



A Simplified Deal: The Playbook for Your Next Transaction

NOVEMBER 9, 2021

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Learning Objectives

- Review the current state of the transaction market (e.g., IPOs, SPACs and M&A)
- Evaluate recent case studies and best practices
- Determine what a playbook for your next transaction could look like





Agenda

- Introductions
- The State of the Transaction Market
- Strategies & KPIs for Choosing Optimal Exits
- IPO & SPAC Transactions
- A Seller's Exit Strategy
- Takeaways Playbook for Your Next Transactions



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INTRODUCTIONS Your Speakers





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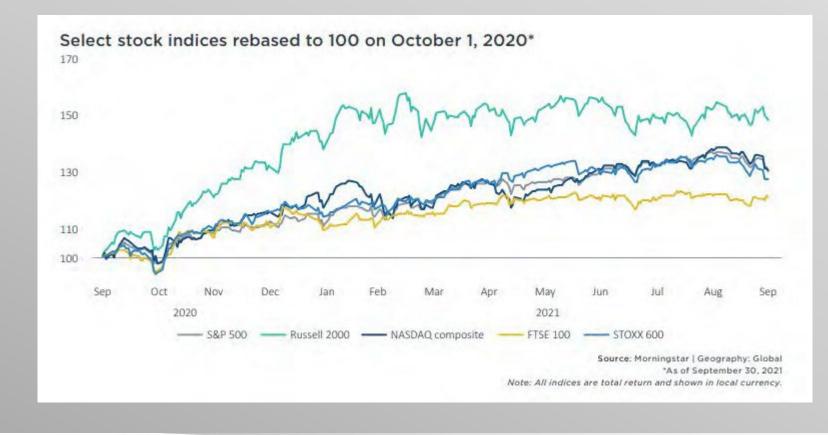
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Stock Market





Strategies & KPIs for Optimizing Value



Process and Preparation Steps

- Getting your accounting in shape
- Applying the tools of finance to improve your performance and boost your value
 - Robust, multi-year forward looking forecast model
- Understanding the metrics that matter in your exit
- The sale/partial buyout process itself



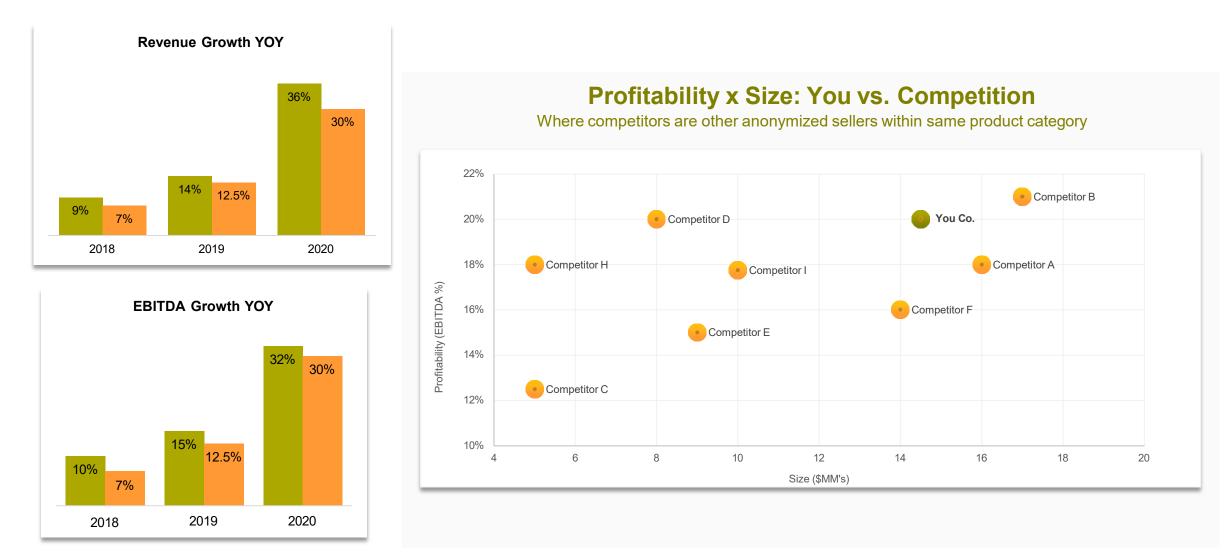
Metrics Buyers Use to Value Businesses and How to Maximize Those

- Competitive Value Benchmarks
- Entity Value Drivers
- Valuation & Growth Potential
- Entity Valuation Opportunities



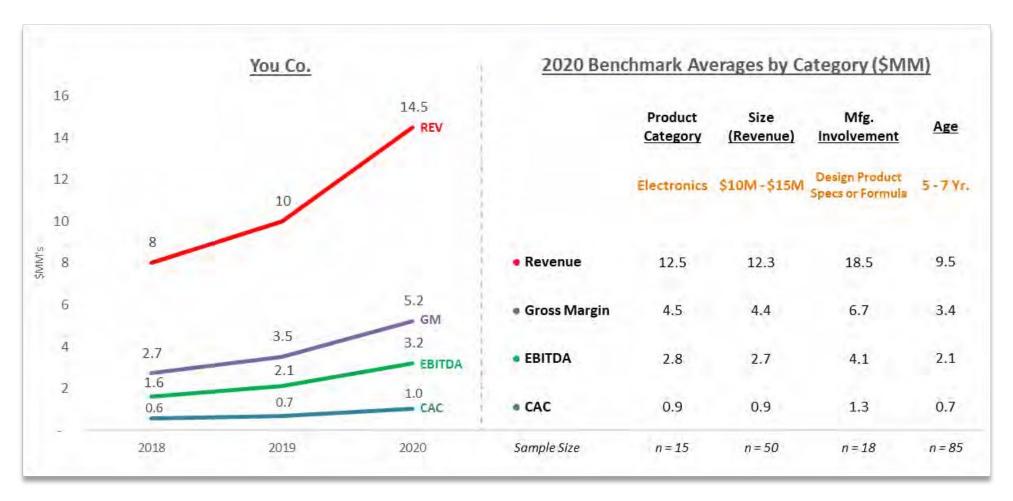


COMPETITIVE VALUE BENCHMARKS











Multiple-Driven Valuation

Est. valuation based on benchmark multiples from peers with shared company characteristics.

