

# CASE STUDY

## SUNLAND GROUP

Sunland Group Limited (ASX:SDG) is a property and management company operating in urban development, residential housing, multi-storey development and hotel management. The company has offices on the Gold Coast, Brisbane, Sydney, Melbourne and more recently, international operations in Dubai.

CVC Limited (CVC) initially became involved with the founder of Sunland Soheil Abedien, in the early 1990's by providing equity to fund a residential tower at Main Beach on the Gold Coast. Following its success, the Company embarked on a capital raising through a listing on the ASX in 1994. CVC and the founder became the major shareholders.

Throughout the period, CVC was represented at Board level, providing strategic direction in areas such as equity finance and debt funding. Today Sunland has grown enormously to be an ASX 200 company with a market capitalisation exceeding \$152 million.

CVC Limited has been integral in the success of Sunland in many ways. These include identifying the strengths and weaknesses of the original founder and complimenting these areas with the proven industry

expertise of the team from CVC. In the early stages, the company experienced challenges that are typical of many growing companies. CVC was able to provide a secure financial platform to overcome these difficulties and offer management a clear strategy to move forward.

CVC has participated in new capital raisings, provided strategic direction and assisted in the introduction of a range institutional investors to the register.

In April 2010, CVC sold the majority of its long term holding in Sunland for a consideration of approximately \$20 million.

## Sunland Group

ESTABLISHED  
1983



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