FE INTERNATIONAL

Private Client

Experience you can rely on,
knowledge you can trust.

Let FE Take the Lead

"For anyone looking to buy or sell a business, FE International should be at the top of your list. They made the process of selling the business stress free. Their communication and commitment to completing the deal was flawless, and they worked tirelessly to get the best outcome for both the buyer and myself."

Mark Cambridge,
Owner,
Domainify Group

Over the past decade, FE International ("FE") has become the pre-eminent global advisor in content M&A, acting as the sole advisor on acquisitions totaling hundreds of millions of dollars in transaction value.

Our mission is simple: to be regarded as the most professional and trusted provider of M&A advisory services for technology businesses worldwide.

This requires our international teams to deliver unparalleled performance to our valued clients and offer the very best advice for each individual business.

Our aim is to cultivate long-term relationships and consistently deliver safe, secure and successful deal making for entrepreneurs and investors alike.

Our continued 100% YoY growth is a testament to our top-tier talent, data-driven processes and centralized global infrastructure, allowing us to deliver world-class service on a local scale.

Experience you can rely on and knowledge you can trust. These are the hallmarks of a true leader and what it means to experience certainty.

Experience Above All Others

Dependability

As a business owner your time matters. We will always give direct and honest advice. Our data-led approach provides accuracy throughout the acquisition process and ensures maximum value for your business on exit. Our M&A team is well versed in technology entrepreneurship and provides transparent insights into the metrics that really matter when selling your business.

Whether you choose to engage FE now or in years to come, our advice will always be data-driven and pragmatic.

Scalable Solutions

Our global infrastructure means we can deliver world-class service on a local scale. With offices in the US and UK, our advisors adapt rapidly to changing macro- and micro-market conditions to ensure best-in-class results for your business.

Representing clients in over 32 countries, FE's expert advisors know what it means to remain responsive. Our offices never sleep.

Customized Service

By supplementing proven processes with sophisticated research analysis, proprietary data sets and one-on-one consultations, we have the flexibility to tailor our approach to meet your vision. Our objective is to deliver proven expertise while continually evolving our services around the needs and expectations of our valued clients.

Collaboration You Can Believe In

Collaboration fosters intelligent decision making and highly specialized solutions to meet the most unique of situations.

Our data-led and customized approach means we will always work in an open and transparent way, ensuring you are "in the room" no matter where your schedule takes you. This forms a rock-solid foundation of trust and open communication that means you have the information needed to make informed decisions.

"We wasted a number of months listed somewhere else... and would have received much, much less had we not switched to FE International."

Vincent D'Eletto,
Owner, Word-Agents.com

Our Services

Our seasoned leadership team has over 50 years of combined experience in investment banking, strategy consulting, technology and entrepreneurship. We complement this formal experience with unique and innovative approaches to valuation, deal marketing and acquisition structuring. We pride ourselves on our quality of service and ability to consistently deliver safe, secure and successful deal making for entrepreneurs and investors alike.

FE International was named one of the fastest growing financial services companies in the Americas by the Financial Times in 2020, 2021 and 2022 and is a four-time Inc. 5000 company.

Full Service M&A
- Exit Planning
- Sell-Side Mandates
- Post-Acquisition Obligations
- Investor Network

Extended Services
- Consultancy
- Partners
- Acquisitions and Investment Vehicles

Full Service M&A

We combine traditional M&A advisory services with the industry know-how and expertise required to complete successful business acquisitions in an ever-evolving landscape.

Integrated solutions help realize our value quickly by housing all of the major elements required for successful acquisition under one roof. From exit planning to valuation analysis, strategic negotiations, due diligence, complex legal structuring, post-sale considerations and more, the FE processes provide certain and risk-free progress through the series of milestones required to complete a successful exit.

Exit Planning

Planning is integral to a successful business exit. FE understands that the future is as important as the here-and-now and the right advice for one business may not be the right advice for another.

Our team thrives on the challenge and excitement of navigating the opportunities that come with business development, and we partner with leading industry firms to provide integrated business solutions to take your exit to the next level.

Our aim is to guide you through the journey from A to Z, ensuring a smooth process along the way and a successful exit when the time is right for you and your business. We will work with you to achieve your goals, be that selling your business now or in years to come.