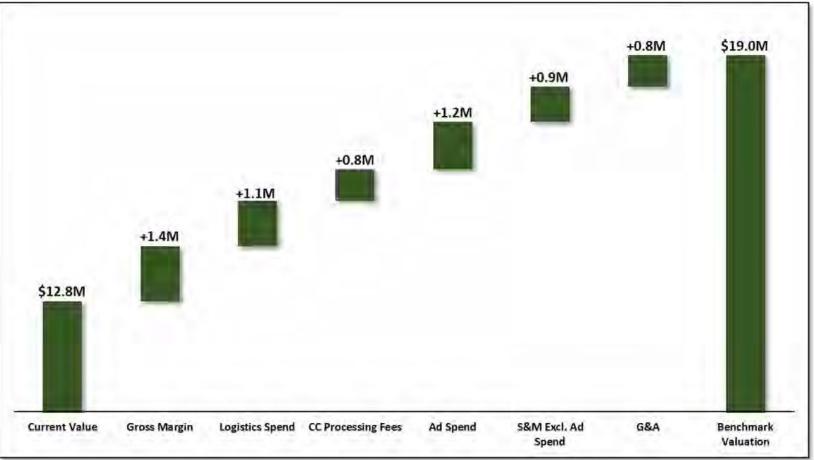
Compares against peers within same Product Category, Size, Manufacturing Involvement, and Company Age.

Dollars in \$MM's			Product Category Electronics			<u>Size</u> \$10 - \$15		Mfg. Involvement Design Product Specs or Formula			<u>Company Age</u> 5 - 7 Yr.			
		You	Benchmark	E	st. Value	Benchmark		Est. Value	Benchmark		Est. Value	Benchmark		Est. Value
EBITDA	\$	2.5	5.10	\$	12.8	4.25	\$	10.6	3.75	\$	9.4	3.85	\$	9.6
Revenue	\$	4.6	2.80	\$	12.8	2.33	\$	10.6	2.06	\$	9.4	2.11	\$	9.6
Sample Size:		n = 20			n = 75		n = 10			n = 90				



ENTITY VALUATION OPPORTUNITIES

Value-Add Opportunity Waterfall





Valuation Optimization

Key Metrics for Potential Buyers

Revenue Growth

- Best if on growth path already, not just forward looking
- Strong Sales Pipeline
- Customer Concentration low
- High level of Recurring Revenue
- Long term customer relationships
- High customer retention
- Strong balance of growth between upsell to existing and new customer acquisition
- Efficient Customer Acquisition Cost (CAC)



Valuation Optimization

Key Metrics for Potential Buyers (cont)

Profitability & Cash Flow

- Strong, increasing gross margin (unit economics)
- Operating leverage/Value creation (% of incremental revenue that falls to bottom line)
- Efficient operating expense management but with critical investments in governance and Bus. Intelligence
- EBITDA (or path to profitability) improving
- Free Cash Flow positive
- Effective Working Capital mgmt. (A/R, inventory, A/P)



Valuation Optimization

Key Metrics for Potential Buyers (cont)

Other Factors

- Historical forecast accuracy
- Competitive position/SWOT analysis
- Total Available Market
- Supplemental pro forma financials are okay but keep simple to avoid confusion
 - Exclude one-time historical event
 - "Normalize" LLC spending to a corporate or public company standard



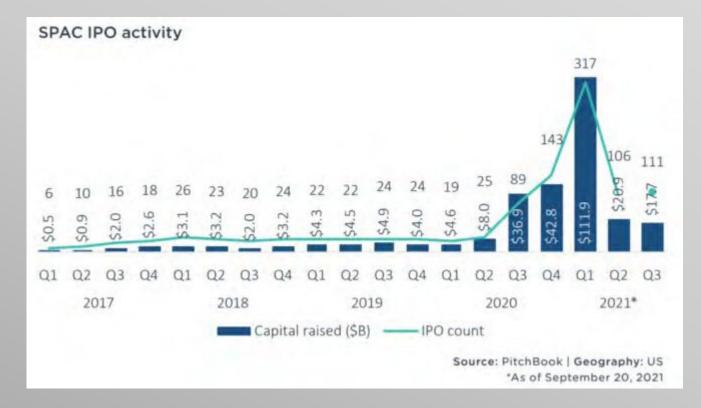
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IPO & SPAC Transactions



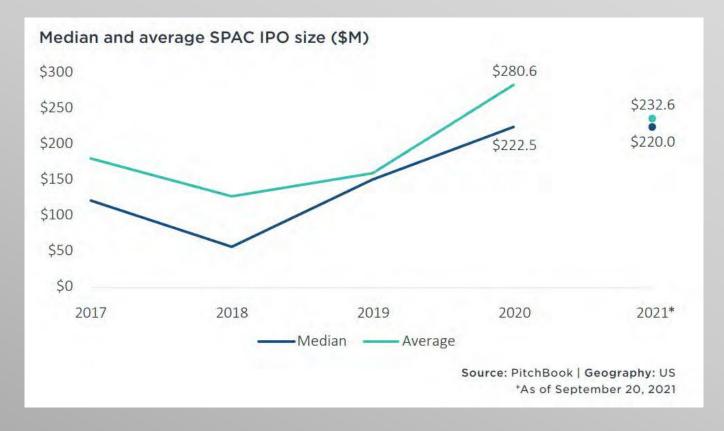


SPACS Through Q3 2021



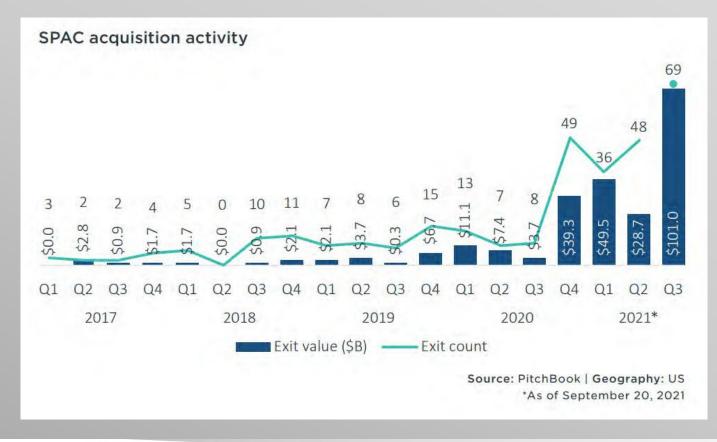


Market Activity Median & Average SPAC Deals





SPAC Acquisition Activity

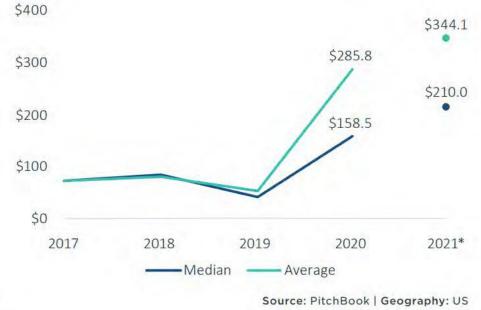




SPAC PIPE Activity



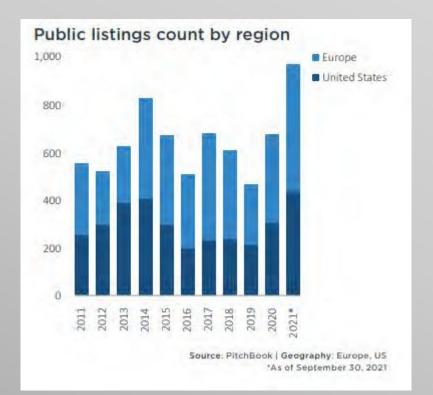
Median and average PIPE deal size (\$M) accompanying SPAC deals



^{*}As of September 20, 2021



Public Listings – Europe v. U.S.



