LCC ASIA PACIFIC – A HIGH PERFORMANCE CORPORATE FINANCE & STRATEGIC ADVISORY FIRM
SYDNEY | BRISBANE | NEW YORK
LCC Asia Pacific’s strategy as a boutique & independent firm is not to strive for “massive growth” in terms of organisation size, but rather to:

1. continually improve our expertise and knowledge in industry sectors in which we operate;
2. develop creative solutions to often challenging client issues that are truly aligned with client interests (and not the large investment bank’s); and
3. execute client engagements meticulously
LCC Asia Pacific is an award winning boutique investment banking practice, providing independent, conflict free corporate finance & strategy advice to clients in Australia and across Asia Pacific markets. We act for a variety of organisations who share common ambitions of a focus on shareholder value. LCC has been privileged to work for a cross section of Australian and International entities ranging from small to large financial sponsors, Private and Public Companies and a range of investment funds (from thematic to activist).

LCC Asia Pacific provides clear, unbiased counsel to CEOs and Boards of Directors considering growth strategies, business transformation and challenging corporate decisions. We understand that to service such clients requires a high performance approach, and a tenacity to deliver results which can be actioned upon. As a boutique we can quickly pivot to changing requirements in client engagements as well as being able to invest the time to develop bespoke solutions to each and every clients unique needs. We do not believe that either corporate finance transactions nor strategic advisory engagements are “commoditised” – and we are certain our clients share that philosophy.

The common thread for all clients is our ability to apply our expertise & skills in such a way that the client can observe material benefit. We are often called into “urgent”, contentious & complex situations to assist navigate impasses and challenges.

We are distinguished from our competition by our bespoke solutions driven by lateral & analytical problem solving capabilities, ongoing investment in best in class research & technology resources, a focus on operational data and performance in companies, and a fundamental commitment to a “client-first approach”. Our strategy as a boutique is not to grow bigger in size, but rather to continually improve our skills in execution of client engagements and expertise in specific industry sectors that we operate in.

Success to us is doing great work that is continually in demand.
We work with clients to deliver a range of bespoke insights, solutions & “borderless” transactions

Corporate Finance & Investment Banking  
(cross border & domestic focus)

- M & A Dealmaking  (Buy Side / Sell Side)
- Takeover & Response Advice
- Joint Venture & Royalty Advice
- Project Finance Origination & Structuring
- Debt Capital Advisory
- Equity Capital Advisory
- Detailed ROI Analysis – including Strategic Reviews

Consulting & Advisory Engagements

We have worked with large and small organisations to understand key performance drivers. Examples of engagements include:

- **Strategy planning**, scenario analysis and valuation impacts – working with clients to map various paths into the future and likely market impacts over near term horizons
- **Profit Improvement Analysis** and execution, which brings together detailed understandings of the client operations vs both benchmarking and moving business landscapes
- Complex **financial modelling** including for Business Case Buildouts, Dispute Resolution, project feasibility analysis, market penetration studies and industry benchmarking (client vs field)
- **Detailed “Build vs Buy” analysis**, including market mapping, anticipated market growth patterns, emerging “potential client” analysis and risk management assessments
- **KPI performance benchmarking**, in particular in heavily competitive industries where margin analysis and “defence” key to sustainable delivery of shareholder value
- **Capital management** programmes, including understanding availability of free cash and its best application given market forces / shifting markets
- **New venture analysis** and launch, including assessment of pricing points, survey of markets for relevant insights
- **Detailed exit analysis** for private companies and financial sponsors wanting to understand best paths to maximizing shareholder value
- **Detailed market research** and market mapping, including for growth, competitor insights and acquisition planning
We bring Cross Border Dealmaking and Consulting Expertise – with a focus on industries across Australasia

2018 to 2020 Mission

As a professional services firm LCC is always evolving. Across 2018 to 2020 there are 3 core strategic focal points:

1. Continue to deepen our Corporate & Operational knowledge in the Sectors & Markets in which we provide strategic advice. Our clients appreciate and respect that we strive to technically immerse ourselves in their business models and Sectors.

2. Deepen our relationships with Northern Hemisphere Financial Sponsors & Corporates on their Asian & Australian strategic ambitions. LCC has an exceptional track record in cross border deals.

