



PwC Private

Helping you grow, prosper, and
professionalise your business -
building a legacy for future generations



Your vision. Our dedication.

Ownership goes beyond the business.

It's responsibility. It's sacrifice. It's your legacy.

We are dedicated to helping you maximise your vision.

Drawing on our global network of tech-powered experts, we're here to help with every stage of your journey - from managing priorities, to nurturing growth and planning for exit.

Let's take care of business, together.



Business is personal

Throughout our history, private businesses have always been a priority for PwC. In fact, we've been working with companies like yours for over 175 years.

Helping them grow, strengthen and - when and if the time is right - sell. We know business can be personal. So, we'll help you turn your opportunities into impact. And your ambition into success.



By your side, today, tomorrow

As the needs of your private business change, our support adapts. Through a global team of trusted advisers and tech-powered specialists, we're ready to move on any challenge - and help you maximise every opportunity. Dedicated, responsive, proactive - we're here for you today, and ready for your future.



Connections that count

The right markets. The ideal connections. The best technologies. We know where to look to find the catalysts your business needs. Reaching across our global communities, we'll connect you with people that can help you achieve your goals - and scale your business.



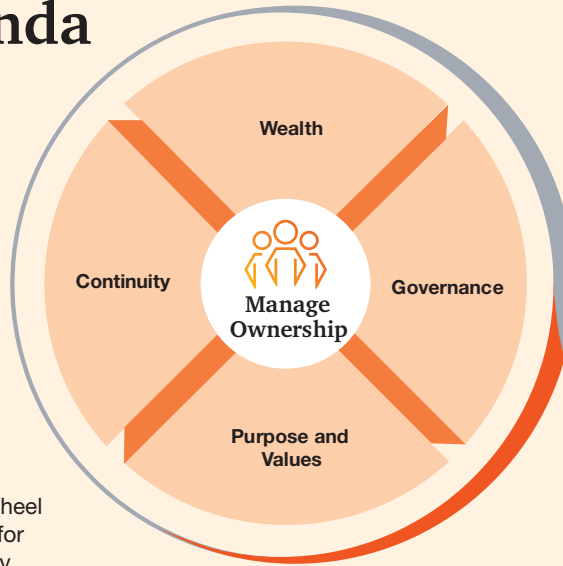
The Owner's Agenda

A personalised and holistic approach

At PwC Private, we know that your business is more than a job; it's your life, future, and legacy. We focus on your agenda and your ambition. Pulling together a team that delivers a unique set of skills and capabilities tailored to your business, we're here to help you manage ownership today and build a lasting legacy for tomorrow.

Manage Ownership

Managing ownership is a unique challenge. It's what sets you apart. The Manage Ownership Wheel 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 or professional wealth management.



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:

- Identity
- Shared mission and vision
- Business and investment ethics
- Business philanthropy

Family 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:

- Family Constitution
- Family/Owner council
- Family employment policy
- Conflict management
- Remuneration and Dividend policy
- Shareholders agreement

Business continuity

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

Key areas:

- Nextgen CEO competency
- Succession planning
- Nextgen tailored education program
- 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:

- Family office
- Tax and legal structure

The Private Business Lifecycle

We're here to assist privately owned businesses leaders through all stages of the business life cycle. 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:

- Financial management
- Business/process improvement
- Strategic guidance and business planning
- Governance structures
- Working capital optimisation
- Workforce transformation
- ESG strategy and reporting
- Technology strategy

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
- Divestitures
- M&A assistance
- Succession planning

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
- Bank tendering and refinance assistance
- Capital raising assistance (IPO, private equity, green finance)

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:

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



PwC Private Insights

Global insights to shape your future



PwC Family Business Survey

This survey providing insights into how high-performing family businesses are leveraging their unique strengths to achieve growth in times of rapid change. It draws on insights from over 1,300 family business owners across 60 countries, giving you a truly global perspective.



PwC NextGen Survey

This is the definitive survey on the next generation of family business leaders. We get to the heart of what's front-of-mind for you and your peers - exploring your perspectives, challenges, and the opportunities you see ahead.

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