



Brackendale
CONSULTING

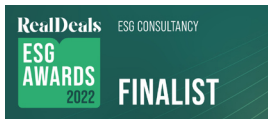


A global boutique consultancy
offering marketing, branding and
communications services to the
private equity industry



“Brackendale’s superb team stood out to the judges for its multilingual and international edge, along with its multifaceted outlook. Of particular note are Brackendale’s connections with LPs - much of the team’s senior leaders have experience on the LP side or with GP investor relations. Also noteworthy is Brackendale’s hands-on approach; the judges expressed how well the boutique offering supports small and mid-cap GPs.”

FROM THE JUDGES PANEL OF THE DRAWDOWN AWARDS 2023



Introduction to Brackendale

Brackendale is a one-stop-shop offering investor strategy, marketing, design and communications services to private equity houses across the globe.

Fay Margo, former financial journalist and ex IR manager, founded Brackendale Consulting in 2013 after working for a decade in the private equity industry.

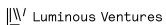
We are multilingual and can translate financial documents from French, Spanish and Italian to English.

Our services centre around four key components:



Client Experience

Fund managers



Advisory firms



BlueLake Associates



CLYDE & Co



RAYMOND JAMES



Portfolio companies



Meet the Brackendale Team



Fay Margo
CEO

IR Manager at Cipio Partners, Journalist at The Economist, The FT Group, and Editor at Unquote and IR Magazine



Laura Shelley
COO

Customer and hospitality experience at Dellan Consulting, Office Concierge, Firmdale Hotels



Guy Waller
Senior Advisor

Business development at Certior Capital, Managing Director at Partners Group, Editor-in-Chief at Unquote



Alesha Cheah
PR & Marketing Manager

King's College London Modern Language Advisor, Königspost Editor, and Designer



Zoé Gamet
Senior PR Associate

Digital marketing at I'M NOT A BARISTA, specialised in communications



Archie Graves
PR & Marketing Associate

Social media at Lawyers for Net Zero, Research Assistant at BNP Paribas and Intelligent Ethics



Jonathan Parker
Graphic Design Director

30 years' experience, Art Director at IR Magazine, Corporate Secretary, and CorpComms



Cathy Schmitt Brookes
Senior Designer

25 years' experience, Senior Designer at IR Magazine and Corporate Secretary



Lorna Coward
Graphic Designer

Marketing Designer for Michael Brand Communications and Hurstpierpoint College



Jonathan Pratt
Operations Manager

Retail Programme Officer at Go-Ahead, managing Smart Ticketing and EMV technology projects



Gareth Morgan
Senior Writer

Senior Research Manager at The Sunday Times Fast Track, Senior Research Manager at Unquote, overseeing LP research



Benjamin Robertson
Senior Writer

Private Equity Reporter at Bloomberg. Writer for The Scotsman, Forbes, Newsweek, Voice of America and Al-Jazeera



Why Brackendale?



Small team

Every one of our clients is extremely important to us and working with a small, focused business means the person you meet initially will always be your account manager. You won't be pitched to by the CEO and then have an intern working on your account. That's not how we work.



Journalist contacts

Our team includes former private equity correspondents from publications such as Unquote, Newsweek, Euromoney, The Financial Times Group and The Economist. This brings not only an unbeatable network of journalist contacts but helps us to know which angles to market in order to gain the desired coverage.



PE knowledge

We don't claim expertise across a broad spectrum of global industries; we live and breathe private equity. Our clients benefit from the highest level of industry expertise from consultants who have worked in PR and IR for private equity fund managers over many years.



Flexibility

We understand that all of our clients' needs are different and each has different goals. We will get to know your business and adapt our services to best meet your needs and we will use all our energy and passion to help you achieve your objectives.



One-stop-shop

Through our four key service areas you can benefit from using one dedicated agency for all of your marketing requirements. This means more efficient communication streams, better understanding of your business and more competitive pricing.



LP network

We also have a strong international LP network and regularly source their views for our private equity LP sentiment surveys, which are centred around topical investor trends.

