



## CASE STUDY: PROJECT QUATTRO

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# STS MAXIMIZES EXIT PERFORMANCE WITH TARGETED M&A

STS successfully closed a compelling deal for a wireless retailer, achieving a 700% increase in expected value through a successful Roll Up to Sell process.

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**700%** INCREASE IN EXPECTED VALUE

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## ABOUT THE CLIENT

The client was a privately-owned wireless retailer and a very successful national agent for one of the top U.S. carriers. The organization had a solid track record of good performance and was in the process of assessing potential growth strategies. Their objective was to add 30 stores to reach a total of over 160 locations. Based on proven international experience in generating maximum value for clients, STS was retained to consult on the growth strategy and to secure a strategic buyer.

## STS APPROACH

As part of the advisory process, STS engaged in a Roll Up to Sell process to support the business growth strategy and focus on finding potential strategic buyers for the company. They were able to bring two international strategic buyers to the table. The client benefited from being able to learn first-hand what these investors valued in terms of strategic business drivers, which continued to inform the acquisition strategy that was underway.

## THE END RESULT

Over a 20-month period, STS brought multiple strategic buyers to the table and significantly elevated the value by strategically managing a soft auction. The final transaction was a 700% increase of the original expected value and approximately 11x EBITDA, significantly above the industry norm.

For more information on how STS Capital Partners can assist in selling your business and make an Extraordinary Exit possible, please contact [ExpertGuides@stscapital.com](mailto:ExpertGuides@stscapital.com) or visit [stscapital.com](http://stscapital.com).