



ABOUT ACG
HOLLAND

2022



Association for Corporate Growth

Driving
Middle-Market
Growth[®]

The Power of **ACG**[®]

UNLIMITED ACCESS
TO A DIVERSE
MEMBER COMMUNITY



THE COMPLETE GLOBAL DEALMAKING ECO-SYSTEM

Doing business is at the heart of ACG
75% of members report they do business with fellow members



- FOUNDED IN 2005, **175 MEMBERS**
- HOSTS APPROX. 12 NETWORKING EVENTS PER YEAR (SERIOUS AS WELL AS FUN) INCLUDING:
 - ANNUAL GROWTH AWARDS
 - NEW YEAR DRINKS RECEPTION
 - WOMEN'S EVENTS
 - WINE TASTING EVENINGS
- ACCESS A GLOBAL NETWORK OF OVER 15,000 MEMBERS FROM ALL AREAS OF MID-MARKET M&A

Individual Membership | €300 + VAT

Corporate Membership | € 750 + VAT
3 named members

Sponsor - Gold | €1.000 + VAT
2 named member. - 1 seat on the Board

Sponsor - Platinum | €2.000 + VAT
5 named members – 1 seat on the Board

Sponsor - Platinum | €3.000 + VAT
10 named members – 1 seat on the Board

Diamond



Platinum



Gold

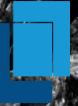




Gerard Voort
Bluefield
Director



Dennis Hofmans
NewPort Capital
Investment Director

A photograph of a rafting team navigating a turbulent white-water rapids. The raft is white and filled with several people wearing helmets and life jackets, using paddles to maneuver through the churning water. The background shows dark, rocky riverbanks.

Exit Readiness and the quality of management information

October 2022



Bluefield at a glance

-  2008
-  100+
-  Utrecht
-  Global projects
-  30 projects simultaneous

 Solutions & Implementations

 Finance

 CFO Services

 PE Services

Bluefield is a pragmatic and hands-on business consulting firm with a strong conviction that focus is the key to success.

Excellent operational and financial management information through robust systems to create efficient organisations



The added value of being ready for an exit



End of investment cycle

- Divestment strategy
- Create trust by delivering reliable and consistent information on time
- Smooth and successful transition process

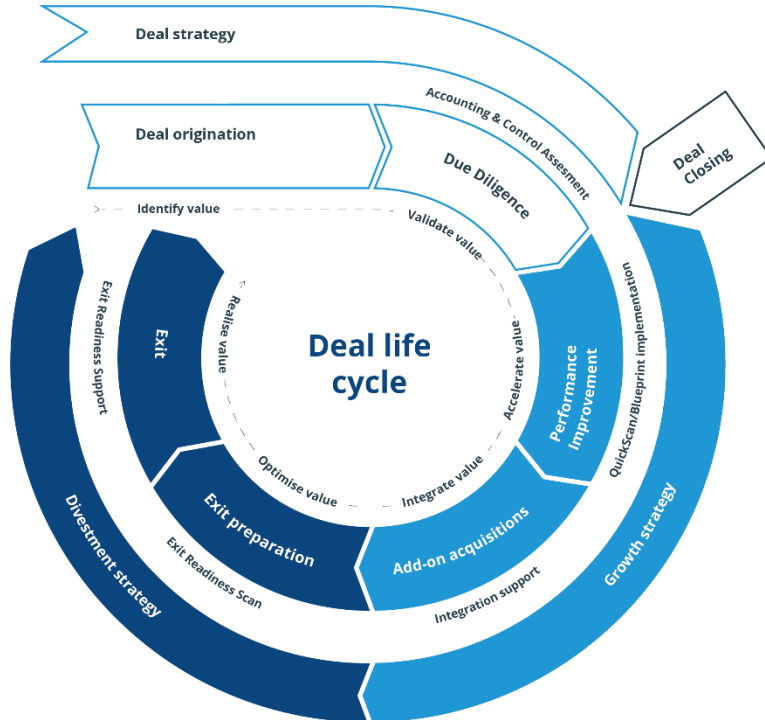
Preparation constraints

- Is our information available, reliable and consistent?
- Do we have the internal capacity and knowledge to accompany an exit?

How to smoothen the process and support the CFO during the exit?