Philanthropic Partners



**WORLD
LAND
TRUST**

World Land Trust

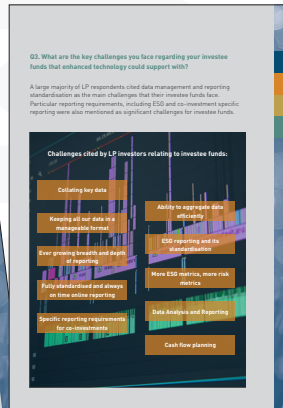
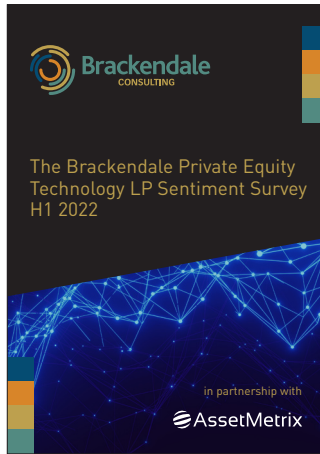
Brackendale has planted over 600 trees in tropical forests through our Plant a Tree Pledge with registered charity the World Land Trust. Every time we issue an invoice to one of our clients, we make a donation for a tree to be planted. Our ongoing collaboration not only combats deforestation in Armenia, Brazil and India, but also protects highly threatened wildlife, preserves fragile ecosystems and helps local communities to live sustainably.



Epic Foundation

We have also teamed up with Epic Foundation, which provides funding and support to high-impact nonprofit organisations globally. 100% of donations received go to its portfolios of charities, which are hand-picked to offer donors a broad selection of worthy causes to support. Epic's charities are vetted, and donations closely reported on, to promote transparency and maximise impact.

The Brackendale LP Sentiment Survey



Brackendale produces biannual investor sentiment surveys, canvassing opinions from our broad network of 400+ LPs on topics that are pertinent to the private equity community. We then market these findings to the financial press internationally.

We have received significant media interest in our surveys, which have become well-known amongst private equity fund managers and investors alike.

“Over a third of LPs track private equity fund managers on social media and around a quarter say social media has influenced their investment decisions, according to a survey by **Brackendale Consulting**.”

Unquote
An Acuris company

RealDeals

“According to **Brackendale Consulting's** Private Equity Social Media LP Sentiment Study 2021, 38 per cent of LPs are using social media to track investee funds and a further 29 per cent use it as part of the due diligence on potential new investee funds.”

“The debate over environmental, social and corporate governance issues has continued to rise throughout the pandemic but reports on the subject by buyout groups are still filled with greenwashing, whitewashing and superficial claims, according to institutional investors. Those were the findings of a survey from London-based advisor **Brackendale Consulting** [...]”

PRIVATE EQUITY NEWS



Media Relations

Media Relations – what we offer

Brackendale will work with you to build you an effective PR strategy geared at delivering targeted news coverage to enhance investor perception, drive deal flow or increase general market awareness of your firm.

From deal announcements to one-on-one interviews, we can gain you column inches in industry-specific or mainstream news outlets in the UK, Europe and the US.

News Campaigns

Writing, editing and distributing press releases at regular intervals throughout the year on deals, exits, fundraising news, portfolio activity and people moves, proactively contacting journalists in our network to encourage interviews and media coverage.

Ongoing Coverage

Actively driving journalist coverage of client activities through a programme of targeted outreach to relevant journalists, with pre-defined key messages and content ideas. Additionally, our journalist contacts regularly approach us for interview subjects for specific articles they might be writing.

Ad Hoc PR Support

For clients with less regular PR needs or those wanting to try us out on a particular news item, we can work with you on a singular pre-agreed media campaign or announcement via press release.



Media Relations

HPE Growth – Case Study

We provide a range of marketing and communications support to HPE Growth, a pan-European growth equity fund specialising in digital technology investing.

HPE Collects
€160 Million to
Support Portfolio
Company PPRO

The **Wall Street Journal** covered a secondaries transaction relating to an HPE portfolio company, with a focus on HPE's involvement.



HPE Growth Principal Ronald Kemmeren was selected from an entry form we submitted to be a **Private Equity News** Rising Star of Private Equity.

