



JUNE 2023

Tylee+Co welcome you to another edition of our newsletter, in which we cover:

- Assignments we have recently completed;
- Some background on the recent merger of ClickSuite and Form.Fun.Function, which we advised on;
- Some great news for one of our clients, Everplay Labs; and
- A few events we recently attended.

As always, we look forward to your feedback.

Regards, Dougal Tylee

Recent Assignments

Corporate Finance Transactions



form.fun.function.

Click Suite

Form.Fun.Function

Advisor on the merger of Click Suite and Form.Fun.Function



Confidential

Advisor to a food & beverage company on a potential licensing transaction



Confidential

Advisor to a forestry services business on a potential share sale

Strategic & Financial Advisory Services



Make. Believe. Play.

Everplay Labs (t/a) Superspace

Consultant providing investment-ready services and indicative valuation advice for internal purposes



Ngāti Apa ki te Rā Tō Investments

Commercial due diligence advisor in relation to the acquisition of 80% of Mountain Valley Honey and review of financial and valuation models for a potential investment opportunity



Confidential

Advisor to a tannery business on sale preparation steps



TSS Sensitive Freight

Consultant providing indicative valuation advice for internal purposes



Confidential

Advisor to a surveying firm on exit options

Tylee+Co also undertook indicative valuation assignments for businesses operating in the following sectors: Automotive, Building & Construction, Electricity, Medical, Mineral Extraction, Roding, Small Goods, Veterinary, Visitor Experiences, and Waste

Everplay Labs Wins Prestigious Design Award

Everplay Labs (trading as Superspace) recently won a prestigious international design award. The media release below provides more background on this award.

Startup Toy Company Everplay Labs Scoops Prestigious International Design Award



Toy design company Everplay Labs has been awarded the prestigious IDEA by IDSA (**Industrial Designers Society of America**) design award for their innovative play space set, **Superspace**. Superspace won a GOLD award, the top prize in the Children's Product Category which was announced during their annual awards Ceremony, which took place on September 13, 2022 in Seattle, Washington.

This is the second design award received by Everplay Labs in 2022, having already been awarded a GOLD in the Core 77 Design awards.

Founded by Ant Erwin, Craig Spencer and Charlie Post, Everplay Labs created the revolutionary Superspace, a modular magnetic play space for kids. Not only does it encourage creativity and open-ended construction play, Superspace is eco-friendly. Its felt panels are made using recycled PET bottles and the structure uses bamboo rods with a patent-pending magnetic locking system.

Ant Erwin, Joint Founder at Everplay Labs comments, *"The response to Superspace from the design world has been utterly mind-blowing. We knew there was a gap in the market for a brand-new modular play space for kids and we have worked hard to create Superspace that can be used in infinite different ways as well as being extended to grow with children."*

Craig Spencer, Joint Founder of Everplay Labs adds, *"When we approached the design of Superspace, we wanted to create a product that ultimately provided huge play possibilities for kids but we also wanted to create a sophisticated design that would maximize its durability, aesthetic and of course its eco-friendly credentials."*

You can see more details about the award win on IDSA's website. Superspace was also shortlisted in the US Toy Association's prestigious Toy of the Year Awards for Playset of the Year. Visit <https://www.getsuperspace.com/> for more information.

Tylee+Co provided Everplay Labs investment-ready services and indicative valuation advice.

Click Suite and Form.Fun.Function Merger

ClickSuite is an established and award-winning business based in Wellington.



↑ 125 Awards

We're really proud that we're the most awarded interactive media company in New Zealand.

We have 125 awards and finalists placings, which are a testament to our commitment to quality. Typically these awards have been judged by our peers, and reward work that stands out from the rest.

Operating for close to 30 years, ClickSuite are "*Creators of interactive exhibitions, website designers, innovators, interactive specialists, award-winners, ground-breakers, digital magicians, clever coders, perfectionists and fun lovers.*" ClickSuite customers include public sector entities (including Government departments and local councils), not-for-profit entities (such as museums) and private sector companies.

Form.Fun.Function is an established but younger business based in the Wellington

region. Operating for around five years, Form.Fun.Function provide “User focused digital design and development services” and help “companies create truly useful and positive experiences for their customers on the web and beyond.”

Form.Fun.Function customers are mostly not-for-profit entities but also profit-driven businesses that care about their products and impact.

ClickSuite and Form.Fun.Function had been partnering on projects for some time and were keen to explore a potential merger. The businesses had complimentary service offerings and wanted a larger team to enable growth and better service clients. The merger has resulted in a stronger and refreshed ClickSuite under the new leadership of Jamie Morgan-Ward (Form.Fun.Function’s founder).

