

Twenty + Years of Acquiring Technology Businesses, 100% of Value Delivered

A trusted, founder friendly buyer that delivers on our promises and has delivered 100% of deal values to the sellers for the past 20 years

Prepared for prospective sellers and M&A advisers



- 2 Why Elite Group
- 3 Purpose & Values
- 4 Founder-Focused Approach
- 4 Track Record That Matters
- 5 Acquisition Criteria
- 6 Why This Matters to Owners and Advisers
- 7 Transaction Philosophy
- 8 What's Next?

- ✓ **Dedicated point of contact**
- ✓ **Founder-friendly approach**
- ✓ **Confidential discussions**

Why Elite Group



Who We Are

Elite Group, an established UK cloud communications business, seeks to partner with founder-led UCaaS, CCaaS, mobile, connectivity, and support services companies. We offer confidential conversations, flexible deal structures, and a dedicated M&A team to ensure a smooth, founder-focused process.


Choosing Elite Group

We understand that credibility, sector expertise, and respect for founders matter in every transaction. Elite Group combines strategic fit, operational understanding, and M&A experience to execute deals with conviction while remaining pragmatic and approachable.

Strength	What it Means for You
Established Platform	20+ years in UK cloud communications and M&A experience.
Proven Execution	17 successful acquisitions across UCaaS, CCaaS, mobile, connectivity, and support services.
Founder-Friendly Mindset	Flexible structures designed around your goals, team, and business.
Dedicated Deal Team	Single point of contact for a smoother, focused process.
Market Knowledge	Faster, more accurate assessment of strategic fit.
Strong Reputation	Straightforward, respectful, and highly regarded by sellers and advisers alike.

Our purpose and values shape how we work with **founders, teams and advisors.**

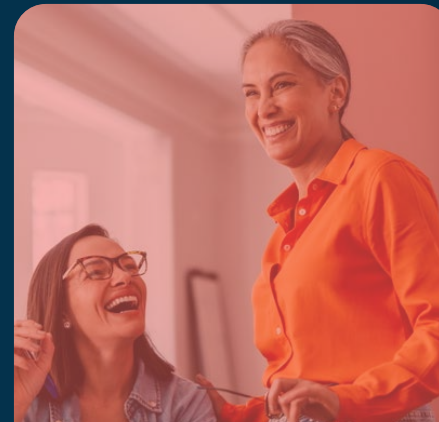
At Elite Group, our purpose is to have a lasting positive impact, not just on the lives of our people and customers, but also on the environment and the communities in which we work and live. Every partnership, transaction, and decision is guided by this principle.




Compassion
People and legacy matter, we consider the human side of every deal, from employees to customers.



Teamwork
Collaboration is at the heart of our approach, with founders, management teams, and advisors.



Hard Work
We approach every opportunity with diligence, focus, and commitment to delivering results.



Humility
We listen first, learn continuously, and respect the experience and vision of those we partner with.

Founder-Focused Approach

Elite Group knows that every founder-led business is unique. Our approach is tailored to deliver outcomes that protect business continuity, reward performance, and respect your personal goals:

- ✓ **Confidential Conversations:** Early, no-obligation discussions in complete confidence.
- ✓ **Flexible Deal Structures:** Designed around the business, shareholders, and founders' preferences.
- ✓ **Founder Outcomes:** Options include remaining involved, transitional support, consulting, or full exit.
- ✓ **Expert Guidance:** Practical advice on commercial and operational considerations specific to cloud communications.
- ✓ **Fair Valuation:** Competitive, balanced deals that work for both parties.

A Track Record That Matters

- 17 acquisitions
- Maximise Deferred / Earn-Out consideration
- Disciplined integration
- Realistic deal design consistently
- Successful post-transaction outcomes
- Preserve customer relationships
- Maximise long-term growth

“When we come across a business that shares our ethos and culture, we know it’s very likely to become a successful part of the group. That alignment is what underpins every successful acquisition we make.”

systemHOST
Cloud Managed

“From the outset, Elite made the whole process straightforward and transparent. What stood out was their focus on our people and customers, it never felt like we were just being ‘acquired’, but genuinely welcomed into the group.”

mwI

“We wanted a partner who would protect what we’d built but also take it further. Elite struck that balance — there’s a clear strategy, and we’re excited about what comes next.”

nexus

Acquisition Criteria

We are actively seeking founder-led UK cloud communications businesses that complement our products and strengthen recurring revenue segments.

Criteria	Preferred Profile
Location	UK-based SMEs
Core Services	UCaaS, CCaaS, SIP & connectivity, UC maintenance & support, mobile wholesale & IOT
Financial Profile	EBITDA: £100k-£1M
Revenue Model	Recurring revenue preferred
Legacy Exposure	Limited reliance on traditional voice / PSTN
Transaction Structure	Full share or asset purchase considered

Ideal Businesses

Strong customer relationships, high recurring revenue, dependable service, limited reliance on declining legacy revenue, and positioned to benefit from strategic partnership within a larger specialist group.



