



APS ADVISORY GROUP



**Partnering with you on your
business success journey**



TABLE OF CONTENTS

01	Welcome to APS Advisory Group	4-5
02	Who We Are	6-7
03	Meet our CEO, Arj Senthilkurmaran	8-9
04	Our Services	10-11
05	Mergers & Acquisition	12-13
06	Business Divestments	14-15
07	Commercial Finance & Strategic Reviews	16-17
08	Management Buy-outs and Ins	18-19
09	Finance Broking	20-21
10	Let's Discuss Your Needs	22-23



“Partnering with you on your business success journey to offer innovative financial support and hands-on expertise.”

Welcome to APS ADVISORY GROUP

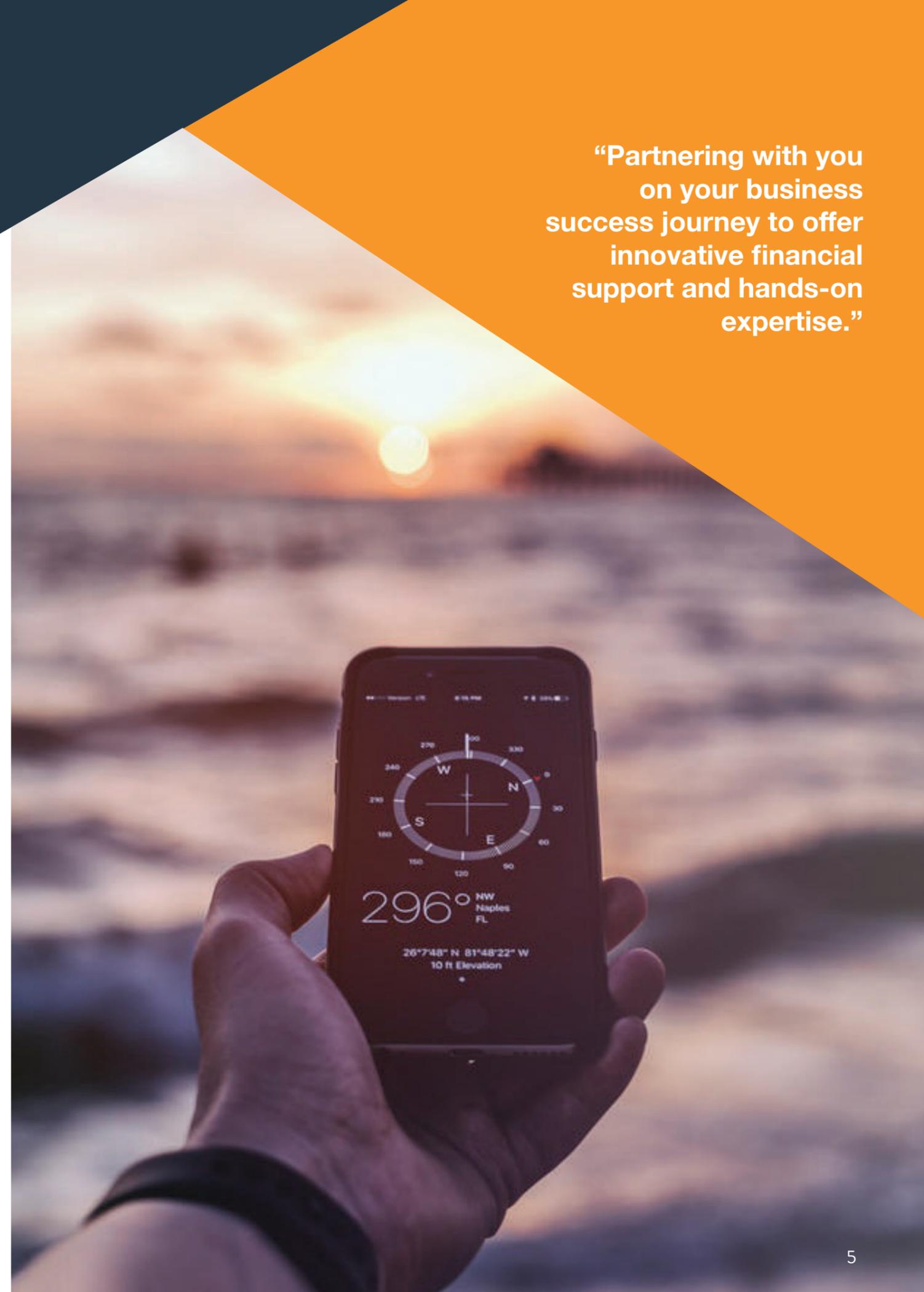
Founded in 2017, we partner closely with clients across a wide range of industries to provide innovative and comprehensive strategic advice and transaction management to help businesses improve their growth trajectory through financial initiatives including investments, mergers, acquisitions, loans, and business divestments.

