PRIVATE MARKETS ADVISORY

STONEHAGE FLEMING

NOW AND FOR FUTURE GENERATIONS

WHY PRIVATE MARKETS AND DIRECT INVESTMENTS?

Our clients are seeking greater exposure to direct private investments.

Private markets investing is an established cornerstone of family office portfolios, historically outperforming public markets. They offer a potential for higher capital return/yield, with lower price volatility than public markets and can act as a diversifier within a client's portfolio.

Through Direct Investments, you can leverage your experience and network to deploy your intellectual, social, cultural and financial capital to create a tailored portfolio according to your preferences. Direct Investments typically have a shorter average investment period than private fund commitments, along with greater visibility on the underlying investments. For all these reasons, clients are working with us to gain direct exposure to Direct Investments as part of their overall wealth management strategy.*

$1.5bn+

invested in Private Markets across the wider Stonehage Fleming Group since 2000

9%

of family office portfolios globally are allocated to direct investments

Source: UBS Global Family Office Report 2023

** The potential for higher return can equally lead to losses from a negative return on investment and the potential to lose all your money.*

WORKING WITH YOU

The Private Markets Advisory (PMA) team works with clients on their directly held private equity investments, known as Direct Investments. From origination to exit, we offer a dedicated outsourced service developed exclusively for the family office market.

WIDE RANGE OF OPPORTUNITIES
HUNDREDS RECEIVED PER YEAR

ORIGINATION

- Leveraging our network and institutional relationships to curate deal flow for our clients
- Proprietary access to many of our opportunities
- No auctions/bank-led processes

QUALITY CANDIDATES
10-15 SELECTED

SELECTION

- Must fit investment criteria
- Rigorous and focused initial due diligence
- Management meetings
- Deal-by-deal expertise

COMPLETED
2-5 PER YEAR

DEAL EXECUTION

- Deep-dive due diligence
- Management of third party specialist due diligence providers, industry experts
- Advice on structure and terms, including valuation and protections
- SPV (Special Purpose Vehicle) administered internally by Stonehage Fleming
- Project management to completion

MONITORING

MONITORING

- Monitoring our clients' investment and representing their interests, often via board representation throughout the investment hold period
- Adding value to the investee companies by providing strategic advice, including ongoing financial analysis, assisting in recruitment of key hires and leveraging our global network to unlock business growth opportunities
- Advising investee companies on M&A transactions, various financing options and introductions to follow-on equity partners

EXIT

EXIT

- Ongoing evaluation of liquidity options and exit scenarios to drive investment exit
- Leveraging the SF network to extend the buyer universe
- Utilising the team's sell-side experience to guide the investee company throughout the exit process

OUR APPROACH

Operating within a multi-family office.
Access and scale alongside other SF clients.

Deploying the SF network.
Originating differentiated, curated deal flow.

Deal-by-deal approach.
Build a bespoke portfolio based on preferences.

Direct investment or co-investment.
Enables greater focus and conviction.

Flexible investment strategy.
A generalist, opportunity-led approach.

Flexible capital solutions.
Investing across the balance sheet, plus follow-on capital.

OUR SERVICES

GROWTH EQUITY

REAL ASSETS

REAL ESTATE

DIRECT INTRODUCTIONS

PROBLEMS WE SOLVE FOR OUR CLIENTS

- Access and origination
- Institutional-quality due diligence
- Dedicated resource with expert skill set
- Benefits of collective scale
- Securing the right investor protections
- Having influence
- Post-investment administration and monitoring
- Alignment on structure and fees
- Driving successful exits

WHAT WE DO

Our expert advisers provide independent Corporate & Family Business Advisory services to shareholders and companies at every stage of the business lifecycle – from business development and fundraising to acquisitions, disposals and liquidity events.

Offering trusted advice with an entrepreneurial mindset, our highly experienced team specialises in helping clients make the right decisions for their businesses, on the right terms.

M&A

- Advising entrepreneurs and families on transactions involving their businesses
- Acquisitions and disposals
- Buy-side advice leveraging our principal investment and corporate development expertise

FUNDRAISING

- Raising capital for growth, both equity and debt
- Broad range of investor contacts leveraging our global UHNW and institutional networks

EXITS

- Liquidity events
- Full or partial sales
- Capital restructuring

LONG-TERM ADVISORY

- Strategic and financial advisory
- Independent oversight
- Professional adviser selection
- Valuations analysis and financial modelling
- Governance
- Corporate treasury

HOW ARE WE DIFFERENT?

We focus on family-owned and owner-managed businesses.
We are relationship, not transaction, driven.

Our focus is on long-term relationships and value creation.

Our clients are our partners.

As a group we specialise in working with families, individuals, and entrepreneurs.

We draw on the experience of our clients who have been successful in growing and exiting their businesses.

Bespoke and independent, no lending, trading or capital markets activities.

We approach every deal from the principal's perspective.

Operate within the wider SF group to offer a holistic service to entrepreneurs.

We harness the SF network to access capital, partners, and specialist insight.

We know what matters for entrepreneurs and family business owners.

CONTACT US

If you think we may be able to help you and your family,
please contact us for a discussion.

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STONEHAGEFLEMING.COM