

# In good hands: helping private companies thrive

No two companies are the same, and no two take the same path to sustainable growth. Our professionals combine deep business knowledge with experience serving private companies to help you meet your short-term needs and long-term objectives.



**Experience an integrated, collaborative approach  
delivered by private company resources**

## Gain advice and know-how forged in experience

EY has a long history of assisting private companies. The insights we have gained mean that we are well-placed to help you achieve your business and personal ambitions. Our Private Client Services professionals focus on your business needs. We offer audit, tax and advisory services that can support you at every stage of your company's growth. Our goal is to be your trusted business advisor, so you can turn your strategic vision into an actionable plan.

## Asking the questions that matter

You know your company – we know accounting, audit, tax and more. Let our business knowledge and deep technical experience help you address your top priorities, accelerating the journey from where you are to where you want to be.

### Execution

**You've got a clear plan – we can help you activate it. We can provide tactical and strategic advice to help achieve your business goals.**

- ▶ How do we identify credits or incentives for which we are eligible?
- ▶ What should our accounting standard be?
- ▶ What type of assurance do we require for our financial statements?
- ▶ What should we consider if we want to expand our business internationally?
- ▶ We are considering an acquisition – what do we need to know?
- ▶ We need financing – what are our options?

### Evolution

**Your business is thriving – maintaining momentum is key. We can help you navigate the complex business environment to sustain growth.**

- ▶ Can we better protect our assets from contingencies?
- ▶ As owners, how do we maximize our return on investment?
- ▶ Should we consider going public?
- ▶ Are we properly managing our human capital?
- ▶ What do we need to know about indirect taxes?
- ▶ What do we need to know about transfer pricing?
- ▶ Is our cross-border structure efficient and compliant?
- ▶ How do we save or defer on taxes?

### Transition

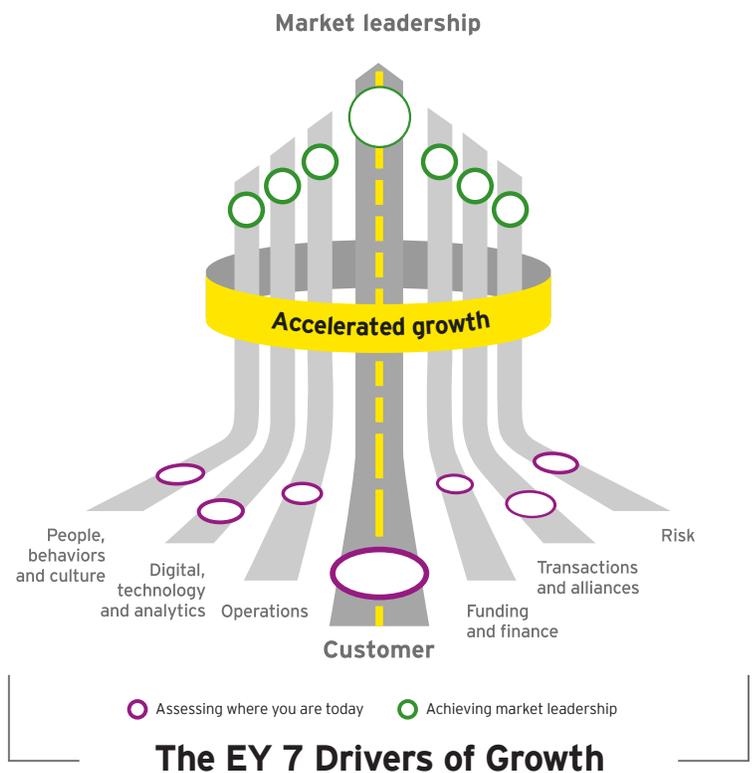
**Change is inevitable and takes many forms. We can help you plan for the next steps.**

- ▶ How do I transition the business to my children?
- ▶ How do we create an exit plan for our private equity investors?
- ▶ Why is my business not as profitable as it should be?
- ▶ Is our organizational structure optimal for our business?
- ▶ Should I sell my business?
- ▶ How do I restructure my company?

## Thinking strategically about growth

With EY, you have access to focused teams with unrivaled experience advising some of the world's fastest-growing and most valuable companies, including thousands of EY Entrepreneur Of The Year™ award winners in more than 60 countries and territories. This includes professionals with industry-specific knowledge built while serving the needs of companies similar to yours.

The EY 7 Drivers of Growth is a proprietary strategic framework that can help you and your leadership team assess your company's current and aspirational position, as well as create a strategic road map to help you grow. The insight gained is useful in guiding and coalescing management around your key priorities while helping us understand your business imperatives more thoroughly so we can offer you the right assurance, tax and advisory resources to meet your needs.



