory firm specialising in helping business owners and executives, with a business EBITDA between R20 million and R300 million per year, engineer their growth-to-exit journey. We go beyond traditional advisory services, partnering with our clients to design, execute and optimise strategies that achieve maximum value when selling their businesses.

Our mission is to empower our clients to achieve outcomes that align with their financial, professional and personal goals while positioning their businesses as highly attractive to the right buyers. As the Africa representative of the Pandeia Global M&A network, we offer our clients both local and international expertise and experience. With 68 offices in 35 countries, and over 2500 successfully completed transactions with a combined deal value over €50 billion, DLI offers deep market insights, practical expertise and a results-driven approach to prepare and successfully execute on business growth and exit strategies.

**Meet Our Team**

**The Executive Leadership Team**

Our executive team leads from the front, combining real-world deal experience with a clear focus on outcomes. Having operated on both sides of transactions, Rick and Andrew work closely with clients to understand their goals, shape the right strategy and drive the process. Their strength lies in creating the conditions for premium outcomes by leveraging global reach, market insight and a disciplined approach to execution.



Andrew Bahlmann  
CE Corporate & Advisory



Rick Grantham  
CE Mid-Market

**The Deal Team**

The deal team plays a central role in driving transactions from preparation through to completion. Working closely with clients and acquirers, they combine financial and valuation insight with hands-on execution. From shaping market-facing materials to managing engagement and negotiations, they ensure each process is structured, controlled and positioned to achieve the best possible outcome for our clients.



Janine Wright  
Deal Executive



Andries Louw  
Deal Executive



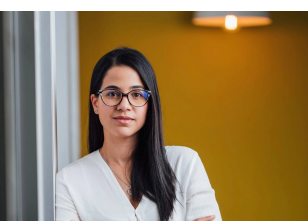
John Powell  
Transaction Executive



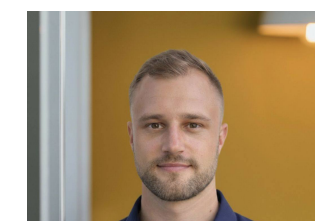
Nitish Mudgal  
Transaction Executive

**Financial Analytics**

The financial analytics team underpins every transaction with rigorous financial insight and analytical depth. They support deal execution through financial modelling, valuation analysis and due diligence, ensuring accuracy and clarity at every stage. By translating complex financial information into meaningful insight, they help evaluate opportunities, manage risk and support confident, well-informed decision-making.



Taryn Henkel  
Executive: Finance Analysis



Dylan Puchert ACMA, CGMA  
Transaction Analyst

**Market Engagement**

The market engagement function ensures each transaction is positioned to the right buyer audience. Working from a strategically defined buyer universe, it focuses on identifying and engaging the most relevant decision-makers within those organisations, positioning the opportunity to drive engagement with market-facing materials and initial meetings.



Rudolph Vermeulen  
Manager: Market Engagement

**Systems and Technology**

Systems & Technology provides the infrastructure, data and digital tools that support efficient deal execution and enable DLI to operate at scale across its global network.



Jonathan Stevens  
Systems & Technology

**New Business Initiatives (NBI)**

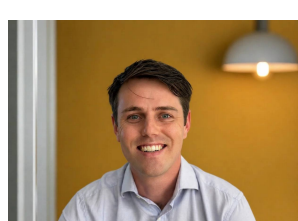
New Business Initiatives (NBI) drives the firm's deal pipeline by identifying and engaging with the right opportunities. Through research, data analysis and targeted outreach, the team ensures DLI connects with business owners at the right time, building a strong foundation for successful transactions.



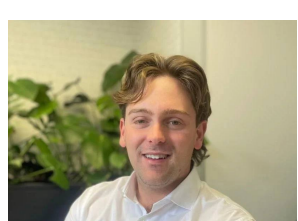
Lorna Paterson  
NBI Manager



Nina Vila Pouca  
NBI Co-ordinator



Matt van Westenbrugge  
NBI Analyst



Jago Fiore  
Business Analyst

**Our Approach**

At Deal Leaders International, we understand that selling your business is one of the most significant decisions you'll ever make. That's why our approach is designed to prioritise your needs, protect your interests and deliver exceptional outcomes. We bring a unique combination of expertise, global reach and a commitment to building genuine relationships with our clients.