Organising speaking slots at leading industry conferences run by the likes of **IPEM** and **Private Equity International**.

Ghost writing blogs on behalf of the HPE Growth team on **Medium**.





Media Relations

Omnes Capital – Case Study

We were mandated by Omnes Capital, a leading French private equity house, to gain media coverage on specific deal announcements and news items in the French and UK press.

Le Monde published insight from a managing partner at Omnes on the French renewable energy market, following our involvement. We have also achieved regular exclusives in Les Echos on deal news.



Le modèle éolien français basé sur des aides d'Etat n'est pas durable.

Serge Savasta, Associé gérant du fonds d'investissement Omnes Capital

Le Monde, Tribune

Paris-based investor in private equity and infrastructure Omnes has acquired a controlling stake in the Irish solar PV developer Power Capital Renewable Energy (PCRE) for an undisclosed sum.

The Irish Times reported on Omnes' maiden investment in the Irish renewable energy market and the Sunday Telegraph reported on Omnes' wind farm activity, as part of the media campaigns we ran.

Serge Savasta, managing partner of Omnes, told The Sunday Telegraph that Brexit has had no bearing on the firm's planned move into the UK.

The Irish Times

The Sunday Telegraph

OMNES

Regular, ongoing coverage in French and UK private equity trade publications, such as **PE magazine, CF News, Capital Finance, Green Univers, Alt Assets, Unquote, Private Equity News, Real Deals, Private Equity Wire, Infrastructure Investor, and IJ Global.**



Media Relations

Raymond James PCA – Case Study

We were mandated by Raymond James (formerly Cebile Capital), a leading placement agent and secondaries advisor, to maximise its media profile in the UK and the US, without issuing press releases on specific news items.



Regular speaking slots on **CNBC**, the **BBC** and **Bloomberg**.

“The pandemic really spurred private equity firms to evaluate continuation funds,” said Sunaina Sinha Haldea, global head of private capital advisory at Raymond James.

Raymond James to Acquire Advisory Firm Cebile Capital

The deal gives Raymond James access to the sponsor-led secondary market

The Financial Times

WSJ Pro Private Equity

Sunaina spoke on **City AM**'s podcast **DiverCity** about how to promote diversity and inclusion in leadership positions.



Regular ongoing coverage in the private equity trade press in the UK and the US such as **Secondaries Investor**, **Alt Assets**, **Unquote**, **Private Equity News**, **Real Deals**, **Private Equity International**, **PE Hub**, **Private Equity Wire**, and **Buyouts**.



Media Relations

Raymond James European Investment Banking – Case Study

We also partner with Raymond James' European Investment Banking division to maximise its media profile on a pan-European scale, without issuing press releases on specific items.

“Bertie betrachtet das Bild europaweit. Seit er 2020 vom Wettbewerber Jefferies zu Raymond James kam, habe sich der Umsatz in etwa verdreifacht.”

Frankfurter Allgemeine Zeitung

Bertie said: “Inflation, the energy price market, and consumer spending pressure bring strong focus on current trading of the target which requires deeper due diligence.”

Private Equity News



Real Deals did a profile on Allan Bertie, Raymond James' Head of European Investment Banking, discussing the market slowdown from June 2022 to February 2023.

Regular ongoing coverage in the private equity trade press in the UK and wider European publications, such as **Frankfurter Allgemeine Zeitung**, **PE Hub Europe**, **Real Deals**, **Handelszeitung**, **Private Equity News**, **Private Equity International**, **Unquote**, and **Mergermarket**.



Media Relations

Sky9 Capital – Case Study

Sky9 Capital, a Shanghai-based venture capital fund, mandated us to manage PR for IPOs of unicorns onto the Nasdaq, as well as gaining top tier media coverage in Europe.

IPO media campaigns

Full media campaign surrounding the IPOs of Autonomous trucking firm **TuSimple** at \$8.5bn and consumer tech company **Smart Share Global** at \$2.3bn.

