THE BREXIT EXECUTIVE

HOW COULD BREXIT IMPACT YOUR BUSINESS?

FTI CONSULTING™

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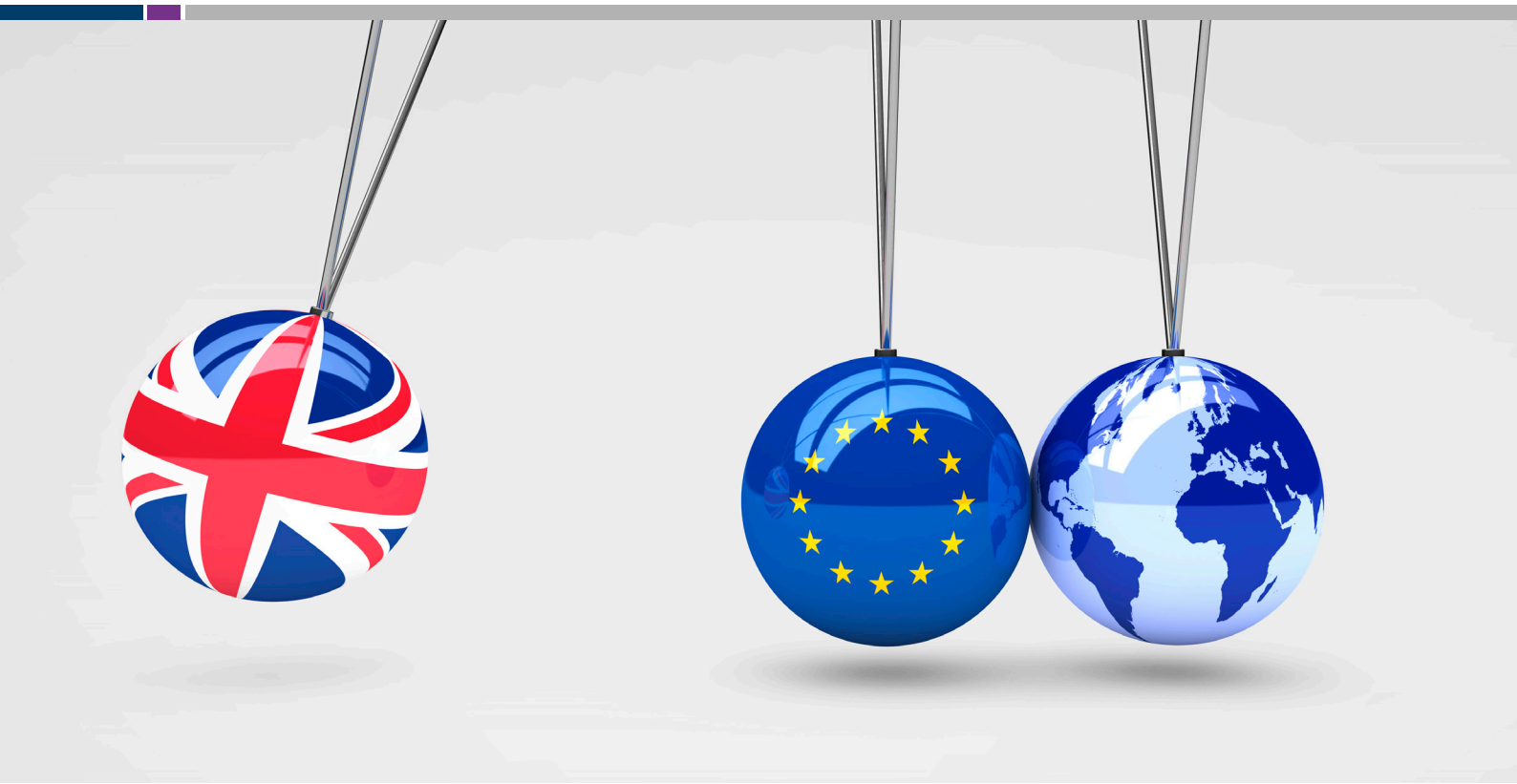

The Brexit negotiations have created considerable business uncertainty, not just for British companies, but for any European business with commercial operations that cross the Channel.

