# Accance Business Advisory

### Introduction to Accance

350 CEO Best Practice Experiences

Portfolio Company Support

**Industry Experiences** 

### **Alexander has Supported +50 Portfolio Companies and Managed +100 CDD Cases**





30 years in Strategy &
Operational Consulting
BCG, Celerant, Nordic Boutique Firms
Wharton MBA; MSc from KTH & ESTP

Supported +50 Private Equity Backed Portfolio Companies

Managed +100 Commercial Due Diligence Cases & worked with 25 PE Firms

### **Support to Companies**



### **Support to Investors**



#### **Support on Playbook Themes**



The Mission is to Accelerate Value Creation

### **Senior Expertise and Proven Best Practices**

Alexander Asplund
Represents Senior Expertise

- Experienced in Private Equity

  & Value Creation
- Leverage Best Practices
  of 350 interviewed CEOs
- Experienced in Rapidly Scaling
  Entrepreneurial Businesses
  - Fact-based Analysis and Primary Interviews

- 30 years of experience of strategic and operational management consulting
- Senior expert in driving profitable growth and value creation in companies with experience of +100 growth strategy assignments and +60 profit improvement / implementation projects
- Expert in Private Equity since 2005; having supported 25 Nordic private equity investors with +100 investment analysis cases
- Provided hands-on support to +50 portfolio companies with PE/active owners; supporting market assessment / potential analysis, value creation plan development and implementation support
- Alexander is the author of The Private Equity CEO Playbook (2024) which is the world's largest CEObased best practice study in private equity, based on interviews with 350 portfolio company CEOs
- The best practices as reported by 350 CEOs are applied in all portfolio company support to maximize success and avoid the common mistakes
- Alexander and the Accance team frequently supports fast-growing, entrepreneurial-led companies embarking on international expansion with acquisitive agenda
- We understand the need for pragmatic approaches and leveraging the entrepreneurial spirit
- Key to fact-base the attractiveness and potentials in the market; understanding the competitive dynamics and customer buying behavior; we secure insights by large number of primary interviews
- Pressure-test and reality-check the value creation ambitions and plans

### A Strong Extended Team with International Reach

### International foot-print via i2D Partners - experts on market research & analysis



ANJA CHEMNITZ THYGESEN Based in: Copenhagen Covering: Scandinavia, UK

**Profile:** Industry and market analyst with over 18 years' experience. Previously with Quartz+Co, A.T. Kearney **Sectors:** Construction, building materials, FMCG



IRENE KOREN
Based in: Brussels
Covering: BENELUX, France

Profile: Over 20 years of experience in managing pan-European research projects. Previously with McKinsey, Roland Berger Sectors: Network industries, Industrial Goods and services.



TERESA RAMIREZ
Based in: Lisbon
Covering: Spain, Portugal, France

Profile: More than 18 years of experience in business intelligence, market research and corporate investigations.

Sectors: Pharmaceuticals. Automotive



MARKUS GRUNDKE i2D Founding Partner Based in: Stockholm & Munich Covering: Sweden, Norway, Germany, Austria,

**Profile:** Founder and MD of i2D Partners. Over 17 years of experience in market and industry intelligence in various sectors. Previously with BCG.

Sectors: Industrial Goods, Medtech, Automotive

Switzerland



JUHANI "JUSSI" KIISKINEN Based in: Helsinki Covering: Finland

**Profile:** Business information and marketing professional holding holds several board member positions in business information and marketing companies.

Sectors: B2B, Digital marketing



Dr. Cornelia Engelhard i2D Partner Based in: Munich Covering: DACH

**Profile:** 20 years of experience in market research, competitive and business intelligence, and branding.

Sectors: Consumer Goods and Services, Retail, Media



MATTEO BOEMI Base: Bologna Covering: Italy, Spain

**Profile:** Over 17 years experince in market research and analysis, competitive intelligence.

#### SENIOR NORDIC EXPERTS



MATTI RAASAKKA, CHANGE & OPEX EXPERT Based in: Stockholm

Profile: Founder of Commodo Consulting. >20 years in strategy implementation, operational excellence and change management.