Chinese brands with the ability to go global are of particular interest to VCs, including Sky9 Capital. Founder Ron Cao speculates whether the international success of Shein can be replicated by a mid- to high-end brand. “Is something like Shein an anomaly or a trend for what’s going to happen in the future? These are all questions that will be interesting to explore,” he says.

Vogue Business



Sky9 Capital CEO Ron Cao spoke live on **CNBC** about the Chinese VC market.

China will become the biggest venture capital market in the world, according to Sky9 Capital founder and managing partner Ron Cao. The venture capital firm has been investing in start-ups in China since it was founded in 2016 and has helped grow several businesses in the country before listing them on stock exchanges in both the US and Asia.

CityWire

Sky9 云九
CAPITAL 资本

Interviews secured with publications including **Technode**, **The Financial Times**, **VC Journal**, **Real Deals**, **Vogue Business** and **Citywire**.

Interview interest from **The Daily Telegraph**, **Bloomberg**, **Wired**, and **The Wall Street Journal**.



Media Relations

Social Media

Growing numbers of LP investors, along with other members of the private equity investment community, are using social media platforms to see what their investee funds are up to, and benchmark your activities with those of other fund managers.

It is becoming increasingly important to bolster your social media appeal and outreach to potential investors, target companies and stakeholders.

At Brackendale we are proficient at setting up and managing LinkedIn company accounts and posting regular industry- and sector-relevant updates with visually compelling graphics as well as providing monthly analytics.

propelair®

- Uses up to **84%** less water
- Reduces sewage/ water bills by up to **60%**
- Uses up to **80%** less energy
- Aerosolised germs reduced by up to **95%**
- Refills in up to **30 seconds** not 2-3 minutes

Hygienic handle

earth capital
earthcapital.net

Sky9 云九 资本
CAPITAL

Sky9 Capital portfolio company Energy Monster lists on NASDAQ at \$2.3 billion market capitalization

Energy Monster is China's leading mobile device charging platform provider

怪兽充电 ENERGY MONSTER

astorg.

Thierry Timsit

Top 50 Most Influential in European Private Equity

PRIVATE EQUITY NEWS

Omnes

Céleste Lauriot dit Prévost
Associate, Omnes

"The strategic dimension of ESG, which I support in all aspects on a daily basis, is a real plus in my profession. In particular, we have implemented reporting based on the evolution of our portfolio to the climatic in responsible SM."

WPC
is attending

David Jolly
Managing Director

Jim Wright
Managing Partner

Geel Jongsom
Investment Relations

PRIVATE EQUITY INSIGHTS London, Sep 04, 2024

bvca PARTNERS for GROWTH SUMMIT London, 11-12 Sep, 2024

Investir en confiance pour entreprendre durablement : nous sommes très heureux et fiers d'avoir accompagné la croissance d'IMV Technologies durant 4 ans, et de continuer de les accompagner

imv TECHNOLOGIES

HEBERTECH ProSorter ECM

BCF technology Haskim importvel Genelabate

HPE
GROWTH

Meet Frederic Huynen
The Big Score
30 Nov - 2 Dec,
Ghent, Belgium

THE BIG SCORE



Investor Marketing

Investor Marketing

Brackendale specialises in producing professional marketing materials such as LP presentations, investor newsletters, PPMs, pitch books and investment teasers, in both English and French. We will advise on best practice for investor presentations based on direct feedback from LP investors themselves.



Pitch decks

We will help you to get the edge on your industry peers by advising on best practice for investor presentations based on direct feedback from LP investors themselves, and the 50+ presentations we have worked on already. We are experts in writing clear and concise financial copy and advising on structure and layout.

PPMs

Once potential investors have shown interest in your fund, it is vital that your PPM offers additional comfort while carefully balancing both compliance and marketing content in a clear, detailed and engaging manner. We have the experience and skills to write and produce tailor-made PPMs that will set you apart from your peers.

