

Project Example – Private Equity

Exit Planning – Furniture Retail

Situation

- Global Private Equity fund wants to list portfolio company, a furniture and decoration retailer on the stock exchange in an Initial Public Offering (IPO)
- Portfolio company seeks experienced Project Management to perform a central liaison role between parties in the Management Presentation to the Underwriting Banks

Actions Proost Ventures

- Prepare Management Meeting to Global Coordinators, Underwriters, and legal Counsel
- Act as Project Management Office (PMO) and central liaison to drive Management Presentation
- Provide input to drafting sessions Management Presentation
- Build and administer Data Room with fact-base for Management Presentation
- Coordinate Commercial Due Diligence (market research), legal counsel, auditor, and internal Controlling regarding content and factbase of Management Presentation

Project Results

- Successful Presentation by Company Management to Underwriting Banks, kicking off the IPO-process despite tight timeframe and volatile equity markets

Online sales Decoration & Furniture - UK, DE, F, ES, CH, IT in B EUR, 2011-2019E -

