

Project Napoli Case Study

Situation

A sponsor backed, large, multi-unit Pizza Hut franchisee (the "Company") engaged G2 Capital Advisors ("G2") to conduct a comprehensive business assessment after receiving an aggressive amendment proposal from its agent bank.

The engagement included reviewing cash flow, assessing unit economics, developing a scenario driven financial model, and supporting the sponsor in assessing additional investment and future returns. G2's deep understanding of the restaurant marketplace, franchise business models, capital structure, and lender dynamics enabled the team to quickly identify core issues and facilitate a path forward. By combining rigorous financial analysis—including P&L, balance sheet, liquidity, and capital structure reviews—with strategic stakeholder management, G2 helped orchestrate a solution that secured contributions from all key parties. This collaborative outcome provided the Company with the runway needed to stabilize operations and pursue a more favorable long-term outcome.

When the Stakes Were High, G2 Found Common Ground.

Combining industry and situational experience, G2 built consensus by demonstrating a path forward and unlocking the runway for operational reset and future growth.



Challenge

The Company was navigating a confluence of challenges: industry-wide turbulence, brand-level underperformance, and capital structure strain. Rapid escalation of proposed amendment terms further complicated matters, creating urgency to realign stakeholder expectations and preserve value. Without intervention, the Company faced the risk of further financial deterioration from strained liquidity and a potentially value-destructive negotiation process.

"G2 quickly earned my trust because of their compassion and deep understanding of the restaurant sector, the current Pizza Hut's brand challenges, and their extensive bank relationships. By truly understanding our market, the G2 team helped me navigate a complex situation that positioned my company for success."

Founder & CEO, the Company



Engagement

G2 was initially engaged to provide an independent assessment of the Company's financial health and operating viability. That role quickly expanded to include strategic advisory support across multiple dimensions. G2 conducted a deep-dive analysis of the Company, helping all parties understand the fundamental drivers of distress and the levers available to improve the Company's trajectory. Leveraging strong relationships with the lender group and deep expertise in capital markets, G2 served as a bridge between the sponsor, creditors, franchisor and the Company's management team. The team facilitated negotiations, re-established trust among stakeholders, and demonstrated accretive value impact of market divestures, sale of the company or insolvency proceedings. G2 created a shared understanding of what was required to avoid near-term disruption and drive long-term value recovery.

Impact & Solution

G2's involvement was instrumental in achieving a desirable and constructive outcome for all stakeholders.

The team's financial acumen, capital markets expertise, and ability to manage complex stakeholder dynamics helped unlock a collaborative solution in a highly constrained environment.

Significant near-term debt reduction by divesting of two markets, coupled with cash equity support and debt service relief, created an environment for a holistic solution. The business was able to achieve a viable path forward due to each party collaborating on manageable concessions. The resulting agreement allowed for contributions from all parties to rebalance the capital structure and secure the financial runway necessary for the Company to stabilize and reposition for future growth.

G2 PERSPECTIVE

G2 Capital Advisors is a different breed of financial advisory firm, guiding clients through complex transitions with speed, precision, and strategic insight. We deliver tailored, high-impact solutions across all stages of the business lifecycle, with a focus on creating long-term value. Whether navigating operational disruption, financial restructuring, insolvency, or transformational change, our integrated platform brings together deep industry expertise, hands-on execution, and a relentless focus on outcomes.

Our restructuring practice is rooted in a culture of tenacity and humility. Guided by a "failure is not an option" mindset, our team of seasoned operators brings real-world experience to each engagement, offering clarity in the face of uncertainty and a clear path to stability. With all core services housed under one roof, we move quickly and decisively, standing in the gap for our clients and positioning businesses for sustainable growth and success.

To learn more about how G2 supports stakeholders through complex transitions, contact our team or visit g2cap.com.

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