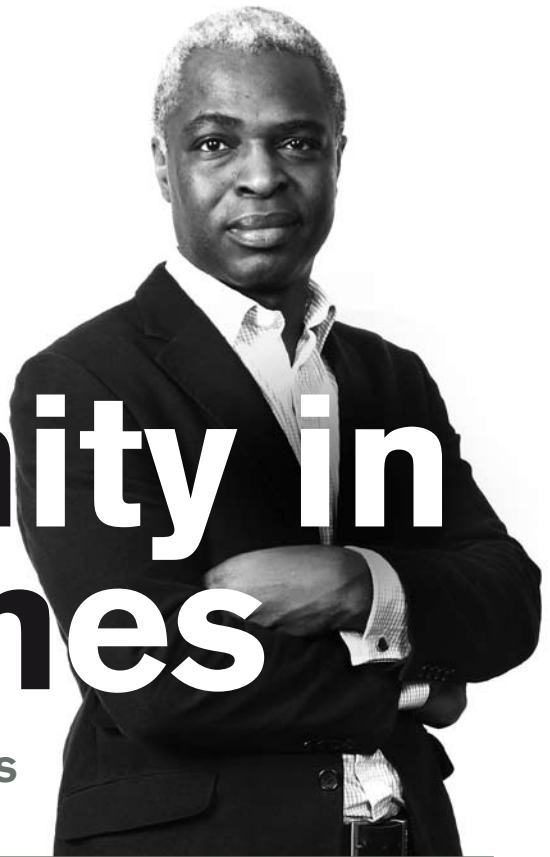


Funding opportunity in tough times



Managing Partner Wol Kolade explains how ISIS backs the winners in any economic climate.

We all know that capital is hard to secure right now. In business and in general, most people believe capital will be scarce for a long time to come. But how deeply should this challenge influence your long-term business strategy? More to the point: can you afford to wait for more certain times to innovate, expand, and exploit the full potential of your market?

If you want to come out ahead, the answer is maybe no. Research by McKinsey & Company shows that the companies that weather recession most successfully actually make more acquisitions, invest more in R&D, and spend more on advertising than they do during the good times ('Learning to love recessions', McKinsey Quarterly).

So what do they know, or have, that you don't? Quite possibly, nothing. You may be surprised to find you have just as much opportunity now – or even more – than you did before the downturn.

The economic downturn is not going to be a short-term situation. We can't change that. But if you have a strong business model, solid management team, and the right entrepreneurial spirit, we can help you exploit opportunity.

The risk of standing still

Risk avoidance is not the same as risk management. Good businesses successfully manage risk *and* constantly seek to create opportunities to accelerate growth. It is one of the few things that hasn't changed.

This is no time to stand still – but how do you take advantage of opportunity?

- **Acquire other businesses**
- **Expand geographically**
- **Invest in growth areas**
- **Invest in people**

Do more, not less. But do it with the right partner: one who can help you gauge the opportunities and refocus your resources for maximum return.

Investment strategy

ISIS is keen to help you achieve your strategic goals, despite the downturn. We're one of the few sources of capital that is still ready, willing and able to do this. Our own investment strategy suits the current economic conditions, and its essential principles are more applicable than ever:

We have a track record of providing creative financing solutions to meet the needs of business owners and acquirers.

We recognise macro environments – we are happy to buy or invest in businesses without recourse to bank debt. **We can fund the entire investment.**

We will look to invest even if you only want to sell part of your business.

Talk to us. First.

Related Information

See research-backed examples of how companies have used recession conditions to their advantage in 'Learning to love recessions' from McKinsey Quarterly.

http://www.mckinseyquarterly.com/Learning_to_love_recessions_1197