



# MAKING EXTRAORDINARY EXITS POSSIBLE

---

YOUR EXPERT GUIDES ON THE STRATEGIC  
JOURNEY OF SELLING YOUR BUSINESS

# ABOUT STS CAPITAL PARTNERS

We are the expert guides for entrepreneurial business owners on the journey to achieving Extraordinary Exits. By selling your business strategically to the people that buy strategically, cutting out the middlemen, you can achieve maximum multiples, create legacy potential, and realize real potential value. That's an Extraordinary Exit.

## OUR JOURNEY TO MAKING EXTRAORDINARY EXITS POSSIBLE

In 2003, our founder, Rob Follows, created STS Capital Partners after his own experience selling his business the conventional M&A way was reduced to a mere transaction by financial buyer middlemen. He resolved to fix the M&A process and make a sell-side stand on behalf of entrepreneurial business owners looking to exit their businesses by building a company dedicated to selling to strategic buyers and combining his passion for philanthropic initiatives.

Today, STS Capital Partners is a global M&A firm, helping hundreds of clients to achieve extraordinary exits and realize real potential value.

As STS Capital Partners has expanded, we've remained true to our core vision. By combining our empathy for entrepreneurial business owners with leading strategy and marketing principles, compared to the usual purely financial focus, we've reimaged the M&A equation to make Extraordinary Exits possible for our clients.

Our extensive global relationships, world-class team, and proven deal process bring international strategic buyers and investors to the table. The result is more comprehensive, competitive, multi-bidder soft auctions that deliver maximum financial returns and achieve full potential for clients. As a result of this focus, we've helped clients fulfill bigger ambitions in life and leave lasting legacies through inspiring charitable donations that make the world a better place.

# WHAT WE DO

---

We know that selling your business is undeniably complex, and now that you're thinking of selling, you need to know what to do. And while you're the expert at your company, selling it is probably a new experience for you. You need help identifying the right steps to take and market value.

At STS, we understand that selling a business is never just a transaction—it's an emotional and psychological journey. As entrepreneurs ourselves, we've been in your shoes, and we're here to guide you through the process so you can achieve your extraordinary exit. With our unique experience and capabilities, we're able to realize true potential value in three distinct ways; being your expert guides along the sales journey, ensuring you maximize financial value by selling to strategic buyers and supporting you in creating a lasting legacy. We're the sell-side strategic guides here to help you achieve your extraordinary exit.

## HOW WE DELIVER TRUE POTENTIAL VALUE

We're here to guide you through the strategic journey of selling your business and delivering true potential value, both for your financial net worth and legacy potential.

**EXPERT GUIDES** – your expert guides on the strategic journey of selling your business

**MAXIMUM FINANCIAL VALUE** – enabling you to achieve maximum financial value from strategically selling to the people that buy strategically

**LEGACY POTENTIAL** – building a better world through your Extraordinary Exit

# THE THREE PILLARS OF STS

## MAKING EXTRAORDINARY EXITS POSSIBLE™

### EXPERT GUIDES

We're entrepreneurs helping entrepreneurs — we've been in your shoes. We're here to guide you on the journey to your Extraordinary Exit.