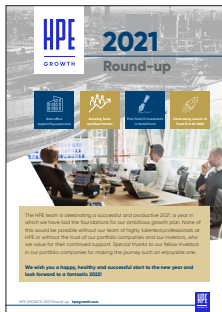
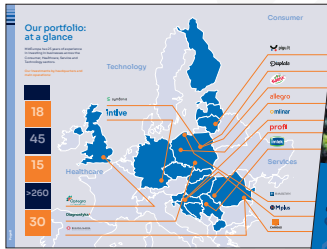




Investor Marketing

ESG reports

As Responsible Investment becomes less of a buzzword and more the norm, fund managers are becoming increasingly accountable to their investors in terms of demonstrating they have ethically-sound investment strategies. Brackendale is accomplished in writing and designing award-winning ESG reports for our PE clients.



Newsletters

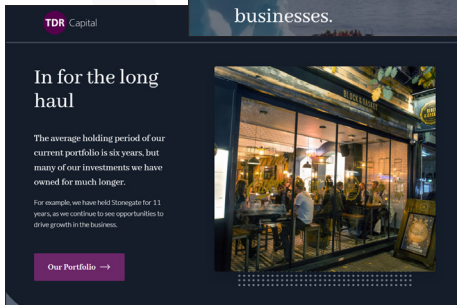
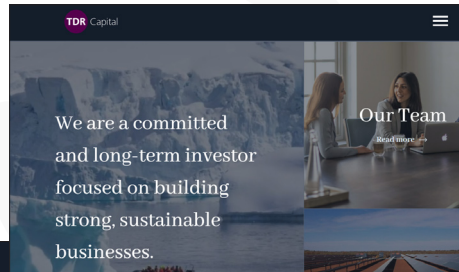
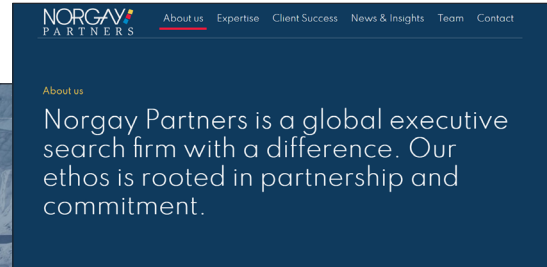
A pithy round-up of your company's activities on a regular basis will provide investors and other stakeholders with a more colourful picture of your firm. We can turn your highlights into a compelling but succinct newsletter which will capture the attention of your intended audience.



Investor Marketing

Websites

Brackendale is skilled at advising on best practice for private equity websites. We have both written content and advised on the structure, layout and artwork for websites such as those of fund managers TDR Capital, executive search firm Norgay Partners and private equity placement agent BerchWood Partners.





Investor Marketing

Thought Leadership Articles

Brackendale is proficient at penning compelling insight pieces, blogs and white papers on behalf of our private markets clients.



AZTEC GROUP CLIENT SECTORS SERVICES INSIGHTS LOCATIONS PEOPLE



Article
May 24, 2024
5 min read

Authors
Keesha Astor
Director

The retailisation revolution of private markets

Through a combination of regulatory reform, technological advances and global macro-economic factors, the retailisation of private markets is giving retail investors the chance to participate in exciting alternative investment opportunities for the first time.

Over the last few decades, the global private markets landscape has transformed in exciting ways. From the early days of private equity, venture capital and real estate, the industry has grown significantly. Today, private markets are becoming more accessible to a wider range of investors, thanks to the rise of alternative asset classes like private equity, venture capital, and real estate. This is driven by a combination of factors, including regulatory reform, technological advances, and global macro-economic factors. The retailisation of private markets is giving retail investors the chance to participate in exciting alternative investment opportunities for the first time.

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AZTEC GROUP CLIENT SECTORS SERVICES INSIGHTS LOCATIONS PEOPLE

Article
May 24, 2024
5 min read

Authors
Keesha Astor
Director

NAV financing: How managers can leverage private credit flexibility

1. Market conditions aren't easing, so investment managers need more tools to better manage their portfolios
2. NAV financing allows managers to effectively manage the cash flow requirements for their TAPs
3. It delivers liquidity and flexibility advantages, but these need to be balanced with risks

NAV financing offers a number of advantages, including the ability to provide liquidity and flexibility to investors. However, it also carries risks, including the potential for illiquidity and the risk of default. Managers need to carefully consider the risks and benefits of NAV financing before using it to manage their portfolios.