Sell-Side Mandates

FE has become the pre-eminent advisor within the industry and enjoys a well-earned reputation for integrity, creativity and delivering results. To date, the firm has successfully executed over 1,200 acquisitions.

You will receive advice tailored to your own objectives and our data-driven processes ensure maximum value at exit. Our personal touch guarantees it.

With the largest database of precedent content acquisitions worldwide, and over 80,000 vetted investors in our network, we will leave no stone unturned to deliver success for your business.

Post-Acquisition Obligations

As M&A advisors, we understand that there is more to an acquisition than penning the deal. With robust handover processes and a full technical team on staff, FE routinely facilitates the transition of the most complicated of businesses to new owners in a safe and efficient manner.

Our M&A team is always on hand to make sure you are on track to meet any technical, operational or financial post-sale contractual obligations.

Investor Network

With over 80,000 vetted investors in our network, we ensure that only the most qualified investors view information about your business. Our marketing materials are designed with security in mind and provide only the necessary information to solicit offers from seasoned professionals.

Protecting your interests is our top priority.

Our dedicated M&A team speaks to every investor on an individual basis, forming a full profile to ensure that only the most productive conversations are facilitated. Our unwavering approach to investor qualification and vetting ensures business continuity and diligence is upheld throughout the process.

Our transparent vetting process is open to scrutiny from business owners and investors alike and we do not compromise on the safeguarding of our clients’ interests.

01	02	03	04	05	06
Introductory Consultation	Information Gathering	Financial Analysis & Valuation	Onboarding	Strategic Marketing	Execution
Establish an early understanding of who you are and how we can help	Complete a detailed picture of your business and your objectives	Examine your business in order to establish an accurate valuation	Mandate FE as your M&A advisor and onboard you and your business	Develop a unique marketing strategy to offer your business to investors	Validate and mature offers into a successful acquisition

Selling Your Business

FE's experience over the past decade is founded in over 1,200 acquisitions totaling hundreds of millions of dollars in transaction value. Our industry leading results give FE the competitive edge needed to deliver above market results every time.

FE's M&A advisors take care of all of the heavy lifting, leaving you free to focus on running the business during the sale process. With accounting and valuation, onboarding, M&A and technical transfer teams all in-house, FE provides the comprehensive service you will need to successfully exit your business in a convenient and efficient manner.

01. Introductory Consultation

The first step is always to establish your goals and understand if the FE services are a good fit. Our promise to provide transparent and honest advice extends to identifying how we can help achieve your objectives early on, to ensure we are the right partner for your exit.

02. Information Gathering

Our team will spend time gathering the relevant financial, operational and market data required to build a comprehensive business profile and ultimately, value your business. This stage involves preliminary due diligence, which is always handled through secure third party data rooms. Due diligence is an ongoing theme throughout the sale process.

03. Financial Analysis and Valuation

The valuation of your business is one of the most important factors in a successful sale.

FE has the largest and most comprehensive set of precedent data in the industry, allowing us to model the most accurate valuations. Our proprietary valuation model establishes a multiple range by comparing hundreds of business metrics against over 1,200 acquisitions completed to date. These metrics are not looked at in isolation: they are inter-related themselves and are benchmarked against over 50,000 data points from our precedent deals to give an accurate forecast of where the market will value your business.

For completeness, we then also analyze other valuation methods, including historic price regressions, revenue regressions, publicly traded comparable business valuations and discounted cash flow modeling to establish the most accurate value for your business.

01 Introductory Consultation

Establish an early understanding of who you are and how we can help

02 Information Gathering

Complete a detailed picture of your business and your objectives

03 Financial Analysis & Valuation

Examine your business in order to establish an accurate valuation

04 Onboarding

Mandate FE as your M&A advisor and onboard you and your business

05 Strategic Marketing

Develop a unique marketing strategy to offer your business to investors

06 Execution

Validate and mature offers into a successful acquisition

Selling Your Business

03. Financial Analysis and Valuation (Cont'd)

There is no one-size-fits-all model to valuations, which is why our team takes the time to get to know you and your business inside-out.