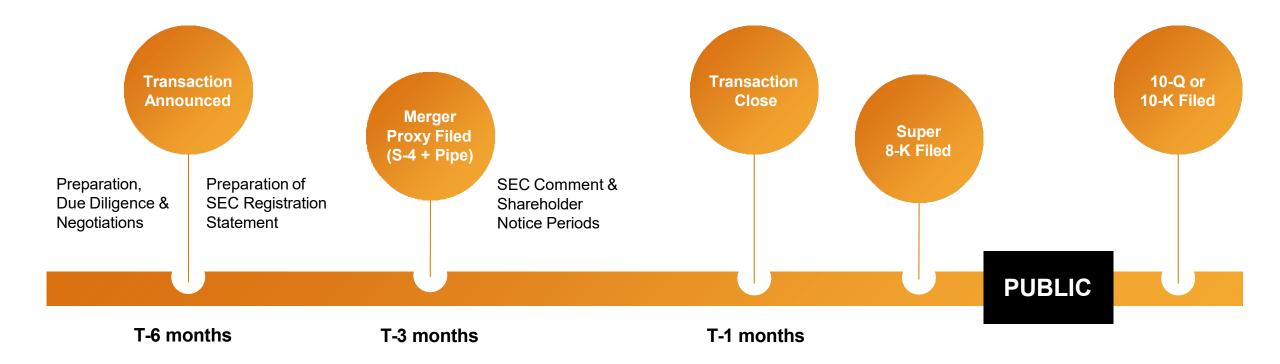


What does the IPO filing process look like?





What does the SPAC filing process look like?







Learnings from the Field

Program Management

- Dedicated project manager
- Detailed project plan
- Organizational risk assessment
- Change management
- Coordination with third parties (i.e., auditors, lawyers, bankers, etc.) and board of directors

Outsourced Services

- Accounting and close
- SEC reporting
- Taxation
- Financial planning and analysis
- Financial modeling
- Human resources

Financial Statements (FS) and Disclosures

- Evaluate historical FS and footnotes
- Segment reporting
- ASC 718 historical analysis and footnote
- Technical memos
- Coordination with auditors
- Evaluation of key accounting policies (i.e., ASC 606, 842)





Learnings from the Field

SOX Readiness and Support

- SOX 404 requirements / COSO framework
- Risk and control matrix
- Conduct walkthroughs
- Develop narratives and flowcharts
- Gap identification and remediation

Filing

- SEC registration statement
- Workiva S-1 and S-4 filings
- Revised filings for SEC comments
- Workiva super 8-K filing
- Proxy

Readiness Assessment

- Current state staffing evaluation
- Financial close evaluation
- Recommended outsourced services
- ESG evaluation





Learnings from the Field

Digital Transformation

- Current state technology assessment
- System recommendations to achieve best-in-class, scalable technology solutions
- Implementation and maintenance
- Optimize finance systems for SEC reporting

Audit Preparation and Support

- Review account reconciliations and analysis
- PCAOB compliant financial statement recast (two / three periods)
- Draft SEC compliant footnotes and disclosures
- Quarterly disclosure recast

Tax Preparation

- Quarterly and annual tax provision memo preparation
- Preparation of SEC tax footnote
- Assess international operations and transfer pricing
- Technical tax consulting and preparation (i.e., FIN 48, valuation allowance, § 382 study, ASC 450 accrual, etc.)

Post-Transaction Services

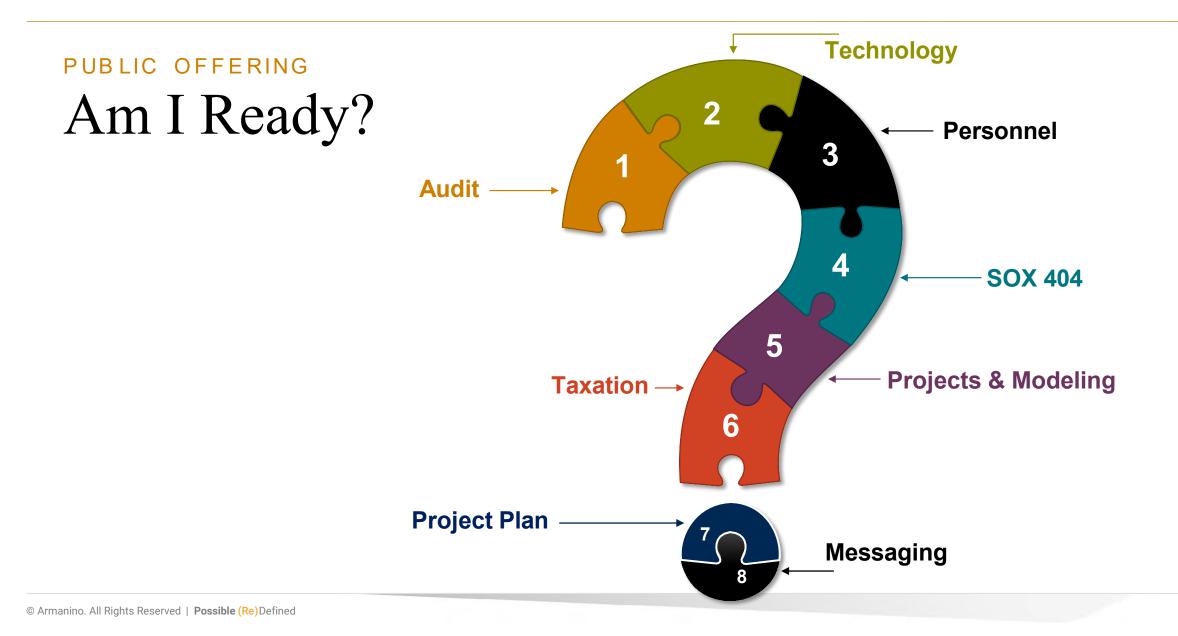
- SOX implementation
- and support
- Internal audit outsourcing
- Ongoing audit support
- SEC reporting
- Equity management
- Systems maintenance and upgrades



