

GROWING WITH OTHER PEOPLE'S MONEY

RESULTS
INTERNATIONAL UK

Courthouse Hotel Kempinski, London, W1F 7HL
5:30pm - 9pm; Wednesday 10th May 2006



Financial institutions are increasingly investing in the marcoms and media sector. This broadens the options available to companies in using other people's money to both grow and realise value in their businesses. Leading experts focusing on the marcoms sector will provide insight into what makes a good investment and demystify the bewildering options available, including:

- How to attract the best quality investment?
- Creative solutions to grow your business through external funding?
- Pros and cons of debt vs. equity funding?
- Private equity – is this an attractive option?
- IPOs – are they as good as they sound?
- Recent deals in the marcoms sector: what your business may be worth?
- Overview of recent M&A market research

Speakers lined up for the evening:

PANMURE GORDON & CO

The IPO Perspective:

Alex de Groot, Analyst, Panmure Gordon & Co. plc

- IPOs – are they as good as they sound?
- How the "city" values marcoms companies?



The Private Equity Perspective:

Mark Wignall, CEO, Matrix Private Equity Partners

- Private equity – how it works?
- A viable alternative to a trade sale?



The Bank Perspective:

Martin McGovern, Relationship Director, Barclays Media Team

- How to attract the best bank deal?
- Creative funding solutions?



What your business may be worth: *Bob Willott, Editor of Marketing Services Financial Intelligence & Non-exec Director, Results International UK*

- Recent M&A deals within the marcoms industry
- Findings from the 2006 WKS Results M&A survey



Chaired by Andy Collins, Senior Partner, Fund Raising, Results International UK

If you would like to attend the Results International conference on the 10th May 2006, please indicate overleaf. Please be advised that speakers are subject to change.

Speaker biographies:

Alex de Groot, Analyst, Panmure Gordon & Co. plc

Alex is a media analyst at UK stockbroker, Panmure Gordon. Alex's coverage list spans large, mid and small cap UK media companies. Prior to Panmure, Alex has worked as a media analyst at Credit Agricole, ING Barings and Charterhouse. Alex's role includes researching and writing on stock market quoted companies, across publishing, broadcasting and marketing sectors. He is in regular dialogue with institutional fund managers in the media sector. In addition, he has been involved in a number of capital market transactions, across all market cap sizes.

Mark Wignall, CEO, Matrix Private Equity Partners

Mark commenced his career in 1980 with MAI Plc. He joined GLE Development Capital in 1987 and became Managing Director in 1994. During 1997, Mark founded a factoring and invoice discounting company, Independent Growth Finance, in which GLE Development Capital funds invested. In 2004 he led the MBO team that acquired GLE Development Capital and formed Matrix Private Equity Partners. Mark is Chief Executive of Matrix Private Equity Partners and lead manager for the Matrix Income & Growth Venture Capital Trusts. Matrix recently won the "Venture Capital Trust Manager of the Year" award at the Investor AllStars Venture Capital Awards and is one of just four private equity firms in the UK shortlisted as 'House of the Year' at the 2006 BVCA/Real Deals Private Equity Awards. Mark is a keen cyclist and footballer and passionate supporter of Preston North End and England.

Bob Willott, Editor Marketing Services Financial Intelligence & non-exec Director, Results International UK

Bob Willott is a chartered accountant and editor of "Marketing Services Financial Intelligence". He has specialised in advising "people businesses" for most of his working life, is a special professor at the University of Nottingham Business School and a non-executive director of various companies. Previously he has been a director of Haymarket Publishing Ltd (where he was the launch editor of "Accountancy Age"), technical director of The Institute of Chartered Accountants in England and Wales, a partner in Spicer & Oppenheim and Touche Ross (now Deloitte) and the founder of specialist accountants Willott Kingston Smith. Bob is a member of the Marketing Society, a life member and former honorary treasurer of the Direct Marketing Association, and a former trustee and honorary treasurer of the Save the Children Fund. He writes regularly for "Campaign".

Andy Collins, Senior Partner, Results International UK

Andy qualified as a chartered accountant with Price Waterhouse and spent 3 years in corporate finance with BDO Stoy Hayward. He then moved 'client side' as FD, initially with Triangle Communications, then Northern & Shell Plc where the launch of OK! magazine together with its satellite TV operations paved the way for the acquisition of the Express Group. Andy then joined international recruitment group 'Elan', raising £14m venture capital finance prior to the successful sale of this business to Manpower plc for £88m. Andy then joined Raw Communications as CFO, raising £20m private equity finance. More recently Andy took Asfare Group Plc to AIM and now advises services based businesses on a wide range of fund raising and M&A.

Martin McGovern, Relationship Director, Barclays Media Team

During his 20 years in Banking, Martin worked for 6 years in the City as a Relationship Director providing structured debt to fast growth businesses. He then moved on to lead a team of 40 people supporting the Barclays executive team to manage the Bank's total lending portfolio. Head Office life was not for him however and he decided to slide back down the greasy pole to the job he loves and enjoys which is supporting businesses. Martin now has overall responsibility for Barclays larger marketing services customers. When not at the Bank's offices in Soho Square, two girls of five and two and another on the way don't give much time for anything apart from Nick Jr and going to the park.

About Results International:

Results provide strategic and corporate finance advice to the global marketing communications industry, focussing on the creation and realisation of value for independent agencies globally. www.resultsinternationalgroup.com

Target Audience:

This seminar is aimed at owner managers of marcoms businesses who wish to expand their growth options creatively.

BOOKING FORM

Name	<input type="text"/>
Position	<input type="text"/>
Company	<input type="text"/>
Address	<input type="text"/>
	<input type="text"/>
Phone	<input type="text"/>
Email	<input type="text"/>

Payment method

- Cheque
 Bank Transfer
 Sponsorship

I would like additional places

VENUE DETAILS

Date:

Wednesday 10th May 2006

Time:

5.30pm – 9pm

Location:

Courthouse Hotel Kempinski,
 19-21 Great Marlborough Street, London W1F 7HL

Seminar fee:

£95.00 (excl. vat) – please make cheques payable to Results International.

All delegates will receive a complementary copy of the 2006 WKS Results Survey.

Bookings to be made before the 24th April 2006.

Please forward this booking form along with payment to: Angela Lurssen,
 24/25 New Bond Street, London W1S 2RR

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