

# 4 WAYS PRIVATE EQUITY HELPS YOU STAY IN CONTROL

**You've spent years building your business and we understand how important it is to you. You know you need outside investment to accelerate your business expansion plans and take you to the next level – but understandably you're worried about losing control.**

One of the most common concerns raised by business owners interested in private equity investment is whether they'll be able to continue to lead their business?. At LDC we invest in people, not businesses. You're the reason your business is growing, you're the best person to take it forward.

We can provide investment to help you to grow your business or fund a change in ownership – in return for a share in the company. Unlike raising debt, you'll also be backed by experienced business partners. Helping you build your business, your way, no matter the economic climate.

## 1

### CHOOSE THE LEVEL OF INVESTMENT

The perception can be that private equity firms are only interested in majority shareholdings where they call all the shots. Nothing could be further from the truth.

LDC provides flexible capital as either minority or majority shareholders, whatever you need to deliver your key objectives. For example, we invested £22m for a minority stake in iconic fashion brand [Joules](#) in 2013 – helping Tom Joule implement his strategic plan and grow revenues by 50% in two years, ahead of a successful IPO.

## 2

### WORK WITH A TEAM YOU CAN TRUST

When you're meeting different private equity investors, the most important consideration is not the facts and figures, but the people. By starting a relationship with a team you can trust, you'll be in a much better position to grow your business.

Over 650 management teams have trusted LDC to help make their dreams a reality since 1981. In our experience, building a strong relationship with management teams is the only way to succeed.

# 3

## CONTROL THE SPEED OF GROWTH

It's your business – you should be in charge of how quickly you want to grow. Many management teams choose to map out a slow and steady rate of growth, especially if it's their first foray into private equity.

Others are more ambitious. We worked in partnership with [Away Resorts](#) CEO and Founder Carl Castledine, investing £18.5m to help him make three acquisitions in three years and develop the company's existing sites.

Our team can help you work out what sustainable growth looks like for your business, and back you every step of the way.



# 4

## IDENTIFY AREAS OF BUSINESS IMPROVEMENT

Every business leader has areas of their business they'd like to improve – if only there was the time and money to do so. One of the advantages of partnering with a private equity firm is the expertise they can provide, alongside the business funding.

LDC's team of [Value Creation Partners \(VCP\)](#) can offer you support on whatever operational improvements you want to make – whether that's IT, sales and marketing, cash collections or working capital. You lead the way – and we'll be right beside you, providing the support and guidance your business needs to grow.

**If you'd like to discuss how to grow your business while staying in control, get in touch;**

[www.ldc.co.uk/contact](http://www.ldc.co.uk/contact)