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*‘CAERUS (Kairos) was the God
of opportunity and the
youngest immortal child of Zeus’*



What does the Caerus fund do?

'It is an inexorable Law of Nature that bad must follow good, that decline must follow a rise. To feel that we can rest on our achievements is a dangerous fallacy. Inner strength can overcome anything that occurs outside.' - **I Ching**

The Caerus Fund is a turnaround specialist, which partners management, owners, or directors. Your challenge or difficulty is the business of Caerus.

It is a fact of life that business setbacks happen to all enterprises. Whilst difficulties, challenges and setbacks vary from company to company, history shows that an underlying significant decline in any business is rarely the result of one action or one failed strategy. Mostly it is the accumulation of the effects of poor decisions, inappropriate or inadequate actions coupled with a failure to respond to changes in an appropriate and timely manner.

Working only on the symptoms, engaging in denial, blaming oneself, blaming others, guilt or wishing 'If only I/we had...' will only result in more despair, despondency, further narrow thinking and limited possibilities.

Our approach is to partner you and welcome the challenges. With no judgement we will stand there with you – despite the setbacks you have endured and the decline you have witnessed. Together we will assess the situation, see what is possible and actively work towards halting the deterioration and moving the business to a positive and more sustainable footing.

We adopt a systematic approach of:

- identifying the underlying cause/s
- setting appropriate turnaround strategies that give immediate benefit
- taking appropriate and considered actions
- creating and mobilising energy and enthusiasm of the management team, our team members and your employees
- empowering individuals to make considered decisions and take responsibility
- implementing structures, processes and systems which improve performance
- aligning actions with measurable results
- identification and articulation of clear goals and strategies

We measure our success by how much you, the client, succeed.



Who are our clients?

'Don't be discouraged by a failure. It can be a positive experience. Failure is, in a sense, the highway to success, inasmuch as every discovery of what is false leads us to seek earnestly after what is true, and every fresh experience points out some form of error which we shall afterwards carefully avoid' – **John Keats**

Our client base consists of companies who are at the crossroads and need active assistance to solve difficulties and issues that threaten to overcome the business. These include clients with:

- cash flow issues which need to be restructured and transformed
- shareholder and/or director disputes which threaten the business
- viability challenges which have come out of events that have not been foreseen. For example, family or personal issues, funding issues, or sudden business environment changes
- difficult long term issues which affect the company and need creative and pragmatic problem solving to create resolution

We understand that navigating through difficulties can be challenging, and outside assistance can provide fresh perspectives and greater access to resources, and strengthen capacity and capability.

If we accept a client, we will do the best possible job

'Leadership is action, not position.' – **Donald H McGannon**

We only work with the companies where we know we can add real and tangible value. If we work with you, you receive all our efforts, contacts, expertise and judgment to achieve success. We are investing in our relationship with you, so that all parties can benefit and your business can be turned around.

We all invest in our relationships to create a better and more sustainable business.



We are commercial, business, and turnaround specialists

'Last, but by no means least, courage—moral courage, the courage of one's convictions, the courage to see things through. The world; is in a constant conspiracy against the brave. It's the age-old struggle--the roar of the crowd on one side and the voice of your; conscience on the other.' - **Douglas MacArthur**

We work in the area of business turnaround and advisory services. Our business is to work on the edge with clients facing issues that threaten to overcome the viability of their enterprise. We have a non-judgemental, open and upfront way of working. We understand from practical experience that not all strategies, ventures and commercial undertakings succeed. We like to work with the 'messy stuff', the complex, ambiguous and difficult issues that enterprises face. To our clients we offer pragmatism, realism, leadership, energy and the capacity to solve issues and challenges. We take responsibility and will work for everyone's best interests, setting out the alternatives clearly and concisely.

Our directors have varied commercial, technical, financial, business, educational, and real life experiences. They have been involved with all aspects of business: founding them, growing them, turning them around, and those that have failed. Our directors have all worked in both large and small corporations and are committed to making a difference allowing our clients to change, expand and grow. The academic, business and finance backgrounds of the people serving you, as well as their life and work experiences, are provided as part of the service.

Our premise is that if you, our client, succeed in building your business, we will succeed as well.



What services do we provide?

'The greatest virtues are those which are most useful to other persons' – **Aristotle**

We tailor our services to what is required and focus on the issues that need immediate attention, whether that be:

- turnaround strategy and management
- turnaround investment
- turnaround implementation

In undertaking any project, we work within a holistic framework, looking at areas that include:

- financial
- sales and marketing
- distribution and costs
- human resources
- underlying products/services.

All services are focused on turning around the business and bringing the business back to a sustainable and positive position.

What we stand for

In the depth of winter, I finally learned that within me there lay an invincible summer. - **Albert Camus**

Central to our company, our fund and our investment process is 'What We Stand For'.

We stand for:

- fairness, respect, integrity
- direct and clear communication
- active and creative problem solving
- unlocking potential and possibility

Creating tangible results. It's not only what we do, it's also about what we stand for that counts.

Our fund and the way we fund and work

'The chief value of money lies in the fact that one lives in a world in which it is overestimated' – **HL Mencken**

Our fund was established in 2004 with funding contributed by our directors. As we are independent we welcome working alongside other advisers, institutions and corporations. We believe money assists problems to be solved and will invest accordingly, but it must be accompanied by good strategy, actions that gain results, and underlying challenges and issues identified and dealt with. Issues are solved with the application of good strategy and execution coupled with the right amount of money.

We work with our clients in a transparent manner, with clear strategies, guidelines and agreements in partnership.

Independence is critical and so is the ability to partner and work alongside our clients and others who are required to ensure a successful turnaround.

Contact us

'A journey of a thousand miles begins with a single step.' – **Confucius**

Should you wish to have an initial free and confidential discussion, please contact any of our team on 02 9252 3455.

- Antony de Vries
- Lindley Edwards
- Philip Morphew
- Riad Tayeh
- Tony Gordon

References are available on request.

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