Here's how we set ourselves apart.

**For Us, it is Personal**

We are entrepreneurs in the M&A space. Our entrepreneurial DNA always ensures that we adopt the approach of 'how we can' versus 'why we can't'. It means we get you. And we have an exceptional team with functional expertise to deliver.

**Entrepreneurship is in Our DNA**

The road to selling your business is an intricate and complex one. We immerse ourselves in our clients' businesses and use proven processes executed by a specialist team that is determined and committed to finding the right buyer and the best deal. We do this by taking the time to understand our clients' businesses and needs through the development of real relationships.

**Extensive Global Reach**

We have developed a strong international network in over 30 geographies around the world through our Pandeia Global M&A network and our alliance with CapEQ in the UK, to give you unparalleled access to a pool of high-net-worth acquirers and strategic partners.



**Pandeia**  
Global M&A

**Confidentiality and Governance**

We get the risk that exists around keeping your sale process confidential. Our governance process ensures that confidentiality is maintained at all times.

**Capacity to Run Your Business**

The process around the sale of your business can be very disruptive to you and your business. Your management time and energy is preserved by DLI managing 90% of the process on your behalf, while guaranteeing you complete oversight.

**Operating Framework**

The combination of our proven track record, transaction process and approach ensures maximum efficiency, effectiveness and control for all stakeholders.

**Market and Industry Insights**

DLI engages with over 1,500 acquirers a year, providing us with extensive market insights and buyer investment strategies. Add to this our market intelligence via our Pandeia Global Network, Cap EQ, Valutico and S&P's Capital IQ, we can provide invaluable insights into market perceptions and industry trends.

**Control**

Traditionally the buyer of your business controls your business sale process. Our operating framework flips that on its head to ensure that you, the business owner, maintains control of this process from start to finish.

**Choice**

We engage a far larger number of potential acquirers than the traditional approach would have you believe is necessary. This ensures that you have choice when it comes to selecting the very best buyer and deal for you and your business. Other critical choice elements include deal structure, transaction timing and cultural fit with the buyer.

**What Sets Us Apart**

- **Driven by Sales and Marketing (Positioning):** We don't just manage transactions. We strategically position businesses in the market to attract the right buyers and maximise value.
- **Much More Than Just a Process!** Our approach goes beyond checklists and timelines; we guide business owners through a carefully managed and transparent journey that ensures the best possible outcome.
- **Foundation Phase or CEMA Ensures Alignment and Confidence:** Our structured initial phase, whether through our proprietary CEMA process or CEMA ensures ensures a solid strategy before going to market.
- **DLI Adds Value to Both the Seller and the Buyer (Collaborative Trust):** We foster a win-win environment where both parties feel confident in the deal, ensuring long-term success and trust in the transaction.
- **Never Take a Price to Market – Generate Offers:** Instead of setting a fixed price, we create a competitive environment where buyers put forward their best offers, driving up value for the seller.
- **Right Balance Between Number of Clients and Team Resources:** We carefully manage our client load to ensure every deal receives the attention, expertise and strategic input it deserves.
- **Fee Structure Is Important, but It Must Align with Value:** Our fees are structured to reflect the tangible value we deliver, ensuring alignment with the outcome rather than just the process.
- **Focus on Fit Before Numbers:** We prioritise finding the right buyer, one who aligns with the business's culture, vision and goals, before focusing on financial aspects.
- **Competitive Process Without Being an Auction:** We create a structured, strategic process that generates multiple offers while maintaining control and avoiding the pitfalls of an open bidding war.
- **Significant Focus on Acquirer Research:** We invest heavily in identifying and analysing potential buyers to ensure they are serious, well-suited and capable of completing a successful transaction.