ANDERS FINNE, former Partner A-Zeta Oy Based in: Finland

Profile: Senior change management expert focused on helping companies, organizations and leaders.

#### STRONG TEAM OF MARKET RESEARCHERS & ANALYSTS



GUSTAV



OLOF



MIKA





CARL



JAKOB



MARKUS



RAVI



MATTIAS



LEON



**JOHANNA** 

AKASH



**MARCUS** 

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### Performed +150 Assignments in Private Equity

#### **Private Equity Clients**

- Commercial Due Diligence
- Red Flag Studies
- Value Creation / 100-Day Programs
- Vendor Due Diligence
- Advice on PE Governance Models

#### **Investment Support**

Diligence Cases













































Compli-

ance &

Risk Mgmt.

fication

■ Managed +100 Commercial Due



EQT



GRANNGARDEN





LEO'S LEMAND



TUGG













Pocketstället



Food

Concept

ISO Certi-TIC Services



RVRC





**WERKSTA** 







Gunnarso













Lab

Analysis















rema

GRUPPEN











IT Services Platform

























Equipment Measure





NORDIC SURFACE





S:T ERIKS



SAN SAC



Chiller





BINDOMATIC

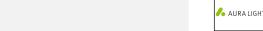


21 GRAMS



Construct-Ventilation Services Services

Industrial Services



Supported +50 private equity owned portfolio companies with growth strategy / margin expansion / OPEX / implementation support

Portfolio Company Support







olåtslägaren











VESPER









Gycom



Surface

Protection



Building

Material



Measure

Services

























































## **Track Record of Satisfied Clients - Support to Companies**

### **Growth Strategy**



"Alexander facilitated our strategic process." which created alignment in the management team around ambitious financial targets and clear strategic priorities. As a result, EBIT has improved by 250%" - Head of Mealservice BU



"Alexander's team successfully assessed several new markets aligned with our strategy for accelerated international growth. The recommendations validates our positioning and expansion model" - CEO / Head of BD



"Alexander and his team effectively supported the management team in the corporate strategy process, aimed at capturing substantial value creation opportunities and accelerating our performance" - CEO



"Alexander and his team helped us to an indepth understanding of a complex market by providing accurate data and statements that was extremely useful in an ongoing M&A process" - CEO



"Alexander effectively supported management and the board in developing a full potential strategy. He enforced the importance of focusing on few distinct growth levers, so called must-win battles, in order to succeed." - CEO



"Alexander and his team validated and developed the strategic logic and value creation potentials of acquiring and integrating the leading player in the telecare market" -Chairman of the Board



"Alexander has been very valuable to the management team. He facilitated our strategy process in a very effective and creative way enabling us to quickly define our value creation priorities" - CFO

### **Profit & Margin Expansion**



"Alexander and his team delivered substantial cost savings in our purchasing department. The team was very effective in securing a sustainable impact" - Managing Director



ELFA

"Alexander successfully developed an improved organizational structure designed to substantially accelerate growth of our company" - Head of BU



"Alexander and his team validated substantial cost saving opportunities across our operations and structured an effective implementation program, helping the company back to profitability" - CEO



"Alexander effectively supported our team in launching a wide set of operational excellence initiatives designed to improve our organizational effectiveness and accelerate our precision and time to market" - CEO



"Alexander and his team conducted an extensive field study, validating a double-digit efficiency improvement potential in our 300man strong merchandising organization" - CEO



"Alexander and his team successfully identified substantial efficiency potentials and championed a 9-month implementation program of operational excellence initiatives across operations and sales functions "-Program & Logistics Director



"Alexander identified and validated substantial efficiency and process improvement potentials enabling shortened lead times from 3 days to real-time publishing of tradable bonds data" -Proiect Director