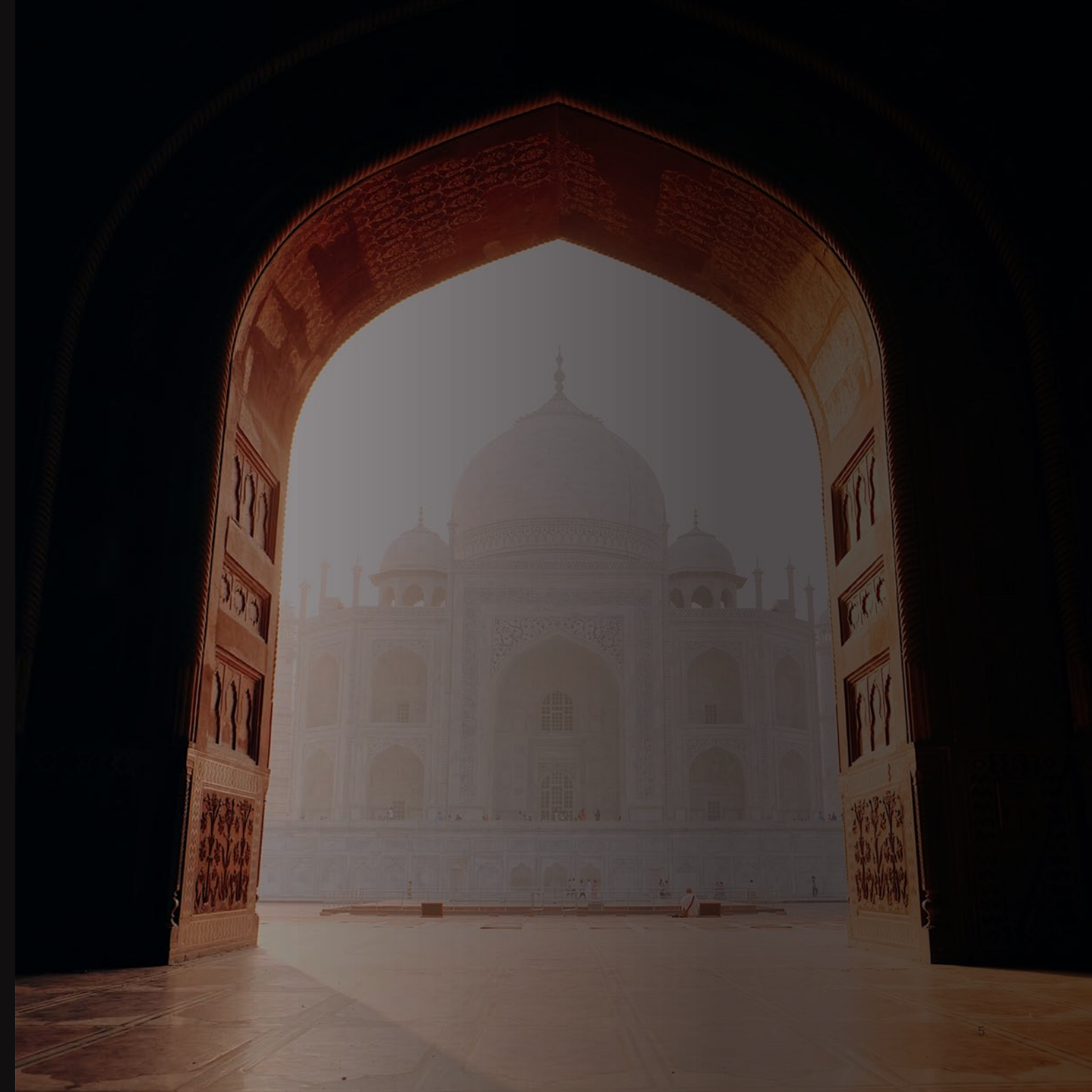


### SELLING TO STRATEGICS™ (STS)

Achieving maximum financial value in your transaction through Selling to Strategics™.

### SUCCESS TO SIGNIFICANCE™ (STS)

Helping create a legacy potential through our Success to Significance™ program, supporting charitable donations worldwide.



# EXPERT GUIDES

---

## A TEAM OF FELLOW ENTREPRENEURS, DEDICATED TO YOUR EXTRAORDINARY EXIT

STS Capital Partners help entrepreneurial business owners achieve Extraordinary Exits from the sale of their business. So what makes us so unique?

Firstly, we're strategists. We can join the dots, see the bigger picture, and find your business's integrated value. We enable you to sell strategically to the people that buy strategically. We bring rigorous strategic thinking and marketing principles to M&A, compared to the usual purely financial focus, building attraction, and competition with buyers across the world to maximize monetary value.

Secondly, we're empaths. We're different from other M&A firms in that we're entrepreneurial business owners too. We've walked in your shoes, faced the early mornings,



knife-edge pitches, and personal sacrifices of business ownership, and so we understand that your sale is never just a transaction. It's a journey. We're the expert guides, seeing you through this strategic process to an Extraordinary Exit.

Most importantly, we're on your side. Unlike other M&A firms, we're not middlemen. We're real partners, operating on your side of the sale throughout. Because of this, our chief and only concern is helping you gain the maximum financial and legacy value for your sale while ensuring your business finds the right buyer for future longevity.