At APS Advisory Group, we strongly believe that fostering a strong and ongoing business partnership with our clients is the most effective way of helping you achieve your financial objectives successfully.

This is why we focus on working closely with all levels of management and staff to fully understand your business and vision,

current market position and your overall transaction objectives.

It's by truly connecting with your whole organisation that we can provide innovative and strategic guidance to help you make well-informed business decisions for long-term success.



Who we are

Our Team

APS Advisory Group represents the coming together of a collection of like-minded and passionate “success partners” who all share a core belief of offering successful financial solutions through practical innovation.

Combined with our collective years of experience, our clients benefit from a powerful mix of business knowledge, competence, ingenuity, and insight. As a result, our team have witnessed the positive impact our services have on all our clients and continue to nurture long-term relationships.

Our Approach

As an experienced and independent advisory service, APS Advisory Group has an outstanding track record of success working with a long list of very satisfied clients. This is because we take the time and the care to truly get to live and breathe your business and your circumstances.

Our success partners achieve better, more profitable outcomes, quicker than others. It’s this unique, personal approach where no job is too small or too big that helps you achieve your goals – and when you succeed, so do we.

Who we work with



“Our success partners achieve better, more profitable outcomes for clients across a range of sectors and industries.”

Meet our CEO, ARJ SENTHILKUMARAN



“We partner with businesses at every stage of their journey, enabling them to make well-informed strategic decisions that maximise profits and achieve their vision.”

Welcome to APS Advisory Group

As CEO, I specialise in combining my passion and financial expertise to develop and execute innovative strategies which achieve better outcomes for businesses, no matter how unique or what situation they are in.

I am a dedicated entrepreneur myself who understands the persistent drive towards success, which is why I focus on partnering closely with growing businesses to be a reliable financial business partner who you can trust with complete peace of mind.

This is why I work well with like-minded people and enthusiastic brands across a

range of different industries, including Retail and Petroleum, to assist in achieving your financial projections and goals.

My approach involves looking holistically at the full scope of my clients' needs and taking the time to devise innovative solutions which I then get directly involved in to execute. This out of the square thinking leads to better outcomes that businesses don't often consider.

I am motivated by producing the best results possible, and feel a great sense of satisfaction when I see my clients evolve their operations and flourish as a direct result of my services.

Areas of Expertise

With over 15 years of experience in Investment Banking, Retail, Petroleum and Start-ups, I have supported my clients in areas such as business strategy and commercial finance, valuation analysis, mergers and acquisitions, transaction management, evaluation of financial and strategic alternatives and growth strategies.

In an era where financial acumen, data and information are paramount for peak performance, I offer you leading expertise and valuable experience from years of working within the finance industry.

My logical and diligent approach, together with a strong attention to detail, befits the success I have experienced in my career, however I am most proud of my high level of professional integrity, which I believe allows me to form genuine relationships with all of my clients and teams.

I look forward to working with you.

Our Solutions

When it comes to our innovative financial advisory services, we tailor them directly to the specific needs of your business with a disciplined, methodical and results-driven approach.

At APS Advisory Group, we are your trusted financial success partners to help your business grow, no matter what stage you're at, which industry or position in the market.

It is our focus on devising innovative ways to accelerate performance and take advantage of opportunities which has allowed us to make a significant difference to so many clients – and we offer the same to you.

APS Advisory Group provides trustworthy solutions in the following areas:

- Mergers and Acquisitions
- Business Divestments
- Commercial Finance and Strategic Reviews
- Management Buy-Outs and Buy-Ins
- Finance Broking

At APS Advisory Group, we genuinely love to see our clients grow.