#### Vitalization



"Alexander was an effective catalyst in vitalizing the company's strategy, refocusing the portfolio of strategic initiatives and in securing a strong alignment in the extended management team" - CEO



"Alexander provided insightful, fact-based second opinions on the company's strategy, validating the attractiveness of substantially shifting our value proposition and go-to market model" - Chairman of the Board



"Alexander brought forward powerful and inspiring insights on growth acceleration, how to improve sales efficiency and product portfolio management" - Head of Strategy



"Alexander developed & led our global leadership development program for 150+ senior managers" - Head of HR & Leadership "Alexander successfully developed the group's governance and project management model" -Head of PO



"Alexander effectively helped the management team to outline our strategic alternatives and challenged & inspired the team regarding the full potential opportunities of our business" -



"Alexander effectively coached our team in structuring & prioritizing the value creation agenda by addressing strategic/operational constraints critical to the success of our agenda for profitable growth" - CEO



"Alexander successfully supported management in developing an ambitious 3-year vitalization plan across 8 business areas aimed at doubling EBITDA. Strong alignment across the management team, board and the private equity owner was secured in a well-managed process." - Deal Partner





"With Alexander's structured hands-on support, we developed a winning strategy with clear priorities; built strong alignment to ambitious objectives and delivered strong momentum in execution" - CEO



"In the process of developing our value creation plan, Alexander was always spot on the issues and quickly became an influential and natural sparring partner to the management team" - CEO



"The Accance team successfully delivered a comprehensive assessment of the attractiveness of the UK, German and Netherlands markets and outlined potential market entry strategies" - CEO



"By sharing cross-industry best practices from his 117 CEO study, Alexander was a catalyst in challenging and aligning the management team around a strategic full potential agenda in our company's 100-day program" - CEO



"Alexander's team supported management in defining and validating a very ambitious value creation agenda implying a major transformation of our business to becoming a leading food company" - CEO



"Alexander challenged and guided the management team and the company's board in prioritizing the fundamental aspects of our strategy: where to play, who to target and how to win, in a way that will help our company accelerate our journey" - CEO



"Alexander was an effective catalyst in challenging and aligning the board and the management team around ambitious financial targets and a strategic agenda in order to accelerate an industrial roll-up and consolidation strategy" - CEO

### Best Practice Programs & Implementation Support



"Over 1.5 years, Alexander acted as an effective advisor and program management office, supporting MM Sports in developing and implementing the ambitious 5-year value creation plan." - CEO



"Alexander successfully championed a company-wide initiative to leverage best practices across 17 regional units in sales, operations and governance with the aim to accelerate profitable growth of the group" -Deal



"Alexander championed our company-wide initiative leveraging best practices in sales. operations and governance" - CEO "Alexander led our value creation program office; he is very good at what he does"



"Alexander effectively supported our team in launching a wide set of operational excellence initiatives designed to improve our organizational effectiveness and accelerate our precision and time to market" - CEO



"Alexander and his team delivered substantial cost savings in our purchasing department. The team was very effective in securing a sustainable impact" - Managing Director



"Alexander and his team successfully identified substantial efficiency potentials and championed a 9-month implementation program of operational excellence initiatives across operations and sales functions "-Program & Logistics Director



"Alexander and his team conducted an extensive field study, validating a double-digit efficiency improvement potential in our 300man strong merchandising organization" - CEO

(PE) = Private Equity investors at time of assignment

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### Track Record of Satisfied Clients - Commercial Due Diligence Cases





















"Alexander's team successfully delivered a commercial due diligence related to an internationally expanding online retail concept, encompassing survevs with > 1 000 consumers and 50+ high quality interviews with retailers, manufacturing brands and industry experts in-depth level of industry understanding acquired in a short period of time"

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#### Online Retail

across Sweden and Germany. The financers of the potential deal were impressed with the - Small / Mid-cap PE

