

### Situation

- In late 1996, Long Distance International Inc (LDI) was an emerging telecommunications operator in the US that was looking to build a network and to expand in the UK and Europe
  - To do this, LDI needed to raise around \$25m to fund its expansion plans

### Approach

- LDI appointed ARC Associates to assist it with the fundraising. In conjunction with LDI management, ARC Associates prepared a business plan and detailed financial models
- Over a period of six months, ARC Associates then approached a number of prospective strategic investors as well as financial investors and developed a short list of parties, arranged meetings and assisted in the negotiation of terms for the investment

### The Transaction

- After completing discussions with a number of venture capital investors, LDI decided to sell a minority equity stake to Advent International in return for approximately \$25m in cash

August 1997



**Long Distance International Inc.**

**has raised \$24,750,000**

from

**Advent International Corporation**

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The undersigned acted as financial adviser to  
Long Distance International in this transaction

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ARC  
ARC ASSOCIATES  
London, New York

**Transaction Value: \$25m**