



# EATON SQUARE

Joining Eaton Square



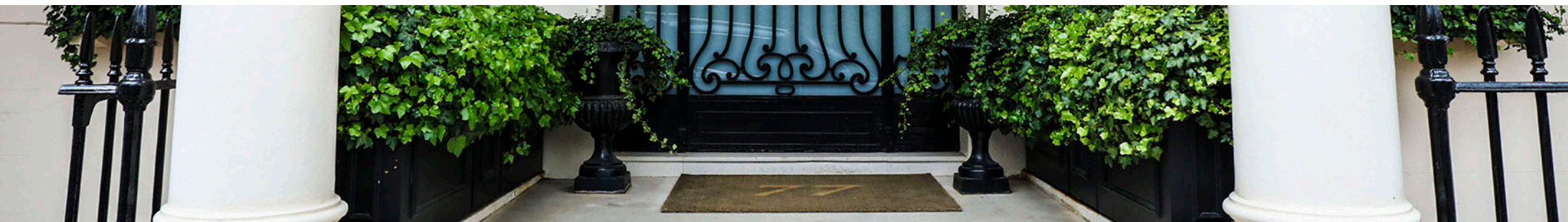
## INTRODUCING EATON SQUARE

Eaton Square is an international network of mergers and acquisitions and capital services firms and professionals across 25 offices in 11 countries. Established in 2008, our goal is to help your firm attract more clients and revenue while maintaining a world-class, global brand.

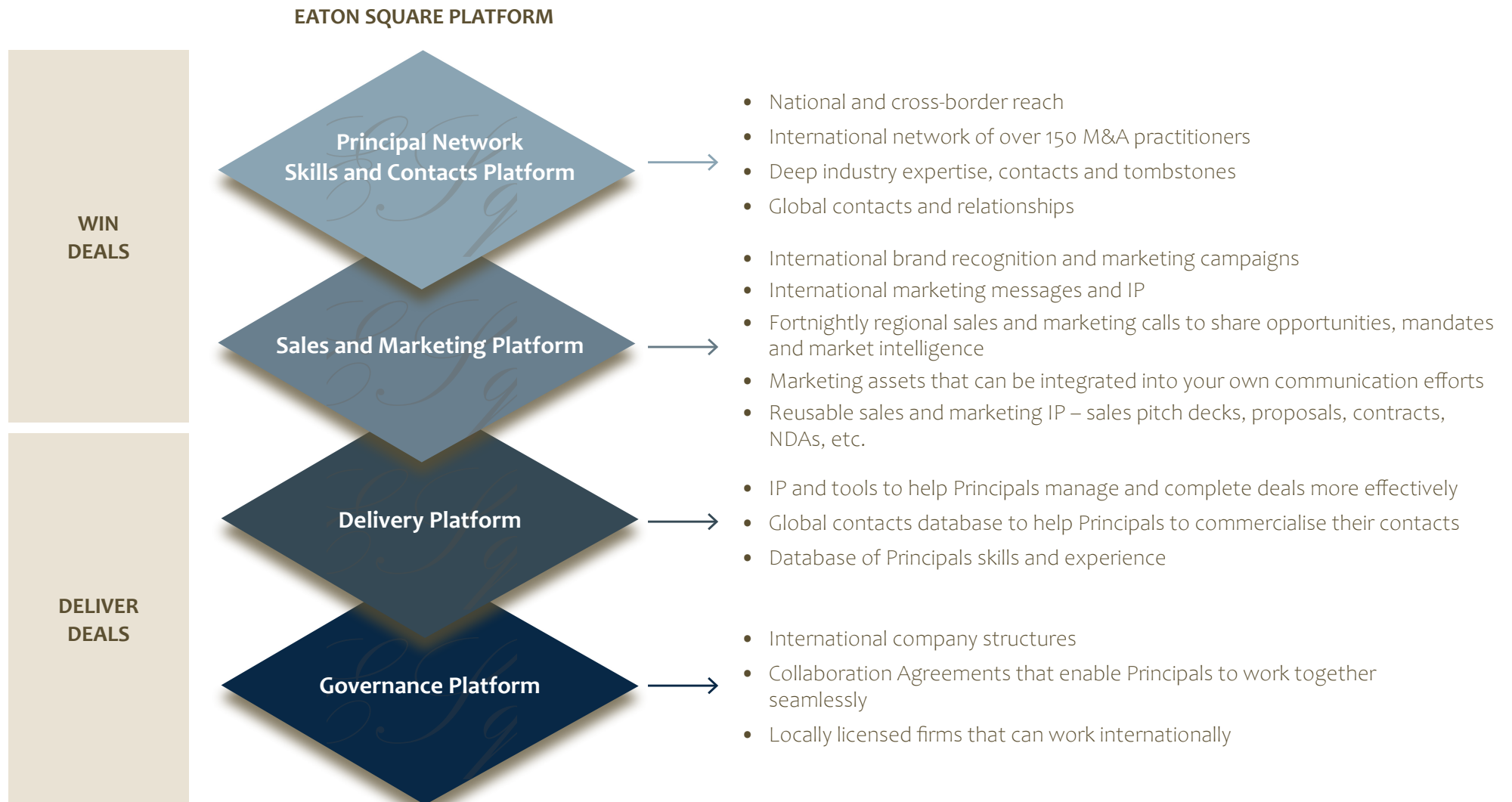
**We are now looking to grow with the addition of well-regarded firms and experienced individuals globally.**

