



**DEAL LEADERS**  
INTERNATIONAL

## ADVISORS to Serious Sellers. TRUSTED by Serious Buyers.

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 Pandea Global M&A network, we offer our clients both local and international expertise and experience. With 69 offices in 34 countries, and over 2500 successfully completed transactions with a combined deal value over €30 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

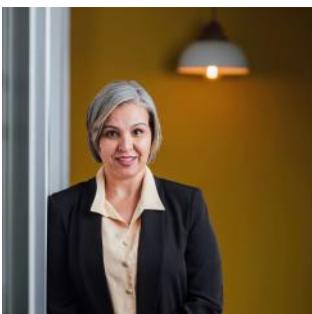
Rick and Andrew bring extensive experience and expertise, taking a hands-on approach to client relationships. They tailor strategies to unique goals, stay ahead of industry trends and leverage a global network to drive growth. Committed to exceptional service, they ensure clients achieve their desired outcomes.

Andrew Bahlmann, Chief Executive: Corporate & Advisory (left)  
Rick Grantham, Chief Executive: Mid-Market (right)



#### The Deal Team

The pivotal role played by our deal executives in the project life cycle involves aiding the team with financial and valuation analyses, managing interactions with clients and acquirers, preparing market-facing documents and managing deal negotiations from beginning to conclusion.



Janine Wright, Deal Executive



Andries Louw, Deal Executive



John Powell,  
Transaction Executive



Nitish Mudgal,  
Transaction Executive



+27 11 084 0100

connect@dealleadersint.com

www.dealleadersint.com

Suite F4, 1st Floor, 23 Fricker Rd, Illovo, Jhb, 2196

dealleaders

## Meet Our Team cont...

### Financial Analytics

The financial analytics team play a crucial role in providing essential support to senior deal team members by interpreting technical accounting, conducting financial analyses, reviewing valuations, assessing transaction impacts and assisting with due diligence.



Taryn Henkel,  
Executive: Finance Analysis



Cameron Maingard,  
Corporate Transaction  
Analyst

### Research and Business Analytics

Our research and business analysts engage in discovering potential buyers by examining different sectors and understanding market trends, aiming to attract suitable parties to participate in a transaction.



Reitumetse Pitso,  
Research Analyst



Terry Stratis,  
Head of Market Intelligence &  
Strategy

### Market Engagement

Our market engagement manager develops and executes strategies to reach out to potential acquisition targets or interested parties, such as investors or strategic partners. This involves researching and analysing various industries and markets, assessing market trends, competitive landscapes and potential risks to guide our overall strategy.



Rudolph Vermeulen,  
Manager: Market  
Engagement

### Operations

The operations manager is responsible for closely monitoring, developing and implementing policies, procedures and governance.



Melanie Browne,  
Operations Manager

### New Business Initiatives (NBI)

New Business Initiatives is responsible for identifying and evaluating new business opportunities through research, data analytics and assessment, and engaging with leads and prospective clients.



Lorna Paternson  
NBI Manager



Nina Vila Pouca,  
NBI Co-ordinator



Matt van Westenbrugge,  
NBI 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

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 Pandea 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.

### 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.

### Operating Framework

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

### 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.

### Entrepreneurship is in Our DNA

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.



Pandea  
Global M&A

### 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.

### 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 Pandea Global network, Cap EQ, Valutico and S&P's Capital IQ, we can provide invaluable insights into market perceptions and industry trends.

### 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.



+27 11 084 0100

connect@dealleadersint.com

www.dealleadersint.com

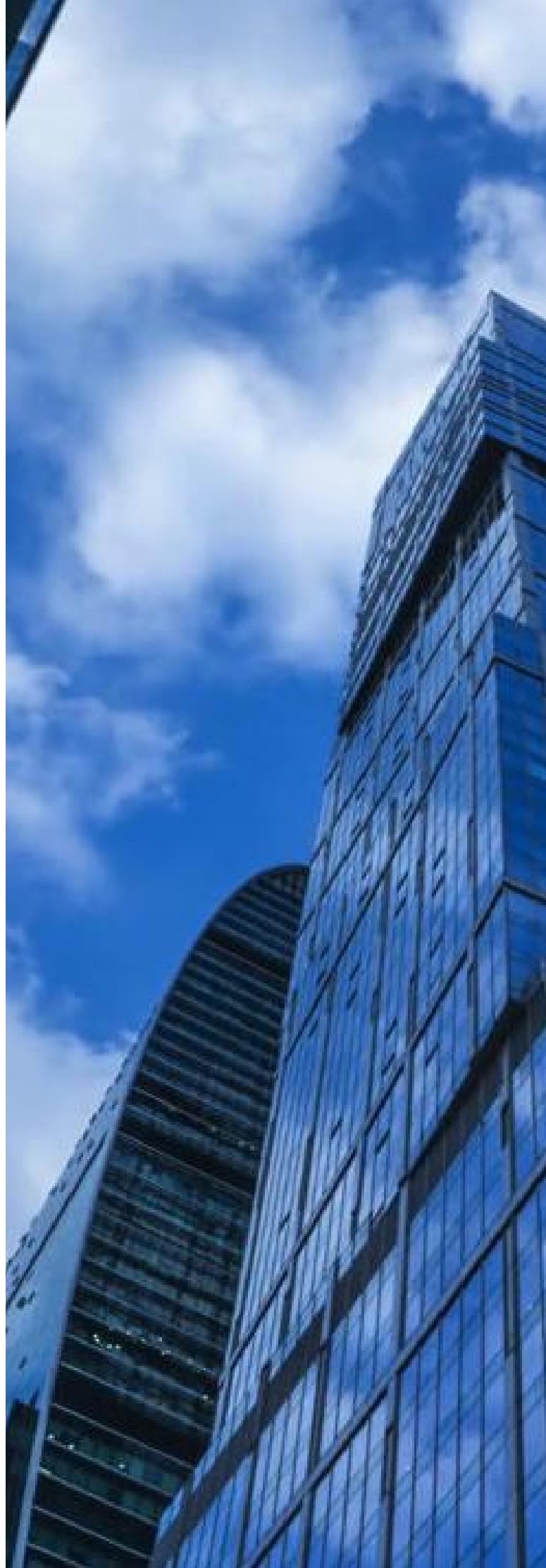
Suite F4, 1st Floor, 23 Fricker Rd, Illovo, Jhb, 2196



dealleaders

## 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 structured 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 Foundation Phase 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.



+27 11 084 0100



connect@dealleadersint.com



www.dealleadersint.com



Suite F4, 1st Floor, 23 Fricker Rd, Illovo, Jhb, 2196



dealleaders