

# CFP: Background



## ➤ *Corporate Finance Mandates*

- 1) Finding buyers / investors for assets that CF is mandated to sell (e.g., Lanai Island)
- 2) Capital raising for a CF client looking to 'fill a gap' in buy-side M&A process
- 3) Raising growth capital for a CF client (e.g., start-up or venture-backed company seeking new round of financing has mandated CF to raise capital)

## ➤ *Non-Mandated Situations:*

- 4) Helping to identify buyers / investors in situations that CF is aware of but not mandated (e.g., potential sale of the sports and entertainment company IMG)
- 5) Finding partners for a new 'greenfield' venture (e.g., development of Virgin Hotels in the U.S.)
- 6) Connecting CF clients to UHNWIs in the context of sharing experiences (e.g., "Power-Networking")

## ➤ *Fund Vehicles:*

- 7) Capital raising opportunities through global vehicles / funds (e.g., Fortress capital raise)

## ■ Priorities are situations (1) and (4), where sell-side mandates:

- Maximise probability of firm revenues and provide AWM KCP Clients with value add "access" to deals
- However, critical to ensure AWM covers potential franchise and litigation risk due to its fiduciary positioning.