## FINDING BUYERS WHO SEE THE TRUE POTENTIAL VALUE IN YOUR BUSINESS

Building a business means investing personal resources more valuable than money. We know because we've been there. So when it's time to sell, you deserve an Extraordinary Exit that achieves maximum financial value and enables you to reap the rewards. STS Capital Partners are your expert guides to targeting strategic buyers who believe in your business – and will pay optimal to acquire it. Our sell-side only approach enables us to target the right strategic buyer, avoids the middlemen, and emphasizes your unique, integrated value to deliver the maximum financial value possible for your business. And for those businesses facing financial challenges, we can help identify solutions that support stability and drive value before embarking on an Extraordinary Exit.

---

**DIVESTITURES** - helping you sell strategically to the people that buy strategically

**ACQUISITIONS** - providing exclusive access to off-market deals for international investors

**FINANCIAL ADVISORY, BUSINESS TRANSFORMATION, AND RESTRUCTURING** - bringing flexible financial solutions to economic challenges.

# MAXIMUM FINANCIAL VALUE

---

## ACHIEVE MAXIMUM VALUE BY SELLING TO STRATEGIC BUYERS

We focus on maximizing value by Selling to Strategics. Strategic buyers usually pay higher multiples than financial buyers because they look at the integrated value and synergies that strengthen a business and increase the overall value. We help make the connection between you and strategic buyers.

Our process determines the business drivers that create your integrated value that strategic buyers can pay multiples of expected value. We take a deep dive into your business to define when is the right time to sell,

what you can do to make your company more valuable, and put you in front of the most qualified strategic buyers from around the world when you're ready.

And we do it shoulder to shoulder with you.

Our strategic professional team invests the time to learn your business and what makes it unique and valuable. We will spend the time to understand your concerns, needs, and goals, and we will navigate the individual steps of your deal process for you. This depth of knowledge helps us target the right strategic buyers — the ones who will help you achieve your true potential value. And we always keep this information confidential and private with your best interests in mind.





## PREPARE NOW FOR A LARGER EXIT LATER

Our unique ValueMax process can help you achieve an Extraordinary Exit. ValueMax is designed to support businesses in getting ready to sell to strategic buyers. With ValueMax, you can start years before your optimal exit timing and work with STS in your corner to prepare your business to sell to the right buyer and the right price.

We bring in experts, such as capital investment brokers, private wealth managers, specialized M&A legal advisors, coaches, to join us in advising you on how to leverage their expertise and to turn that into value that strategic

investors will pay for. Our approach reveals any gaps in your organization, so you can make focused investments and improvements that strategic buyers will value further into your exit journey.

ValueMax can put your business on the radar of potential strategic buyers from around the world. As buyers understand how their business integrates with yours, they'll pay multiples of expected value because your business's strategic acquisition will make their organization even more robust.

# MAXIMUM FINANCIAL VALUE

---

## STRATEGICALLY ACQUIRING COMPETITORS TO CREATE A LARGER EXIT

Suppose you have the vision to acquire your competitors or see opportunities to acquire your competitors to enhance your business and build synergies. In that case, you should talk to STS Capital Partners about a Roll Up to Sell strategy.

Rolling up your competitors through a well-executed, disciplined acquisition, and integration program can create massive value for both strategic buyers and you as the seller. Planning this program years before a strategic exit can be another way of creating an Extraordinary Exit for you as the face and architect of the roll-up.

We can help you create a vision and plan to target and acquire your competitors, creating a more significant organization to sell. Our team of experts invests the time to learn your business and what makes it unique and valuable in its sector.

We identify your objectives, so we have a clear idea of where you want to go and how to get there. Then we look for companies that might be a good target for acquisitions. We find businesses that fit with you and make you better. Companies that will give you a competitive advantage and increase your maximum value when selling finally. It's another way we make Extraordinary Exits possible.

# BRINGING FLEXIBLE SOLUTIONS TO FINANCIAL CHALLENGES

We know that to survive in today's environment, you need to respond quickly – that's where STS Agility can help. We're here to support entrepreneurial business owners and distressed organizations to navigate difficult times, bringing flexible solutions to your financial challenges.

