

resultsINTERNATIONAL
e-BULLETIN
September 2006

- Latest news
- Results International Conference
- M&A opportunities
- www.resultsinternationalgroup.com

As you can see we have made substantial changes to our corporate image since our last edition. This is only our second change in the 15 years since the business was founded. The change of name in the UK reflects the need to align our business here with the growth and influence of the global Results International brand. The refreshed image is also a statement of the changing face of the business as a consequence of the impact being made by the new partners we have recently welcomed to the firm and the widening and deepening portfolio of services we now provide. Geographical and industry boundaries are evaporating, as are those between traditional and emerging media communications and the skill sets that support the industry.

In response to this evolution, our new partnership aims to advise on the wider media industry that the marcoms industry must recognize it is a part of. Results now also embraces a wider corporate finance role and is involved in funding options beyond simply trade sales. In particular we have further strengthened our expertise in private equity, VC and debt funding and IPO listing, which are becoming increasingly interesting as alternatives for some people to the traditional trade sale. With this in mind, we have dedicated this edition to the subject of **Private Equity Investment**. Managing Partner, Keith Hunt maps out a safe path in our featured interview (click here to view full interview). Our **7th Global Marketing Communications Conference "Digital Disruption: its impact on marketing communications"** is also imminent and details are below. The conference is being hosted by Results International and takes place at the Hotel Concorde La Fayette in Paris on the 21st and 22nd September 2006.

We hope you approve of the changes we have made. If you would like to get in touch regarding any issues outlined below or to let us know your view, we look forward to hearing from you.

Graham Beckett
CEO

**Private Equity -
an alternative to a trade sale**
Interview with Keith Hunt:

Results International's Managing Partner Keith Hunt provides insight into the increasingly popular alternative to a trade sale.

Q: Private equity investment seems to be a popular choice for agency growth and development; what has caused this emergence?
A number of private equity houses have recently started to focus on the marketing services sector. Increasing competition amongst those houses has led to greater availability of funds for agency growth and development.

Q: What are the key elements private equity investors look for when choosing to invest in an agency and vice versa?
The key elements private equity investors look for include:

- Management, both current management and succession management.
- Strong cash flows
- Strong client list
- Strong financial track record
- A good 3 to 5 year business plan showing high growth.
- An exit strategy

To find out more and to read the full interview, please [click here](#)>>

7th Global Marketing Communications Conference

DIGITAL DISRUPTION:
ITS IMPACT ON MARKETING COMMUNICATIONS
Hotel Concorde La Fayette, Paris
21st & 22nd September 2006

The world of marketing communications is constantly evolving; with the maturing of the web, we are witnessing a renaissance within the digital arena. This conference aims at turning today's digital challenges into future business opportunities.

This year, speakers from the US, UK, France, Spain and Germany will meet to examine their response to the trends and key issues confronting a rapidly changing, dynamic and globalised marcoms industry. The speaker selection includes:



[Click here to register](#)>>

For more information, [click here](#)>>

If you have any comments or would like to get in touch, [click here](#)>>

If you would like to unsubscribe, [click here](#)>>