

# Go EO

Celebratory Tale

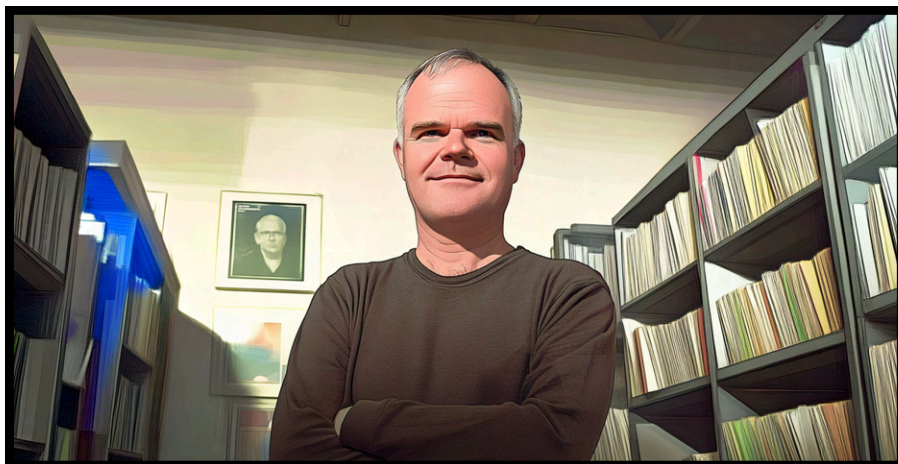
## **Kudos Records**



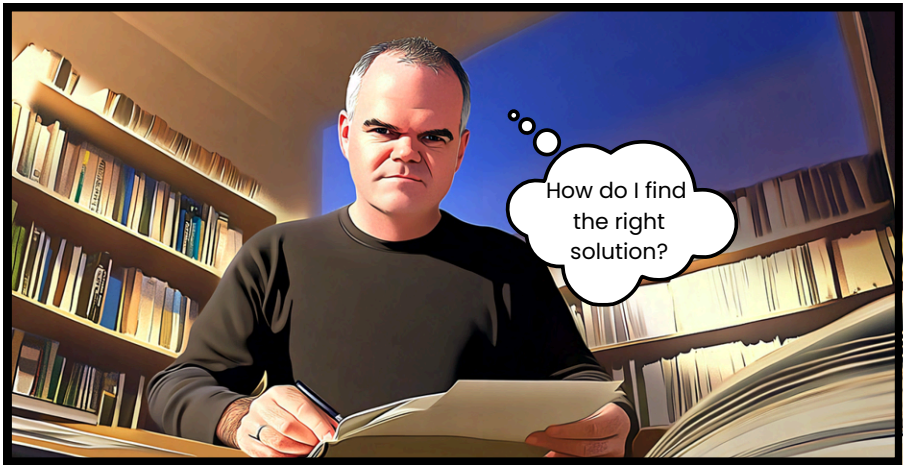
Danny was looking for a long-term retirement strategy. Could EO secure a sustainable future in a volatile market?



Danny had been in the music distribution game a long time. He founded Kudos Records in 1992.



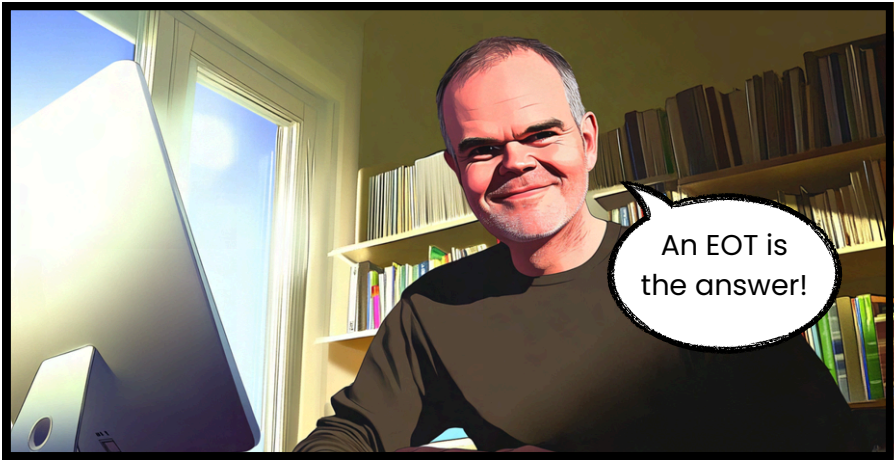
The industry's changed a lot in the last few decades, as have hairstyles!



Danny faced a tough decision for his company's future. He wanted an exit plan that worked for him and his team.



A trade sale would not benefit the employees, or give Danny control of his gradual off-ramp.



But EO ticked all the boxes. They opted for a flexible payment plan.



This plan offered the best prospect for staff to receive profit share bonuses, while the purchase price was being paid down.



And it meant the future of the business was in the hands of Danny's loyal team.



Everyone pulled together, working in harmony to build an "outcomes driven" management team.



Kate Mercer, roles and responsibilities expert, came in to support the leadership team.



The music industry's tough, but a couple of years post sale, Kudos is doing fine.

# What Danny thinks of Employee Ownership

“This transition to Employee Ownership will further enhance our culture of ownership and engagement among our employees. In this era of consolidation, EO secures Kudos’s future as a truly independent music company.”

## How did **Go EO** support the transition?



Their accountant completed the valuation/payment plan



Go EO was brought in to assist with the legal



Go EO associate Kate Mercer helped the leadership team

# Go E.O.

Employee Ownership **made easy**



EOT sales from  
£6,990+VAT



Complete sale  
in 2 months



Our Founder made  
this journey