NAV financing offers a number of advantages, including the ability to provide liquidity and flexibility to investors. However, it also carries risks, including the potential for illiquidity and the risk of default. Managers need to carefully consider the risks and benefits of NAV financing before using it to manage their portfolios.




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All services Fund and Asset Managers Private and Institutional Asset Owners

Private real estate debt funds: growth of a bustling asset class

15 Apr 2024



Like the rest of the private debt market, private real estate debt funds really came into their own in the aftermath of the global financial crisis when mainstream banks tightened down and relied in their lending activities in a move to protect and bolster their own financial health.

The asset class is no longer a niche funding gap that the private debt market readily stepped in to fill. And this was no different in the real estate market. Banks scaled back their lending in the face of


Authors
Tamas Mark

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All services Fund and Asset Managers Private and Institutional Asset Owners

Unlocking opportunities: The rise of private debt funds in institutional investor portfolios

24 Jan 2024



By Justin Pennington and Alex Georgopoulos

The Global Financial Crisis changed everything. Interest rates plummeted to historically low levels and stringent regulations on how banks can lend from their balance sheets were put in place. This retirement of lenders left a vacuum in the market for providing financing for private equity-backed deals. Enterprising asset managers stepped in, providing private capital with a long-term outlook and a risk appetite that went beyond that of balance sheet investors.

Authors
Justin Pennington, Alex Georgopoulos



Graphic Design

Graphic Design

Our graphic design services cover everything from investor pitch decks, PPMs and ESG reports, to social media images, advertisements, and creating logos and branding.

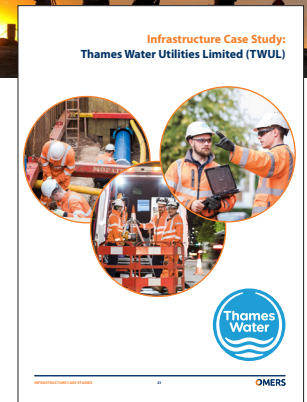
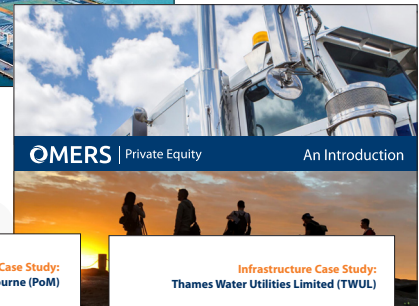




Graphic Design

OMERS – Case Study

We worked with OMERS' Toronto and London offices on a variety of projects, including a beautifully designed compendium of infrastructure case studies. We also redesigned investor presentations for their private equity and infrastructure divisions, as well as designing investor teasers for the growth equity and venture divisions. Our investor marketing team provided content advice.





Graphic Design

Logo Design



new logo



old logo



new logo



old logo



new logo



old logo



Investor Pitching

Investor Pitching

Once you have the perfect presentation in place, it's all about convincing the LPs to invest. If you cannot relay information in a compelling and convincing way, potential investors will look elsewhere. Having sat in countless investor meetings, we know what works and what doesn't. Brackendale offers online pitch training sessions to provide investment team members with the essential skillset to engage and impress investor audiences.

Online LP Pitch Training

In response to popular demand, in 2020 Brackendale launched its online LP pitch training offer. Public speaking is always a challenge, but presenting to an unseen audience using conferencing technology and from multiple locations can be especially daunting. Our coaching sessions are designed to help GPs become more comfortable "speaking into the void" by giving them the tools, such as vocal techniques, that help them deliver their messages in a clear and engaged manner.





Investor Pitching



What the sessions involve

We will begin by identifying perceived strengths, as well as weaknesses needing to be worked on, before carrying out a series of exercises designed to improve areas that require attention. This could involve defining key messages for fund managers who veer off topic, presenting without the deck for those who tend to read off the slides, speaking more slowly for those who rush, or doing an 'elevator pitch' if the LP only has 10 minutes to spare. We will also work on Q&A, carrying out role play exercises where we'll assume the persona of a fictitious potential investor, asking some unexpected questions deliberately designed to faze.



For more information please get in touch:

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