#### Global Online Services

"Alexander's team successfully delivered a commercial due diligence related to IT-enabled services, encompassing 100+ high quality interviews with customers, industry participants and experts across three markets, including Scandinavia and the US. The CEO of the target company was impressed with the level of industry understanding acquired in a short period of time via the CDD analysis" - Mid-cap PE

#### Ventilation Systems

"Alexander's team successfully delivered a mini due diligence related to ventilation products and services, encompassing 25+ high quality interviews with key players in the industry's eco-system across Sweden and Germany. The management was impressed by the industry insights generated in short time, strengthening the relation between us and management" - Mid / Large cap PE

#### **Printing Services**

"Alexander's team assessed the size and the market attractiveness of a highly profitable B2B niche market. Based on >50 solid interviews with key customers and competitors across the Nordic markets, the key commercial investment hypotheses were effectively validated in a short period of time" - Small / Mid-cap PE

#### **Leak Detection**

"In short time, Alexander's team successfully delivered a solid commercial due diligence study of an attractive global B2B technology niche market. The study validated the global market potential of key customer segments & applications. Kev value chain dynamics & customer buying behavior were understood, Alexander provided strong advice regarding overall attractiveness and value creation opportunities"

#### Pet Food

"Alexander's team successfully analyzed the market attractiveness and the growth potential in Germany and Sweden, enabling our investment team to truly appreciate the potential of the firm's business model; it's markets, brands and various distribution channels. The team's conclusions were drawn from a robust factbase of 80+ interviews with kev retailers & channel partners"

- Mid-cap PE

#### Global Pharma

"Alexander and his team studied a complex niche of the global pharmaceutical market about which very little market data was available. In 1.5 weeks, the team was able to identify and connect with c.30 experts across North America and Europe with key industry insights, representing senior managerial experience on both the customer and the service provider side" - Mid-cap investor

#### Education

"Alexander's team successfully delivered a commercial due diligence related to a Nordic consolidation opportunity in educational services, encompassing 50+ high quality interviews with key players in the industry's eco-system across Sweden and Finland. The thorough analysis discovered substantial downside risks related to regulatory changes; the recommendation was not to proceed with the investment'

#### **Industrial Lifting**

"Alexander and his team successfully conducted highquality customer interviews on a global scale to analyze customer needs, buying behavior, and customer views on preferred suppliers. Based on the gathered insights, the analysis confirmed the target company as a global leader in its niche"

- Small / Mid-cap PE

#### Cleantech

"Alexander's team successfully delivered a commercial due diligence related to a consolidation opportunity in cleantech / ventilation services, encompassing 60+ high quality interviews with key players in the industry's eco-system across 20+ regions in Sweden. Several significant market risks were identified limiting the potential of substantial value creation' - Mid-cap PE



### Installation Services

market attractiveness and

substantial future value

creation opportunities"

- Small / Mid-cap PE

"Alexander's team "Alexander's team successfully delivered a delivered a high quality commercial due diligence related to a rapidly growing analysis based on >75 installation services interviews with various business, encompassing customers and industry 40+ high quality interviews with industry participants in the construction ecosystem. The thorough with regards to the overall analysis validated the

#### Construction

commercial due diligence players. Alexander provided valuable input and advice in management meetings and attractiveness of the case" - Mid-cap PE - Small / Mid-cap PE



#### Infrastructure

"Alexander and his team successfully analyzed the business logic and assessed the market potential and key drivers of market demand. enabling our investment team to truly appreciate the potential of the firm's business model and portfolio of services. The team also validated a successful model for international expansion"



- Mid-cap PE

#### Construction Surfaces

"Alexander's team successfully performed a mini-DD by interviewing key market players and assessing the overall attractiveness of the Swedish market for construction surface services"

- Small cap investor



#### Customer Support

"Alexander's team has an effective work model that quickly provides us with a robust fact-base and a good understanding of the competitive landscape & dynamics, the main drivers of market growth & profitability and the key customer needs & purchase

