

**FOR INVESTORS AND SELLERS**



**M&A**  
**WORLD**



# NEXT generation M&A ADVISORY

We appreciate the opportunity to introduce to you M&A World, global network of merger and acquisition professionals specializing in the small and medium enterprise sectors. On behalf of international M&A related professionals we deliver with the support of the latest IT technologies the next generation of Transaction Services.

“Coming together is a beginning; keeping together is progress; working together is success.” Henry Ford

# ABOUT US

M&A World is the global network of merger and acquisition advisors, specializing in the small and medium enterprise sectors. More than 350 M&A professionals from over 125 countries are working closely together in order to provide all the undertaken transactions a successful outcome. We combine professional expertise and the latest IT technologies to provide the next generation of M&A advisory. Deal values: €1 - €150 millions.

M&A World partnership was created 15 years ago in the heart of Europe with the mission to raise merger and acquisition advisory to a higher level. Members are selected because they adhere to the highest standards of professionalism and integrity, as well as share our desire to serve clients.

In 2009 M&A World established its Support Center in Europe (Hungary).

# MISSION

M&A World Professionals developed an entirely completely new transaction advisory method based on an unique philosophy. Instead of using an outdated method of M&A Advisory we deliver innovative, effective and reliable solutions with absolute focus on our clients' interests.

Thanks to our unique deal sharing system, innovative matching tool, up-to-date investor and seller databases and advisor network, M&A World significantly reduces the amount of time it takes to close a deal.

**125+**  
countries

**350+**  
advisors

**30th**  
users

**7800+**  
PE/VC



# 350+ advisors

Our professionals bring to the table superior expertise and knowledge in leading industrial sectors. Given our in-depth knowledge of the market, we understand the industrial needs and the unique challenges. Our team members are specialized in different fields of transaction services which enables them to provide complex advisory service.

Members (investors, M&A advisors, investment banking firms, business brokers, strategy and exit planners from 125+ countries in all five business continents) are selected because they adhere to the highest standards of professionalism and integrity, as well as, share our desire to serve clients.

In 2009, M&A World established its global administration center in Europe (Hungary). Thanks to M&A World, it is now easier for local team members to locate the exact target and contact the appropriate investor. Thank you for your consideration and we look forward working with you.

# Support Center managers



**Katharina Ballun**  
Head of M&A World  
Support Center



**Dkfm. Géza Filep**  
M&A Advisor



**Áron Hámos**  
Valuation Specialist



**Orsolya Békési**  
Tax Advisor



**Dr. Gyöngyi Bozzay**  
Lawyer



**Ádám Tóth**  
Tender Consultant



**Péter Meződy**  
ERP Specialist

Let's succeed together!



# SERVICES for Sellers

## SELL-SIDE process

6  
steps

We appreciate the opportunity to present to you M&A World sell-side services. Our main goal is to deliver highly professional, but cost effective solutions. Whether you would like to sell a business, franchise, start-up or raise capital, M&A World would be delighted to help you.

M&A World offers complex transaction services from the beginning stages all the way through until the deal is closed. The process of selling a business, franchise, start-up or increase capital roughly consists of 6 steps. The final objective is to sell at the best price. This objective is achieved by proper execution of the stages hereinafter. Our M&A Professionals are well suited to manage the complex process. You are able to choose our sell-side solutions step-by step from low-cost till the highly premium one. With us, you save time and money.

# SERVICES

## for Sellers

1

### SALE ABILITY ASSESSMENT

The process of selling a business, franchise, start-up or increase capital starts here. Before getting into details we need to prepare a sale ability assessment, which is a free service of us.

2

### PREPARATION

Together we will draw up a detailed profile of your company (anonymous view) and your objectives you are trying to achieve (M&A Listing). Thanks to the M&A Smart unique matching-tool all our members from 125 countries get notifications from your acquisition opportunity. This is a cost effective solution, because at this stage you can wait for the investors' appearance. This step is highly recommend! (Featuring the listing is also possible)

In case you would like to actively continue the selling process, we need to prepare at this stage all the necessary documents like investment memorandum, business valuation, brand valuation and benchmark analysis.

