

NEWBRICK

Group



Corporate Brochure

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About Us

Newbrick Group is the culmination of a management partnership stretching back nearly two decades.

During this time, we have experienced both the successes and challenges inherent in entrepreneurship and we are now extremely well-placed to draw on this developed skill set when working with new SMEs.

Having established a successful track record in many sectors over the years, we have built a formidable senior management team that now has proven results in a wide range of business activities. Our success has always been driven by the balance and synergistic qualities of this team, as well as our key group of complementary partners and experts.

Ultimately, we are Business Owners, Investors and Shareholder/Partners. We don't charge fees and we don't offer agency or brokerage services. We only look to purchase businesses directly to build our group, or JV with select business partners to take both organisations to the next level.



Louis Fitzsimmons

Business Investor & Group Owner



Edwyn Thomas

Business Investor & Group Founder

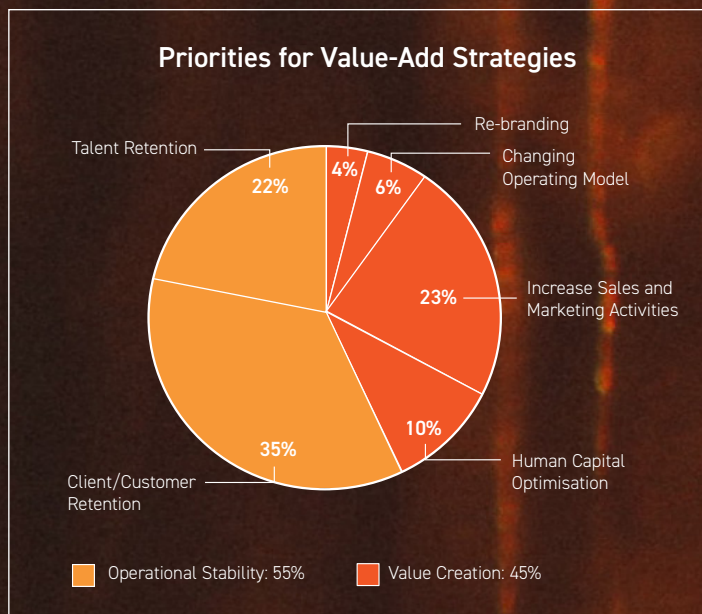
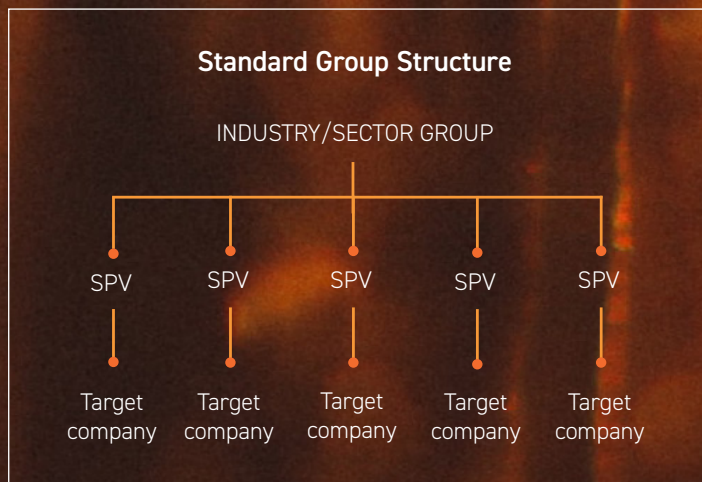
Investment Strategy and Value Creation

For new acquisitions, joining Newbrick Group is only the start of developing their potential.

At our core, we believe that our investment in companies should go well beyond the financial commitment and so a new business is only brought into the Group when we can dedicate full investment of our time and experience.

We fully appreciate that each business can be a legacy and, in some cases, an example of a life's work - and so we treat each acquisition with this level of respect.

Whilst every business is naturally different, we are often employing a similar rollout of business analytics and value-add strategies upon completion. However, our philosophy is that such business development activities should be carried out with an extremely light touch. An ownership transition can be a stressful time for everyone involved, particularly the existing staff, and we are always keen to make the change of ownership as positive an experience as possible.



After Purchase – Strategy and Priorities

We frequently carry out post-completion analysis of our previous mergers and acquisitions to better inform our strategies moving forwards. In doing so we have identified the following key priorities for our initial steps after a successful acquisition.



As the businesses we purchase are all important members of the group, it is vital that we carefully enact longer-term strategies. Creating a shared vision and a working, cross-company incentivisation structure in line with those goals is extremely important.

Group Growth Strategy

We are keen to continue replicating the success of the last decade by maintaining the steady expansion of the Group with new acquisitions. However, this strategy is not entered into aimlessly. Everything we do is ultimately working towards our overall 10-year plan as a group.

10 YEAR PLAN

YEAR 1

Minimise disruptive effects of the change of ownership. Ensure staff are reassured and once the waters have calmed, start to enact the transition plan - conscious of the aforementioned priorities.

YEAR 2-3

Complete the transition plan. Manage the final exit of the previous owners where they have remained for a period to assist with the handover. Install new management and provide them with the support they need to work effectively.

YEAR 3-5

Begin to see initial positive results from growth plans, ameliorating any early issues. New management should be fully bedded in at this time, however, we expect to remain heavily involved in ensuring the businesses thrive.

YEAR 5-8

Establish a year-on-year track record of consistent trading and strong accounts. Continue to build the balance sheet and company value.

YEAR 8-10

Amalgamate companies into a sector-specific group of synergistic businesses, with complementary potential.

YEAR 10

Offer investment shares in this holding company to carefully selected, long-term investment partners. The individual business under the holding umbrella will remain private and independently trading prospects.

Mission Statement

We will continue to grow the Newbrick Group of companies on the same solid foundations, shared ethics, and empathy for business owners that have generated the Group's success to date.

We want to offer a gateway for SMEs to begin to trade up and use the 'collective leverage' of the Group to bridge the gap between small business owners and larger corporate support and resource.

With due care and attention to the varied histories of the businesses we deal with, as well as careful consideration of the wishes of outgoing owners, we can ensure a managed exit that is beneficial to all parties and allows the business to thrive well into the future.

Legacy Driven, Future Focused.

Contact Us

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