- Small cap investor



#### Restaurant Chain

"Alexander's team rapidly built a broad, high-quality fact base regarding the voice-of-the consumer. In all, more than 500 consumers across 20 cities were interviewed regarding preferences and purchase behaviors. The solid voiceof-the-consumer study enabled the critical investment hypotheses to be thoroughly tested, resulting in a conviction to proceed with the investment"

- Small / Mid-cap PE



#### **Premium FMCG**

- Small / Mid-cap PE

"In 3 weeks, Alexander's team effectively validated the market attractiveness and captured the voice of the market and the voice of the customers via 80+ interviews with retailers, competitors and suppliers including performing an indepth survey with > 1 000 consumers. The team pressure-tested management's business plan and provided a second opinion on the best path for future value creation" - Mid-cap PE



#### Consumer Goods

"Alexander and his team successfully conducted market analysis and highquality customer interviews to assess customer needs. buying behavior, and views on preferred suppliers. Based on the gathered insights, the analysis confirmed the target company as a leader in its international niche market" - Mid-cap PE

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Portfolio Company Support

**Industry Experiences** 

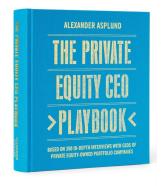
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## We Interviewed 350 CEOs of Portfolio Companies In Search of Best Practice Lessons

350 CEOs Share Best Practices in 2024 Playbook

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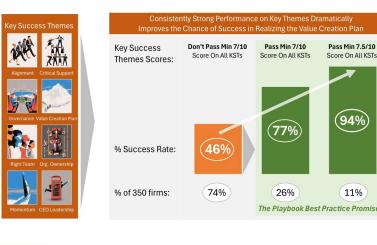
Deliver 94% Success Rate vs. 46%

Pass Min 7.5/10

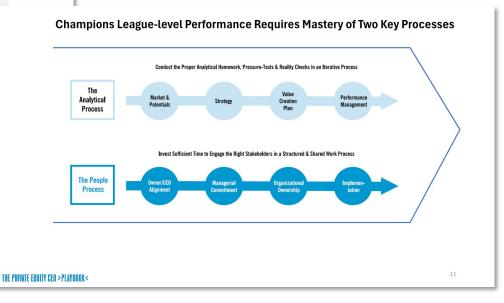
94%)