The key benefits of joining Eaton Square include:

- Access to over 150 international M&A advisors and firms
- Win more mandates and compete with international players
- Exclusivity in chosen geography (only 1 member firm per city/region)
- National and international conferences to build global contacts
- Access national and international deals, investors and buyers
- Prospecting tools, industry templates, research team and marketing support
- Business analysis, strategy planning, onboarding and skills training.



## EATON SQUARE PROVIDES A MULTI-LAYERED PLATFORM THAT IS DESIGNED TO HELP PRACTITIONERS WIN AND COMPLETE MORE TRANSACTIONS



EATON SQUARE IS FOCUSED ON HELPING CLIENTS TO SELL THEIR BUSINESSES OR GROW THROUGH ACQUISITIONS

Our services include:

Mergers and Acquisitions	Capital Raising \$1–\$250M	Public Markets	Transaction Readiness
Buy side Sell side Mergers EV \$20–\$200M	Growth capital Debt Private equity	Full or partial new market listing Reverse listing with capital raise	Market attractiveness Transaction preparations & organisation shaping Business and capital strategy Execution

Eaton Square focuses on IT, Services, Industrial and Logistics and Growth sectors.



**Information Technology**

SaaS, PaaS, Fintech, Social Media, Data Analytics and Security Technologies



**Services**

IT Services, Management Consulting and Financial Services, Engineering Services, Health, Oil and Gas and Mining Services



**Industrial & Logistics**

Manufacturing, Logistics, Distribution, Trading, FMCG



**Growth**

Health, Medical Devices, Aged Care, Platform Businesses and areas relevant to our clients

**MOST EATON SQUARE CLIENTS ARE:**

- Owners of \$20m - \$200m companies looking to grow or capitalise on the value of their business
- Global corporations looking to acquire mid-market firms
- Investors looking for opportunities in North America, Europe, South East Asia and Australia.