Potential investors request in each case an investment memorandum in order to get familiar with the investment details. The so called IM is the most important document during the whole selling process. This document has to convince the investors that the company is valuable, reliable, synergies can be utilized and the acquisition is worth the effort.

In order to reach the highest (fair) purchase price, we recommend for all sellers to prepare an official company valuation according to international standards. With the official business valuation negotiations start on a higher level and asking price can be easier secured. Sometimes brand valuation is also necessary, in case the brand has the main value. We also recommend as an extra service for sellers the benchmark analysis, which gives deep information about a specific market and the competitors. This analysis compares based on the official and available information the market players.

# SERVICES

## for Sellers

### ACTIVE SEARCH

M&A World Professionals provide active investor searches based on the World's largest up-to-date business database (60 million businesses are available worldwide). Sellers can choose between the two solutions; Standard and Premium Search. The combination of M&A World Professionals with deep industrial knowledge and the latest IT technologies result competitive advantage in the search process.



3

### DEAL MANAGEMENT

In this stage of selling a business, franchise, start-up or increase capital we go deeper. We draw the attention of the potential investors to the advantages of purchasing your organization and picture very clearly what is in it for them and how they can benefit from a take-over. During the talks and meetings industrial specific dedicated advisor supports the process, holds your hand from the very beginning stages till the deal close, leads the negotiations, and prepares the documentations like NDA, LOI and so on.



4

### DUE DILIGENCE

Once you are certain we have found the most suitable investor, we prepare an electronic, secured data room. The system sends invitations for all users, you can define access levels of the users and the structure and much more. At this stage our Support Center prepares scorecard due diligence of your company. Due diligence is executed on financial, operational, legal and other business areas.



5

### SUCCESSFUL DEAL CLOSE

Congratulation, at this stage you could close a successful transaction with the complex support of M&A World Professionals!



6



# SERVICES for Investors

We appreciate the opportunity to present to you M&A World buy-side services. Our main goal is to deliver highly professional, but cost effective solutions. Whether you would like to purchase a business, franchise, start-up or invest in capital, M&A World would be delighted to help you.

M&A World offers complex transaction services from the beginning stages all the way through until the deal is closed. The process of buying a business, franchise, start-up or invest in capital roughly consists of 6 steps. The final objective is to purchase a business, franchise, invest in capital, which fits your requirements. Our M&A professionals are well suited to manage the complex process. You are able to choose our buy-side solutions step-by step from low-cost till the highly premium one. With us, you save time and money.

**BUY-SIDE**  
process

**6**  
steps

# SERVICES

## for Investors

### M&A BUY PROFILE

Firstly, we equip ourselves with your company's vision and philosophy. We will try to understand your strategy to the last detail. Together we will draw up a detailed profile of the companies you plan to acquire and the synergies or objectives you are trying to achieve. Thanks to the M&A Smart unique matching-tool all our members from 125 countries get notifications from your interest. This is a cost effective solution, because at this stage you can wait for the targets' appearance. This step is highly recommend! (Featuring the listing is also possible)



1

### ACTIVE SEARCH

M&A Professionals provide market monitoring and active target searches based on the World's largest up-to-date business database (60 million businesses are available worldwide). Investors can choose between the two solutions; Standard and Premium Search. The combination of M&A World Professionals with deep industrial knowledge and the latest IT technologies result competitive advantage in the search process.



2

### DEAL MANAGEMENT

In this stage of buying a business, franchise, start-up or invest in capital we go deeper. We draw the attention of the potential targets to the advantages of being part of your organization and picture very clearly what is in it for them and how they can benefit from a take-over. During the talks and meetings industrial specific dedicated advisor supports the process, holds your hand from the very beginning stages till the deal close, leads the negotiations, and prepares the documentations like NDA, LOI and so on.



