

# Hello Opportunity



# About us

We're disrupting professional services. By working together, our team of in-house experts can deliver joined-up 360° pragmatic advice that can help you achieve your goals.

In 2015, Adam Maurice and Mitch Young decided it was time the professional services sector had a shake-up. After spending a substantial part of their careers providing advice to SMEs and private clients, they were tired of the status quo, that piecing together siloed thinking from multiple advisors was the norm.

Adam and Mitch set to work to build a professional services group to help entrepreneurs and high net worth individuals get solutions that they could put straight into action. That's why Fusion Consulting Group was founded, to bring ambitious clients joined up 360° advice.

Over the last six years, we've grown to include seven businesses. Our expert advice spans taxation, accountancy, financial services, law, business advisory and digital marketing and we also run an international tax network.

We know that together, we're greater than the sum of our parts, and we're proud to have a great team of people helping over 600 clients achieve their ambitions by providing joined-up thinking and experts they can trust.



**Adam Maurice**

Director

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**Mitch Young**

Director

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## Our values

### **Dedicated to entrepreneurs**

Our clients are at the heart of what we do. We treat their goals like our own. By using our decades of tried and tested entrepreneurial experience, from grass roots to corporate, we help make every client's ambition a reality.

### **We make it happen**

No matter how big the challenge, we're determined to always find the right solution by using 360° joined up thinking across our group. It's our commitment to every client's success that makes us stand out from the competition.

### **Work in partnership**

We believe that when great minds meet, greater things happen. That's why we work collaboratively, both with our clients and each other. Working seamlessly together to help clients spot opportunity at every step.

### **Excellence as standard**

We aim to always go above and beyond for our clients. We strive for excellence in everything we do, and pride ourselves on always delivering the best solutions to keep our clients moving forward.



# 360° Advisory

When we work together,  
you achieve more.

Get all the expertise you need – all in one place.  
Instead of spending your time piecing together siloed  
advice from a range of advisors, you can put our end-  
to-end solutions into action and start getting results.  
Are you ready to reveal new opportunities together?  
**Let's talk.**



## Tax services

We're experts in making our clients more tax efficient. Not only have we got the awards to prove it – but we've also changed UK tax law as a result of our client-focused determination. Our established tax team is committed to helping you understand your tax obligations, and how best to plan for them, keeping you compliant, and making sure you take advantage of tax efficient strategies.

Our expertise spans everything from income tax and corporation tax, to inheritance tax, capital tax gains, HMRC disclosure and non-UK residency and non-domicile.



**“ We strive to provide best in class service to ensure our clients comply with all necessary tax legislation whilst helping to deliver bespoke solutions to improve their overall tax-efficiency.”**

**Melissa Reilly** ATT  
Head of Tax  
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## Our tax advice wins awards. You can rely on us to get it right.



- **Income tax.**  
**Keeping you compliant.**  
Save time and eliminate costly mistakes. Our tax experts can handle your entire filing process with HMRC, ensuring that you are compliant and do not suffer penalties.
- **Corporate tax.**  
**Focus on business.**  
Whatever size your company, our corporate tax specialists will suggest creative solutions and structures to take advantage of tax saving initiatives and help reduce your tax bill.
- **HMRC disclosures.**  
**Putting things right.**  
We're experts in resolving tax problems, investigations and disputes. Using our extensive knowledge and experience in tax law, we'll help you respond to HMRC quickly, getting you the best outcome.
- **Property tax structuring.**  
**Looking after landlords.**  
If you're a professional or accidental landlord, we'll help you take full advantage of tax allowances and reliefs. Making sure you have a taxation structure in place that isn't just compliant - but can reveal new opportunities too.
- **Inheritance tax.**  
**Protect your legacy.**  
Keep your wealth in the family. Whether it's a trust, Will or IHT structuring, we'll help protect your money by finding the right solution for you to minimise any tax liability.
- **Capital gains tax.**  
**Reduce your liability.**  
From stocks to property, we'll help you maximise the return on your asset when you acquire, dispose or invest.
- **Non-resident and non-domiciled.**  
**Take advantage of international tax treaties.**  
Whatever brings you to or from the UK, we'll help you manage your taxes efficiently. Our tax experts can help you navigate complexity and take full advantage of your tax status.

