## PRIVATE EQUITY AS A FUNDING OPTION FOR MIDDLE EAST FOOD COMPANIES

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22<sup>nd</sup> November 2011



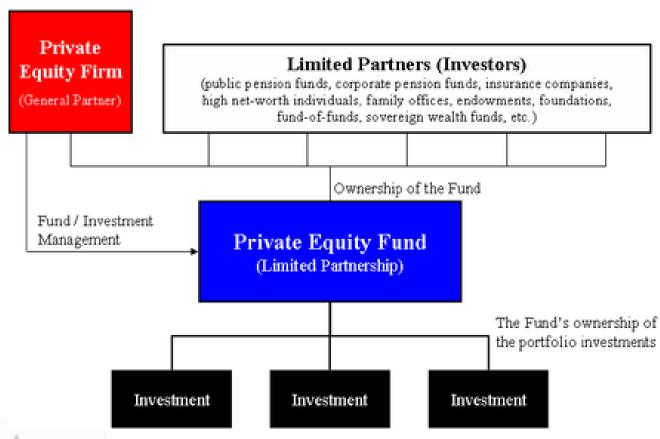
#### **About Mulverhill Associates**

Mulverhill Associates was established by Jonathan Hall in 2010 in Dubai to provide a full range of private equity and corporate advisory, investment and transaction related services in the MENA region. Prior to Mulverhill, Jonathan was an Investment Director with Abraaj Capital in Dubai, one of the region's largest private equity firms, where he was involved in and responsible for over 20 transactions and US\$ 2 billion of investments and financings across a wide spread of industries.

Mulverhill provides advisory services to investors and corporates looking to acquire, invest in or sell businesses and assets in MENA and also originates proprietary deal flow for specific investor groups. Previous clients include Dubai Aerospace Enterprise. For more information please see www.mulverhillassociates.com.



#### What is private equity?





### Why choose private equity?





- "Transitional capital" to support growth to next stage of development
- Long term financial support, often 4 / 5 years or more
- Significant input from partners to maximise business performance

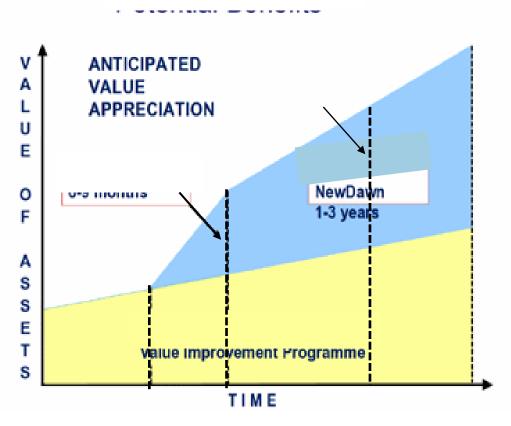
#### What does private equity want?





- Proven business model and growth potential
- Clear strategy, business plan and uses of any funds to be raised
- Committed and able management team
- Reasonable valuation and deal terms

#### What are the benefits of private equity?





- Accelerated growth and development of business
- Support through execution of plans and assistance with any issues and problems
- Maximisation of value for shareholders

#### Private equity in Middle East food















- MULVERHILL ASSOCIATES
- Already several examples of private equity in the regional food industry
- Significant potential within sector for growth, consolidation and new products
- Expect ongoing and increased participation by financial investors

# Thank you Any questions?