3

# SERVICES for Investors

4

## VALUATIONS

We recommend for all investors to prepare at all serious targets an official company valuation according to international standards. With an official business valuation you get a better knowledge about the potential targets and their values. Sometimes brand valuation is also necessary, in case the brand has the main value. We also recommend for investors the benchmark analysis, which gives deep information about a specific market and the competitors. This analysis compares based on the official and available information the market players.

5

## DUE DILIGENCE

Once you are certain we have found the most suitable target, we prepare an electronic, secured data room. The system sends invitations for all users, you can define access levels of the users and the structure and much more. At this stage our Support Center prepares scorecard due diligence of the company to be acquired. Due diligence is executed on financial, operational, legal and other business areas.

6

## SUCCESSFUL DEAL CLOSE

Congratulation, at this stage you could close a successful transaction with the complex support of M&A World Professionals!

# M&A ONLINE

## Global Deal Network

**30th**  
users



**M&A Online is planned to become the NEXT generation global deal sharing system (deal market place), based on the smart online matching tool, which combines and can organize all segments of merger and acquisition transactions in order to give the Transactions successful outcome.**

The magic tool is the personalized M&A SMART virtual agent, which makes your life easier. The smart agent works 24/7 around the clock, helping to find the best suitable matches for the searches, whether you are looking for a business, franchise, capital increase or other business opportunities or if you are interested in the sale. The SMART agent will automatically notify you by email whenever a new match is made, giving YOU an advantage in the search!

**How does the M&A Smart Agent works?**

**1. Create your personalized SMART agent**  
Login to the site and press "advanced search" button. Fill the advanced search form with your preferences and press the "save" button.

**2. Let the SMART agent works for you**  
Your personalized virtual agent will work 24/7 around the clock, helping you find the best suitable matches for your search. The SMART agent will scan all the ads and profiles currently on the site, as well as newly created ones, and find your most suitable matches.

**3. Get emails with your best matches!**  
Whenever a new match to your search is made, the smart agent will notify you by email allowing you to save time and contact your perfect matches online and in realtime!

# M&A PROFILE

## BOTH FOR BUY- AND SELL-SIDE

*„based on  
M&A Online  
Global Deal  
Network”*



**RECOMMENDED**  
for Sellers, Investors and Advisors, when the number of potential targets or investors are significant. Deal sharing by posting an M&A Profile is a fast and cost-effective solution.

**TIMING**  
12 months

**PRICE**  
€ 250

The price is net price, valid until 31.12.2016 and concern for one listing. For quantity discounts please contact us.

M&A World delivers online deal sharing at M&A Online Global Deal Network (deal market place). Anonymous company introduction (sell-side profile) or investor search requirements (buy-side profile) can be posted with detailed transaction overview. The combination of M&A Online Global Deal Network, M&A Smart Agent and the latest IT technologies results competitive advantage in the search process.

**1**

Both buy- and sell, detailed, anonymous profiles can be posted and managed at M&A Online Global Deal Network with direct contacts.

**2**

M&A Smart Agent sends automatic notifications according to the pre-defined profiles to all members, whenever a new match is made, giving an advantage in the search process.

**3**

Direct communication starts between sellers, advisors and investors with the assistance of M&A World Support Center.

**4**

Access to M&A Smart Dashboard ensures complex, professional M&A Support.

# INVESTMENT MEMO FOR SELLERS



*„based on  
the best  
practices”*

M&A World provides professional investment introductions, as the Teaser - anonymous, short transaction overview - which is used at the beginning of the search process, with the objective to get the investors interested in the opportunity and the Investment Memorandum (IM) - detailed acquisition opportunity introduction - which is used to convince the investors that the company is valuable, reliable, synergies can be utilized and the acquisition is worth the effort. The combination of M&A World Professionals with deep industrial knowledge and the latest IT technologies results competitive advantage in the transaction process.

**1**

M&A World Professionals based on the shared information draw up a Teaser of the acquisition opportunity (anonymous view).

**2**

During the search process investors are informed about the potential transaction by the Teaser. After signing an NDA investors can request the detailed Investment Memorandum.

**3**

Direct communication starts between the seller(s) and investor(s) with the assistance of M&A World Support Center.