3. Provide Strategic Advice to Governments, Corporate & Financial Sponsors seeking to capitalise on China’s “One Belt, One Road Initiative”. The BRI Initiative will change global trade, and LCC has been focused on it since 2015.
We work closely with Clients to understand complex challenges and map paths to growth & shareholder value

**M & A Rationale Analysis**

- We want to achieve economies of scale
- Our market is consolidating
- Our capacity to build vs buy is low
- We need to secure talent
- We need to increase our profit margins
- We need to diversify our product or service offering
- We want customer wallet
- We want a stronger market presence
- Our share price is strong
- Our balance sheet is strong
- We need to be geographically diverse

**Strategic Planning**

- Drive Growth
- Reduce Risk
- Develop Agility
- Differentiate
- Build Market Share
- Generate Revenue
- Drive Thought Leadership
- Reduce Costs
- Eliminate Waste
- Build Reputation
- Improve Customer Retention
- Improve Customer Experience
- Improve Service Quality
- Improve Industry Understanding
- Improve Client Understanding
- Improve Stability
- Reduce Complexity
- Change
- Drive Technology
- Reduce
- Build
- Customer

Depending on the point of the cycle, M & A can be either offensive or defensive as a strategic option.

We work with clients to design bespoke analysis on the position of that client company within its marketplace for any given point in time in the economic cycle, and then identify options by which the client can drive shareholder growth.

We work with the “C suite” and Boards of Directors to understand the strengths and challenges in both their market sectors and their individual business models overlaid on that sector analysis.

We then work with the Leadership team to both design and implement key strategies that will lead to increased shareholder value.
Social Media Research Feeds

We love the Twitterverse, and operate multiple “feeds” on specific areas of interest

Follow us & Stay in the know, in real-time

@LCCAsiaPacific
Covering macro economic, regulatory and business issues, including developing business news

@MergerNews
A pure Merger & Acquisition activity feed that provides all ASX announcements relating to M & A. It has over 2,000 followers

@WindSolarMerger
A combined feed on corporate and M&A developments for both Wind and Solar across the Australasian / Pacific Rim geographies

@ChinaBeltRoad
A feed that provides news reports and information on China’s Belt & Road Initiative

Globally Relevant Influential Thinking

SECTOR REPORTS
Distributed globally on Thomson Reuters, Bloomberg, S&P Capital IQ, “C” level distribution list, LCC website & Social media

- **Australian Contractors & Services**, weekly since 2011 – closing on 300 Editions published
- **Wind & Solar**, weekly since 2015
- **Renewables & Waste**, weekly since 2016

CONFERENCES, ARTICLES & WHITEPAPERS
Distributed on LCC website, Media platforms & Social media

- LCC’s latest thinking on trends in M&A, quarterly
- LCC’s latest research on general business and leadership issues through a corporate finance lens, semi-annually
- LCC thought leadership is sought after on the global Conference circuit. LCC annual conference commitments include delivering keynote papers at events in New York, Australia, Shanghai, Oman, Chile and Singapore

Dedicated Micro Sites

- [PRIVATEEQUITYAUSTRALIA.COM](#)
A dedicated site providing news and research updates on the Australian Private Equity & Venture Capital scene

- [RENEWABLESTECHNOLOGY.COM](#)
Sector reports, M&A developments for both Wind and Solar across the Australasian / Pacific Rim geographies are available on this dedicated “Micro Site”
PHILANTHROPY

LCC has been a giving organisation for over 10 years, be that through donation, corporate sponsorship of philanthropic initiatives or promoting charitable causes for wider community support. Our annual efforts as individuals & as a Firm are to strive to generate over A$100,000 in financial benefit for the charities we support.

Our support has stretched beyond Australia, and has included orphanages in Fiji and Cambodia and “street kids” programmes in Vietnam.

Our principal charity today is support for the Sydney Children’s Hospital Foundation as well as work with Rotary International.

GOVERNANCE

We are governed by our commitment as a signatory to the UN Global Compact. The UN Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies to ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption.

SPORT

LCC has sponsored 12ft and 16ft skiffs in Sydney over numerous sailing seasons and championships. In partnership with Variety the Children’s Charity, We proudly supported the Variety Port Jackson 12ft Skiff Championships. This event marked the launch of a series of projects committed to raising support for Alopecia Areata, which is a medical condition of which there is no known cure.
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