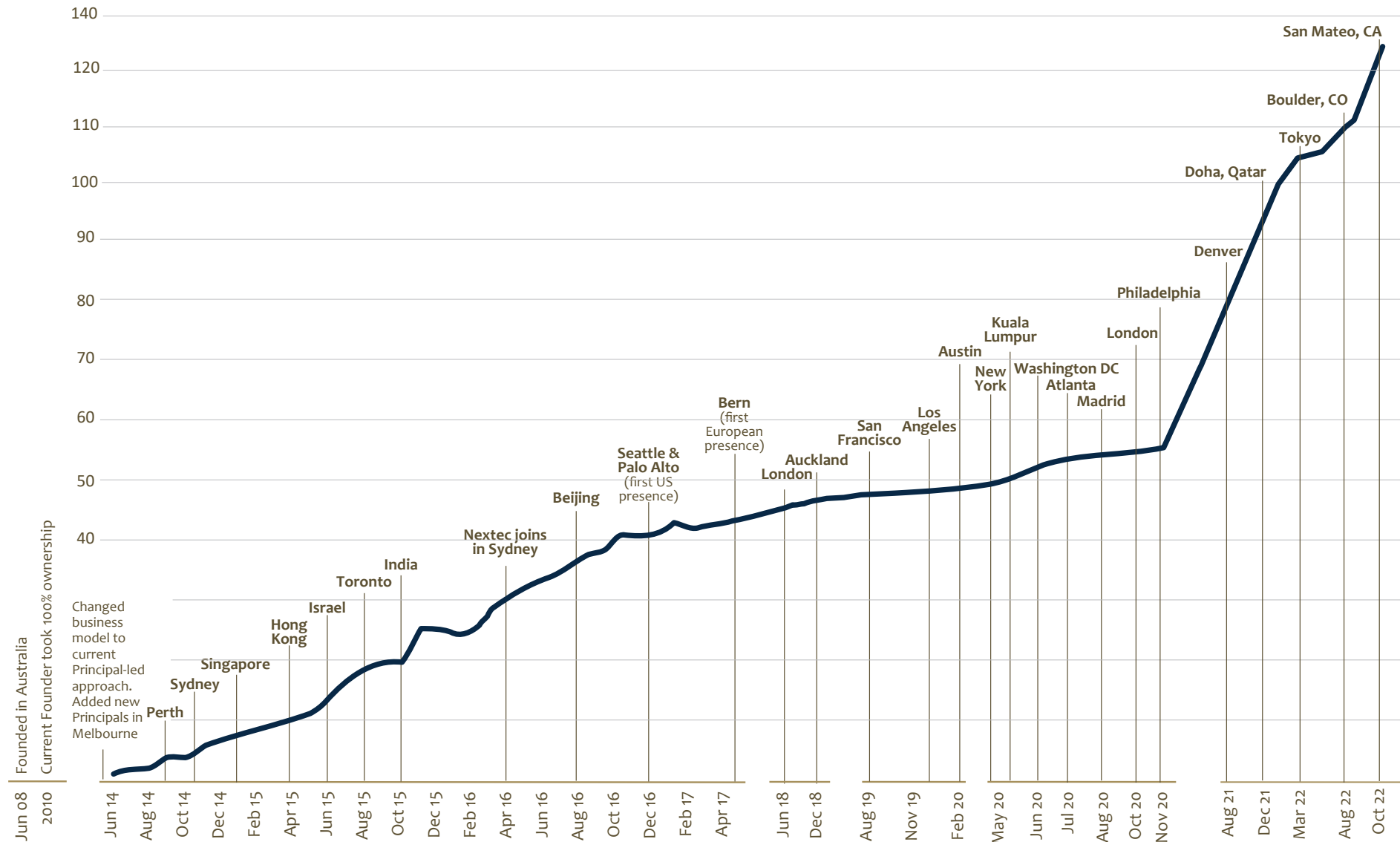


# EATON SQUARE HAS GROWN SIGNIFICANTLY SINCE JULY 2014, HIGHLIGHTING THE ATTRACTIVENESS OF THE MODEL FOR EXPERIENCED M&A FIRMS AND PRACTITIONERS



## Number of Principals

June 2014 – November 2022



## EATON SQUARE'S MEMBER FIRMS AND PRINCIPALS HAVE BENEFITTED FROM THE NETWORK IN DIFFERENT WAYS

**Jose Luis Diaz-Rio – Madrid**  
**CEO, Gravitas Global Advisors**

“The excellence of Eaton Square’s team will translate into better capabilities for Spanish and European companies to reach investors and M&A opportunities throughout the world. We have had a great experience with them, that has made a great difference to our clients.”