## RECOMMENDED

for all sellers. In each case before starting the negotiations a Teaser and an Investment Memorandum are needed in order to get the investors familiar with the investment details.

## TIMING

4 weeks

## PRICE

Teaser: € 300  
Investment Memo.: € 1.200

The price is net price, valid until 31.12.2016 and concern for one Teaser and one IM.

# VALUATIONS

## BOTH FOR BUY-AND SELL-SIDE

*„based on  
international  
standards”*



### RECOMMENDED

for sellers, investors and advisors, when an independent-business valuation, brand valuation or benchmark analysis is needed in order to reach and secure the fair purchase price.

### TIMING

4 weeks /each

### PRICE

Business Valuation: € 1.500  
Brand Valuation: € 2.500  
Benchmark Analysis: € 1.000

The prices are net prices,  
valid until 31.12.2016.

M&A World delivers professional, reliable and independent valuations as business valuation, brand valuation and benchmark analysis according to international standards. M&A Smart valuation software facilitates to prepare self-made valuations by adapting the latest macroeconomic assumptions, industrial specific trends and international standards. The combination of M&A World Professionals with deep industrial knowledge and the latest IT technologies results competitive advantage in the valuation process.

**1**

Premium business valuation by implementing both the Discounted Cash-flow and the Asset based methods presents the enterprise value and demonstrates the concrete calculations, used methods and assumptions. An official business valuation is necessary time to time but at least before starting any acquisition process.

**2**

Premium brand valuation is recommended in case the brand has the main value and the fair purchase price needs to be secured.