We see ourselves as your partner in making the right decisions and protecting your interests through financial and strategic advice which assists with overall business improvement. We're right by your side when you need us.



“Companies need access to flexible, experienced talent that can be engaged with during key growth and consolidation phases of their life-cycle.”

Mergers & Acquisitions

The acquisition and merging with other organisations can be a strategic business decision, however it can also involve a lot of resources, planning, time and especially risk.

The acquisition and merging with other organisations can be a strategic business decision, however it can also involve a lot of resources, planning, time and especially risk.

It's important to have the right advisory team behind you to ensure you have considered every angle and guide you towards the best way to move forward.

At APS Advisory Group, we service clients who are considering the option of acquiring or merging with a specifically identified business to combine their operations and grow as one entity.

As your trusted partner, we provide several specialist services to assist you every step of the way with mergers and acquisitions, including:

- Identification and evaluation of potential acquisition targets
- Valuation analysis
- Evaluation of financial and strategic alternatives for the acquisition structure
- Sale negotiation and closing
- Management of the due diligence process

Do not risk undertaking the process alone. We can provide you with clarity and the peace of mind you want when undertaking a project of this magnitude.

“As your trusted partner, we provide specialised services to assist you throughout the transaction.”

Business & Asset Divestment

There often comes a time in a business' lifecycle where a strategic decision to sell off an asset or division of the organisation is required.

This is not an easy task which is why it's essential to have an expert advisory team onboard to ensure that you're on the right track to fulfilling all of the objectives of the divestment.

At APS Advisory Group, we specialise in creating an ideal sale process which maximises value for our clients and ensures an optimal outcome.

If you are considering selling a company or business division, we can assist you with the following:

- Evaluation of financial and strategic alternatives
- Advice on which sales processes and methods will maximise value
- Support in the preparation of an information memorandum (IM) and/or other sales materials
- Research, identification and contact with qualified acquirers
- Sale negotiation and closing
- Management of the due diligence process

Our team has a long history of successfully completed transactions and will provide you with confidence throughout the divestment process.



“At APS Advisory Group, we specialise in creating an ideal sale process which maximises value.”