Once we have established your business' valuation, we will discuss it with you in detail, explaining our analysis and recommendations.

FE International boasts a 94.1% success rate and acquisition prices are historically accurate to within 5.8% of valuations.

04. Onboarding

Only once the detailed valuation is communicated and agreed upon FE will seek a formal mandate to act as the M&A advisor in the sale of your business.

Having completed most of the necessary data-gathering exercises in steps one through three, onboarding is largely focused on operational and financial due diligence and the preparation of our best-in-class marketing materials.

By taking the time to complete a comprehensive set of due diligence verifications, our team can identify and rectify any potential issues that could lead to a loss of negotiation leverage during investor due diligence. This is best achieved by mitigating issues upfront before the business is offered to investors.

Due diligence is led by our Origination and Onboarding team and is handled exclusively through a secure room. The deal room is accessible through two-factor authentication anywhere in the world, leaving you free to securely oversee the deal progress while maintaining other commitments.

05. Strategic Marketing

The information gathered will be crafted into a comprehensive Prospectus, presented to you for approval before going to market.

FE has over 80,000 vetted investors ranging from high-net-worth individuals to Private Equity firms, funds and strategic acquirers. Confidentiality is of utmost importance and we invest heavily into technology and protocols to protect your interests. The dissemination of materials is handled in a secure manner with clear audit trails. Investors are categorized and targeted in a phased approach to ensure only the most relevant and qualified are presented with the opportunity to acquire your business.

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Selling Your Business

06. Execution

Offers and Negotiations

A short time into the marketing process, indicative offers will be solicited from qualified investors. These offers will be discussed at length to establish those worth pursuing and the negotiation strategies required to achieve the maximum value for your business. We stress that acquisition terms are just as significant as the price offered, so these discussions are important in creating comfort around execution certainty and post-acquisition obligations.

FE actively negotiates on your behalf, always with the aim of exceeding your exit goals. This is achieved through strict investor qualification, sophisticated and agile negotiation strategies and the fostering of competitive situations between investors in order to ensure the best price and terms are achieved.

Investor Due Diligence

Once one or multiple Letters of Intent have been signed, the acquisition will move into the investor due diligence phase. Having gathered much of this information in steps one through three, investor due diligence is seamlessly managed by FE through the secure data room, with little heavy-lifting required on your part. In competitive processes, FE will also liaise with all relevant counterparties to ensure requirements are met, while simultaneously continuing to solicit improved offers from these parties until a clear winning offer emerges.

The enterprise-grade data room ensures all documentation is held safely with clear audit trails, and data can be modified, recovered and extracted remotely from third party user machines to keep your interests protected.

Contracts

FE provides legal drafting in-house for each acquisition, however, it is advisable to seek external counsel to ensure you are comfortable before signing any binding agreements.

During the due diligence process, FE will simultaneously work with third party counsel to make sure matters are handled in a timely manner, safeguarding the acquisition momentum and execution certainty. FE can provide recommendations to reputable acquisition attorneys, tax attorneys and CPAs, if needed.

Escrow and The Transfer of Assets

FE puts the security of your business first in all situations. Escrow is a critical part of the execution process and is handled by our senior M&A advisors.

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Selling Your Business

06. Execution (Cont'd)

Escrow and The Transfer of Assets

Depending on the size and nature of the acquisition, FE will utilize either an attorney escrow or Escrow.com to handle the transfer of funds and assets. As a pioneer in the industry, FE has helped shape and refine the escrow process to ensure it is specific to the business models being acquired.

The transfer of assets is facilitated with FE's comprehensive handover process and is managed through the data room. This ensures that all of the information provided to a successful investor is held securely and there is a clear audit trail. In addition, FE has a full tech team in-house to assist you in the transfer process, if required.

Only once funds are secured and verified in escrow will the transfer of assets begin. With clear audit trails created throughout, FE is in a position to efficiently manage the process and safeguard the timely release of funds once a business has been transferred and the assets are verified by the investor.

Training and Post-Sale Obligations

Once the acquisition proceeds are securely in your possession, the training period will begin. This period is contractually limited to a maximum amount of hours over the course of a set period of weeks or months. Having gained a detailed understanding of your business during steps one through three, the FE team will have pre-empted these obligations and clearly outlined them to you ahead of going to market so that you are aware of the requirements when offers are being negotiated, accepted and executed.