Dougal Tylee, Tylee+Co’s principal assisted the founders of ClickSuite and Form.Fun.Function through various steps of the merger including completing a comparative analysis of the businesses (financial and non-financial factors) and advising on deal structure and valuation aspects.

“Dougal helped us figure out the mechanics of the merger, but he also saw the potential of some young fresh thinking being merged with a well-established award-winning brand. Our larger team means a much stronger offering to the market, and being able to merge so easily and quickly also demonstrated our own agile approach in responding to opportunities. It was great to have someone external to guide us, but even better to have someone who really got the new offering.”

Emily Loughnan, ClickSuite Co-Founder

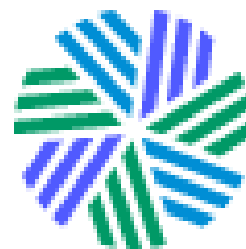
Events

Dougal Tylee recently attended the 2023 CFA Society New Zealand Investment Conference and then the 2023 INFINZ Awards in Auckland. It was great to catch up with a number of colleagues and network with investment industry professionals at these events.

CFA Society New Zealand Investment Conference

This conference is held every two years and this year was at the Maritime Room on Auckland's waterfront.

The theme of the conference - Future Focus: Emerging trends in financial services - was based on CFA Institute's updated Future state of the Investment Profession. The research-based report identifies four major shifts that are underway and likely result in significant change for the investment industry and wider economy.



The conference brought together a diverse and talented line-up of speakers to increase understanding of these trends and provide valuable takeaways for the audience. Some of the speakers and topics included:

- **Aswath Damodaran** (Professor, NYU Stern School of Business) is a renowned global expert in valuation and corporate finance. Aswath streamed live from the United States and his topic was *The role of 'narrative and numbers' in valuation*.
- **Dr Oliver Hartwich** (Executive Director, The New Zealand Initiative) and **Craig Stobo** (Professional Director and Chairperson) had a conversational interview delving into New Zealand's financial affairs and the factors shaping it. Their topic was *Under pressure: The economy and the end of cheap money*.
- **Leighton Roberts** (Co-founder and Co-CEO of Sharesies), **Anthony Edmonds** (Managing Director and Founder, InvestNow), **Paul Gregory** (Executive Director Response and Enforcement, Financial Markets Authority), and **Alister Van Der Maas** (CFA and moderator). These key stakeholders in the New Zealand market discussed the impact and ethics of online investing and their topic was *Democratisation or the new wild west? Are online investment platforms levelling the playing field or encouraging a new breed of risk takers?*

2023 INFINZ Awards

This year's black-tie event and gala dinner was attended by 750 guests and was held at Shed 10 on Auckland's waterfront.

The Awards recognise innovation and excellence in New Zealand's financial sector ecosystem and is the leading program for the industry. There are seventeen sponsored award categories across treasury, investor relations, funds management, M&A, debt, equity, research, innovation, ESG, leadership and fellowships.



The year's M&A award winners were:

- **MinterEllisonRuddWatts - M&A Transaction of the Year.** The Merger of Tourism Holdings and Apollo Tourism & Leisure, Acquirer: Tourism Holdings, Financial Adviser: Jarden.
- **BDO - Mid-Market Equity Transaction of the Year.** Lodestone Energy, Series B Equity Raise of \$55m, Issuer: Lodestone, Sole Financial Adviser: Jarden.

Congratulations to all the other 2023 award winners.

Best wishes

On behalf of Tylee+Co, I wish you all the best for the remainder of 2023. In the meantime, we look forward to hearing from you with your corporate finance queries and assisting your business in achieving its objectives.

Our Services

CORPORATE FINANCE TRANSACTIONS



MERGERS AND ACQUISITIONS



SALE OF BUSINESS AND SHARES



CAPITAL RAISINGS

STRATEGIC & FINANCIAL ADVISORY SERVICES



VALUATION



FINANCIAL MODELLING AND ANALYSIS



DEAL STRUCTURING



STRATEGY & PLANNING



LITIGATION SUPPORT



ADVISORY BOARD SERVICES

For a confidential discussion, please contact Dougal Tylee:
m: 027 326 3965 dougal@tylee.co.nz www.tylee.co.nz



Share



Tweet

[WHY CHOOSE US](#)

[OUR SERVICES](#)

[OUR CLIENTS](#)

[NEWS](#)

[CONTACT](#)

Copyright © 2023 Tylee & Co Limited, All rights reserved.

Our mailing address is: dougal@tylee.co.nz

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

[View this email in your browser.](#)

