

The **Intelligence Advantage** Price Bailey x BEYOND - Pioneering **AI-Powered** Advisory

A Strategic Deal Advisory Case Study
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Executive Summary: Price Bailey's Strategic Leap into AI

Strategic Buy – Side M&A Opportunity for Price Bailey LLP

We propose the acquisition of **BEYOND: PUTTING DATA TO WORK LIMITED**, a leading UK data science and analytics consultancy.

- **The Strategic Imperative:** This move directly addresses the urgent need for professional services firms to integrate advanced AI and data capabilities, aligning with PwC's 2025 M&A market outlook, which emphasises the acceleration of tech deals and the demand for foresight.
- **Dual Value Creation:** The merger offers significant benefits:
 - **Enhanced Internal Efficiencies:** Drives substantial operational savings and accuracy gains in Price Bailey's core services (e.g., audit and tax processes) through AI-driven automation.
 - **Expanded Client Offerings:** Enables the launch of a new suite of high-value, AI-powered advisory services for its diverse client base (e.g., predictive forecasting, advanced risk management, deeper M&A due diligence).
- **Clear Competitive Advantage:** This acquisition would solidify Price Bailey's position as a forward-thinking leader, differentiating it in the market, attracting top talent, and securing long-term growth.
- **Recommendation:** My analysis demonstrates this is a viable and highly beneficial acquisition. We recommend initiating confidential exploratory discussions to assess this opportunity further.

AI's Strategic Imperative: Future of Professional Services

<i>PwC M&A Outlook 2025</i>	<i>The Data Deluge & Insight Gap</i>	<i>Client Expectations</i>
"Tech and AI deals are heating up", driven by demand for digital transformation and innovation. Firms must acquire cutting-edge tech to stay competitive.	Businesses are overwhelmed by vast data but struggle to extract actionable insights. Traditional reporting is insufficient; foresight is paramount.	Clients demand proactive, predictive, and personalised advice, moving beyond reactive compliance and historical reporting. They need data-driven insights.

<i>Competitive Pressure & Differentiation</i>	<i>Future-Proofing & Service Expansion</i>	<i>Talent Challenge</i>
Firms that don't strategically embrace AI risk market share loss and failure to differentiate. Early movers gain a significant advantage and market leadership.	The acquisition rapidly expands Price Bailey's service portfolio beyond traditional offerings, integrating cutting-edge AI and data solutions that future-proof the business and unlock new, high-margin advisory opportunities.	Building and retaining specialised AI/data science teams organically is costly and slow. Acquisition offers a faster path to critical expertise.

Price Bailey: Leading the Charge to AI-Powered Advisory

Price Bailey is a trusted advisor with a strong SME client base and comprehensive services across audit, tax, corporate finance, and business advisory.

Our vision: A transformed Price Bailey seamlessly integrating deep financial expertise and trusted client relationships with advanced AI and data science capabilities.



Strategic advice fuelled by precise, predictive intelligence, anticipating market shifts and opportunities.



Proactive risk management and enhanced fraud detection that protects our clients' assets and reputations.



A firm that delivers not just answers, but foresight and tangible, measurable business value to every client engagement.

BEYOND: Our Catalyst for Data-Driven Transformation



BEYOND: PUTTING DATA TO WORK LIMITED is a leading UK-based data science and analytics consultancy dedicated to empowering organisations to unlock the full potential of their data using state-of-the-art technologies such as Artificial Intelligence and Machine Learning.



They translate complex data into actionable, precise, and pivotal insights, driving commercial success for their clients. Their mission is truly about "putting data to work".

Key Relevant Services

- Data Strategy & Consulting
- Data Science & Machine Learning
- Business Intelligence & Analytics
- Data Engineering



Why They Fit Price Bailey

- **Pure-Play Specialization:** Singular focus on data science and AI.
- **Proven Expertise & Scale:** Established team of **19+** experienced data scientists (operating since 2007).
- **Direct Applicability:** Methodologies and AI tools suited to complex financial/business data.
- **Value-Driven Approach:** Focus on cost savings, revenue generation, and process improvements.
- **Manageable Acquisition:** Turnover under £1M for main entity, suggesting affordable integration.