- Assess information quality before exit process
- Anticipate and assure information need
- Secure business as usual and exit process

**A smooth exit process
creates trust and
therefore enhances your
negotiating position**



Exit Readiness Scan...

- ...to have an understanding of the **availability**, **consistency** and **quality** of information pre-exit
- ...to **anticipate on information needs** and being one step ahead of questions and desired analysis
- ...to align with business owners on the information gathering process and **plot deliverables on a timeline** to be in control

Thereby eventually increasing data quality, minimising impact on business-as-usual and avoid unnecessary time pressure by planning ahead.



Divestment strategy

Exit preparation

Exit



Exit Readiness Scan

To determine the degree of preparation



Minimise Information GAP

Between current and required state



Data room support

To create, enrich, and reconcile data



Q&A support

Act as CFO shield for timely and accurate answers

Disruption of the business-as-usual and reconciliation differences could have been avoided by gradually working towards reliable and consistent data.



Divestment strategy



Exit Readiness Scan

To determine the degree of preparation



Minimise Information GAP

Between current and required state



Data room support

To create, enrich, and reconcile data



Q&A support

Act as CFO shield for timely and accurate answers

The structured approach during the preparation for an exit has resulted in accurate data and embedded processes to sustain this post exit.



It's not rocket science

- Quality of data is one of the most underestimated hygiene factors before and during a due diligence
- Anticipate on what is coming and prepare for this from a process, data and knowledge perspective
- Support of business owners during a time when it is most needed thereby not losing track of business-as-usual by approaching your exit as a project
- It's never too early to start with your preparation to exit