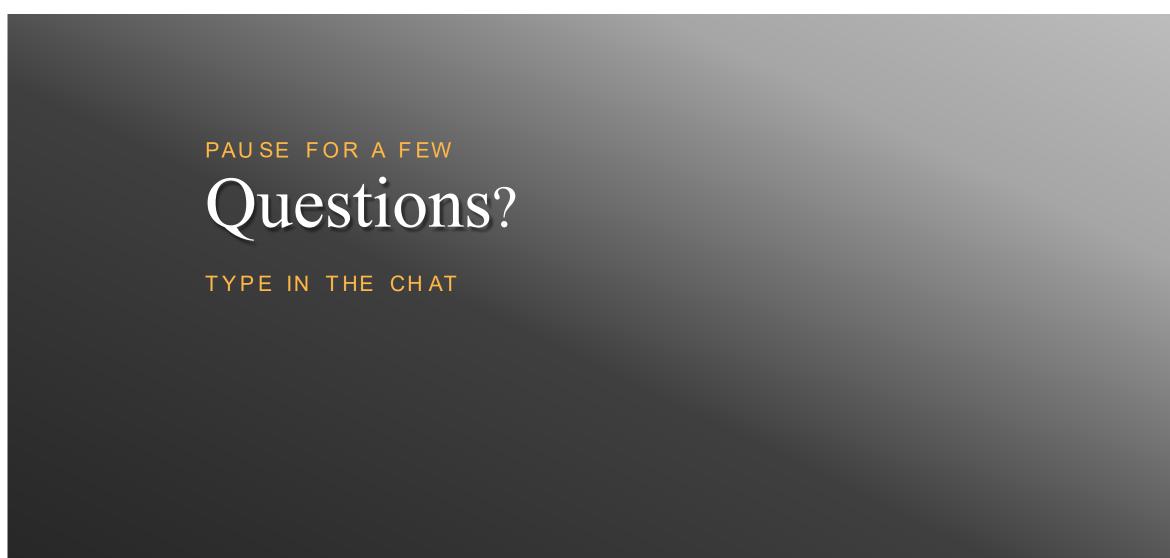
Learnings from the Field

	Phase I Prep & due diligence	Phase II S-1 & prospectus prep	Phase III Audit completion & quarter retrofit	Phase IV Confidential S-1 filing & SEC comments	Phase V Final S-1 filing & pricing	Post transaction SOX 404 reporting 10-Q & 10-K
Readiness assessment			quarter for one		phong	
Readiness management						
Outsourced services						
Digital transformation						
Financial statements & disclosures						
Audit preparation & support						
SOX readiness & support						
Tax preparation						
Filing						
Post-transaction services						









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POLLING QUESTION # 8



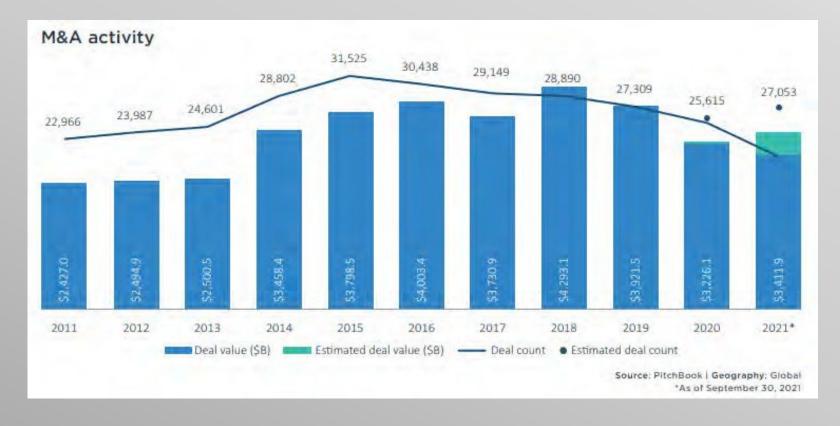
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A Seller's Exit Strategy





Global M&A Activity

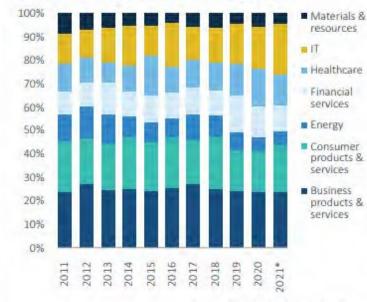




MARKET ACTIVITY Global M&A Activity

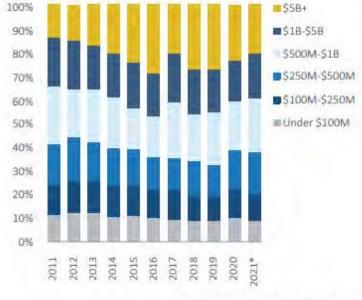


Share of M&A deal value by sector





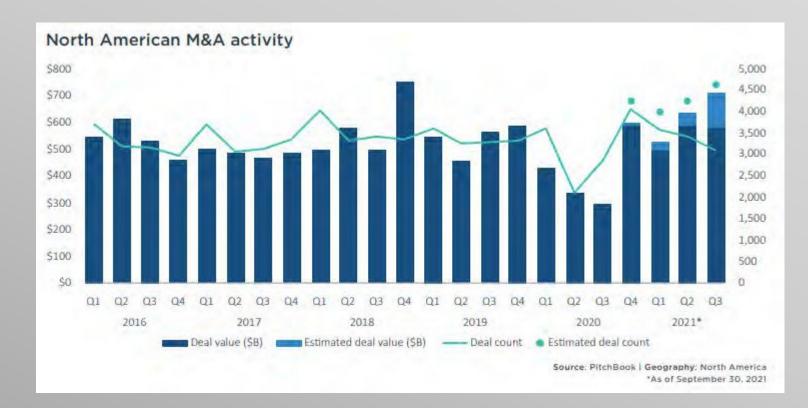
Share of M&A deal value by deal size



Source: PitchBook | Geography: Global *As of September 30, 2021



North America M&A Activity

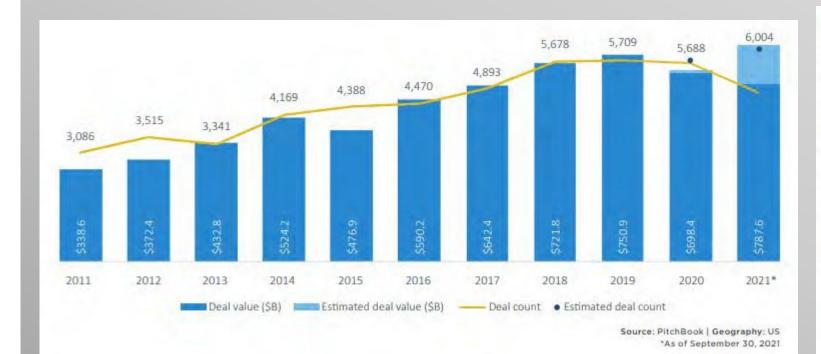


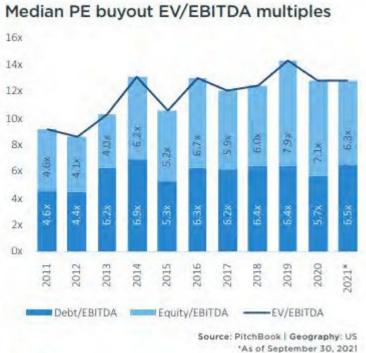
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U.S. PE Deal Activity