Many business owners take this period as an opportunity to aid a new owner to getting off to the best possible start to safeguard the legacy of the business, which may be leveraged to create new opportunities, funding and partnerships after the exit.

FE is always on hand to make sure all post-acquisition obligations are adhered to and any milestones are met. FE monitors and records any contractually agreed operational and financial obligations to keep both sides on track throughout.

Success

These six milestones are all integral to the successful sale of your business. By leveraging the experience of our M&A team, your business will swiftly move through these stages to achieve its maximum value at exit.

Our tried and tested processes ensure safe, secure and successful deal making for entrepreneurs and investors alike.

Post-Acquisition: Extended Services

Full Service M&A

- Exit Planning
- Sell-Side Mandates
- Post-Acquisition Obligations
- Investor Network

Extended Services

- Consultancy
- Partners
- Acquisitions and Investment Vehicles

"You never feel like you have left any value on the table."

Gael Breton,
Co-Founder, Authority Hacker

Consultancy

The right advice for you.

Consultancy has many faces at FE.
From growth and exit planning, to strategic acquisitions and portfolio management, our team will always deliver for you.

Our value is founded in real experience gained by advising on hundreds of millions of dollars in acquisitions, as well as managing portfolios of content businesses.

This unique position gives us the ability to provide the very best advice for you and your business goals.

Selling your business can be just the first step in your continued success. FE's consultants will be there to make sure you have all of the expertise needed to execute the opportunities in front of you.

Partners

The right resources for you.

Because we know your time is valuable, we have developed solutions to increase your output while maintaining capacity during the exit planning phase.

FE has partnered with industry leading consulting firms to complement our own in-house development, marketing and sales teams to drive new revenues to your business.

Our combined services seamlessly integrate with the overall acquisition strategy and ensures a consistent approach during growth and exit planning phases and a predictable acquisition process when you do decide the time is right.

Acquisitions and Investment Vehicles

Leveraging experience to drive results.

Harboring a wealth of acquisition experience, FE is perfectly placed to deliver results after an exit if you are seeking buy-side opportunities, or are looking to invest in technology focused special purpose funds.

Our detailed knowledge of valuations, growth markets, key due diligence protocols, contract negotiations and asset transfers will give you the data and certainty you need to pursue your acquisition goals in a timely and secure manner.

Should you simply want to invest and yield returns, we also provide access to investment vehicles and funds with proven track records of profitable growth.

Your goals, achieved.

“It was a night and day difference selling this time through FE International as compared to privately in the past. FE removed all the ‘tire kickers’ from the process — which you’ll typically find at marketplaces where you list your business for sale. And because FE has multiple tranches of qualified buyers, they could go to their best potential buyers first and answer questions about my business before I even needed to get on a video conference call to meet potential buyers. In the end, I probably joined about eight calls that generated four strong offers.”

Michael Cyger,
Founder, iSixSigma.com

Certainty in Action

Exceeding expectations in the content M&A advisory sector

iSixSigma.com is a well-established advertising and digital products business in the Six Sigma space. The site is one of the oldest, largest and most reputable sites in its niche. Cyger sold the business for the first time in 2007, bought back the company assets in 2011 and relaunched with a simplified business model. In recent years, he refreshed the site with a vast content library of over 3,800 articles, leading to approximately 4 million visitors each year.

The business was very popular among our investor network. The FE International team orchestrated conversations with several interested buyers and those discussions led to multiple quality offers. Cyger ended up selecting a buyer who expressed interest during the early stages of the marketing process. The business was acquired by a strategic firm.

Working together with the seller and buyer – both of whom were detailed, responsive and engaging – we were able to move efficiently through the due diligence period to close the transaction.

Today, iSixSigma.com is thriving under its new ownership.

Certainty in Your Future

Change is an inevitable force. FE will be there to help you strategically plan and maximize your business value to ensure you are well positioned when new opportunities arise.

FE has consistently retained its position as the leading M&A advisory firm for content businesses through its data-led, customer-centric approach and an unwavering devotion to excellence.

