

Adara Partners – Advice on capital raise (2017)

Adara Partners acted as independent advisor to ansarada on its \$19.28m capital raise

Snapshot

- 2016-2017, advised ansarada, a major provider of AI-powered virtual data rooms and Material Information Platforms on capital raise options to fund growth plans
- **Adara Partners**, led by Graham Goldsmith AO and Catherine Brenner, acted as independent advisor to management
- Advised on executing a \$19.28m capital raise, structuring and timing
- Identified potential investors and prepared investor presentation document



Adara Partners provided the following services

- Performed use of funds analysis to understand the need for capital, and the quantum required
- Provided funding options advice, including structuring and timing
- Undertook competitor and market share analysis to support development of an investor presentation
- Undertook analysis on shareholder liquidity, including shareholder sell-down analysis, the implications of shareholder exits at different stages of a listing process, and identification of potential cornerstone equity capital investors
- Prepared an investor presentation document, considering appropriate content and messaging and project-managed the capital raise through to completion

Outcome

- Confirmed **strategic objectives** for ansarada initiatives and corporate liquidity requirements
- Enabled management to **consider capital management options** and position to execute a transaction
- Articulated the **need for capital** and quantum required
- Undertook analysis to **build the case** for a capital raise
- Prepared market-facing documentation to **communicate the capital requirement** to investors
- **Raised \$19.28m capital from strategic investors** to facilitate the company's growth initiatives

Snapshot

Use of funds analysis

- Key initiatives?
- Funds required?
- Prioritisation?

Quantum of growth capital required

Competitor and market analysis

- Market dynamics?
- Competitive pressures?

The equity story for a capital raise

Investor analysis

- Potential investors?
- Strategic partners?
- Shareholder liquidity?

The benefits the right investor brings

About Adara Partners

Collectively our Panel Members have advised over 90% of the ASX100 and have worked on many of the largest and most critical transactions in Australia's corporate history. Adara Partners' services are not limited to the ASX100 – our Panel Members have worked on a range of public and private corporate engagements, providing our clients with their expertise, through wise counsel, financial and strategic advice



Ilana Atlas AO
NED, Former Executive
and Law Firm partner



Catherine Brenner
NED, Former Investment
Banker



Tim Burroughs
Former Chair of
Investment Banking at
Goldman Sachs



Guy Fowler
Former Chair of
Corporate Client
Solutions at UBS



David Friedlander
Head of M&A at King
& Wood Mallesons



Graham Goldsmith AO
NED, Former Vice Chair of
Goldman Sachs



David Gonski AC
Chair of ANZ Bank,
NED of Infrastructure
NSW



Matthew Grounds AM
Former CEO of UBS



Christian Johnston
Head of Investment Banking
at Goldman Sachs



Diccon Loxton
Senior Finance Counsel
at Allens Linklaters



Peter Mason AM
NED, Investment Banking
Senior Advisor at UBS



Tony Osmond
Head of Corporate and
Investment Banking at
Citigroup



Mike Roche
NED, Former Head of
M&A at Deutsche Bank



Philippa Stone
Joint Global Head
of Capital Markets at
Herbert Smith Freehills



Cynthia Scott
Former Chief Strategy
and BD Officer at
Scentre Group

Our Panel Members provide their time and expertise pro bono. All profits are donated to Adara Development, Adara's not-for-profit arm that delivers services directly to more than 50,000 people living in poverty each year in Uganda and Nepal, and touches countless more through knowledge sharing

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