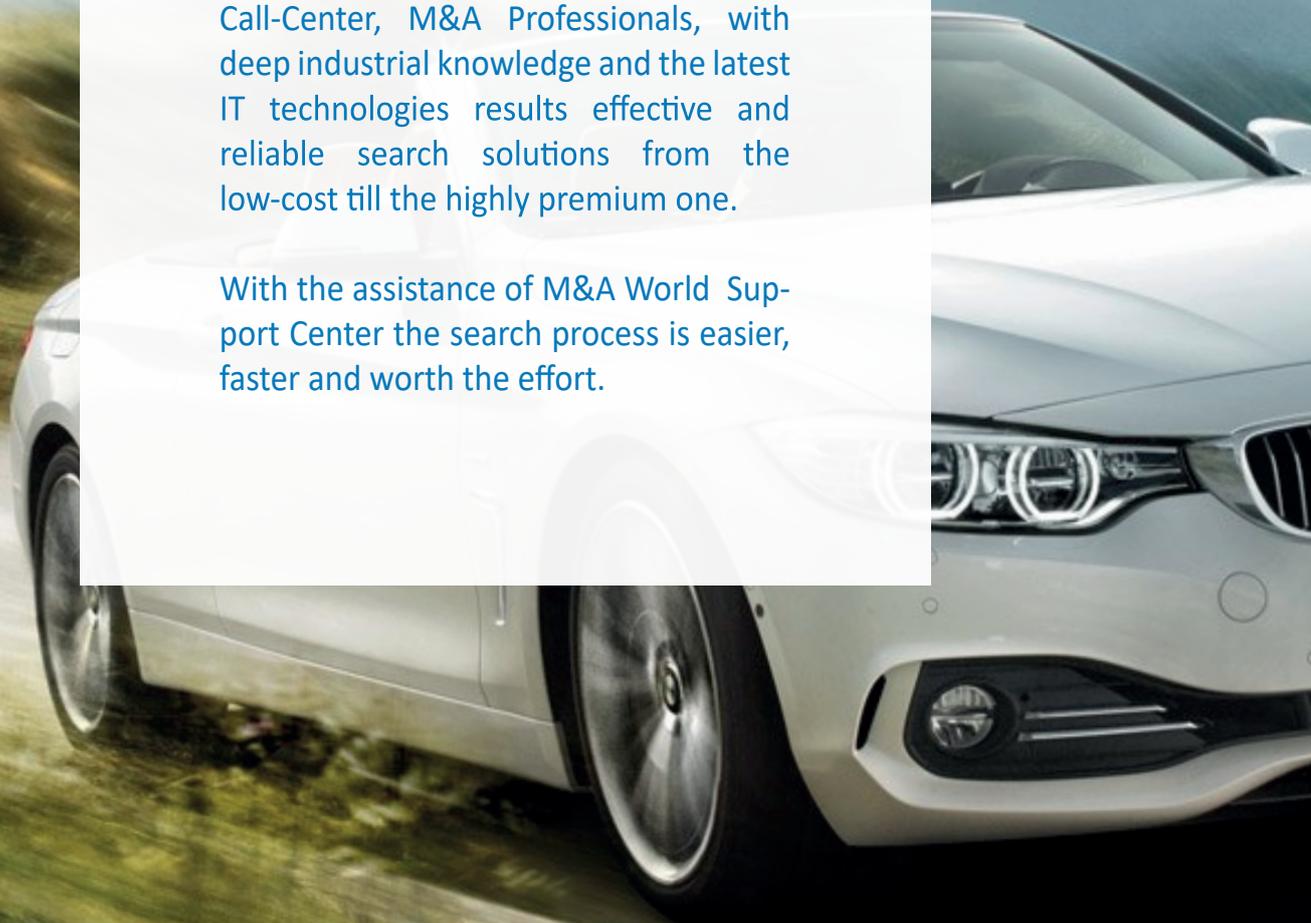
**3**

Benchmark analysis gives complex overview in a specific market, related to targets or competitors.

# ACTIVE search

M&A World Support Center provides active investor and target searches world-wide in 22 different languages. The combination of M&A World Call-Center, M&A Professionals, with deep industrial knowledge and the latest IT technologies results effective and reliable search solutions from the low-cost till the highly premium one.

With the assistance of M&A World Support Center the search process is easier, faster and worth the effort.



# STANDARD SEARCH

## BOTH FOR BUY- AND SELL-SIDE



*„based on  
e-mail  
marketing”*

M&A World Professionals provide standard search, recommended for sellers, investors and advisors. The outcome of this phase is direct contacts of potential candidates (investors or sellers) open for an acquisition. The combination of M&A World Professionals with deep industrial knowledge and the latest IT technologies results competitive advantage in the search process.

**1**

Search requirements like size, location, financials, operation and industry sector are provided by sellers, investors or advisors.

**2**

Detailed longlist is prepared based on the World's largest company database according to the predefined search requirements.

**3**

Direct emails of the acquisition opportunity is sent to the potential businesses, titled to business owners.

**4**

Positive replies are forwarded for further management.

**RECOMMENDED**  
both for investor and target searches, when the number of potential targets or investors are significant. The standard search is a fast and cost-effective solution.

### **TIMING**

2 weeks

### **PRICE**

€ 1.000

The price is net price, valid until 31.12.2016 and concern for maximum 1.000 contacts. For quantity discounts please contact us for an unique offer.

# PREMIUM SEARCH FOR INVESTORS

*„based on  
market  
monitoring”*



**RECOMMENDED**  
for target searches, when the expectations are specific, targets are operating in niche markets or a professional search is needed. The professional search is a reliable and effective solution.

## TIMING

4 weeks

## PRICE

€ 2.500

The price is net price, valid until 31.12.2016 and concern for maximum 20 pre-filtered businesses. For quantity discounts please contact us.

M&A World provides professional target search, recommended either for investors or for advisors. The outcome of this phase is an executive summary with pre-filtered, potential candidates open for an acquisition with direct contacts for further management. The combination of M&A World Professionals with deep industrial knowledge and the latest IT technologies results competitive advantage in the search process.

1

Detailed search requirements are provided by investors or advisors.

2

Industrial specific longlist is prepared based on the World's largest company database according to the pre-defined search requirements.

3

M&A World Professionals pre-filter the best fitted targets (max. 20) and establish contacts by phone to the responsible persons for acquisitions.

4

Executive summary of each business, highlighted on financials, activity overview, direct contacts and investor considerations is prepared.