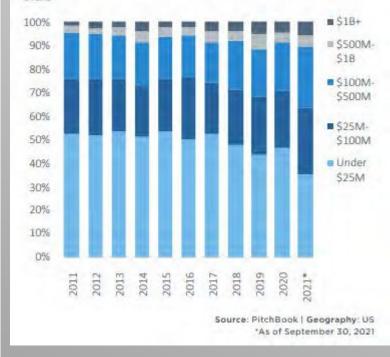




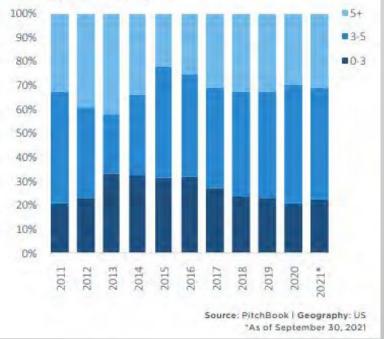


U.S. PE Deal Activity

Share of PE deal count with no backing by size



Share of PE buyouts by holding period (years) and exit year



Share of PE \$1 billion+ deal value by sector
Business products

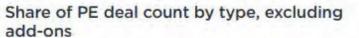


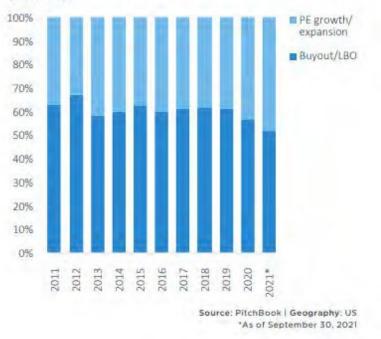


U.S. PE Deal Activity

Add-on % of US buyout activity

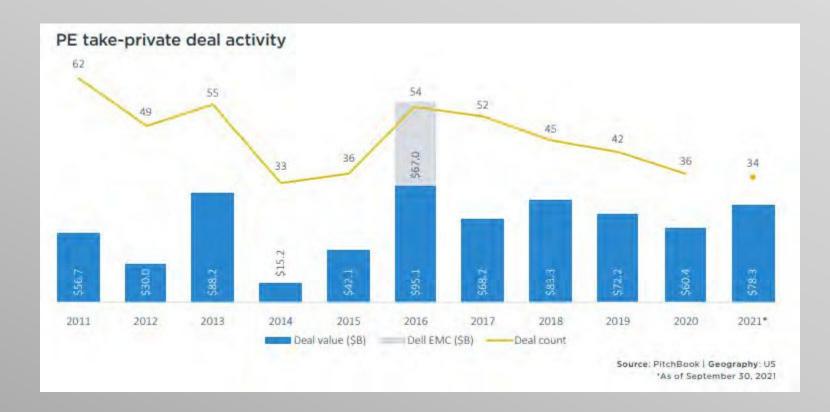








U.S. PE Take-Private Activity



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POLLING QUESTION # 9



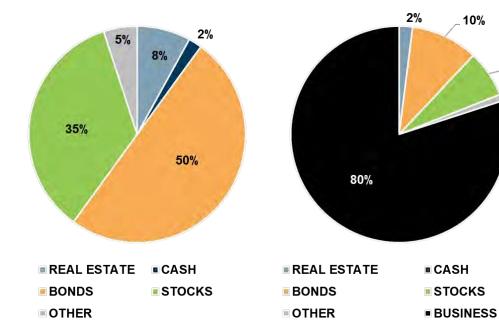
THE CHALLENGE State of Owner Readiness

IDEAL ALLOCATION



7%

1%



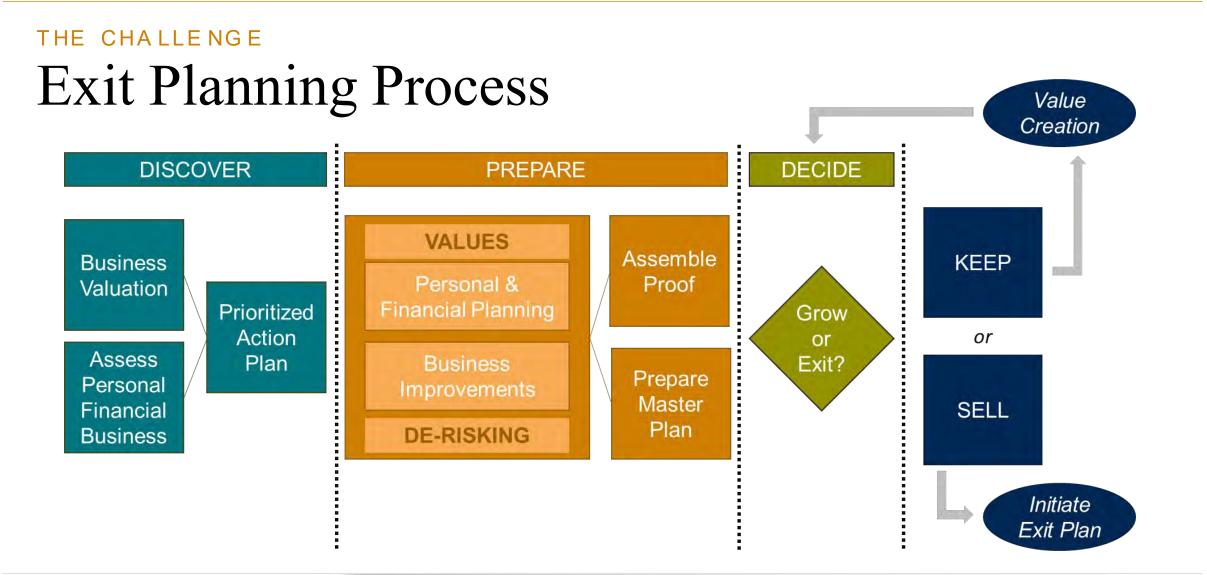
NEARLY 80% OF BUSINESSES PUT ON THE MARKET DO NOT SELL, NEARLY HALF OF THOSE SELLING WITH SIGNIFICANT OWNER CONCESSIONS.

