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Private Equity Transaction Advisory

From \$15M to \$100M+ Valuation Through Strategic Value Demonstration

Client Situation

SGR Offshore, the franchising entity for the Em Sherif restaurant concept, had achieved substantial operational success with 40 executed franchise agreements globally and 20 operational locations. Despite strong operational metrics, shareholders faced challenges in demonstrating franchise value to potential investors, as significant cash flows remained intangible and difficult to quantify through traditional valuation approaches.

The dual objective involved partial monetization of shareholder value while securing strategic partnership for accelerated global expansion.

Our Value Demonstration Strategy

We advised a secondary share transaction structure with specialized private equity investors, but first addressed the fundamental challenge of making intangible franchise value measurable and demonstrable.

Proprietary Analytics Development: We designed a comprehensive internal cash management system that transformed franchise agreement data into quantifiable performance metrics. This tool enabled measurement of critical indicators including franchise performance rates, replacement cycles, and brand strength metrics.

Professional Transaction Management: Our team led investor presentations and negotiations, utilizing our data visualization tools to demonstrate franchise potential and sustainable competitive advantages.

Transaction Results

Our approach delivered exceptional value realization across multiple transaction phases:

Initial Valuation Baseline: KPMG's standard analysis had established company value at \$15 million.

First Transaction Completion: Within 12 months, we successfully negotiated a transaction at approximately \$60 million valuation, representing a 300% increase from the baseline assessment.

Follow-on Investment: An additional investor was introduced 24 months later at a valuation exceeding \$100 million, demonstrating sustained value appreciation and market confidence in the strategic direction.

Professional transaction advisory combined with innovative value demonstration techniques consistently delivers superior outcomes compared to traditional approaches.

Contact us to discuss how our expertise can accelerate your growth objectives across GCC, Eastern Europe, and Africa.



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