



## WHAT IS THE VALUE OF HIRING BUY-SIDE M&A ADVISORY?

The M&A process can start in a variety of ways. Management of the acquiring company, as part of its ongoing strategic and operational goals, assesses the competitive landscape, that means the opportunities and threats in the marketplace. However, the more fragmented an industry is, the more an advisor can do in terms of analysing suitable potential companies to approach on behalf of the acquirer.

Working alongside a Buy-Side M&A Advisory not only gives you professional knowledge to accelerate your acquisition process but also provides comprehensive insight that only comes with a wealth of experience. Furthermore, it will give you the expertise to guide you through cross-border acquisitions, from initial contact to deal closing.

The main benefits from hiring Buy-Side M&A Advisory are:

### STRATEGY ASSESTMENT & TARGET SCREENING

The kick-off for this phase is the analysis of your industry as well as the opportunities in different industry segments. The next step is to determine the acquisition criteria and the desired profiles to start the search of possible candidates, including market segment, product portfolio, geographic location and/or operation as well as the strategic fit.

### APPROACH SHORT-LISTED TARGETS

The Buy-Side M&A Advisory firm will contact several companies meeting the client's qualified acquisition criteria. Assistance can be provided in assessing possible seller interest, facilitate conference calls and arrange company visits.

### SHARING FINANCIAL AND OPERATIONAL INFORMATION

The M&A Advisor will share your financial and operational summary with the seller. This approach helps increase the level of trust among the parties. If there is continued interest on the seller's part, the M&A Advisor can facilitate to execute a confidentiality agreement to exchange of more sensitive information as well as letters of intent.



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## PROCESS MANAGEMENT

You are most likely spending 100% of your working hours managing and leading your company. Most of your time is focused on making major decisions that affect your company's growth and future. In international transactions, hiring a Buy-Side M&A Advisory firm helps you to coordinate the due diligence process and organize the input with your other advisors to ensure the transaction is completed smoothly. The goal is to keep at minimum the delays and disruptions to your time, so that you may concentrate on running your existing business.

## NEGOTIATION & CLOSING

In reality, "negotiations" begin almost immediately on several fronts and issues as the process moves from letter of intent through due diligence. Skilled and experienced representation and advice can reduce discussion time for both parties and the Buy-Side M&A Advisor can assist you during the negotiation phase. After successfully completing the final negotiations, drafts of final contracts will be drawn up.

## ABOUT EURODEV M&A

EuroDev M&A, with offices in the Netherlands and France, specializes in European acquisition search for US based Private Equity Groups and corporations. EuroDev's competitive advantage is our 65 employees who speak the local languages of business owners and have contacts in a wide range of industries. Furthermore, our employees are sensitive to cultural differences which facilitates to close the cultural gaps often found in cross-border transactions.

EuroDev M&A is part of the EuroDev Group, a Business Development Group providing its US clients with integrated services to develop and expand their operations in Europe. Services include sales outsourcing, recruitment, HR advisory, Digital Marketing and M&A. If you would you like to learn more about our M&A services, please do not hesitate to get in touch with Gerben Groothuis, Managing Director M&A.



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