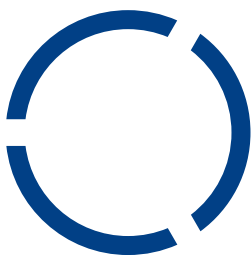


Prime Advantage Advisory

ADVISORY | FINANCE | WEALTH



PRIME ADVANTAGE

Inspiring Growth • Creating Value • Maximising Wealth

“A complete personalised solution to maximise growth and wealth in your business, from true experts, who care passionately about your success”

THE PRIME ADVANTAGE ECOSYSTEM

Prime Advantage, founded in 2011 is a highly experienced, specialist advisory and corporate finance company with offices in the UK and Australia.

We provide business growth solutions, capital raising and exit strategies, through our advisory and corporate finance divisions.

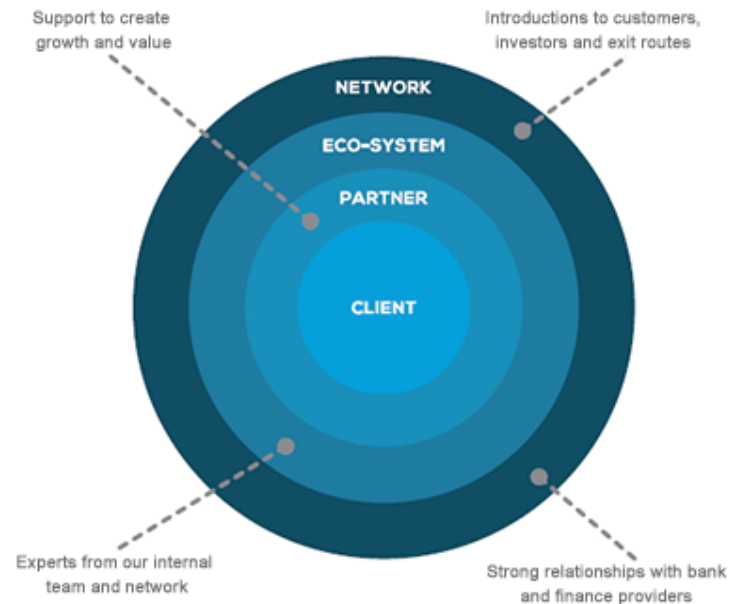
The Managing Partners, Brian Farrugia and Greg Tufnell, using their extensive track record in building successful businesses, have created an advisory business with the clear purpose of assisting SME clients reach their full growth potential.

They achieve this by providing targeted, specific corporate advisory, finance and wealth solutions for each of their clients.

These unique solutions are developed and delivered by sector experts who have been operating in these sectors as business owners or CEOs. They care passionately about their Clients, creating a close alignment with them through Prime Advantage's unique long term strategic growth methodology.

Prime Advantage's unique capability to provide a combination of business advisory services alongside the ability to raise funding and develop exit strategies through Prime Advantage Corporate Finance (our corporate finance division) further augments our client's plans and ambitions.

This is called the **Prime Advantage Eco System**



“Success is a science;
if you have the conditions
you get the results”

Oscar Wilde.



Who We Are

We are a business advisory and corporate finance specialist working exclusively within the SME sector both in the UK and



How We Work

We provide a uniquely tailored, local and personalized approach for business owners, CEOs and their companies.



Sector Experts

Our experts possess an outstanding track record of success and level of expertise in their chosen sector.



Advisory Solutions

Our combination of expertise, methodologies and Strategic Alliances help businesses grow and increase in value.

THE PRIME ADVANTAGE METHODOLOGY

We develop our guidance for clients with a focus on three core elements and then assist them in the implementation and execution of that agreed guidance.

1. INSPIRING GROWTH

Whether it be long term strategic clarity that is required, immediate improvements in sales revenue, organising for growth, preparing the business for investment or developing exit strategies, the Prime Advantage Advisory Partner is equipped to develop robust plans and deliverables.

Acting as a catalyst to organic growth the Partner will be able to provide operational support at every level along with access to the Prime Advantage advisory and corporate finance solutions.



To further inspire the business owner, Prime Advantage brings Clients, Partners and Strategic Alliances together at forums and events to encourage networking, foster the exchange of experience and open business relationships.

2. DRIVE BUSINESS PERFORMANCE

By challenging embedded thinking with a programme of quick wins, transformed capabilities and refreshed ways of working the emphasis is on high impact delivery and increased momentum.

At the core of a Prime Advantage Partner Client relationship is the ongoing measurement of performance, accountability and responsibility as together we create the right conditions to succeed:

By having access to the Prime Advantage Eco System, Clients are fast tracked to levels of expertise, curated by and introduced to Prime Advantage over many years. As a result the business moves forward faster, makes less mistakes and allows business owners a level of support and insight that they could not achieve on their own.

3. MAXIMISE SHAREHOLDER VALUE

Prime Advantage understands that a business is only as strong as its legacy and tailors strategy that is fully aligned to ambitions of our Clients.

Prime Advantage is able to help navigate the Client through a wide range of possibilities and choices including Exit Planning, Management Buy Outs, Mergers and Acquisitions, IPOs and Trade sales as well as Succession Planning,

Through our Corporate Finance division and extensive network of Strategic Alliances, we are also able to introduce Clients to Wealth Management experts so that business and personal strategies are both aligned and maximised effectively.



Corporate Finance Solutions

We support our Clients as they raise capital for growth and expansion as well as planning for exit and succession.



Our Sectors

We operate in 14 sectors that combined have UK sales in excess of £1.75 trillion and represent over 50,000 small and medium size enterprises.



News, Insights & Events

Stay in touch with our views and thoughts, the key trends in your sector, our programme of events and forums.



Results & Testimonials

You want results from an advisor you can trust. We know that.

**“Greatness is not a
function of circumstance.
Greatness, it turns out, is
largely a matter of choice”**

Jim Collins: Good to Great
(Collins 2001)



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www.primeadvantageadvisory.com

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