11%

Potential to Boost the Likelihood of Success from 46% up to 94%



Being Right is Good, Getting it Right Gets Job Done

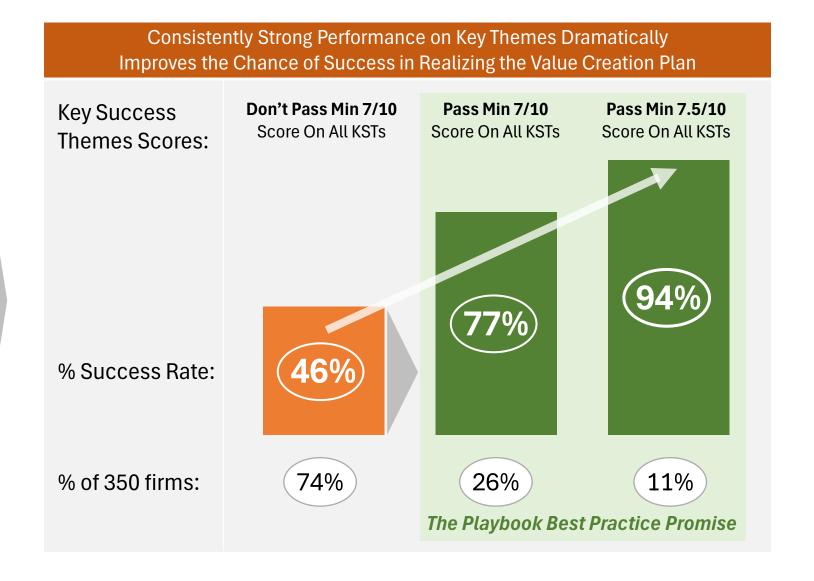


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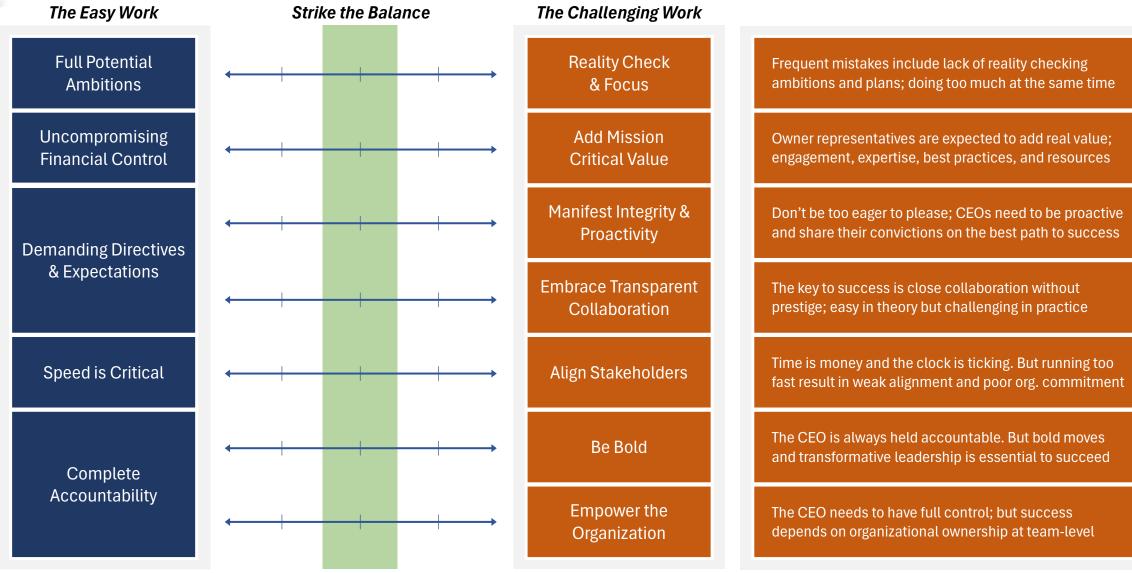
## The Success Rate is 94% for Best Practice Performers vs 46% for Most Companies







## It's the Challenging Work that Determines Overall Success





## **Balance Financial & Operational Perspectives in the Plan**

Value Creation Ambition: The Financial Perspective Key to Realization:
The Operational Perspective

A Full-Potential Mindset



All-In on Few Must-Wins

Avoid the Common Mistakes in Value Creation Planning:

- Insufficient Collaboration b/w Stakeholders
- Lack of Reality-Checked Ambitions & Plans
  - Lack of Clear Focus & Priorities
  - Too Many Initiatives at Same Time
  - Plans Not Aligned in Organization
- Abstract Plans Not Suitable for Execution



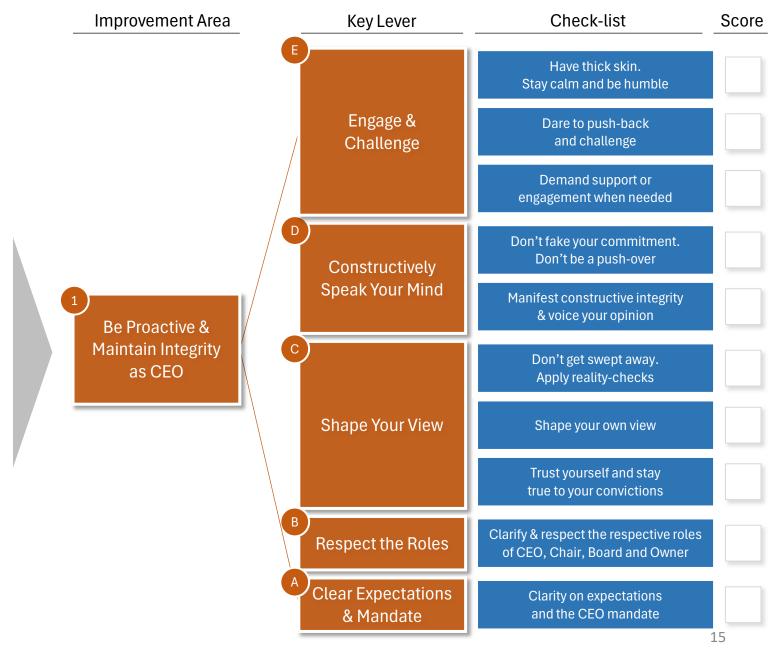
## We Leverage Best Practice Lessons as Experienced by 350 CEOs