**James Huey – Beijing**

“Eaton Square’s scale and reach is important in enabling me to link Chinese buyers who are looking for large transactions globally.”



**Andrew Light – Toronto**

“Eaton Square makes us a truly global ‘boutique’ firm. We compete and win against the largest players on an international stage.”



**Aaron Meyerson – Los Angeles**

“Eaton Square allows me to access capital from investors around the world and call on the expertise of an international network of colleagues. It truly allows me to give my clients the advantages of both a boutique and global bank.”



**Jim Afinowich – Phoenix**

“Joining Eaton Square has been important in enabling us to win mandates where national and international reach is a differentiator.”



**Mark Goodwin – Perth**

“Being part of Eaton Square in Perth enables us to differentiate our offering from the many local players as every deal is international now.”

**“THE INCREASED GLOBAL PRESENCE ENABLES US TO CONNECT EUROPEAN CLIENTS WITH INTERNATIONAL OPPORTUNITIES EFFECTIVELY.” GRAVITAS GLOBAL ADVISORS**



**Case Study:  
Gravitas Global Advisors**



Gravitas is a leading mid-market M&A and capital raising services firm with offices in Madrid and Florence. The firm specializes in assisting firms of \$10m - \$200m enterprise value with mergers and acquisitions, equity capital raises and sourcing debt facilities in the services, technology and biotech sectors.

Gravitas' particular strength is assisting European firms to connect with transactions internationally and link US firms to European investors and partners.

In August 2020, Gravitas joined Eaton Square and established the Madrid office. Jose Luis Diaz-Rio leads the team.

Gravitas has more than 20 years' experience connecting Spanish companies and investors with the rest of the world and adds tremendously to Eaton Square's reach and experience base.



**Jose Luis Diaz-Rio – Principal, Madrid  
– CEO, Gravitas Global Advisors**

*“The excellence of Eaton Square’s team will translate into better capabilities for Spanish and European companies to reach investors and M&A opportunities throughout the world. We are all very excited to team up with them, looking to make a difference to our clients.”*



**Santo Volpe – Principal, Firenze**  
*“We are in times of fundamental structural change in our business. And with that, there is enormous opportunity. The increased global presence will enable us to connect European clients with US and APAC more effectively.”*

## “HAVING A GLOBAL PRESENCE IS A SIGNIFICANT BENEFIT FOR GROWING THE BUSINESS.” SPP CAPITAL PARTNERS

New York, USA



### Case Study: SPP Capital Partners

**SPP** CAPITAL  
PARTNERS

SPP Capital Partners has been focused on raising private debt and equity for corporate and equity sponsor clients for over 30 years. SPP has completed more than 550 transactions globally representing over \$25 billion of capital and has a volume of approximately \$1 billion annually. The firm's extensive relationships with more than 700 lenders and investors across all major constituencies in the private capital markets and source capital enable the firm to tailor a solution to each client's capital objectives. While SPP was hugely successful in their debt offering, they wanted to expand their business further by strengthening their national and international reach, especially in the M&A sector.

In March 2020, SPP partnered with Eaton Square and established the New York office led by Stefan Shaffer. This is an important step for both firms as it grows its physical reach from US to APAC and broadens their offering to include debt raising services.