# PREMIUM SEARCH FOR SELLERS



*„based on  
direct  
calls”*

M&A World provides professional investor search, recommended either for sellers or for advisors. The outcome of this phase is a summary of potential investors open for the takeover with direct contacts for further management. The combination of M&A World Professionals with deep industrial knowledge and the latest IT technologies results competitive advantage in the search process.

**1**

Detailed longlist is prepared based on the World's largest company database according to the pre-defined search requirements.

**2**

The best fitted (max 200) businesses, highlighted on financials, industry sector and activity are selected.

**3**

M&A World Professionals establish contact by phone, send NDA and recommend to the responsible person for acquisitions of each business.

**4**

Positive replies are forwarded for further management.

## RECOMMENDED

for investor searches, when the expectations are specific, investors are operating in niche markets or a professional search is needed. The professional search is a reliable and effective solution.

## TIMING

4 weeks

## PRICE

€ 3.000

The price is net price, valid until 31.12.2016 and concern for maximum 200 fitted contacts. For quantity discounts please contact us.

A group of diverse business professionals in a meeting, with a central white text box. The background shows several people in business attire, some smiling, in a bright, professional setting. The text box is centered and contains the title and two paragraphs of text.

# DEAL management

M&A World Professionals provide complex deal management both for buy-and sell side. During the talks and meetings industrial specific dedicated advisor supports the process, holds your hand from the very beginning stages till the deal is closed, leads the negotiations, and prepares the necessary documentations.

The combination of M&A World Professionals, with deep industrial knowledge and the latest IT technologies results competitive advantage in the transaction process.

# DEAL MANAGEMENT

## BOTH FOR BUY-AND SELL-SIDE



*„based on  
dedicated  
advisors”*

M&A World provides complex deal management, recommended both for sellers and investors. Dedicated industrial specific M&A World Professionals stand at your side and deputize your interest and objectives from the very beginning stages till the deal is closed. The combination of M&A World Professionals with deep industrial knowledge and the latest IT technologies results competitive advantage in the transaction.

**1**

Dedicated M&A Professionals equip themselves with your company's vision and philosophy also your strategy to the last detail and the synergies or objectives you are trying to achieve.

**2**

All necessary calculations and documentations are made in line with international standards like NDA, business valuation, information memorandum, LOI etc by M&A World free of charge.

**3**

During the negotiation process the dedicated M&A Professionals deputize your interest, advice the transaction structure, timing, conditions, payment terms, lead the negotiations, organize meetings, try to reach the best price and supports the whole process by their best efforts.

**RECOMMENDED**  
both for sellers and investors when a professional, complex M&A Support is needed. With the support of M&A World the transaction process is easier, rewarding and worth the effort.

### **TIMING**

3 months

### **PRICE**

€ 3.000 / month

The price is net price, valid until 31.12.2016.

# DUE DILIGENCE

## BOTH FOR BUY- AND SELL-SIDE

*„based on international standards”*

### RECOMMENDED

for Sellers, Investors and Advisors, when the most suitable investors or targets have been found and negotiations start. An electronic, secured data room for sharing confidential information is mandatory.

### TIMING

3 months

### PRICE

Data Room: € 500 / month

Due Diligence: € 4.500

The prices are net prices, valid until 31.12.2016.



M&A World provides scorecard due diligence and electronic data room at the stage when the most suitable investors or targets have been found. Prior any merger or acquisition potential buyers should complete a thorough examination of every aspect of the target's operation, for the long-term benefit of both parties. The combination of M&A World Professionals with deep industrial knowledge and the latest IT technologies results competitive advantage in the due diligence process.

**1**

An electronic, secured data room is prepared. The system sends invitations for all users according to the pre-define access levels, structures and responsibilities. Users can read, share and download documents in line with the common confidential agreement.

**2**

Professional and reliable due diligence of the company to be acquired is required. M&A World scorecard due diligence is executed on financial, operational, legal areas. Due diligence serves to confirm all material facts in regards to a sale and refers to the care a reasonable person should take before entering into an agreement or a transaction with another party.



**M&A**  
WORLD

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