While the political process continues to evolve, companies will need to adapt to the new reality. The implications will not be uniform and could be significant. Too many businesses are not sufficiently prepared for the potential consequences.

The business dynamic is rapidly changing. Three stages have emerged that will require careful management:

- The framework of a future trade deal
- Managing the transition period
- Ensuring your voice remains heard in both London and Brussels once the process has concluded

"Negotiations won't be easy... there cannot be any cherry picking by Britain"

ANGELA MERKEL

"We will pursue a bold and ambitious free trade agreement with the European Union"

THERESA MAY

"The European Union wants this relationship to be as close and as ambitious as the UK red lines allow"

MICHEL BARNIER

FTI Brexit Taskforce

FTI Consulting is able to help. We have created a dedicated Taskforce able to advise and work alongside your in-house professionals, to support your management team and board throughout the Brexit process and beyond.

HOW CAN WE HELP?

- ✔ **OBTAIN** political and regulatory insight and intelligence to create clarity
- ✔ **MONITOR** and influence legislative programmes to protect commercial interests
- ✔ **UNDERTAKE** market analysis and economic scenario modelling to inform your business decisions
- ✔ **ADDRESS** any potential commercial and operational requirements
- ✔ **CONSIDER** any corporate restructure, valuation or business modelling needs
- ✔ **UNDERSTAND** the implications for your governance, trade and investor protection rules
- ✔ **ENSURE** you have the right financial and investment strategies in place
- ✔ **MITIGATE** any tax risks
- ✔ **ENGAGE** all your internal and external stakeholders effectively across all platforms

FTI Consulting's Brexit Executive range of c-suite strategic consultancy services are designed to ensure you stay fully informed, up to date and are best placed to respond to a process that remains fluid and highly political - so you are best able to plan for the future and manage any commercial uncertainties.

BREXIT INTELLIGENCE: **INFORM YOUR BUSINESS**

- **Regular update and intelligence reports**
  Ensure your team is aware of key milestones, is properly briefed and informed at key moments of the negotiating process
- **Identify and map key players**
  Understand your key stakeholders and influencers, who is saying what, who to engage and when
- **Reaching out to policy makers and influencers**
  Campaigns, lobbying, protecting your business interests at a policy level in multiple jurisdictions

BREXIT ANALYSIS: **PREPARE YOUR BUSINESS**

- **Economic analysis and data analytics**
  Undertake market analysis and economic scenario modelling to inform your business decisions
- **Market research**
  Gauge investor sentiment, staff views, public opinion, assess market impact
- **Strategy development**
  Analyse potential scenarios and align with operational and supply chain outcomes
- **Business planning**
  Consider any corporate restructure, valuation or business modelling needs. Ensure you have the right financial and investment strategies in place. Mitigate any tax risks

BREXIT OUTREACH: **POSITION AND PROTECT YOUR BUSINESS**

- **Message workshop**
  Be prepared to defend your business with insightful and compelling narrative
- **Investor relations**
  Align your Brexit messaging with your financial calendar
- **Media relations**
  Political communications training and advice
- **Employee communication**
  Allay and address any fears; how to manage uncertainty
- **Supply chain**
  Keep informed and reassured
- **Crisis and issues planning**
  Review and align with an evolving negotiating process

We would be delighted to speak with you informally about any of your potential Brexit concerns and needs. For more information please contact:

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For more information on FTI'S Brexit Taskforce, please go to: www.fticommunications.com/brexit

FTI Consulting is an independent global business advisory firm dedicated to helping organisations manage change, mitigate risk and resolve disputes; financial, legal, operational, political and regulatory. FTI Consulting professionals, located in all major centres throughout the world, work closely with clients to anticipate, illuminate and overcome complex business challenges and opportunities.

EXPERTS WITH IMPACT