

# Private Equity International

Please send your completed submission to [OpEx@peimedia.com](mailto:OpEx@peimedia.com) along with any additional documents by no later than Thursday, 25 July 2019.

## CRITERIA

- The investment must have been at least partially realised on or after 1 June 2018.
- The four categories – small cap, lower mid-market, upper mid-market and large cap – refer to the deal's entry price.
- Any information/financial data that you prefer to be kept confidential should be clearly marked on your submission.
- Firms can enter more than once if they have completed more than one exit during the qualifying period.
- The judges' decision is final, and no correspondence will be entered into.

## PERSONAL DETAILS

In order to submit your entry, please provide the following details:

Name:	<input type="text"/>
Company name:	<input type="text"/>
Email address:	<input type="text"/>

## CATEGORY

- ☐ Large-cap (entry price >\$500 million)
- ☐ Upper mid-market (>\$150 million to \$500 million)
- ☐ Lower mid-market (\$50 million to \$150 million)
- ☐ Small-cap (<\$50 million)

## DETAILS

1. GP name:	<input type="text"/>
2. Portfolio company name:	<input type="text"/>
3. Location of headquarters:	<input type="text"/>
4. Sector:	<input type="text"/>
5. Initial investment date (deal agreed):	<input type="text"/>
6. Realisation date:	<input type="text"/>

## KEY METRICS

The judges will base their decision on the extent to which a business has, in their view, been operationally improved during its period of private equity ownership. The list of suggested metrics below is not intended to be definitive or exhaustive; they are not listed in any order of preference, and some may be more appropriate than others, depending on the specific investment. However, these are the kinds of factors that will inform the judges' deliberations:

7. Top-line revenue growth:
8. EBITDA growth:
9. Employee numbers at entry & exit:
10. Geographic expansion:
11. Increase in market share:
12. Increase in product range:
13. Productivity improvement:
14. Exit multiple / IRR:
15. Average time per month spent with portfolio company (days):

## NARRATIVE

16. Please explain in more detail how you created operational value within the business under your ownership, focusing on specific changes and initiatives (the more detail you provide, the easier it will be for our judges to reach a conclusion). You may wish to include details of: cost-saving exercises; bolt-on acquisitions; supply chain improvements; management changes; additional sales channels; ESG/CSR initiatives; new marketing campaigns; and so on. We'd also be interested to hear exactly who was involved in developing the value creation plan, and what their relevant experience was.

Please send your completed submission to [OpEx@peimedia.com](mailto:OpEx@peimedia.com) along with any additional documents by no later than Thursday, 25 July 2019.