Revolutionising Price Bailey's Internal Processes with AI & Data Science

<i>Audit & Assurance</i>	<ul style="list-style-type: none">• <i>Pre-Merger:</i> Manual sampling, time-consuming data review, reactive issue identification.• <i>Post-Merger (with BEYOND):</i> AI-powered continuous auditing: Analysing 100% of transaction data for anomalies and fraud patterns, automating reconciliations, predictive risk flagging, reducing audit cycle times, enhancing assurance quality and depth.
<i>Tax Advisory & Compliance</i>	<ul style="list-style-type: none">• <i>Pre-Merger:</i> Laborious research, manual compliance checks, retrospective analysis.• <i>Post-Merger (with BEYOND):</i> Automated compliance monitoring: AI-driven analysis of evolving tax laws, intelligent document processing for extracting complex tax data, identifying optimization opportunities.
<i>Internal Finance & Operations</i>	<ul style="list-style-type: none">• <i>Enhancement:</i> Automation of repetitive administrative tasks (e.g., invoice processing, data entry), real-time financial reporting for Price Bailey's own operational efficiency, optimizing internal resource allocation.

Beyond Traditional Advisory: New Growth Engines for Our Clients

- **AI-Powered Financial Forecasting & Strategic Modelling:** Sophisticated predictive models for cash flow, revenue, and profitability, enabling proactive, data-driven strategic planning.
- **Advanced Risk Assessment & Fraud Detection as a Service:** Leveraging AI to identify subtle patterns of risk/fraud, offering a crucial, high-value protective service that prevents losses and builds client trust.
- **Data Strategy & AI Adoption Consulting for Clients:** Guiding clients on building internal data capabilities, data cleaning, BI tool implementation, and responsible AI adoption.

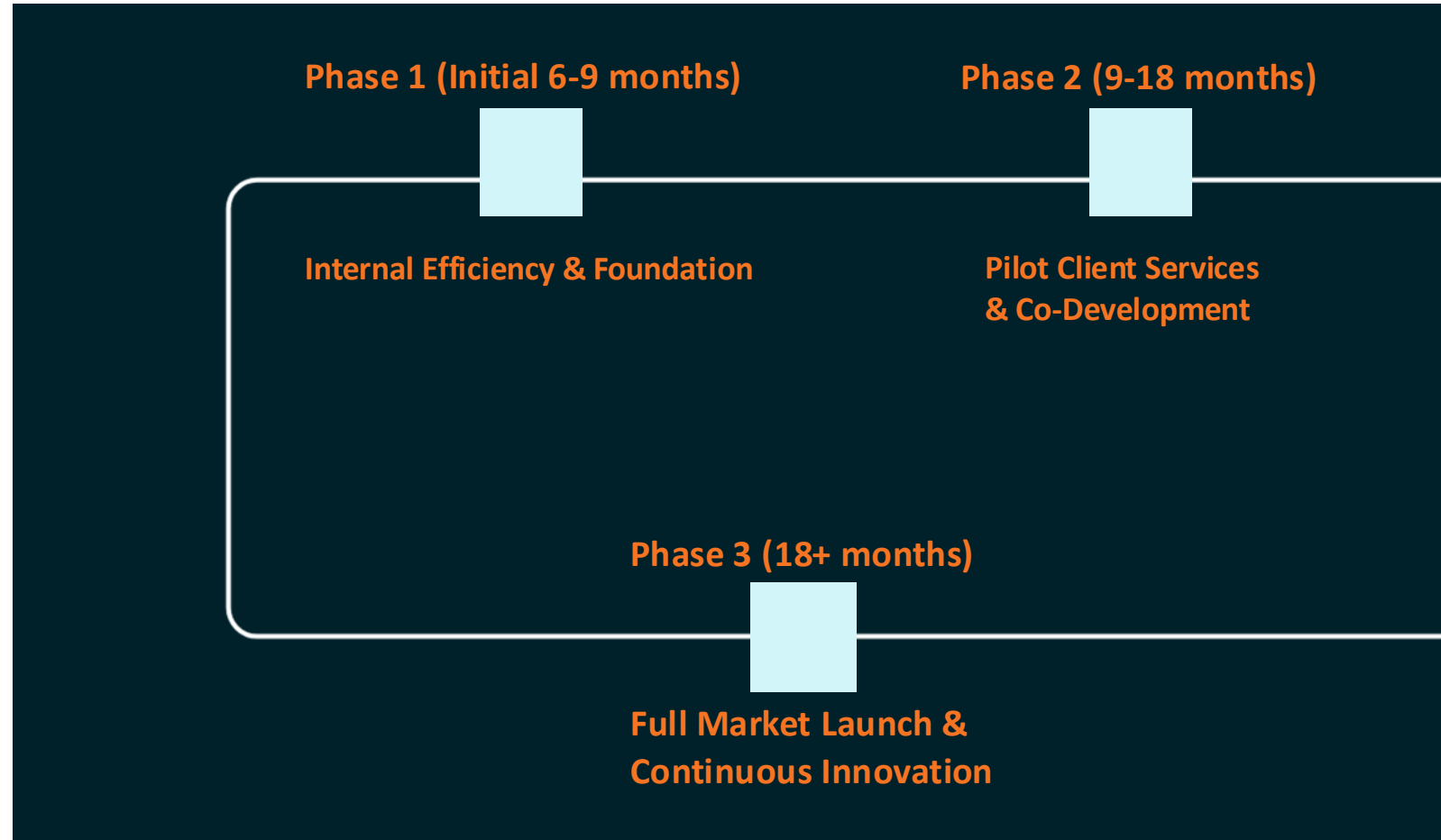
- **AI-Driven M&A & Corporate Finance Advisory:**
 - Enhanced Due Diligence:** AI for rapid, deep analysis of vast, unstructured data to uncover hidden risks, liabilities, synergies.
 - Precision Valuations:** More accurate and dynamic valuations through AI-driven market analysis, predictive modeling.
 - Post-Merger Integration Insights:** Leveraging data analytics to track and optimize integration success, ensure value realization.
- **Personalized Client Insights:** Utilizing AI to provide highly tailored financial advice and recommendations based on individual client data patterns, industry benchmarks, and market trends.

