

## AIM Corporate Finance Case Study

### Client

A highly respected global firm of Top 10 Chartered Accountants who have a wealth of experience & expertise in providing tax and corporate finance services over a wide range of sectors. They have advised over 100 AIM companies coming to market, combining a quality-driven, proactive approach to transactions with strong personal partner-led relationships.

### Campaign brief

To uncover target firms with corporate finance and other specific accounting requirements; specifically to arrange qualified appointments between new prospects and the visiting partners. During the preliminary calls, other data, such as personal email addresses, other significant decision makers, legal and accounting advisors is collected. Relevant company details such as size, structure and financial information is also entered onto the database.

### Client services

Project managing sales, mergers and acquisitions, raising finance and re-financing, company valuations, disposal of non-core subsidiaries, MBO's and MBI's, refinancing, succession planning and exit strategy.

Other specific accounting services including meeting IFRS requirements and helping with understanding complex transfer pricing issues.

### Target data

- PLC's turnover £10m+.
- AIM listed companies.

### Results

Continued sustained campaign running for over 18 months and continuing.

Building valuable relationships with new prospects plus additional 'warm' prospects added to regional mailing lists.

Increased brand awareness within the target market.

Corporate finance related signings in excess of £25,000.