



The Private Business Lifecycle

We're built around you

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.



Private and family businesses contribute more than \$600bn to Australia's GDP and employ close to 4.5 million Australians.

The contribution is enormous, and so growth matters – not only for business owners but for the broader economy.

At PwC Private, we know that your business is more than a job; it's your life, future, and legacy. We're here to assist privately owned business leaders through all stages of the business life cycle. Our expertise lies in helping your business get its base fundamentals solid, implement growth strategies, raise funds to support your growth and – when the time is right – help transfer ownership to either the next generation or a new buyer.

Our services are aligned with your core objectives.

Drive economic value by ensuring your base fundamentals are solid. From end-to-end finance function, leadership and culture development, to governance structure and business process, our proven frameworks and tools can help ensure your business reaches its full potential.

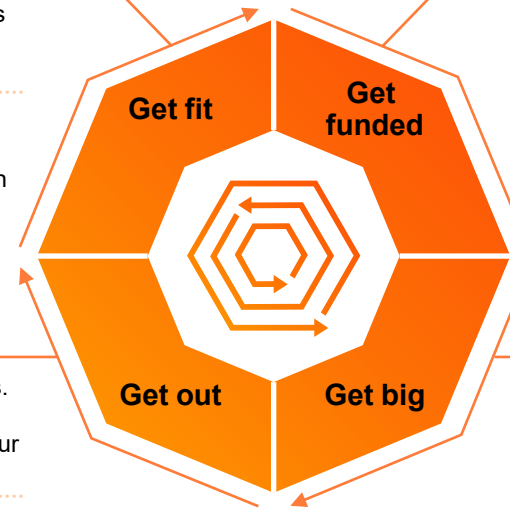
How we can help

- Financial management
- Business/process improvement
- Strategic guidance and business planning
- Governance structures
- Working capital optimisation
- Leadership and culture development
- ESG strategy

Exit or succession strategies that align to future aspirations. Every owner leaves their business one day. Our team guides you through the sale process, including realising your investment and/or implementing sound succession plans.

How we can help

- Vendor assistance
- Independent valuations
- Competitive sale process
- M&A assistance
- Succession planning
- Wealth strategy assistance
- Post exit wealth navigation



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, equipping them for the next stage of growth.

How we can help

- Advice on debt/capital structure
- Bank tendering and refinance assistance
- Capital raising assistance

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.

How we can help

- Strategic planning and execution
- Financial modelling
- Mergers and acquisitions
- Strategic marketing

PwC Private is well positioned to help at all stages of the business life cycle. We take the time to understand your business circumstances and aspirations. Through our personal commitment, professional expertise and networks, we combine the best of our firm to deliver the outcomes you need.



Get in touch

To find out more about our teams and how we can help you on your growth journey, please visit our Private Business Lifecycle hub.



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