A Thoughtful Roadmap for Seamless Integration & Accelerated Impact

Integration Leadership: A dedicated cross-functional team with representation from both Price Bailey and BEYOND will be established to ensure expertise and synergy from the outset.

Key Pillars for Success:

- Robust **Data Security & Privacy** Protocols
- Comprehensive **Talent** Development & Retention
- Fostering a Culture of **Innovation & Collaboration**



Price Bailey: Positioned for Unrivalled Leadership & Exponential Growth

Competitive Advantage

- ✓ **Market Differentiation:** This merger uniquely positions Price Bailey as a technologically advanced, foresight-driven advisory firm, significantly differentiating us from traditional competitors and even larger players.
- ✓ **Talent Magnet:** Attracts top-tier accounting professionals and skilled data scientists/AI engineers seeking impactful projects, directly addressing talent scarcity.
- ✓ **Increased Client Lifetime Value:** Higher client retention, increased engagement, and expanded wallet share through indispensable services, ensuring long-term client partnerships.

Projected Financial Impact (Hypothetical & Illustrative)

- ✓ **Cost Savings:** Projected 15-25% reduction in manual hours across core audit/tax within 18–24 months. Illustrative annual savings: £1.7 million, primarily driven by optimisation of Price Bailey's existing staff costs through AI-driven automation.
- ✓ **New Revenue Streams:** Projected £2-3 million incremental advisory fees within 3 years from AI-powered services (representing a 5-8% increase in total advisory revenue).
- ✓ **Valuation Rationale:** BEYOND's value lies in its 19+ expert team, proven IP, and market validation. Strategic value far outweighs acquisition cost, promising a compelling long-term Return on Investment.
- ✓ **Strengthened Financial Outlook:** Ensures sustained profitability, enhanced capital efficiency, and robust market resilience, solidifying Price Bailey's long-term financial strength.

Charting the Future: Unlocking New Value for Price Bailey

M&A Opportunity for Price Bailey LLP

The analysis suggests a compelling strategic direction for Price Bailey. The potential acquisition of **BEYOND: PUTTING DATA TO WORK LIMITED** could represent a transformative step, fundamentally enhancing our capabilities and expanding our market position. Building on this preliminary assessment, we believe the opportunity warrants further exploration, focusing on two key areas:

- 1. Strategic Alignment & Initial Engagement:** Delving deeper into the potential synergies, assessing the cultural fit, and considering initial, confidential conversations with BEYOND: PUTTING DATA TO WORK LIMITED to understand their strategic vision and market positioning.
- 2. Value Realisation & Integration Planning:** A detailed exploration of the financial and operational benefits outlined, developing a clearer pathway for integration that maximises value creation and mitigates risks.

This strategic vision can translate into tangible growth and sustained leadership for Price Bailey. We welcome further discussion to explore how this opportunity can be advanced.

This is more than an acquisition; it is a definitive strategic step to secure Price Bailey's market leadership. By integrating BEYOND's capabilities, we can establish a new standard for AI-powered advisory services and ensure the firm's sustained relevance and resilience in the face of evolving industry demands.

Questions & Discussion

Thank You