



Complex situations – Deal, Operations & Strategy

Sunnymead Advisory is a hands-on specialist in complex deal & operational situations.

These situations range from a specific commercial or operational challenge to a full turnaround, transformation, divestment or merger/acquisition.

The common elements are that these situation:

- ❑ are time critical
- ❑ have significant upside value or downside risks
- ❑ often need a combined capital and operational solution
- ❑ require advisors who are 100% independent, agile, experienced, measured and financially aligned

Sectors include

Public & private companies; credit funds & private equity portfolio companies; debt or equity (& in between); large & mid-market companies.

Retail & consumer; wholesale & distribution

Manufacturing & industrial

Services – mining, financial, health, childcare

Transport, warehousing & logistics

Technology, telecommunications, media

Relevant skills and experience

- ❑ Multi-skilled and 100% independent
- ❑ Deep operational expertise and empathy
- ❑ Core financial and deal skills
- ❑ Able to bring alternative structures and strategies into play
- ❑ Capital & funding solutions if required
- ❑ Clear thinking and able to cut through the noise to provide clear advice
- ❑ Able to bring in additional expertise at the right time and align other advisors with the overall strategy – eg: lawyers, interim CFOs/CEOs, brand-name restructuring &/or deal advisors, operations, communications experts

How do we start an engagement?

The engagement process needs to be simple, fast, and flexible.

Most situations require a diagnostic and strategy development phase. This can be as short as 2 – 3 days or last 1 – 2 weeks.

At this point we move forward and begin taking action. After the first phase, you will also have clear advice covering:

- ❑ Hypothesis on the situation and potential outcomes & risks
- ❑ Timeline, sequencing and expected costs
- ❑ Specific operational or financial issues that need resolution
- ❑ Resources & skills required (inc. legal, advisors, operations)
- ❑ Feedback on executive skills and current management plan

Our fee structure is generally an ongoing retainer or day rates. It is always flexible with no lock in clauses and can evolve to match the evolving situation.

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