12 MONTHS AFTER SELLING, 3 OUT OF 4 BUSINESS OWNERS SURVEYED "PROFOUNDLY REGRETTED" THE DECISION TO SELL THEIR BUSINESS.

ONLY 30% OF ALL FAMILY-OWNED BUSINESSES SURVIVE INTO THE SECOND GENERATION, 12% INTO THE THIRD



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COMMON CHALLENGE

Deal Structure & Entity Type



POLLING QUESTION # 10



PURPOSE & PROCESS Valuation

Purpose of a Valuation:

- Is the business saleable and what should it sell for?
- Determine a starting point for negotiation
- Determine characteristics that "add" and "detract" from value
- Not here to issue an "opinion of value"
 - Real estate agent vs. appraiser analogy

Process of Estimating the Value:

- Review 3 years of monthly financial statements
- Analyze the company's operations
- Research the company's industry
- Estimate the company's adjusted cash flow
 - High level adjustments
- Search for industry valuation multiples
 - Deal Stats, Capital IQ, BRG
- Consider "value drivers" specific to the company
- Apply market-based multiple to subject company metric





value drivers & important items Valuation

Examples of Value Drivers and Detractors:

- Competent, autonomous management teams
- Contracts in place with key customers and suppliers
- Key employees covered under non-compete agreement
- Proven track record of revenue and profit growth
 - Buyers don't like to pay for the value they create
- Clean and comprehensive books and records
- Assets are in good operating condition

Other Items to Keep in Mind:

- Valuation should be performed very early in the process
- Valuation should only include the assets intended to be sold
- Strategic buyers often pay a premium over financial buyers





Quality of Earnings

QofE Analysis

- Financial accounting analysis of a business to report its recurring rate of earnings.
- Focuses on Earnings Before Interest, Taxes, Depreciation & Amortization, not GAAP earnings.
- Analyzing the sustainability of historical cash flow.

Q	uality of Earnings Analysis			A second	(inter
\$0	00s	FY17	LTM Sep-18	YTD Sep-17	YTD Sep-18
				1.5.5.1.5	
	ported Revenue	45,019	45,967	34,633	35,580
	ligence Adjustments		1.1	1	
2	Project Revenue & COGS Recognition	NQ	NQ	NQ	NQ
3	Bill and Hold Adjustment	NQ	NQ	NQ	NQ
Dil	ligence Adjustments (+/- NQ)				-
Dil	ligence Adjusted Revenue (+/- NQ)	45,019	45,967	34,633	35,580
EBI	ITDA Reconciliation				
Ne	t Income	3,873	4,228	3,073	3,428
De	preciation & Amortization	370	432	242	304
Int	erest Expense	12	19	7	14
Tax	xes .	1	3	1	3
Re	ported EBITDA	4,257	4,682	3,324	3,749
%	of Reported Revenue	9.5%	10.2%	9.6%	10.5%
Ma	anagement Adjustments				
1	Owner Compensation & Personal Expenses	298	353	209	264
Ma	anagement Adjustments	298	353	209	264
Ma	anagement Adjusted EBITDA	4,555	5,036	3,533	4,013
Dil	ligence Adjustments				
1	Owner Compensation & Personal Expenses	(13)	(13)	(10)	(10
2	Project Revenue & COGS Recognition	NQ	NQ	NQ	NQ
3	Bill and Hold Adjustment	NQ	NQ	NQ	NQ
4	Pro-forma Rent Expense	(37)	(14)	(30)	(7
5	Transaction Related Expenses	9	20	6	17
6	Business Consulting Expense	18	27	15	24
7	Non-operating Income	(39)	(40)	(14)	(15
8	Commission Expense Normalization	NQ	NQ	NQ	NQ
9	Employer 401k Match	(140)	(10)	(130)	-
10	The second se	(9)	23	(53)	(21
11	Workers Compensation Normalization	(144)	(81)	13 41 44	(51
12	Unrecorded Accruals	NQ	NQ	NQ	NQ
Dil	ligence Adjustments (+/- NQ)	(356)	(88)	(330)	(62
Da	igence Adjusted EBITDA (+/- NQ)	4,199	4,947	3,203	3,951



Net Working Capital

The Overriding Concept

 Net Working Capital ("NWC") represents the amount of cash needed to run a business at a normal operating level throughout the year.

Rationale for Net Working Capital Adjustment

- Protection for Buyer and Seller for the economic impact of movements in working capital between signing and closing.
- Without an adjustment mechanism, Seller may be able to manipulate the closing working capital to increase the "effective" purchase price



Adjustment Mechanism

- Working capital adjustment = Actual working capital at Closing less Target working capital
- Working capital and Target need to be defined in the SPA.
- Unlike the Net Debt Adjustment, the Working Capital adjustment may not be a \$ for \$ adjustment

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VALUE DRIVERS & IMPORTANT ITEMS Diligence Adjustments

Non-operating Items	Gain on sale of fixed assets or businessOwner's personal expenses			
Non-recurring or Unusual Items	Settlement gainsSite/product line ramp up costs			
Accounting Errors	Missing/double booking of accrualsPassed audit adjustments			
Accounting Policy Changes	Reserve/accrual methodology changesChange in inventory costing			
Out-of-period Adjustments	 True ups of prior period accounting estimates Out of period gains/losses (reserve builds/reversals 			
Non-cash	 Equity compensation Asset/business impairments 			
Non-GAAP	Cash to accrual conversionImproper revenue recognition			



After-Tax Cash Proceeds

A tax "waterfall" estimates the seller's net cash after payment of taxes, transaction fees, and debt.

The purpose of this exercise is to educate the seller on how purchase price compares to net cash.

occub		Asset Sale Scenarios			Stock Sale Scenarios				
		Purchase Price		Purchase Price		Purchase Price		Purchase Price	
	9	45,000,000		\$80,000,000	43	\$45,000,000		\$80,000,000	
Gross Cash Proceeds	\$	45,000,000	\$	80,000,000	\$	45,000,000	\$	80,000,000	
Debt Paydown		(29,257,040)		(29,257,040)		(29,257,040)		(29,257,040)	
Unpaid Transaction Fees @ Closing									
IB Success Fee		(900,000)		(2,350,000)		(900,000)		(2,350,000)	
Advisor Fees		(240,000)		(240,000)		(240,000)		(240,000)	
Executive Bonuses		(730, 148)		(2,407,648)		(730,148)		(2,407,648)	
Before Tax Proceeds		13,872,812		45,745,312		13,872,812	T	45,745,312	
Taxes									
Federal Ordinary Income Tax from Sale		(1,561,300)	1	(1,135,699)				0	
Incremental Medicare Tax from Sale		(59,883)		(43,579)				-	
Federal Capital Gain Tax from Sale		3,000		(6,560,805)		(994,629)		(7,369,129)	
Pirmary State Tax from Sale		(279,910)	1	(2,196,574)		(296,349)		(2,208,699)	
Incremental State Tax from Sale		(15,947)		(125,144)		(16,884)		(125,835)	
Tax from Continuing Operations		(3,065,198)	11	(3,065,198)		(3,065,198)		(3,065,198)	
Estimated Tax Payments	1	615,000		615,000		615,000		615,000	
After-Tax Proceeds	\$	(4,364,239)	\$	(12,511,999)	\$	(3,758,060)	\$	(12,153,861)	
ETR		36.7%		28.9%		32.2%		28.1%	
Seller net cash	\$	9,508,573	\$	33,233,313	\$	10,114,752	\$	33,591,451	

