



SHAREHOLDER ADVISORY PROGRAMME

Spring 2011

► BDO IS RUNNING A PROGRAMME IN SPRING 2011 TO ADVISE CLIENTS ON HOW TO ACHIEVE THEIR BUSINESS OBJECTIVES BUT WITH A FOCUS ON MAXIMISING THE POSITION OF THE SHAREHOLDERS

Our business advisory and tax professionals have a wealth of experience and presently assist our clients with:

- Shareholder plans for the business
- Strategies for the growth of the business
- Review of tax structures of the ownership of assets and the draw down of value from the business.

Working together we will tackle the following key questions:

- How do I rebuild my business?
- What growth strategies can I use?
- How can I deal with my personal debt?
- How do I use my shareholding to build my personal wealth and be independent of the business?
- How do I plan for retirement?

- How do I decide whether to pass on the business and how would I do it?

The Programme will be headed up by BDO Director Michael O'Leary, who is a tax planning expert with specific expertise in dealing with SME companies. Michael has advised all types of businesses in this sector, in particular advising on business restructuring, tax aspects of business decisions and the sale and purchase of companies, all done with a focus of the individuals behind the business. In addition, Michael has huge experience in advising many families on how to implement a succession strategy.

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WHAT ARE THE BENEFITS OF THE SHAREHOLDER ADVISORY PROGRAMME?

By entering this programme, you will:

Acquire specialist advice

- You will have access to specialist advisors in the area of personal wealth protection and business planning

Know where you stand

- You will receive a detailed review of your current personal financial wealth and that of your business

Know your exposure

- You will gain visibility to any potential risks to your wealth

Understand the solution

- You will understand alternate measures that will protect your wealth from these risks

Be assured

- You will have the opportunity to implement these measures using BDO – one of Ireland's leading Advisory firms

To register your interest, please click on the "Register" button below to open a new message in your email client in which you can fill in your details before sending to BDO.

REGISTER HERE

Alternatively, if you would prefer to contact us by post, send your name, company name and contact details to: Michael O'Leary, BDO Shareholder Advisory Programme, Beaux Lane House, Mercer Street Lower, Dublin 2.

What is the Shareholder Advisory Programme?

The Shareholder Advisory Programme is a wealth protection service that analyses the structure of your financial affairs and advises on alternative ways to create, enhance and protect your wealth.

Who is it for?

It is designed to focus on Company Shareholders and Owner-Managed Businesses.

What does the programme offer?

When you enter the programme, your BDO advisor will carry out a review of your business affairs and share their ideas and advice with you. BDO will provide a short report which will have practical suggestions and options for you and other shareholders to consider in order to maximise the value from your shareholding.

What is the benefit to you?

You will have a clear understanding of the threats to your wealth and your business and realise that there are ways to protect against them. You will have access to the knowledge and experience of specialist advisors in this area.

Why should you do it now?

This is a great time of uncertainty, in terms of the political and socio-economic environment we are living in. Everyone, including government, is looking

at ways to enhance and generate wealth from within the economy. This affects your business, and your personal financial well being. It makes sense to protect what you have as best you can.

How much will it cost?

There is no cost for existing clients to enter the programme and receive your review report. Should you engage BDO to implement any suggested measures, all relevant fees will be agreed in advance.

Anyone wishing to enter the programme who is not a current BDO client will incur a small fixed entry fee.

How long will it take?

That depends on you. When you enter the programme, we will review your current financial status within 4 to 6 weeks. After that, the length of time you remain with the programme depends on the type and number of changes you wish to put in place.

How can you enter the programme?

You can enter the programme by sending your name, company name and contact details to moleary@bdo.ie, or by post to BDO at the address provided on the preceding page. It is as simple as that.

Should you want more information on this programme, prior to registering, please email **Michael O'Leary** at moleary@bdo.ie

www.bdo.ie

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