## Best Practice Lessons Converted to Actionable Checklists (example)





Introduction to Accance

350 CEO Best Practice Experiences

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Portfolio Company Support

**Industry Experiences** 

## Recent Examples of Portfolio Company Support 1/2

Company

Sector

Coffee Service B2B

Main Investor

VALEDO

Market & Business Analysis

Value Creation Plan & Initiatives

■ Best Practice program was a central business plan theme **Best Practice Program** 

**Implementation** Support

- Best Practice identification. assessment and transfer
- Across all company functions
- Across ~20 geographies

company managers

■ ~10-month collaboration with >50 ■ Implementation road-map for

board and management

**MM SPORTS** 

Dietary Supplements Omnichannel B2C



Targeted analysis for **Business Plan** 

~4-month work with management on value creation plan, strategy, prioritized initiatives, and potentials assessment for growth and >double EBIT

- ~20-month collaboration with management
- PMO and Project Leader for implementation of the Business Plan
- Coaching to CEO/Management



Integrated Security Solutions B2B

MVI

■ ~2 months of market analysis based on 100 industry interviews

■ ~2-month work with management on value creation plan, strategy, prioritized initiatives, and potentials assessment for growth and >double EBIT

- ~10-month collaboration with >100 company managers
- Best Practice identification, assessment and transfer
- Across all company functions
- Across ~12 geographies
- ~10-month collaboration with >100 company managers
- PMO and Project Leader for implementation of the Business Plan
- Acted as the CEOs and Management's "right hand"



Chimney Sweeping & Ventilation Services B2B & B2C



investment analysis based on 40 interviews

■ ~1 month of market- and



Health Food Shop-in-shop B2B



■ 1 month of market- and investment analysis based on 40 interviews

■ ~1 month work with management on initial value creation plan, strategy, prioritized initiatives, and potentials assessment for growth and >double EBIT

## Recent Examples of Portfolio Company Support 2/2

Company

Sector

Main Investor

Market & Business Analysis

Value Creation Plan & Initiatives

**Best Practice Program** 

**Implementation** Support



E2E Digital Platform for **Construction Management** B<sub>2</sub>B



■ ~1 month work on market analysis for international growth including acquisitions in Europe based on >30 industry interviews

Recommendations on market attractiveness and potential acquisitions

Stångby

Nordic Leader in **Plant Nurseries** B<sub>2</sub>B



Targeted analysis for **Business Plan** 

■ ~4-month work with management on 100-day projects + value creation plan, strategy, prioritized initiatives, and potentials assessment for growth and >double EBIT

■ Implementation road-map for board and management

■ Implementation Structure in terms of PMO, Milestone **Tollgate and Project** Management templates for

Product Tech Company B2B

**Product Tech** Company B2B



Targeted analysis for Business Plan

Voice of the Customer interviews & analysis

■ ~2-month work with management on value creation plan, strategy, prioritized initiatives, and potentials assessment for growth and >double EBIT

■ Implementation road-map for board and management

■ Implementation Structure in terms of PMO, Milestone **Tollgate and Project** Management templates