Winners of

**Tolley's® TAXATION**  
**Awards 2019**

## What Our Clients Say

**“The move to Fusion was really smooth and the tax team have been really helpful in making the transition from a sole trader to a limited company. The team has always given advice to help the company in the most tax efficient way which has helped us especially in our first year of trading.”**

**Contact us to arrange your free consultation  
on 0203 841 7010 or [info@fusionconsult.co.uk](mailto:info@fusionconsult.co.uk)**

## Accountancy services

Our in-house experts can deliver all your internal accounting function requirements. From day-to-day bookkeeping, management accounts, corporation tax and year end financial statements. We also specialise in areas such as R&D tax credits and financial due diligence, which compliments our other services within the Fusion group. We only ever use the most innovative technology, including Xero, purchase ledger automation, and AI-driven management information reporting.



**“ We provide a collaborative full suite of accounting services and see ourselves as an addition to our clients team, so they can focus on what's important to them – growing their business.”**

**Vanisha Narayan** FCCA  
Head of Accountancy  
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vanisha@fusionacc.co.uk

**We focus on the numbers.  
You focus on growing your business.**



- **Year-end accounting.**  
**File on time.**  
Get your year-end accounts right every time with us. We'll handle your annual compliance requirements and prepare your statutory accounts and corporation tax with Companies House and HMRC.
- **Bookkeeping.**  
**Stay up to date.**  
Bookkeeping's a burden you don't need. Let us handle it, so you can access high quality and accurate financial information – whenever you need it. We use all the latest technology, including Xero© and OCR scanning for purchase invoices.
- **Payroll.**  
**Make it painless.**  
Save time and effort - and make sure you're always fully compliant with legislation. We'll take care of your payroll and ensure your employees are always paid correctly.
- **Management information.**  
**Always know your numbers.**  
Monitor your business performance with our financial reports and forecasting expertise. We'll help you stay on top of your finances, so you can plan your next business move.
- **Corporation tax and VAT.**  
**Ensure you meet your HMRC obligations.**  
We'll make sure you have the right plans in place to keep your tax bill to a minimum and ensure your tax is calculated correctly taking into account any planning opportunities.
- **R&D tax relief.**  
**Get the credit you deserve.**  
You could be eligible for tax relief or a reimbursement using schemes such as R&D Tax Credits and The Super Deduction. As specialists in these areas we'll help make sure you're not missing out on these important government incentives.
- **Financial due diligence.**  
**Leave no stone unturned.**  
If you're considering a corporate transaction, like a merger or acquisition, you need expert due diligence. Combining our in-house accountancy and legal expertise, we'll assess both risks and opportunities - so you can be sure no stone is left unturned.



## What Our Clients Say

**“I have been working with Fusion Accountancy and they has been excellent. They have patience and are excellent at their job. I always feel confident that my books are well managed and would highly recommend them.”**

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on 0203 841 7010 or [info@fusionconsult.co.uk](mailto:info@fusionconsult.co.uk)**



## Financial services

Want to grow your wealth? At Fusion Financial, we deliver bespoke, unbiased, honest and clear financial advice with one aim – to help you make more of your money. Our in-house, independent financial advisors specialise in retirement planning, savings, protection and tax-efficient investments.

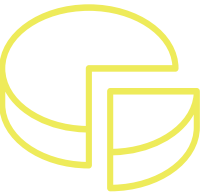
We'll never sell you a one-size-fits-all plan or bundle. Instead, we focus on you and your personal money matters. Selling nothing but our expertise and dedicating ourselves to finding the most effective solution to meet your needs. Whether your affairs are straightforward or complicated, international or purely domestic, we can help you make a lifelong plan for the security of you and your family.



**“ We like to build lasting relationships to ensure we understand where you are and your financial ambitions, to build a life-long plan that provides financial security and peace of mind.”**

**Avidan Last** DipPFS  
Head of Fusion Financial  
+44 (0) 203 841 7010  
avidan@fusionfinancial.co.uk

## Choose the financial future you want. We'll help you get there.



### ○ Pensions.

#### **Retire your way.**

Tell us your goals for the future and we'll make sure you have the right pension plan in place. A plan that can flex and develop as your needs change. Whether you want to dip into your pension pot early, reinvest or choose an annuity - we can help you weigh up all the options. Got multiple pensions? We can help consolidate them. Occupational retirement scheme? We'll help you get the best return.

