



Adam Blogg

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Qualifications & Memberships

- Member, CA ANZ
- Bachelor of Commerce (Accounting), Macquarie University

Adam specialises in advisory services and business improvement strategies, working with clients to provide tailored solutions to challenges that arise throughout the business lifecycle. He assists clients with navigating complex situations by providing independent diagnostic analysis, practical advice and implementable solutions.

Adam has extensive experience working with start-up and growth phase companies, mature businesses and companies in distress. He advises a range of stakeholders including management teams, directors, shareholders and lenders, often in situations pre or post a transaction where stakeholders are looking to maximise value.

His recent experience includes independent business reviews, PMO, cash and working capital optimisation, transformation, financial modelling and financial advisory services.

He has spent part of his career working in London advising clients in a number of jurisdictions including the UK, the Middle-East and Africa. Adam has worked with a variety of clients, ranging from start-ups to listed corporates with global operations across a broad range of industries including financial services, infrastructure, retail, education, manufacturing, property and mining.

Engagement Experience

- Advising a boutique fashion retailer in respect of a debt refinancing and capital raising process. His role included working with the finance team to prepare the business for the new investment, including financial modelling, collating and reporting information, reporting to the prospective investor, data room management and PMO support.
- Advising an association of schools on the process of closing down an underperforming college, which included detailed project planning and project management support, stakeholder analysis and implementation support.
- A company side review of the business turnaround plan and key assumptions for a South African platinum miner with \$1bn of debt. His role included analysis of the pricing and FX assumptions, working capital, cost reduction program, revenue assumptions, capital allocation and capital requirements. His role also included working with the Transactions Services team on the working capital report prepared for the company to support a rights issue as part of the restructuring and turnaround plan to repay senior debt.
- Advising a syndicate of lenders on their options and strategy to renegotiate and restructure the contracts and their c.£100m facilities for a hospital infrastructure PFI deal with a NHS foundation trust following the Trust issuing a termination notice. His role included advising the lenders on strategy, supporting negotiations, assessing continuation options and termination scenarios, liquidity



analysis, an assessment of stakeholders and project management to progress lenders strategy.

- Advising a syndicate of lenders on their options to restructure the contracts and their facilities, and the strategy to protect their c.£160m exposure on a waste infrastructure PFI deal with a partnership of local authorities. His role included advising the lenders on strategy for maximising return, assessing continuation and termination scenarios, liquidity analysis, an assessment of stakeholders and project management to progress lenders strategy.
- Independent business review of an active pharmaceuticals intermediary seeking to understand the working capital requirements and total lender exposure to the business, which is in the start-up phase of the business life cycle, in the short and medium term.
- Independent business review of a luxury hotel development in Dubai experiencing cash flow difficulties during the final stages of construction and early operations phase of the hotel. The engagement included analysis of the cash flow position of the hotel and related apartment complex, analysis of the hotel operating performance and business plan, and a review of the exit options available to the Lenders.
- Company side independent review of the business plan and financial forecast of a financial services company subject to a Scheme of Arrangement to determine the ongoing solvency of the business. His role included an operational review of the business and transformation planning.
- Independent business review, options analysis and exit advice for the lenders to an oilfield services company providing offshore equipment rentals with c.£160m total debt, including senior, mezzanine and subordinated lenders. The engagement included ongoing stakeholder advisory through a company led sale process.
- Independent business review of a private learning provider seeking a debt deferral and new funding from its shareholder to deliver its restructuring plan.
- Various independent business reviews of companies in the manufacturing, sub-prime financial services and leisure sectors, and formal insolvency engagements of entities that operate in the sub-prime financial services, childcare and mining services sectors.