



CCA PRIVATE PLACEMENT ADVISORY

Raising capital from the right investors on competitive terms is a key strategic issue facing all growing cleantech / resource efficiency companies. CCA uses its experience to help guide clients through this process and optimise outcomes. We aim to act as the exclusive financial advisor for our clients in their capital raising process, providing the following key services:

- ❑ Make and assess the company's potential for growth, the quality of management, the relevant industry structure, and the ability of CCA to add strategic value to the client
- ❑ Review, test and enhance the company's business model and investment proposition
- ❑ Assist in the preparation of any materials, including a business plan, teaser, information memorandum, management presentation, financial projections/information and/or other materials used in the marketing and due diligence process to prospective investors
- ❑ Recommend the best investors to approach and approach agreed investors on our client's behalf
- ❑ Advise as to valuation by analysing historical operations, present financial condition and future prospects, and utilising appropriate valuation techniques
- ❑ Setting up meetings between the client and investors, and overseeing the information flow, due diligence process, and ongoing dialogue
- ❑ Assist the client in negotiations and supervise the drafting of all relevant documents, including term sheets, shareholder agreements and share purchase agreements. Project manage any other advisors (lawyers, accountants, others) involved in the project
- ❑ Provide valuation advice and ensure competitive tension is injected into the process
- ❑ Assistance in closing the investment