**Stefan L. Shaffer – Principal, New York  
Managing Partner – SPP Capital Partners**

*“SPP is delighted to have the opportunity to work with Eaton Square. Eaton Square's reach and marketing strategies have bought many new opportunities and clients for our service delivery capability. The key thing has been that culturally we are very aligned which has enabled us to find exciting opportunities for both firms.”*



**Robin Ellis Busch – Principal, Austin  
Managing Partner – SPP Capital Partners**

*“As an M&A firm, Eaton Square have bought a new perspective to how our services can be used by clients in the US. Their reach into Asia. Pacific provides an exciting opportunity for SPP and the debt providers we work with.”*

## EATON SQUARE PROVIDES A NETWORK AND INFRASTRUCTURE THAT ASSISTS EXPERIENCED FIRMS AND M&A PROFESSIONALS

Toronto, Canada



### Case Study: Andrew Light



Andrew was most recently a Vice President at a Big 4 Accounting firm, and head of M&A and Strategy at a global technology firm.

Andrew joined Eaton Square to establish our North American presence out of Toronto, Canada, and has subsequently been joined by 4 other Principals in the office.

[WWW.EATONSQ.COM](http://WWW.EATONSQ.COM)

*"I had looked at joining up with some former colleagues to form our own Boutique professional advisory and M&A firm in the local market. We had a lot of connections and in an active market felt we were in a good place to assist our prospective clients.*

*However, we were also honest enough to know that we were scarcely differentiated from the many other 2 or 3 person boutique firms on Bay Street (Toronto).*

*Eaton Square gave us an immediate credibility to approach clients with an international agenda, and moreover the connections and networks of all the global Principals into potential investors and funders that was 10-fold that of our own connections."*

*The ability to de-risk my client work through Eaton Square was also a decisive for me, including: 1) as a sole operator I often had 1 or 2 clients, whereas within Eaton Square I am often concurrently working on 5 or 6 clients, hence it means I am not dependent the market forces or turmoils that can all too often hit your (only) client;*

*2) I now have a global team of exceptionally talented and senior business people that I can turn to for advice and expertise to win and execute projects; 3) the very scale and talent of the Eaton Square team means I bring infinitely greater potential (and chance of winning) to client pitches; 4) finally I pick up on the war stories of others to help avert challenges that might otherwise have also happened to me and my clients."*

*"What I also appreciate about Eaton Square is the centralized set of policies and procedures we all contribute and adhere to. It brings best practice to all of us, and the application of services like IT and Marketing that would be cost-prohibitive to a singleton. Not least Eaton Square is also a global brand that brings me leads either directly or via other Principals in offices across the World. I thoroughly enjoy the variety of clients and work, knowing that I am working with colleagues from any of our 15+ offices that have the same values and integrity that I work by."*

## EATON SQUARE HAS ENABLED US TO WIN MANDATES WHERE CLIENTS WERE LOOKING FOR NATIONAL AND INTERNATIONAL REACH

### Phoenix, Arizona



### Case Study: IBG



Founded in 1986, IBG Business boasts a rich history and track record advising in the sale and acquisition of over 1,100 privately held middle-market companies. With over 25 deal makers, the firm is focused on mergers & acquisitions and the private placement of growth capital with extensive expertise in the business services, consumer, life science, aerospace, energy, industrial, specialty distribution and manufacturing sectors.

IBG's leadership team has held key positions as founding members of industry bodies such as The M&A Source and AM&AA among many other affiliations.

IBG wanted to further grow their business. To achieve this, they needed to win more clients and reach buyers beyond their national borders. In December 2020, IBG joined Eaton Square and established five new offices in Colorado, Arizona, Oklahoma, North Carolina and Nevada. The integration has benefited both firms broadening our clients' opportunities across sectors within the US and internationally.



**Jim Afinowich – Principal, Phoenix  
Partner & Designated Broker, IBG Fox & Fin**

*“Joining Eaton Square has been important in enabling us to win mandates where national and international reach is a differentiator.”*



**John Johnson – Principal, Tulsa  
Managing Partner & Founder, IBG Business  
and Bluestem Resources Group, LLC**

*“Eaton Square aligns with IBG Business to expand and enhance our capabilities in serving business owners in preparing for and implementing successful transitions of ownership and growth development initiatives. The additional expertise brought by Eaton Square and its international roots are outstanding additions for IBG.”*

