

BUSINESS RESTRUCTURING & TURNAROUND SERVICES

**“NO BUSINESS CAN AVOID DISRUPTION;
YET EVERY BUSINESS CAN MANAGE TRANSFORMATION”**

Global economy has undergone most profound transformation during last few years due to disruptions led by Technology, Pandemic, Supply Chain and Geopolitics.

It makes restructuring and transformation a matter of survival for businesses in any stage of corporate lifecycle. Management teams, Boards and Shareholders need to take a proactive approach to fix the potentially ailing businesses.

Alternatively, they risk erosion in shareholder value or complete shutdown.



We offer full range of business restructuring and turnaround services for our clients led by senior finance and industry professionals.

We develop customized solutions and offer full implementation support for the proposed methodologies, effectively working as in-house team of our clients instead of external consultants.



OUR SERVICES

BUSINESS REMODELLING

FINANCIAL RESTRUCTURING

SPECIAL ASSETS MANAGEMENT

PERFORMANCE ENHANCEMENT

BUSINESS TRANSFORMATION

TURNAROUND MANAGEMENT

IPO READINESS

OUR APPROACH

1. BUSINESS MODEL ANALYSIS

We believe that the most critical element of business restructuring process is the Business Model Analysis. It allows us to understand if the core business and product offering is in line with the market trends or it needs radical transformation. It is not possible to restructure any business in the absence of a valid business model.



2. DIAGNOSTIC FRAMEWORK

The other most important pillar of corporate restructuring and transformation is to create a Diagnostic Framework of the entire organization to identify the key problem areas which are causing the suboptimal performance. It enables us to develop specific and customized remedial measures.

3. TURNAROUND STRATEGY

We focus on developing a comprehensive and pragmatic Turnaround Strategy which incorporates the feedback of the Board and the management. It has to be a dynamic product developed in-house instead of an external document imposed upon the business teams to unwillingly implement it.

4. IMPLEMENTATION PROCESS

Our senior team can manage the entire Implementation Process with clearly agreed KPIs and timelines. We can manage the services of other external advisors including legal, marketing, technology, tax etc. to create a one-window-solution for our clients which allows them to focus on the core business.

OUR EXPERIENCE

“Restructuring is always a complex and delicate process. We like to untangle the puzzle through customized analysis, stakeholder onboarding and pragmatic solutions”

OUR EXPERIENCE

1.

ACQUISITION OF A COMMERCIAL BANK AND RESTRUCTURING OF SPECIAL ASSETS DIVISION

Our team advised one of the leading sovereign wealth funds in the GCC to acquire a commercial bank in Lebanon and the post-acquisition restructuring of its Special Assets division. It included developing various corporate structuring options for the entire SAM unit, as well as developing the strategy to manage a large and diversified portfolio of non-performing assets.

2.

FINANCIAL RESTRUCTURING OF A LARGE BUSINESS GROUP FOR A CONSORTIUM OF BANKS

One of the largest family-owned industrial groups in a South Asian country defaulted on their \$1 billion loan portfolio taken from a consortium of banks. We were part of the steering committee of the banks and led the business and financial restructuring plan for one of the main industrial units.

OUR EXPERIENCE

3.
**RESTRUCTURING AND SPIN-
OFF OF NON-PERFORMING
INDUSTRIAL UNITS**

One of the government owned industrial investment companies for downstream petrochemical sectors in a GCC country had accumulated a portfolio of loss-making industrial units. We advised them on the restructuring and divestment plan for these assets to the private sector.

4.
**TRANSFORMING THE
INVESTMENT ATTRACTION
PROCESS AT AN
INVESTMENT PROMOTION
AGENCY**

We advised a leading public sector organization responsible for bringing foreign investment into the country to transform the investor relations and investment attraction process with the objective of increasing the flow of Foreign Direct Investment.

OUR EXPERIENCE

5.

TRANSFORMATION STRATEGY FOR A LEADING TELECOM COMPANY

In partnership with one of the top global consulting firms, we developed a business transformation strategy for a leading telecom company in a South Asian country which was planning to go for an IPO in the near future. It included incorporating latest global best practices in their existing plan and revision in financial management and corporate governance framework.

6.

TRANSFORMATION OF INVESTMENT PROMOTION STRATEGY OF A LEADING SPECIAL ECONOMIC ZONE IN THE GCC

We advised a leading Special Economic Zone in the GCC for complete revision of their investment promotion and investor relations strategy. We then managed the complete implementation process and structured precise investment opportunities for the targeted investors.

OUR EXPERIENCE

7.
**PERFORMANCE
ENHANCEMENT STRATEGY
FOR A PREMIUM
EDUCATION PROJECT**

We conducted an in-depth strategy review for one of the top education projects in Oman with the objective of enhancing profitability and identifying the gaps in the management's approach towards different levels of education streams.

8.
**RESTRUCTURING OF
A MICROFINANCE BANK
FOR A SOVEREIGN WEALTH
FUND**

A microfinance bank, owned by a GCC sovereign wealth fund, was unable to meet its financial, business and social impact targets. We advised the board of directors and shareholders and led the process of corporate restructuring, induction of an international strategic partner, fundraising and mobilizing new management team.

OUR EXPERIENCE

9.

FINANCIAL AND ORGANIZATIONAL RESTRUCTURING OF A LEADING SOCIAL WELFARE ORGANIZATION

Led the organizational restructuring and strategic planning at one of the largest social welfare and development organizations in Pakistan with a turnover \$50 million and 5,000 employees. It included financial and treasury management, governance and regulatory framework and other operational matters.

10.

RESTRUCTURING OF A TAKAFUL COMPANY

A leading Takaful company owned by GCC investors was operating at losses for many years. We led the crisis management and turnaround plan on behalf of the Board to identify the key issues, hiring of new management, developing new business lines and developing a distribution network.

OUR EXPERIENCE

11. **BUSINESS REMODELLING FOR A FINTECH GROUP**

A leading fintech group in the GCC was applying for regulatory licenses and they needed business remodeling advisory to comply with the licensing framework. We advised them on revamping and integrating the business, financial, technology and regulatory model for the potential investors and regulators in Saudi Arabia and Bahrain.

12. **RESTRUCTURING OF A FAMILY OFFICE PORTFOLIO**

One of the leading business families in UAE and Oman engaged us for providing in-house financial advisory and restructuring services for their multi-sector group. We worked with the management team in developing and implementing the turnaround plan to ensure sustainable growth and avoid bank-led financial restructuring.



NOAMAN ABDUL MAJID

FCA, FCMA, CGMA, CIFP

CHIEF EXECUTIVE OFFICER

Noaman Abdul Majid is a senior financial services, strategic investments and development finance expert with 20 years of experience in GCC and Pakistan. He is currently the CEO of WIXEMAN, a financial and business strategy firm operating in GCC and South Asia.

He was earlier Advisor to the Minister of Capital Markets, Foreign Investments and Special Economic Zones in Oman. Prior to that he was Country Manager Oman for Pak Oman Investment Company, a leading Development Finance Institution owned by the governments of Oman and Pakistan. He has also worked with PricewaterhouseCoopers and Emirates Global Islamic Bank in senior positions.

He has delivered a range of investment, business advisory and socio-economic development projects for top sovereign wealth funds and private business groups in the Middle East and other jurisdictions.

Noaman is Fellow Chartered Accountant (Pak), Fellow Chartered Management Accountant (UK), Chartered Islamic Finance Professional (Malaysia) and Master in Economics (Karachi University)

“LIVE LIKE A GARDENER IN THE DESERTS OF LIFE”



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