STS Agility is a leading global financial consulting provider, business restructuring, debt management, and exit strategy services that enable you to minimize financial risk and maximize market opportunities. Combining best in class domain knowledge from insolvency, accounting, law, and M&A, we provide flexible solutions to your organizational financial challenges. We offer organizations in distressed financial situations something different from conventional accounting, law, and consulting firms.

We offer professional insight and imaginative solutions to organizational problems, including support on restructuring, debt management, capital funding, and selling to strategic buyers to generate maximum market value.

---

## OUR CAPABILITIES INCLUDE

- **FINANCIAL CONSULTING** – we position ourselves as a strategic partner, advising entrepreneurs, family offices, and leaders on strategies to mitigate financial risks and maximize market potential.
- **SECURING CAPITAL** – we are uniquely placed to support specific organizations with access to capital funding for distressed lending situations.
- **BUSINESS RESTRUCTURING** – we help organizations assess their financial risks, capabilities, and options before implementing the right solution, including administration, closure, debt management, and consolidation.
- **EXIT STRATEGIES** – As part of STS Capital Partners, we bring the principles of strategy and marketing to the M&A equation; we help position and market organizations to multiple strategic buyers through a proprietary M&A advisory methodology and process - focused on achieving maximum value for our clients.

# CREATING LEGACY POTENTIAL

## BUILDING A BETTER WORLD THROUGH YOUR EXTRAORDINARY EXIT

When we talk about your sale's true potential value, we mean more than just financial value. Through strategic selling that achieves maximum financial returns, STS Capital Partners offers entrepreneurial business owners the opportunity to create a legacy through their philanthropic initiatives worldwide.

As a long-term passion of our founder, Rob Follows, changing the world for the better is a crucial aspect of STS' approach. By helping you sell your business to strategic buyers and achieving maximum financial value, we also hope to help you open up limitless opportunities to reinvest your proceeds for good; channeling incremental

sale assets into foundations, trusts, and other philanthropic activities, leaving a lasting legacy and creating your path from Success to Significance™.

As entrepreneurs ourselves, we understand the ongoing journey a sale represents. In the case of many of us, a journey has led to the pursuit of a better society. This aligns with the personal mission of STS Founder, Rob Follows, who has undertaken and supported many charitable ventures, including climbing Everest to raise funds for Altruvest Charitable Services, as part of his goal and achievement of climbing the Seven Summits.



# TESTIMONIALS

**"WE APPRECIATED THAT STS WAS ABLE TO DRAW ON THE EXPERTISE OF OUR EXECUTIVES TO KEEP US FOCUSED ON GETTING THIS DEAL COMPLETED QUICKLY. WE WERE ALSO IMPRESSED THAT STS BROUGHT SO MANY QUALIFIED BUYERS INTO THE PROCESS AND GOT THE DEAL DONE UNDER TIGHT DEADLINES."**

CEO (Manufacturing & Distribution)

*"The STS team managed the entire process professionally; they focused on strategic investors, had international reach and maintained confidentiality. They pushed us to tell our story with a clarity that continues to serve us well. I would absolutely recommend STS to anyone wishing to find strategic investor for their business."* Founder (Marketing/Consulting)

*"The team at STS was very responsive and thorough. Within the requested timeline, STS was able to prepare a professional offering, canvas the market confidentially and produce a number of qualified purchasers. The transaction closed on time and without issue. Without the experience, knowledge and expertise of STS, we would not have completed the transaction."* Chief Financial Officer  
(Communications Technology)

**"THE STS TEAM PERFORMED SUPERBLY THROUGHOUT THE ENTIRE SALE PROCESS, DEMONSTRATING TREMENDOUS PROFESSIONALISM, CREATIVITY AND SENSITIVITY AT ALL TIMES. I AM TRULY DELIGHTED WITH THE RESULT ACHIEVED."**

Client Group Chief Executive (Private Bank)



# MAKE YOUR **EXTRAORDINARY** **EXIT** HAPPEN TODAY

## CONTACT US

If you would like to learn more about  
STS Capital Partners and how we can  
assist you in making your Extraordinary  
Exit possible, please contact us  
[contactus@stscapital.com](mailto:contactus@stscapital.com)



[CONTACTUS@STSCAPITAL.COM](mailto:CONTACTUS@STSCAPITAL.COM)