

Buy-Side Advisory Services

Targeted analysis and professional transaction management in corporate acquisitions



- Market screening and development of M&A strategies
- Identification and careful examination of suitable candidates
- Professional transaction support for optimal results

Background information

It is easy to find reasons to achieve growth objectives through corporate acquisitions. In particular, the rate of growth can be significantly increased by immediate access to resources, products and volume of sales. Targeted acquisitions can also help realize the implementation of long-term innovation strategies and the addition of new target groups. Plans for these actions can be conceptually quite diverse, ranging from the acquisition of non-controlling interests to mergers and joint ventures up to the complete take-over of a target company.

However, the development of appropriate M&A strategies, the extensive search for target companies and the successful realization of the transaction consume substantial amounts of time and require considerable experience.

Only very large companies can afford in-house M&A de-

partments. For the others, eventurecat acts as a strategic consultant to assist with implementing acquisitions. eventurecat's support both allows for a faster implementation, and helps to avoid unnecessary mistakes in preparation and execution:

- Overlooking of attractive potential acquisitions
- Not objectively assessing risks and opportunities
- Not comparing and sufficiently analyzing alternative offers
- Overestimation of possible synergies
- Payment of excessive purchase prices
- Failure to recognise economic disadvantages during acquisition negotiations
- Uncoordinated or slow transaction process

Acquisition of companies

Approach

As an M&A advisor, eventurecat will take on both the support in the concrete acquisition of an already identified company as well as the structured search for suitable candidates. Our responsibilities also include the establishment of an acquisition strategy matching the buyer's goals, research and approach of targets, the selection process as well as support in the successful implementation of the transaction.

Project team

eventurecat offers you a team that will assist your enterprise individually. The advise during a complex transactional process needs a highly qualified specialist team: Experts in financial planning and enterprise valuation, experts for identification of technological assets, project supervisors for process monitoring and coordination, entrepreneurs with industry knowledge, and experienced chief negotiators for transactional flows.

Your benefits

Companies with eventurecat's support can both find potential acquisition targets more easily, and benefit from coordinated sequencing and comprehensive support during the process:

- Central project management
- Solid buy-and-build strategy
- Systematic market screening without personal effort
- Potential for an anonymous approach
- Crafting and fine-tuning the acquisition appeal for the seller
- Documenting the seriousness of the offer
- Objectively evaluating the offers
- Accessing a network of qualified legal & tax consultants
- Preparing results of the due diligence
- Possibility for multi-stage negotiations
- Professional moderation by experienced M&A consultants
- Access to transactional experience

Particularly when competing with other buyers, our clients can thereby gain advantages and avoid paying excessive purchase prices.

Target group

Entrepreneurs, executive boards, managing directors, and Business Development managers of IT, Internet and mobile companies

The process of M&A Buy-Side Advisory

1 Development of an acquisition strategy

- Documentation of objectives
- Analysis of alternative courses of action
- Create a screening profile
- Definition of the approach strategy
- Prepare a management presentation
- Establish objective assessment criteria

2 Analysis

- Market research and identification of potential takeover candidates
- Create a long list / short list
- Gather relevant information
- Evaluate targets
- Prepare a standardized decision-making process
- Compare targets and make recommendation

3 Approach

- Anonymous approach
- Exchange of confidentiality agreements
- Management meetings
- Determine value expectations
- Due diligence
- Re-evaluation of targets

4 Closing

- Structure the transaction
- Precisely determine the transaction details
- Conduct contract negotiations and coordination of all stakeholders
- Finalize the purchase price
- Prepare the certification by notary public

eventurecat GmbH

eventurecat is a leading corporate finance specialist for the IT, internet and mobile industries in Germany. With in-depth industry know-how and entrepreneurial experience, eventurecat is able to assist companies comprehensively in M&A- and venture capital transactions.

Since the company's founding in 2003, eventurecat has advised more than 400 projects in the industry and has built up an international network of venture capital firms and strategic buyers. eventurecat is part of the AICA network with partners in San Francisco, New York, London, Shanghai, Tokyo and Sydney.

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