## EATON SQUARE ENABLES FIRMS AND EXPERIENCED PROFESSIONALS TO INTEGRATE INTO A GLOBAL NETWORK, BRINGING SCALE AND NEW DEAL FLOW

### COMMERCIAL TERMS FOR FIRMS

- Monthly subscription fee based on size of the firm:
  - » 2-10 M&A people US\$1k per month
  - » 11-20 M&A people US\$2K per month
  - » 20+ M&A people US\$3K per month
- 10% of revenues on deal conducted with other Eaton Square parties
- Firms share revenues with other firms or Eaton Square Principals according to their own agreement. Usually this is an even share, but is completely determined by the parties.

### TERMS FOR EXPERIENCED INDIVIDUALS

- No subscription fee
- 15% of revenues on deals conducted with other Eaton Square parties
- Individuals share revenues with other firms or Eaton Square Principals according to their own agreement. Usually this is an even share but is completely determined by the parties.

**EATON  
SQUARE SW1**  
CITY OF WESTMINSTER

## CONTACTS



### Atlanta

995 Canton Street  
Ste 100, Roswell  
Atlanta GA 30075 USA  
Ph: +1 404 585 0723  
Contact: Chadwick Hagan

### Austin

14205 Burnet Road  
Austin TX 78728 USA  
Ph: +1 512 531 6114  
Contact: Charles Harvey

### Boulder

Ph: +1 303 641 8779  
Contact: Michael Wasik

### Denver

4643 South Ulster Street  
Suite 1485  
Denver CO 80237 USA  
Ph: +1 303 758 4000  
Contact: John Zayac

### Los Angeles

1801 Century Park East, Suite 450  
Los Angeles CA 90067 USA  
Ph: +1 424 253 2300  
Contact: Aaron Meyerson

### New York

550 Fifth Avenue, 12th Floor  
New York NY 10036 USA  
Ph: +1 212 455 4502  
Contact: Stefan Shaffer

### Philadelphia

1717 Arch Street, Suite 3920  
Philadelphia PA 19103 USA  
Ph: +1 215 399 5410  
Contact: Michael J. Mufson

### Phoenix

15029 N. 74th Street, Scottsdale  
Phoenix AZ 85260 USA  
Ph: +1 480 327 6610  
Contact: Jim Afinowich

### Washington DC

1765 Greensboro Station Place  
Tower 1, Suite 900  
McLean VA 22102 USA  
Ph: +1 703 754 2477  
Contact: Taylor Devine

### Toronto

First Canadian Place  
100 King Street West, Suite 5600  
Toronto M5X 1C9 Canada  
Ph: +1 416 640 7124  
Contact: Andrew Light

### Kuala Lumpur

Suite 22-7 Wisma UOA II  
21 Jalan Pinang  
50450 Kuala Lumpur, Malaysia  
Ph: +60 3 2711 7200  
Contact: Nicholas Ashby

### Auckland

Level 13, 92 Albert Street  
Auckland 1010 New Zealand  
Ph: +64 987 3323  
Contact: Jeff Lim

### Brisbane

Ph: 1800 332 866  
Contact: Roger Collins-Woolcock

### Melbourne

Level 4, 90 William Street  
Melbourne VIC 3000 Australia  
Ph: 1800 332 866 or  
+61 3 8199 7911  
Contact: Jonathan Buckley

### Perth

338 Hay Street  
Subiaco WA 6008 Australia  
Ph: 1800 332 866  
Contact: Mark Goodwin

### Sydney

Level 12, 11 York Street  
Sydney NSW 2000 Australia  
Ph: +61 1800 332 866  
Contact: Neil Bourne

### London

2-4 Sampson Street,  
Wapping  
London E1W 1NH United Kingdom  
Ph: +44 2076 801 944  
Contact: David Blois

### Madrid

Modesto Lafuente 19  
28003 Madrid, Spain  
Ph: +34 684 249 300  
Contact: Jose Luis Diaz-Rio

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