# Building confidence and trust: assurance and tax services

With EY Private Client Services, you work with audit, accounting and tax advisors who have a scalable methodology, a deep bench of experience and a global reach that extends to the jurisdictions and countries you might consider for your expansion or trade. Today's business and regulatory environment is complex; you need a business advisor who can provide an objective assessment of risks, a comprehensive and insightful review of current accounts, and a reasoned perspective that helps you earn the trust of investors, customers and other stakeholders.

## The EY private client audit experience

EY's technology-enhanced audit enables our audit teams to enhance quality, generate insights, streamline processes and reduce the burden of the audit. We focus on key risks and the financial drivers most important to users of your financial statement, which provides:

- ▶ An audit approach tailored to your business
- ▶ Flexibility to adjust to your current environment
- ▶ Reduced burden for your team
- ▶ Focused, high-quality client service
- ▶ Professionals with specific training and experience in auditing private companies
- ▶ A more economical audit fee without compromising quality

- ▶ An audit opinion fully compliant with GAAS (generally accepted auditing standards)

Private companies benefit from the same global platform that supports our client base:

- ▶ EY Canvas, our digital audit platform, serves as the hub for digital processes and online tools, connecting our audit professionals to each other and to you.
- ▶ EY Helix, our e-library of data analyzers, supports the end-to-end audit from risk assessment to execution and can scale to address the scope of a private company audit.
- ▶ EY Atlas, our online database, provides our teams with up-to-date information on regulatory and compliance issues.

## The company we keep

Our client base is a testament to our leadership in supporting private companies and our focus on delivering an exceptional client experience.

We are privileged to serve many innovative, entrepreneurial private companies, including our audits of ...

- ▶ 20% of the 2017 Forbes Largest Private Companies (No. 2 in market share)
- ▶ 25% of the 2017 Forbes 2000 (No. 1 in market share)
- ▶ 28% of the 2017 US-based IPO companies audited by a Big Four firm (No. 1 in market share by number of deals and proceeds)
- ▶ Ames Leading US private companies (No. 2 in market share among the Big Four)

## Strategic tax planning for private companies

Our commitment to providing exceptional tax-related services to private companies begins with EY's Tax Agenda, a framework for assessing the internal and external influences on your tax function.

This holistic approach to evaluating your tax risks and opportunities enables us to help you better meet your business objectives, challenges and needs. Tax planning for private companies not only helps us make sure you are compliant with domestic and global regulations, but also that you are considering the tax implications of how you build your business and drive growth.



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## Programs designed to support and celebrate companies as they accelerate growth

Through our marquee programs, we gather C-level executives, entrepreneurs, investors and advisors to network, share inspiration, exchange ideas, define what's next and celebrate success.

The **Strategic Growth Forum**<sup>®</sup> is an invitation-only CEO conference occurring every November in Palm Springs, California, and convening more than 2,000 of the nation's top executives, entrepreneurs, advisors and investors to supercharge growth.

Our **Family Business Center of Excellence** supports both the personal and company performance agenda of family businesses leaders, and aims to help them succeed for generations.

**EY Entrepreneur Of The Year**<sup>™</sup> celebrates the entrepreneurs whose bold thinking drives them to do things differently and change our world in the most unexpected ways. For more than 30 years, and throughout more than 60 countries and territories, we have recognized the achievements of these exceptional men and women who create the products and services that shape how we live, work and play.

**EY Entrepreneurial Winning Women**<sup>™</sup> is designed to level the playing field for women founders. The global program identifies a select group of high-potential women entrepreneurs and helps them acquire the know-how to think big, secure resources and scale their businesses to their full potential.

### Connect with us!

Come talk to EY's professionals for your holistic business needs across audit, tax, transactions and advisory.

Our Private Client Services and Growth Markets professionals work collaboratively so that you have the right resources at the right time to meet your business needs.

For additional information and insights, visit us at:  
**Assurance:** [www.ey.com/private](http://www.ey.com/private)  
**Growth Markets:** [www.ey.com/us/growthmarkets](http://www.ey.com/us/growthmarkets)  
**Tax:** [www.ey.com/pcs](http://www.ey.com/pcs)

## EY's leaders serving private companies

Globally connected and with your needs as our top priority, EY's audit, tax and business advisory leaders work together with you to best meet your needs.

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EY | Assurance | Tax | Transactions | Advisory

### About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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