Strategy & Commercial finance

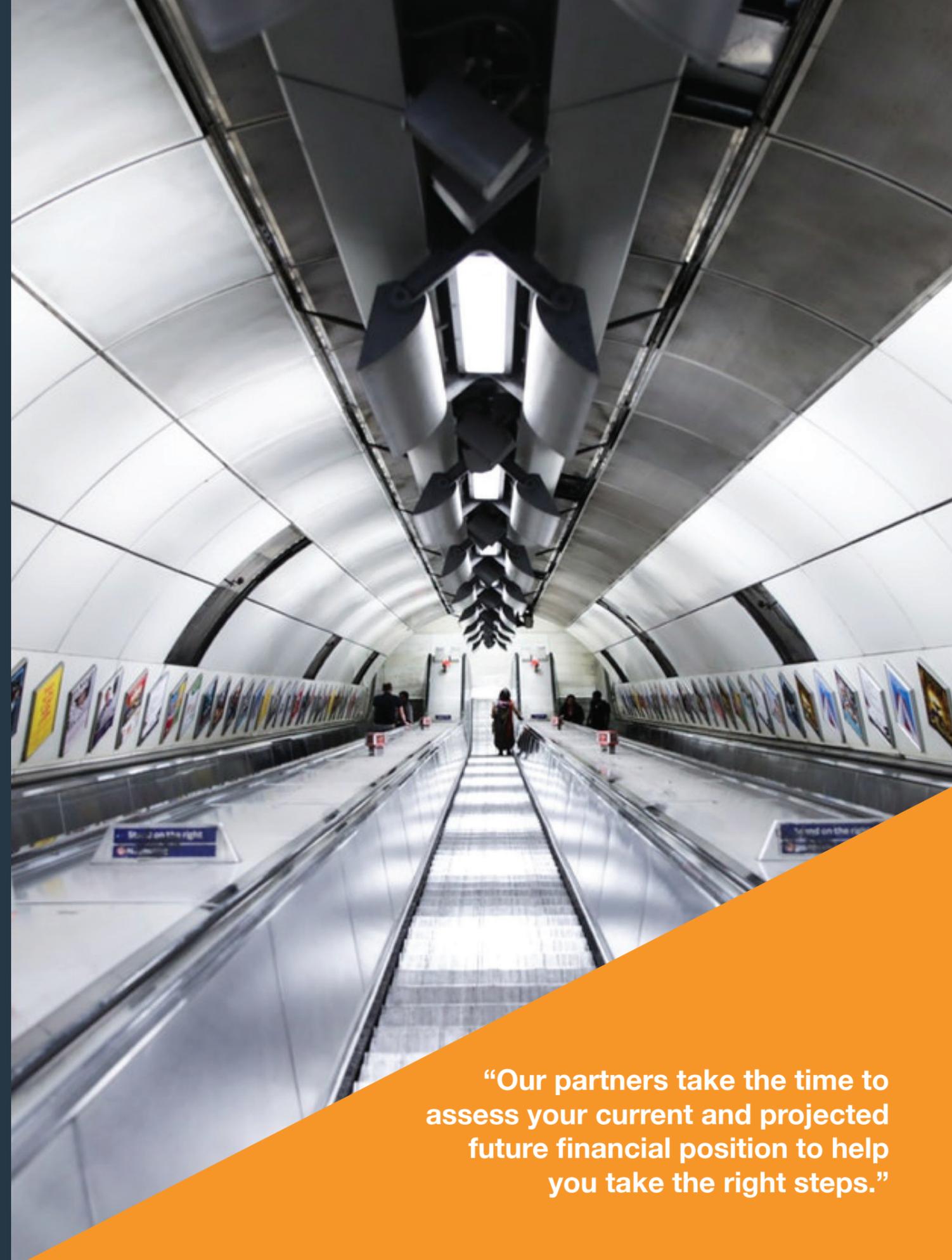
A business, no matter what size, must take the time to assess its current and projected future financial position to help make the best strategic decisions for long-term success.

As an independent and unbiased financial advisory provider, we partner with the stakeholders of your business to undertake a detailed analysis and review to assist owners and directors, boards, management and shareholders to accurately assess the opportunities facing the business, and act accordingly.

When you are armed with our comprehensive report and accurate data, you are in an optimal position to make well-informed decisions going forward.

Our detailed analysis can include the evaluation of:

- Business plans
- Contract performance
- Corporate Finance
- Financial Management and Feasibility Analysis
- Long-term financial projections and scenario analysis
- Growth Strategies



“Our partners take the time to assess your current and projected future financial position to help you take the right steps.”

Management Buy In / Out

Whether an existing management team are seeking to acquire a large part or all of their company, or an external management team wishes to obtain a company and assume the management role.

APS Advisory Group can provide assistance with the following services:

- Review of target business including risk identification and mitigation
- Transaction structure design for management and investors
- Preparation of an information memorandum (IM) to solicit interest from debt and equity providers

- Negotiation with current owners
- Management of completion and settlement

We ensure that the process is well-supported and smooth to achieve a successful outcome.

“Our business risk identification and mitigation services are a key element of the buy in / out support we offer our clients.”

Finance Broking

Quite often, the availability of funding is the one factor that's holding a person or a business back from realising their goals.

We can help you overcome this challenge.

Our team of loan professionals specialise in helping to guide our clients, whether their needs are individual and corporate, through the journey of securing finance in areas including:

- Residential Home Loans
- Commercial Loans
- Car and Asset Finance
- Business acquisition loans

At APS Advisory Group, we help from the start of the loan application, right to the conclusion and beyond.

This includes identifying the right loan for your needs, managing all the paperwork for the financial institution, and ensuring that we do everything that's required to get you the best deal with minimum hassle.

We also ensure that we continue to monitor your loan into the future and conduct regular refinancing reviews to ensure you are always at the optimal rate as conditions change.

“Our team specialise in guiding our clients through the often complex journey of securing finance”

Contact Us

If you are looking for a genuine partner to help you drive the next stage of your business' success journey then get in contact today to discuss your requirements and objectives.

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