### ○ Savings and Investments.

#### **Building your future.**

Whatever your stage of life, we'll make your money work harder. From maximising your tax-free savings with an ISA to revealing attractive tax concessions with Enterprise Investment Schemes, Seed Enterprise Investment Schemes and Venture Capital Trusts. We'll help you create an investment plan that not only helps you achieve your goals but opens up new opportunities too.

### ○ Personal protection.

#### **Your safety net.**

Life is anything but predictable. That's why it's important you always have a safety net. From PMI to life cover, critical illness and income protection, we'll help you put the right protection policies in place, to ensure that you and your loved ones are looked after.

### ○ Business protection.

#### **Protect your key people.**

You depend on your key people to operate your business. From PMI to life cover and critical illness protection. Make sure that if the worst does happen, your business is not financially affected, and your employees are looked after.

### ○ Estate planning.

#### **Preserve your wealth.**

Get peace of mind and leave your loved ones looked after. We'll help you get your affairs in order. From Wills, trusts and lasting powers of attorney to Business Property Relief and whole-of-life policies. We can help minimise your tax liabilities and make sure your wealth gets passed on smoothly and tax-efficiently.

### ○ Borrowing.

#### **Get the best solution.**

Whether you're buying a home, a buy to let, or you want to raise cash from your property - we'll help you find the best solution to achieve your long-term goals.

Fusion Financial Ltd is an appointed representative of The On-Line Partnership Limited which is authorised and regulated by the Financial Conduct Authority. FCA 942927

## What Our Clients Say

**“Fusion Financial were instrumental in setting up my relevant life policy. I didn't know where to start but their sound advice and extensive knowledge of the industry made it a straightforward process.”**

**Contact us to arrange your free consultation  
on 0203 841 7010 or [info@fusionconsult.co.uk](mailto:info@fusionconsult.co.uk)**

# Legal services

At Fusion Law, we're dedicated to delivering pragmatic legal advice to ambitious clients on corporate and commercial matters. That's why we keep things straight and focus on understanding you and your needs. Giving you fixed-fee advice and solutions that work. So whatever the challenge, we'll help you find the opportunity in it.

Our in-house expertise is focused on five key areas of legal support. Corporate, Commercial, M&A, non-contentious employment advice and GDPR compliance.



“ We try and cut through complexity to bring you pragmatic legal advice in order to help you accomplish your business goals, no matter the situation.”

**Hiten Patel** LLB  
Senior Solicitor  
+44 (0) 203 841 7010  
[hiten@fusionlaw.co.uk](mailto:hiten@fusionlaw.co.uk)

## Legal expertise. Intelligent solutions.



### ○ Mergers & acquisitions.

#### **Seize the opportunity.**

Maximise your growth potential, bolt-on, or buy and build. We ensure that, through due diligence and all the way to completion, we minimise risk and maximise the acquisition upside.

### ○ Corporate law.

#### **Achieve your goals.**

We get to know you and your business - and what you want to achieve. By working alongside you, we can implement the right legal solution to help support your commercial success. From corporate structures to shareholder agreements, articles and share schemes.

### ○ Commercial law.

#### **Your business challenges, solved.**

From drafting B2B contracts to helping you set up your business, we help maximise your customer relationships with minimal risk and reveal new opportunities for ambitious entrepreneurs and established companies.

### ○ GDPR.

#### **We'll keep you compliant.**

We'll make sure you have the right policies, procedures and measures in place to meet the General Data Protection Regulation. We help you maximise the value of your data and carry on generating new opportunities, whilst remaining compliant.

### ○ Employment law.

#### **Take care of your biggest asset, your team.**

Take care of your employees and they'll take care of business. We create tailored policies and documentation to ensure you are compliant with all employment legislation, and your team is secure and motivated - from everyday employment contracts to TUPE regulations.

## What Our Clients Say

“It has been a delight to work with Fusion Law to complete an acquisition recently – whilst paying attention to all the usual legal details, they somehow managed to keep the momentum of the deal going and keep us focused on the matters most important, relevant and urgent. A delight to work with – they will be our first port of call for future deals.”

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on 0203 841 7010 or [info@fusionconsult.co.uk](mailto:info@fusionconsult.co.uk)

## Consulting services

At Fusion Consulting, we're here to help you get ahead. Our team of expert business advisors have decades of entrepreneurial experience having successfully started, scaled, acquired and exited businesses – so you get a perspective that's tried and tested. We focus on working directly with business owners, to remove barriers to growth, and solve business challenges through mentoring and strategic consulting.