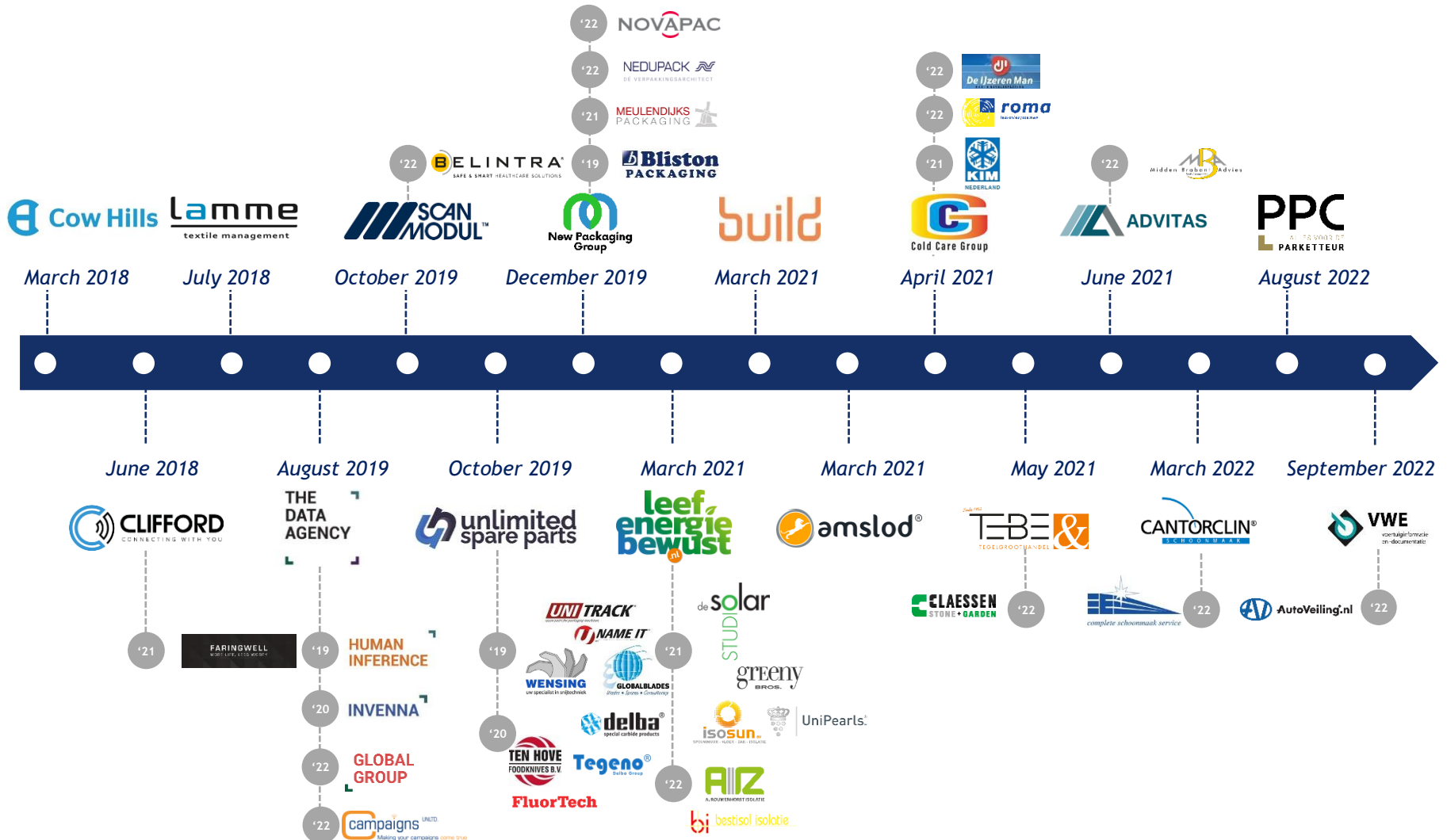


Dennis Hofmans
NewPort Capital
Investment Director

Introduction Newport Capital

NewPort Capital's portfolio | Entrepreneurial capital

>40 transactions unified in 16 platform companies



Cow Hills - Case study ITDD and Monitoring

Cow Hills | An introduction

Company overview

- Best-in-class provider of unified commerce solutions for leading international retailers
- Established in 2006 and headquartered in Maarn (NL), it has a sales office in South Africa and Norway
- The software is based on modular, cloud-native technology with a single software suite – providing scalability and operational leverage as new clients are added to the client list
- Offers online and offline integration with an omnichannel solution with unlimited promotion capabilities.
- Offerings also include self checkout, online basket calculation, back office and mobile POS
- Cow Hills stands out for its technology, implementation speed, new developments, maintainability and international availability. It has a sticky client base with almost zero churn

Selection of internationally active customers and key statistics



of employees
30 employees



Retail software heritage
15+ years



of active countries
20+ countries



Avg # of years at Cow Hills
6+ years



High customer lock-in
Avg contract length >10y



Omnichannel solutions
100%

Founders



Kees van der Veldt

CEO / Co-founder

30+ years of experience in the retail-IT industry

Focus on sales, marketing and general management



Mark de Graaf

COO / CTO / Co-founder

30+ years of experience in the retail-IT industry

Focus on the daily operations, IT strategy, development and HR



Sold a similar company in 2004

Cow Hills | A cloud technology point of sale platform



Flexible architecture enabling **integration at considerable speed**



State of the art, ISO 27001-certified, clean software compared to many **legacy vendors** with old code



True **cloud-native solution** with no need for on-premise deployment and **multi-tenanted hosting** on Azure




Standardised modular offering with developments rolled out to client base – increasing margin

Three phases in holding period | IT Due Diligence and monitoring is critical

“With the QA involvement of SIG in our Software Department, I am able to align interests of Clients, Developers, Management as well as our Shareholders”
Mark de Graaf - CTO Cow Hills


“We saved costs, reduced risk, created value and are always ready for an exit”
Rob van der Laan - Managing Partner NewPort

Exit




Preparation and VDD
Preparation is key

Holding period




Improving software quality
Cow Hills was guided with continuous developer feedback and quarterly management reporting




Professionalisation, positioning and growth
Rollout of improvement and growth initiatives

Due Diligence



IT / Software Due Diligence (SIG)
IT DD is becoming increasingly important for all acquisitions



Traditional Due Diligence
Perform Due Diligence on financial, legal tax, commercial, HR

Exit ready



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NOVEMBER 2022 – RESTRUCTURING

(Hosted by Greenberg Traurig)

1 DECEMBER 2022 – WINE TASTING – MEMBERS ONLY

(hosted by Bolster Investment Partners
& Atlas Fiscalisten)

8 – 10 MAY 2023 – DEALMAX (LAS VEGAS)

20TH JUNE 2023 – ACG HOLLAND GROWTH AWARDS