



# CEO'S VIEW BY PAUL THANDI, THE NEC GROUP

We wanted to change our business and realise our business plan. We wanted investment to build new businesses, organically grow our business, invest in our teams and complete some acquisitions to grow our portfolio.

We had a choice of a few people to go with, and what I liked the most about LDC was their approach. First and foremost, it wasn't the business, it was the management team that they were interested in.

With this management team and the right backer in LDC there is no reason why we cannot grow our business exponentially in the next three to five years.

The value creation team are a great asset for the NEC, and for LDC. What we worked on specifically with the group was sales-effectiveness. I fundamentally recommend that the moment a CEO does a management buyout with LDC, that they deploy that tactic because it's fantastic. The rewards we've got through that one exercise have been enormous.

We've changed the way fundamentally the business is structured around sales, we've changed the ways in which we engage with our markets and you can see the return growing.



**nec group**



Any size company can benefit from private equity investment. Whether you're an SME, a mid-market player or even a large organisation, I would absolutely recommend you to secure investment from a private equity company because you will get the return you're looking for and you will absolutely improve your game with your company.

You'll improve the way you engage with your market place, you'll improve your focus on your market place, your customers first and foremost, and also your staff.

That speed of focus and decision making has been fantastic for us.

We have a great growth plan and there is no reason why we cannot achieve that together. LDC has been the catalyst for all of that. They've brought an energy.



*Private equity for me, my team and my business is a fantastic place to be.*

## The Deal in Numbers



Investment date



Equity



Type



Travel & Leisure

Sector



Turnover



Number of employees



Visitors each year



Average revenue growth per year

## The Deal

LDC supported the management buyout of the NEC Group in April 2015 in a transaction which values the business at around £307million. The transaction transfers the NEC into private ownership for the first time and allows the business to more easily realise available growth opportunities.

## Business Overview

The NEC Group is one of the world's top venue management companies, operating the National Exhibition Centre (NEC), International Convention Centre (ICC), Genting Arena, Barclaycard Arena and the Vox Conference Centre. It also manages national ticketing agency, The Ticket Factory; hospitality brand, amplify; and award-winning caterer, Amadeus.

The NEC Group has launched businesses that aim to take its expertise further afield: NEC Group International offering venue management consultancy services; MemoryHaus to develop event content; and Eight Feet Tall, a specialist sponsorship and media sales consultancy for the live events industry.

For more information, please visit: [www.ldc.co.uk](http://www.ldc.co.uk)