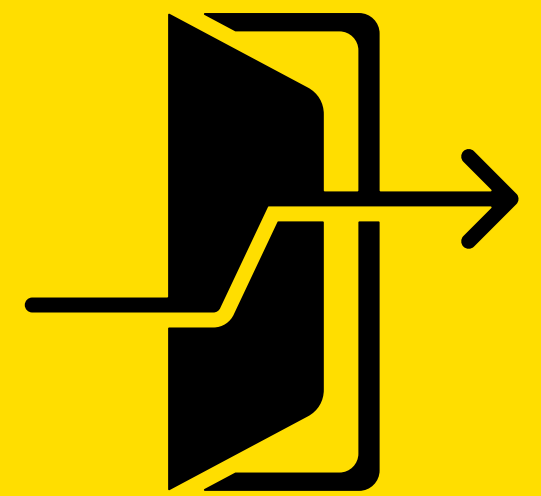


We will all exit our business at some Stage - **WHERE WILL MY BUSINESS BE DISCOUNTED WHEN I EXIT?**



1 | WHERE WILL MY BUSINESS BE DISCOUNTED?



*Positioning your business to scale or sell
- the foundations*

*"At some stage, we will all exit our business -
whether it's on our terms or not."*

2 | THE \$20 MILLION LESSON



*"Buyers rarely pay for unrealised potential -
they pay for proof."*

- IT business received a **\$20 m offer**
- **No board minutes, no governance = deal collapsed**
- Being exit ready isn't about selling - it's about **removing reasons to discount you**

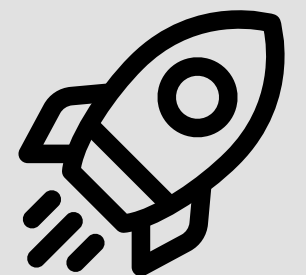
3 | INTERACTIVE KICK-OFF

*What are your 2 or 3 likely exit
options?*

*"If family succession is one -
have you actually thought about
how that would work?"*

Common Exit Options:

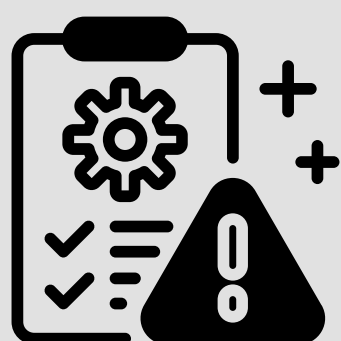
- Sale of Business through a broker
- Competitor acquisition
- Private Equity/Investment Fund
- Management Buy Out (can be over time)
- Family Succession
- IPO



4 | WHY BUSINESSES GET DISCOUNTED

Buyers discount RISK - not PROFIT

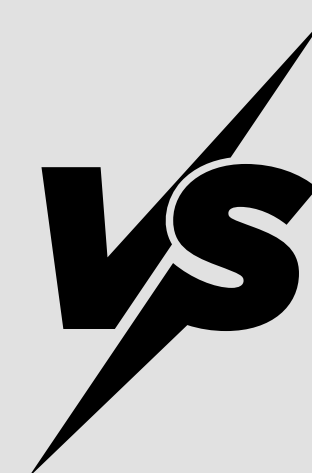
- No clear strategy or direction
- Inconsistent or weak financials
- Key-person dependency
- Missing governance or advisory board
- Systems not repeatable or scalable



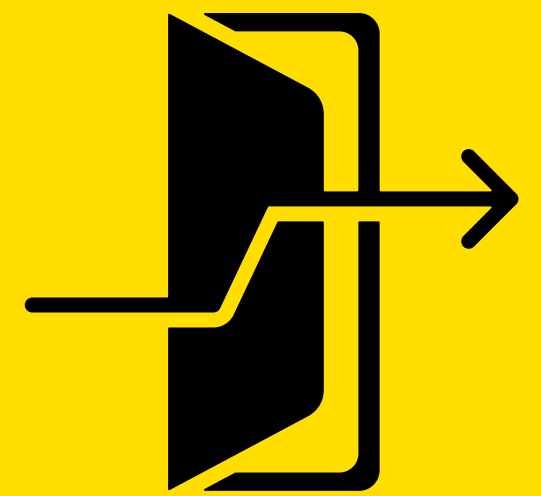
5 | GROWTH VS EXIT READINESS

"Growth-focused owners often aren't exit-ready."

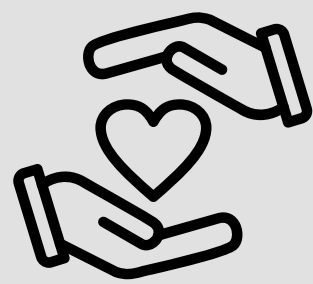
- Hard to prove unfulfilled upside to buyers.
- Can't demonstrate what happens when they step out.
- Buyers want sustainable, transferable performance.



We will all exit our business at some Stage - WHERE WILL MY BUSINESS BE DISCOUNTED WHEN I EXIT?



6 | WHERE VALUE LEAKS



Ten Areas Where Your Value Gets Discounted

- Vision & Strategy
- Predictable Financials
- Robust Reporting
- Key People & Succession
- Culture Alignment
- Governance / Advisory Board
- Systems & Processes
- Risk Management
- Competitive Position
- Industry Trends

7 | ENERGY & DEPENDENCY



"If you're always in the red or blue, your business depends on you."



8 | WHAT BUYERS WANT

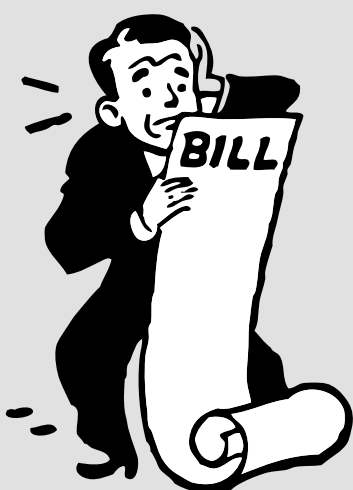


Buyers pay for:

- Clarity
- Consistency
- Control
- Confidence

And they discount:

- Chaos
- Dependence
- "Trust me" stories



9 | REFLECTION PROMPT



"If someone walked in tomorrow with a cheque... what would they find that might discount your business?"

10 | CLOSE / TAKEAWAY



"Exit preparedness isn't about selling - it's about running a business that's always investment-ready."

Proof > Potential | Governance > Good Luck