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POLLING QUESTION # 11



Maximize Value, Minimize Waste

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Improve Earnings and Valuation

- Streamline processes and focus on cost reduction
- Minimize risk and ensure controls work effectively
- Identify critical roles and resources

Transition Planning

Reduce risk and time in transition

- Improve planning rigor and gain early understanding of target model design
- Identify new issues and interdependencies quickly
- Accurate and timely risk
 assessments

Post-Close Implementation

Integration and Growth

- Define operating model
- Leverage data to create insights
- Faster realization of synergies
- Focus on growth and alignment with corporate strategy

Valuation and Due Diligence

Deal Closure

Value Realization



BE READY

Prepare Now

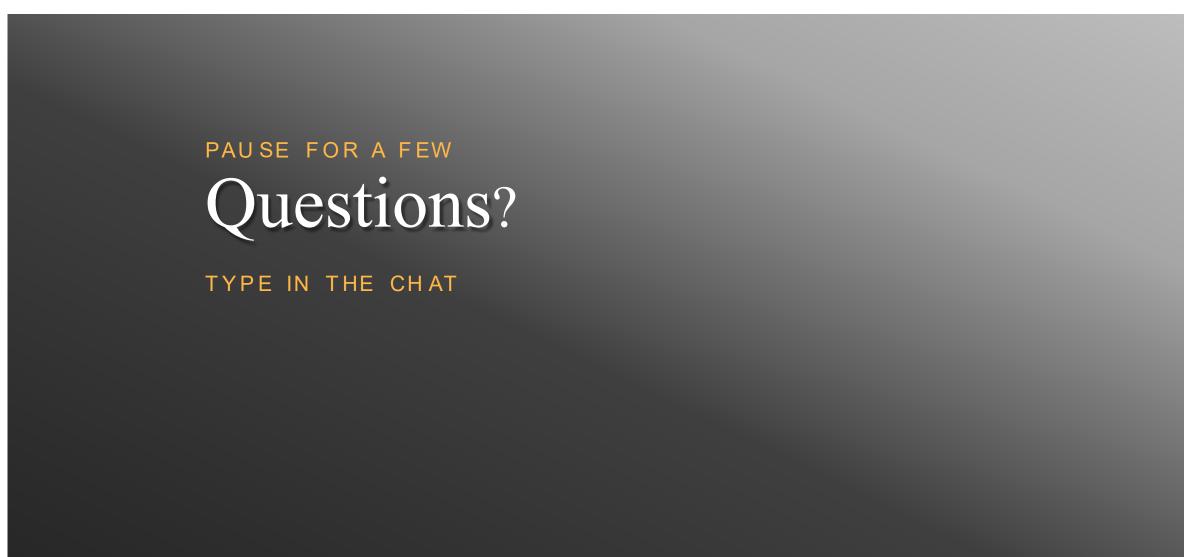
Who Should Prepare

- Companies with great financial reporting and sophisticated Accounting/Finance.
- Companies that have an annual audit performed.
- Those divesting a carved-out entity.
- Companies with poor financial statements.
- Everyone can benefit from preparing their financials for a sale process.
- A quality of earnings analysis helps to identify key issues and quantify risks as it relates to the transaction since many issues may not be uncovered until diligence is performed.

Focus on Financials...

- Financial statements are the key driver of valuation in a sale.
- Poor quality financial statements can lead to a lower valuation.
- Do you want the buyer to know more about your financials than you do?
- What is the best way to go about preparing your financials?





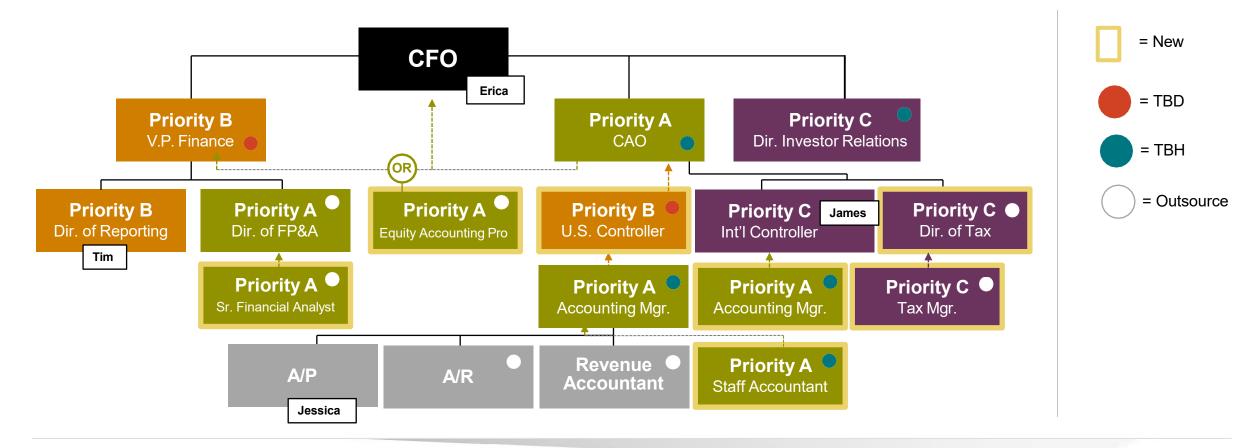
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POLLING QUESTION # 11