**Digital Marketing** Services B2B



■ ~1 month work on commercial due diligence based on 40 interviews

■ ~1 month work on market analysis for growth in adiacent verticals

 Recommendations on market attractiveness and potential acquisitions/partnerships



Omni-channel Jewelry B2C



■ ~1 month work on market analysis for international growth in Europe based on >30 industry interviews

 Recommendations on market attractiveness and go-to market strategy

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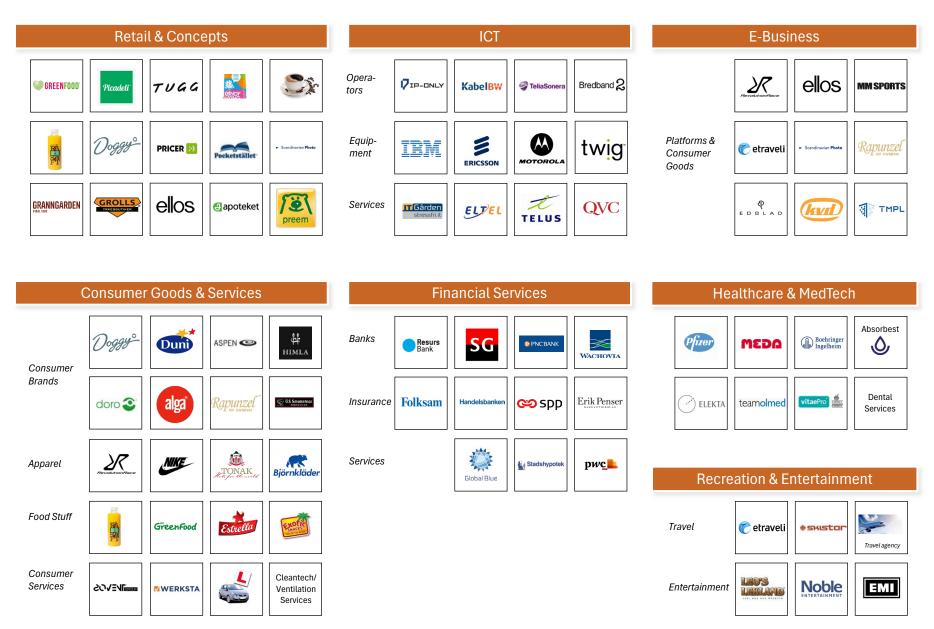
Portfolio Company Suppor

Industry Experiences

### **Examples of B2B Assignments**

#### **Industrial Services & Projects Industrial Processes Business Services** VOLVO **NORD°** Recycling Manufacturing RAGN A SELLS Construction NCC **TALURIT** SCRTERA **SKANSKA** AkzoNobel Facilities Construction FAGERSTA Stainless NORDIC SURFACE **Facilities** 155 BPA iBinder Metals & Cement W HYDRO ELEKTRA 🄅 Dalkia Manage-Services Management ment Industrial / Real Building **NSS** CORVARA **\***ADERO MOTUM TMPL DXY CRAMO m2gruppen Oil & Gas AKER KVÆRNER Estate Services Services ) meal 1 DIP-ONLY Office Infrastructure **JURK** stg / Energy & Process **z**valutec BINDOMATIC Solutions ENERGI Textilia doro 🏖 GREAT **SIEMENS** li Gården Wholesale & Logistics **Industrial Products** (((CareTech. IT and Security Services City Mail amadeus IBM twig FläktWoods PRODUKT Envirotainer Chiller Installation REUTERS Logistics & Transportation 21 GRAMS SAN SAC Postal Building & Best Nobina AddressPoint S:T ERIKS Services Waste Educational/ Customer Wholesale & SCPN axiell ELFA Gycom System Solutions Information PRICER 📆 AURA LIGHT engcon' Support Distribution Services Cleantech Packaging Ventilation St. Neots Packaging Limited Vandrens SOVENIE Services & Printing services

### **Examples of B2C Assignments**



# Accance Business Advisory