



KEY BUSINESS PARTNERS LIMITED

www.keypartners.co.nz

Corporate Advisory Services - customised for you

- financial modelling, including training in their use
- feasibility studies for capital projects
- strategic advice and risk analysis
- due diligence reviews
- business plans
- business valuations
- company and business unit strategic analysis and review
- company performance and creditworthiness reports
- advice and support in capital raising, debt and equity
- market plans and analysis
- logistics analysis
- analysis and report on lease versus buy choices for capital plant
- implementation and review of 'Value Added' financial performance measurement systems
- customised Internet searches
- investigative and forensic accounting
- corporate governance advice

What makes KBP special?

A passion for good business practice.

Experience - we know that 'text book' solutions seldom work outside text books - in real life uncertainty is created by a multitude of 'soft' factors, not least the need to involve people for successful implementation.

Our core strengths in financial modelling and interpersonal relationships have been created by experience (getting results for customers) in a huge number of complex business cases.

Analytical methodologies - we adopt a rigorous, principled and objective analytical approach. Our methodologies are well proven in practice and we have found that the key to resolving issues is

- a. obtaining appropriate factual data
- b. taking the time to think through the problem - then structuring it to allow a solution to emerge for consideration and possible acceptance

In our experience it is important to first evaluate the 'big picture' - the industry environment a business operates in - and consider the issues in relation to those macro trends.

Technology - we work thoughtfully to evaluate new technologies that deliver more effective and efficient services to customers, wherever they are located.

Relationship orientation - our focus is on building ongoing, long term advisory relationships, based on customers retaining choice.

We prefer to adopt a constructive partnership approach. Our experience is that an open, problem solving approach allows a choice of effective solutions to emerge. However, we do not seek to avoid responsibility for conclusions.

As a general principle, we believe in economies of *scope* rather than economies of *scale*.

Professionalism in every way.

Who are our customers?

We have developed strong business relationships with a range of customers from privately owned to public listed companies to Government organisations.

Our customers are those who need:

- a broad and practical approach to resolving issues
- a strong working relationship with their advisor
- an advisor who can work well as part of a team

- a specialised corporate advisory service, with experience, creativity and enthusiasm discretion

Industries in which we have a depth of understanding include:

- distribution/logistics:
 - road
 - sea
 - rail
- electricity
- information technology
- mining/primary resources
- ports
- public infrastructure assets
- road transport
- shipping
- waste management
- agriculture/horticulture
- dairy
- food processing

We work mainly in New Zealand but have completed projects overseas: Sydney, Melbourne, Brisbane, Perth, Tasmania, Suva, Singapore, Kyrgyzstan, Antwerp, Rotterdam, Nice, Zurich.

We respect our customers needs for confidentiality and do not provide a list of 'tombstones'. This is not the focus of **KBP** - results from ongoing business improvement and relationships are.

Contact Us

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