A Playbook for Your Next Transaction



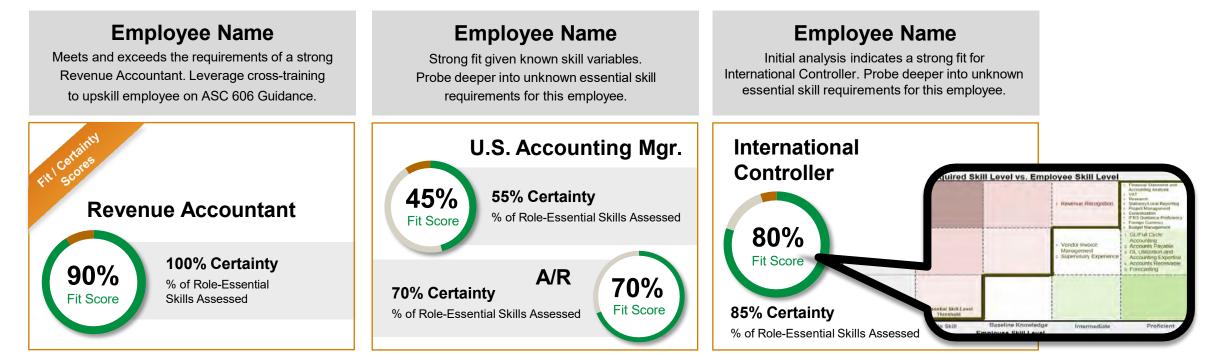
PLAYBOOK Organizational Readiness Assessment (example)





PLAYBOOK Organizational Readiness Assessment (example)

Skill Fit Upskill Unable to assess We perform a comprehensive review of your human capital, assessing each employee against a **proprietary, public company hard skill checklist**. Our analysis assists you in **identifying skill gaps** that must be addressed as your organization transforms into a public company.





PLAYBOOK Finance Readiness

Key finance functions to review and build out:



Budgeting & Forecasting

- Build a 2-year past/5-year future Financial Business Model in Excel or a cloud-based tool (recommended)
- Deliver monthly rolling forecast updates, w/integrated actuals & commentary
- Build and maintain 13-week cash flow forecast

Reporting

- Build a Reporting Dashboard with meaningful KPIs
- Update Reporting Dashboard monthly with actuals & insights
- Monthly full financial review of KPIs and standard financial reporting to Leadership



 Ongoing financial analysis leading up to transaction event: e.g., marketing channel economics, sales ROI, customer profitability, geographic profitability, cost savings, supply chain analysis, etc.



- Senior strategic financial leadership: finance on your side, each with dozens of buy- and sell-side deals completed, our CFOs bring the art and science of deal strategy and deal ops management to you, working hand-in-hand with your bankers
- Best Practices all around: finance and accounting, people, process & technology





Audit Readiness

Key attest functions to review and build out:

- ASC 606, Revenue Recognition
- Share-based compensation
- ASC 842, Leases
- Account by account reconciliation reviews
- PBC organization, cleanup, and upload
- Communications with auditors and audit defense
- Continuous communication with your team and project stakeholders
- IPO/SPAC Specific:
 - Quarterly reporting
 - SEC disclosure drafting
 - Technical memo drafting

Avoid an Audit Headache

With everything operational that your organization will be trying to accomplish ahead of an IPO, SPAC or M&A deal the last thing you need are audit headaches. 67





Tax Readiness

Key taxation functions to review and build out:

- State nexus and apportionment analysis
- FIN 48 assessment and memo
- 382 limitation calculation to analyze potential limitation of tax attributes
- R&D tax credit study
- More robust tie out of deferred taxes
- Compensation & benefit analysis
- IPO/SPAC Specific:
 - Quarterization of tax provision
 - Analysis of prior GAAP and tax treatment of any secondary sales of employee stock
 - Assistance with SEC tax footnote
 - Initial / prelim discussions on internal control plans & eventual SOX 404 compliance

Make Tax a Priority

Most companies place

tax *last* on their list of priorities. **Strategic organizations will make tax a higher priority**, understand transaction tax issues and figure out how to address them early in the planning process.





Controls & SOX Readiness

ONGOING COMMUNICATION & ALIGNMENT WITH EXTERNAL AUDITORS

Your involvement is critical to the project's success! We will engage and coordinate with your staff and your external auditors continuously during planning, fieldwork, and reporting.

PROJECT CLOSE & CONTINIOUS IMPROVEMENT

Following the engagement, we'll seek and respond to feedback from you and your external auditors. We'll share our point of view on emerging issues and discuss planning considerations for the following year.

EFFICIENT & EFFECTIVE FIELDWORK

We'll communicate a clear project plan—with key milestones and deadlines—and we'll hold ourselves and stakeholders accountable. Key functions performed as part of our fieldwork include: readiness and gap assessments, process documentation, test of design, operating effectiveness testing, and much more!

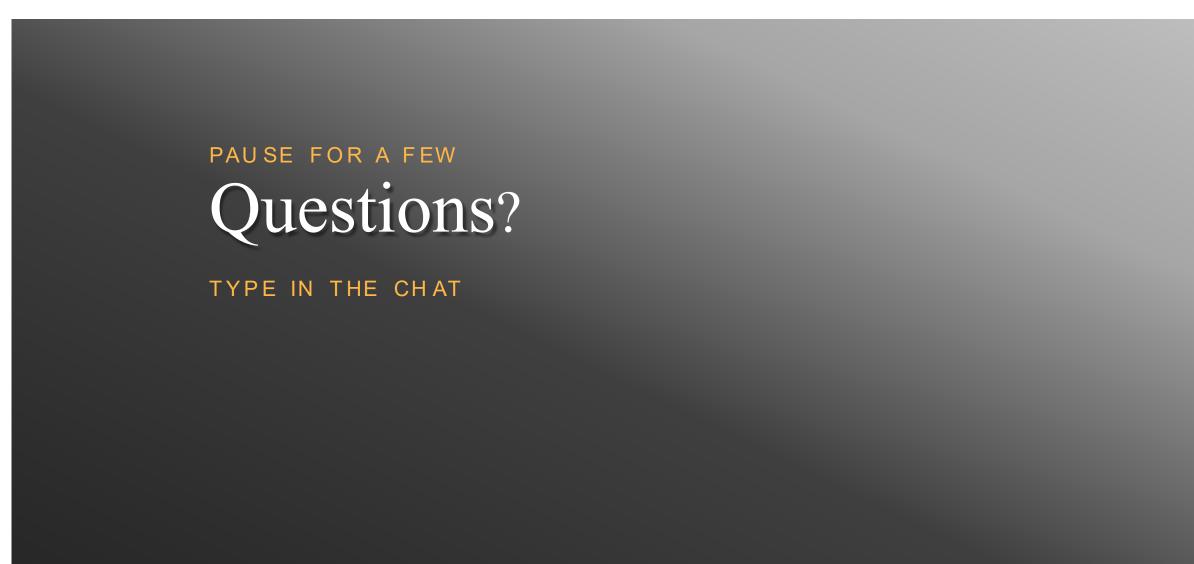
RISK ASSESSMENT, PLANNING & SCOPING

We help you lay a strong foundation, developing clear objectives and direction for all stakeholders.

STAKEHOLDER EDUCATION

SOX compliance is a heavy lift for your entire organization. Training stakeholders, including process and control owners, about SOX requirements, and expectations is critical for a successful, and sustainable SOX effort. 69





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