**“ We have brought together a wide range of skills and expertise to deliver strategic advice from start-up, scale-up to exit with our joined-up client-led approach.”**

**Adam Maurice**

Director

+44 (0) 203 841 7010

[adam@fusionconsult.co.uk](mailto:adam@fusionconsult.co.uk)

## Get a fresh perspective. See new potential.



### ○ Strategic consulting. Plan for success.

A great business idea is nothing without the right strategy behind it. We use our years of strategic and entrepreneurial experience to help turn your vision into reality. Whether you are startup, scale-up or grooming your business for exit, our consultants have helped countless businesses achieve their ambitions.

### ○ Mergers and acquisitions. Maximise your potential.

Whether you're buying or selling your business - our experienced in-house accountants, tax advisors and solicitors work together in harmony to help you get the best possible outcome. When you pair our professional services teams with our consultancy services, we become your powerhouse of potential. Our consultants have been responsible for successful completions in most industries and are able to help you spot opportunity in every aspect of the deal.

### ○ Technology transformation. Get ahead.

Want to boost your business process, streamline processes and implement great technology? We'll help you become more efficient and reduce the cost of your back-office operation. Our consultants have implemented CRMs, ERPs and Finance Systems, making sure that management are provided one source of the truth to drive operational efficiency and prove full accountability and reporting.

### ○ Business coaching. Grow your business.

What's holding your business back? Our Growth Accelerator programme will help take your business to the next level. Whether you need 1-2-1 executive coaching or support to get your team on the same page, our consultants have worked with all sizes and industries to effect positive change and improve management team cohesion.

## What Our Clients Say

**"We have been working with Fusion for many years and they have been able to help us with transforming nearly every aspect of our business with their broad skills and experience."**

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on 0203 841 7010 or [info@fusionconsult.co.uk](mailto:info@fusionconsult.co.uk)**



## Digital services

You need high quality leads to drive your business forward. We want to help you get them. At Fusion Digital, we offer innovative digital marketing solutions to help build engagement, find prospects and turn them into opportunities. As experts in digital marketing automation, and LinkedIn lead generation, we can help you save time and resources by connecting you to the right decision makers, fast. Are you ready to scale up? Let's get started.



“ We help our clients build reputation, trust, and leads, leveraging the power of LinkedIn and automation to drive growth and new opportunities.”

**Jake Liddell**  
Head of Digital  
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jake@fusiondigital.co.uk

## Expert lead generation. Build your sales pipeline.



- **LinkedIn outreach.**  
**Finding opportunities.**  
Start talking to potential leads today. As experts in LinkedIn outreach, we'll help increase your conversion rate by starting quality one-to-one conversations.
- **LinkedIn content writing.**  
**Build engagement.**  
Boost your business. The more quality content you share, the more engagement you get. We'll help you attract future leads by ensuring your feed adds value with content that resonates.
- **Marketing automation.**  
**Optimise your processes.**  
Reduce admin time across the customer journey, and free-up your team to concentrate on customer experience and business growth. We've developed a suite of intelligent tools and processes to streamline and automate your marketing, lead generation, sales and client on-boarding.
- **Email marketing.**  
**Boost your ROI.**  
Don't just land in their inbox, make an impact. We'll help you create a segmented, personalised email marketing campaign that gets results, keeping you GDPR compliant at every step.
- **Landing page optimisation.**  
**Drive more leads.**  
We'll help you optimise every element of your landing page to drive more leads, convert prospects and increase return on your marketing budget.
- **Retargeting.**  
**Increase conversion.**  
Don't lose potential customers - retarget them. We'll help you create a retargeting campaign that helps reinforce your brand and bring prospects back to your website.

## What Our Clients Say

“Just wanted to provide some feedback on your LinkedIn Lead Generation service. It has really helped to increase both the amount and quality of direct leads we receive, and has become the best source of new business leads we now have.”

Contact us to arrange your free consultation  
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## FUSION 360° ADVISORY SERVICES

**Imagine having your tax advisor,  
accountant, financial advisor,  
business consultant, solicitor  
and digital marketer  
working together.**

**That's the power of Fusion.**

- Fusion Tax**
- Fusion Accountancy**
- Fusion Financial**
- Fusion Law**
- Fusion Consulting**
- Fusion Digital**
- Fusion International**



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