Case Study

Pepperstone Financial
Strategic support during pre-IPO phase

KOUSTAS+CO
CHARTERED ACCOUNTANTS

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Background

Pepperstone is an Online Forex (FX) Trading Broker, providing traders across the globe with cutting edge forex trading technology to offer unmatched top tier liquidity, institutional grade spreads and the security of tight financial regulation.

The company—one of BRW's top 100 fastest growing companies for 2013—was recommended to Koustas due to their need to engage advisors who could work closely with the business' founders on tax and business advisory matters.

www.pepperstone.com

The Challenge

With Pepperstone enjoying the 'perfect storm' of experiencing phenomenal growth and having a myriad of strategic opportunities at its disposal, the founders knew that they needed to assemble a team of advisors that could work with them to ensure that not only was the business' organic growth effectively managed but also, that any and all external opportunities were expertly evaluated. The wealth generated by Pepperstone for its owners also needed to be carefully dealt with.

The Solution

Koustas was selected as the cornerstone of that team — specifically to provide accounting, tax and structural advice to the business, together with tax and asset protection strategies to its owners. With an IPO or trade sale two of the opportunities that Pepperstone was considering — the business' compliance accounting needed to be of first-class standard (should it need to pass an investment bankgrade due diligence process). Further necessitating this is Pepperstone's 'Large Reporting Entity' status — which, in addition to its own technical challenges, also required Koustas' senior team to develop an excellent working relationship with the business' 'Big 4' audit firm.

The Process

Once engaged, Koustas initially set about working with Pepperstone's finance team to ensure that the pre-existing in-house systems were of sufficient rigour and quality to deliver timely and accurate information to the Koustas team.

Once this important foundation was laid, regular meetings then took place between Pepperstone's founders and Koustas' senior team to ensure that not only the compliance aspect of the business was attended to (and adequately conveyed in a meaningful manner) but that the ever-increasing strategic positioning and growth matters were also given the attention they deserved.

Pepperstone's founders also tasked the Koustas Directors with providing personal asset protection advice and tax planning strategies. As part of this, an important element included compiling a panel of suitably qualified and experienced financial planners and investment advisors to assist the owners in managing the considerable wealth created by the business.

In addition to the provision of technical tax and structural advice, the senior team at Koustas again played an integral part in working with the chosen investment advisors and Pepperstone's owners to ensure there was a seamless and integrated flow of information between all parties thus ensuring that the continuity and integrity of the advice was maintained at all times.

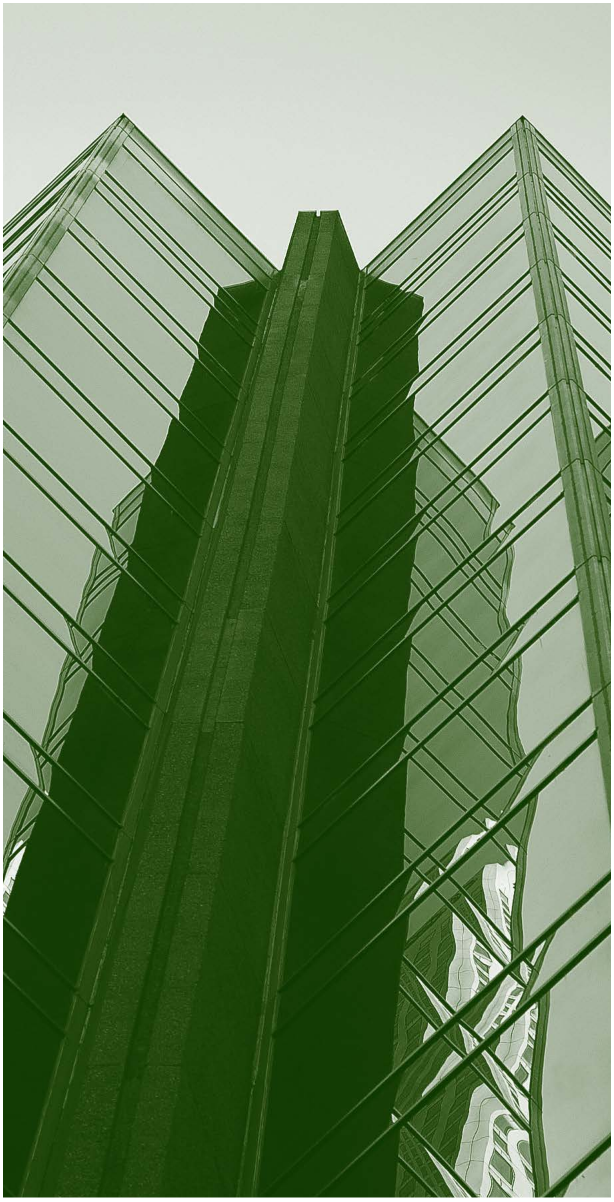
The Results

As a result of Koustas' efforts in delivering firstclass accounting, tax and advisory services —Pepperstone is well-placed to embark upon whatever strategic pathway it chooses. The owners also enjoy the peace-of-mind in knowing that their hard-earned wealth is now adequately protected and managed by cohesive, best-of-breed investment and tax advisory teams.

Owen Kerr
Co-founder & CEO
pepperstone.com

"Our business moves at a very fast pace and we needed a team of advisors that could understand our competitive landscape, be impartial and give us strategic advice in the complex arena of taxation law.

We decided to engage Koustas as they were able to deliver fantastic work often in a climate of tight deadlines. All the Koustas team were across our business and able to liaise with multiple external stakeholders. As CEO this not only saved me time, but gave me confidence knowing that I had an extremely high calibre team of people on my side."



To learn more about how we can provide you with expert financial support, contact Matthew, our Business + Practice Development Manager.

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