



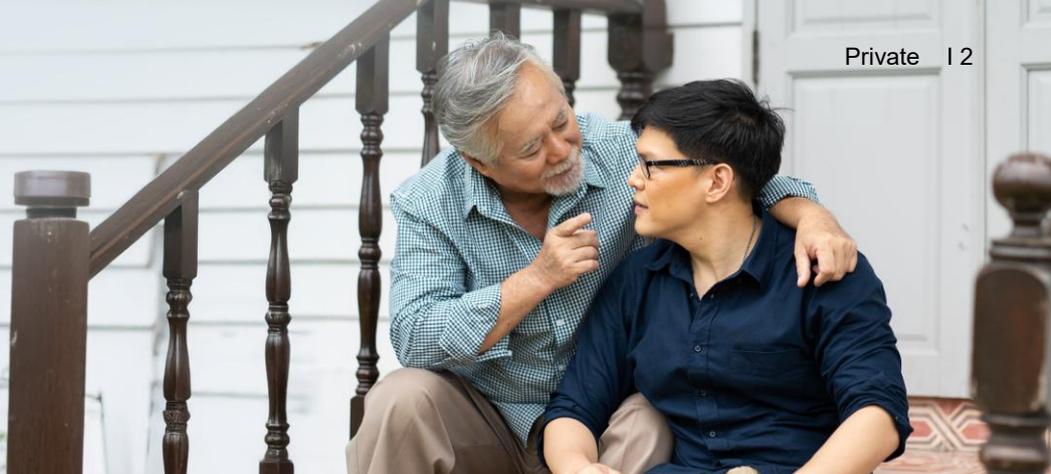
Private

Built around you

We help you grow, prosper, and professionalise your business—building a legacy for future generations



The Owner's Agenda

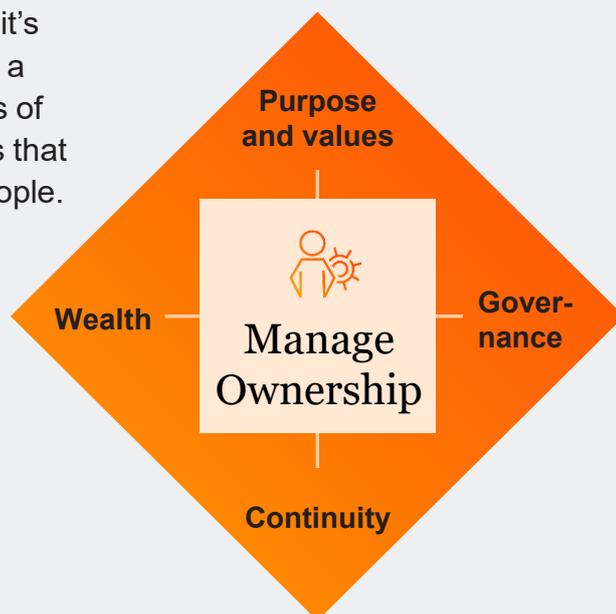


A personalised and holistic approach that considers your needs as an owner and a business leader.

At Private, we know that your business is more than a job; it's your life, your future, and your legacy. And with that comes a unique set of challenges and responsibilities. The demands of being an owner and those of growing your business means that your decisions are personal—and they can affect many people.

Manage Ownership

Managing ownership is a unique challenge. It's what sets you apart. The Manage Ownership model captures the most important owner challenges for long-term success. We're here to assist privately-owned businesses leaders from legacy building to exit strategies.



Purpose and values

Our private business experts are dedicated to helping families identify their shared purpose and define, codify, communicate, and embed their values.

Key areas of focus are:

- Facilitate family workshops/retreats to build alignment around purpose, values and long-term legacy
- Advise on embedding values into ownership and business decisions and succession planning

Governance

We help you navigate the complex dynamics within your family to build a unified vision and a clear framework for decision-making.

Key areas of focus are:

- Develop robust family constitution
- Clarifying family, owner and management roles for family members
- Develop framework to support scaling up and professionalising the ownership

Continuity

We help you engineer a smooth and well-managed succession, preparing the next generation to lead with confidence.

Key areas of focus are:

- Nextgen tailored education programme
- Design communication forums for succession
- Leadership gap assessment
- Estate planning strategy

Wealth

Grow and protect your wealth for this generation and the next. Our global network offers seamless solutions to secure your financial legacy.

Key areas of focus are:

- Analyse suitable family office locations and set ups
- Apply for suitable tax incentives for family offices
- Advise on strategic holding of core and non-core assets by the family

The private business lifecycle



We're here to help privately owned business leaders like you through all stages of the business lifecycle.

Our expertise is in helping you build a solid foundation, implement powerful growth strategies, and raise the funds you need to scale. When the time is right, we'll help you transfer ownership to either the next generation or a new buyer.

Manage Business

As a private business owner, building a long-term strategy to drive and manage growth involves many aspects. No matter where you are on your business journey, from scale-up to exit, we're by your side with insights and solutions that create value.



Get fit

Drive economic value by building on a solid foundation. Our proven frameworks and tools help you unlock your business's full potential.

Key areas:

- Tax advisory services
- Business/process improvement
- Governance structures
- Working capital optimisation
- Workforce transformation
- ESG strategy and reporting
- Technology strategy

Get funded

Leverage capital opportunities to help fund future growth. From bank or corporate debt, to initial public offering and private equity – we guide businesses through the capital raising process for the next stage of growth.

Key areas:

- Advice on debt/capital structure
- Private credit advisory
- Capital raising assistance (IPO, private equity)

Get out

Design an exit or succession strategy that aligns with your future aspirations. We'll guide you through the entire process to realise the full value of your investment and implement a sound succession plan.

Key areas:

- Independent valuations
- Competitive sales process
- Capital reduction and business restructuring
- M&A assistance

Get big

Strategies to maximise value and leverage capital to accelerate growth potential. We apply a strategic planning approach that links strategy through to execution including market positioning, key trends and financial forecasting.

Key areas:

- Financial modelling
- Tax planning
- M&A
- Market entry
- Assurance, risk, and regulation



PwC NextGen

Connect. Learn. Lead.

Accelerate your impact and prepare to lead your family enterprise into the future

1 **NextGen Academy** Developing the leaders of tomorrow

For the emerging leader. This immersive one-week programme prepares you for your future management role with insights into sustainability, innovation, and family enterprise strategy.

2 **NowGen Academy** Empowering the new leaders of today

For the new leader. This intensive one-week event is for those already in, or stepping into, an executive role. You'll gain powerful insights to sharpen your leadership and strategic impact.

3 **NextGen Impact** Be part of a reinventing generation

Graduation is just the beginning. You gain exclusive access to our Global NextGen Network - a powerful community of peers that will elevate your personal and business growth trajectory.



Connect with us

With a team that delivers a diverse set of skills and capabilities, we're here to help you manage ownership today and build a legacy for tomorrow—focusing on your agenda and your ambition.



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