

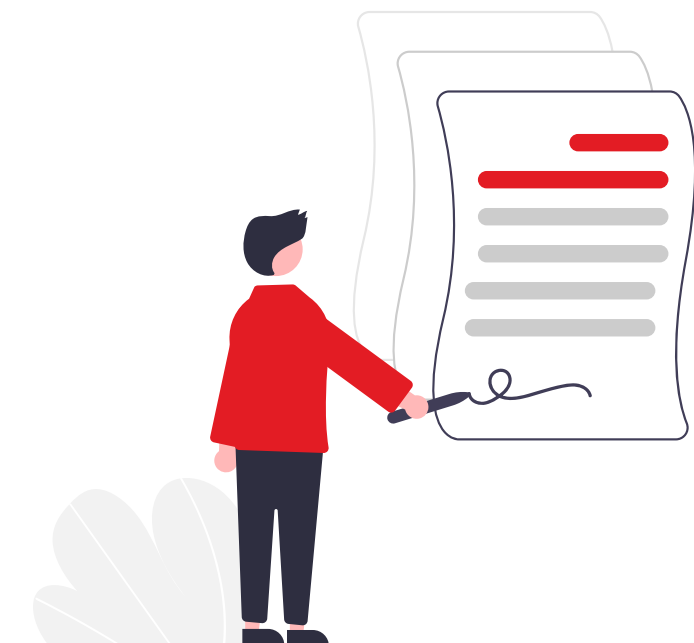
# Performance assessment for a portfolio company

## Business Situation

- Our client wanted to assess the performance of an underperforming portfolio company in the media space.
- Our client was particularly interested in understanding the future of the sector and the multiples that could be potentially realized on exit.

## SGA Support

- Identified industry specific parameters to benchmark and analyze companies in the media sector.
- Parameters including quantitative features such as the total number of subscribers and qualitative aspects, which included any key content generation, major television right, brands held, etc.
- Studied the current M&A landscape and median EV multiples classified by subsectors (payments, robotics, etc.).
- Performed financial and operating KPI reporting including updating monthly financial reporting package, weekly financial and operating KPI reporting, and weekly/monthly A/R aging reports.



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