Experience you can rely on and knowledge you can trust. Let FE take the lead to deliver success for your business.

Questions answered

What are the advantages of using an M&A advisor?
Working with an advisor will help you maximize the value of your business ahead of and during an acquisition process. Advisors house a wealth of experience, expertise and knowledge, which will ensure that your exit goals are met. A reputable advisor will:
- Help you maximize the value of your business ahead of an acquisition;
- Offer invaluable advice before, during and after the process;
- Find the right investor for your business;
- Protect your operational, financial and legal interests;
- Support and guide you through the acquisition execution and any post-sale obligations; and
- Adhere to industry standards and regulatory protocols.

How do I find out what my business is worth?
Your valuation will depend on hundreds of factors focused around the operational, financial and market considerations for your business. Valuation analysis combines various data-led modelling methods to find the right fit for your business - maximizing the value at exit and pre-empting any specific deal issues that may arise.

How do I keep the sale of my business confidential?
A trustworthy advisor will tackle this head on. At FE, we share your concern and our processes are designed to protect confidentiality. Through a combination of non-disclosure agreements, one-on-one discussions, know-your-clients procedures, financial vetting and third party background checks, we create full profiles on all individuals and companies involved to make sure each party is protected during an acquisition process. Further, all marketing materials are censored and only delivered to qualified and selected investors through secure data rooms. Our transparent vetting process is open to scrutiny from sellers and investors alike and we do not compromise on the safeguarding of our partners' interests.

Do you already have buyers for my business?
FE has over 80,000 vetted investors ranging from high-net-worth individuals to Private Equity firms, funds and strategic acquirers. FE has made a conscious effort to develop best-in-class processes and educational content to champion a new era of safe, secure and successful deal making. In turn, FE has amassed the world's largest and most diverse client base focused on the acquisition of content businesses. Over the past decade FE has boasted a 94.1% success rate and an average difference between valuation and acquisition value of just 5.8%.

Do I need an attorney or accountant?
FE provides accounting and legal drafting in-house specific to the sale of your business; however, it is advisable to seek external counsel to ensure you are comfortable before signing any binding agreements. Our legal drafting knowledge is based on over 1,200 precedent acquisitions and is up to date with the continually changing legislative landscape.

What do you expect from me, the business owner?
FE is a full-service M&A advisory firm and as such, we will do all of the heavy lifting. Our role is to provide expert insight and analysis, and facilitate the successful exit of your business for its maximum value. During the process, we ask that you are transparent and forthcoming with pertinent business information that might impact the acquisition and that you are focused on the ongoing performance of the business during the sale process. Our team will handle the rest.

What terms do you require?
Boasting a 94.1% success rate, FE's model is entirely contingency based. We do not charge any upfront fees or listing fees, rather we simply charge a percentage of the overall sale consideration at exit. This means that we effectively work for free until a business is sold and our incentives are entirely aligned (i.e. valuation maximization).

How do I become a qualified buyer after the exit of my business?
It is very common for business owners to seek new opportunities once they have exited their business. We always welcome new buyers and will guide you through our vetting process to ensure that you qualify to join our investor network.

What does FE specialize in?
FE International provides award winning M&A advisory services for mid-market SaaS, e-commerce and content businesses. The company has become the pre-eminent advisor and valuation thought-leader in the industry. FE offers comprehensive exit planning services, as well as direct access to an established network of pre-qualified international investors to drive demand and maximize value for the clients it represents.

Accolades and affiliations: - Financial Times' Fastest Growing Companies in the Americas (2020 - 2022) - Inc. 5000 company (2019 - 2022) - Inc 5000 EU (2018) - IBBA Deal Maker of the Year (2016 & 2015) - IBBA Top Global Producer of the Year (2016) - IBBA Chairman's Circle Award (2016) - Financial Services Authority (FSA) - Escrow.com Partner - BBB A+ Rating

FE INTERNATIONAL

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FE INTERNATIONAL IS A MEMBER OF THE NATIONAL ASSOCIATION OF CERTIFIED VALUATORS AND ANALYSTS, IBBA, PARTNER OF ESCROW.COM AND AN INC 5000 COMPANY.