Why This Matters

The right acquirer delivers more than a transaction - they protect your legacy, customers, and people. Working with Elite Group offers:

- ✓ Faster assessment thanks to sector expertise.
- ✓ Customer-first integration planning.
- ✓ Single point of contact and dedicated M&A team.
- ✓ Credibility and respect for founders.
- ✓ Flexibility in deal structures to suit your goals.

Suitable conversations may include:

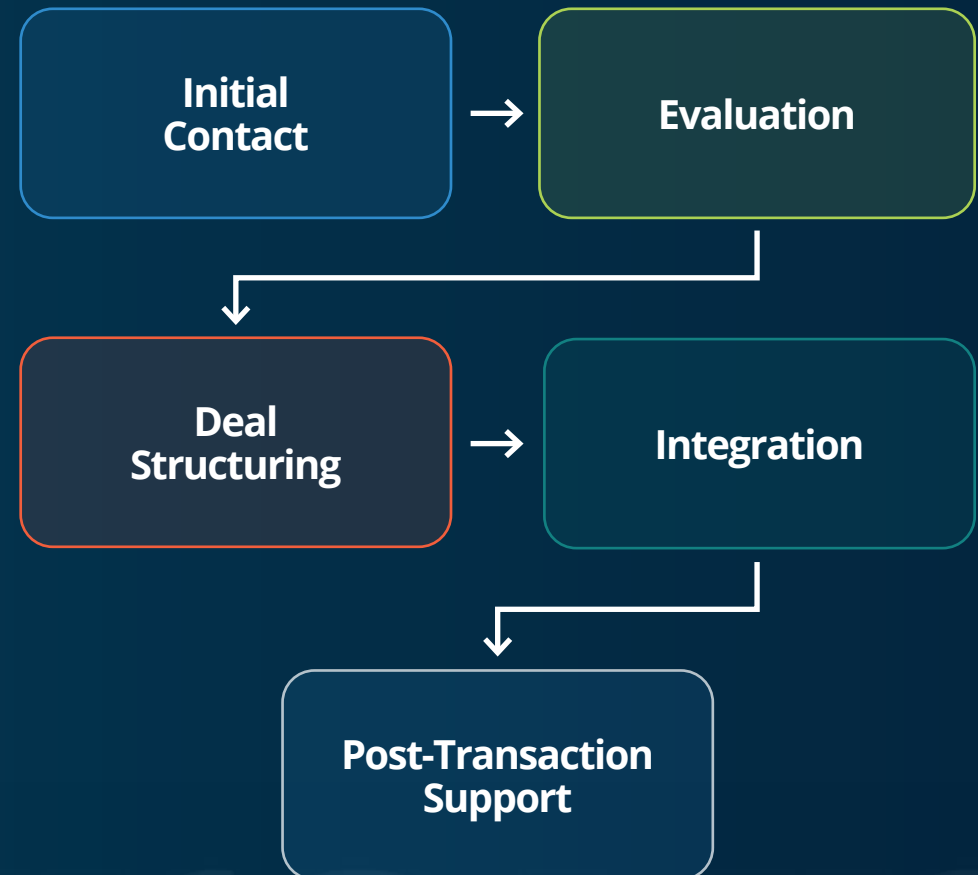
- ✓ Founder succession planning or partial/full exit.
- ✓ Advisers representing UCaaS, CCaaS, SIP, connectivity, support, or mobile wholesale assets.
- ✓ Owners seeking a credible buyer offering certainty and flexibility



Transaction Philosophy

We believe the best deals are commercially robust, operationally realistic, and personally workable:

- ✓ **Confidentiality First:** All discussions, inquiries, and business information are handled securely and discreetly by a dedicated team.
- ✓ **Person-to-Person Engagement:** Transparent communication builds trust and ensures you are informed at every step.
- ✓ **Flexible Structures:** Tailored to the business and the seller's preferred level of future involvement.
- ✓ **Sector Expertise:** Led by people who understand how cloud communications businesses are built, sold, and integrated.



We want to hear **from you!**

We welcome introductions from business owners considering a sale and from M&A advisers representing suitable opportunities.

Initial discussions are:

- ✓ Confidential
- ✓ Practical
- ✓ No-obligation

Tel: 0344 875 8880

Email: alex.cliffe@newtechgroup.co.uk

Web: elitegroup.com/about/acquisitions



"After leading 17 successful acquisitions and delivering on every commitment we made, I'm confident we can help you achieve the outcome you're looking for."

Alex Cliffe | Chief Operating Officer

