

Our Service Portfolio: Mergers & Acquisitions



Mergers & Acquisitions – Walking the road to success together

Mergers & Acquisitions

The generation-change in companies, the search for the adequate successor, the selling of a business or the buying of another company are great challenges for medium-sized companies. For the entrepreneur, decisions in these matters are the most difficult and important ones in life. These decisions are fraught with questions, doubts and misgivings. Therefore, it makes sense to include experienced consultants in these processes.

Spreeforum International collaborates with its partners to assist, in a discrete, efficient and personal way, medium-sized companies in planning and implementing company transactions. We consider all chances and risks when selecting the right alternative for the client. If required, we systematically direct specialists in the different areas – such as engineers, tax consultants or lawyers and the agents of the selling or buying party – to collaborate in the attainment of our client's goal. Depending upon the nature of this goal, we either ensure the continued existence of the company or improve its competitive position.

Corporate Succession

Unprofessional and belated succession planning regularly endangers the existence of many companies and all persons involved. This does not have to happen!

You can deliberately plan a successful succession.

Succession planning is surely among the greatest emotional challenges of a successful entrepreneur. That is exactly why you should leave nothing to chance. To ensure the success of this unique and major project, you have to assess the various options for actions from organisational, taxation-related, legal and economic points of view. This is the only way to ensure the continuity of the entrepreneur's life's work.

In many cases, the takeover of a company cannot be kept in the family. Therefore, external acquisition models loom large. Some of them are

- Selling the company completely or step-by-step to executives of the company (management buy-out)
- Selling shares to external executives (management buy-in)
- Selling the company in entirety

All of these models can be successful only if the company is ready for a successor. Example: In a company previously led by the charismatic founder changes will have to be triggered to enable the successful work of the future management. Only tailor-made solutions can realise this successfully. We will provide you with an individual acquisition concept that will be your personal succession plan. Following this approach, we have accompanied many companies on their way to a promising future.

Our services:

- Analysing the current status and future development prospects of the company
- Creating a foundation for the private finance and asset planning of the former owner for the time after the hand-over of the company to a successor
- Creating a requirements profile of the corporate successor
- Setting-up a personal development and education program (personal, social, professional, and entrepreneurial skills) for the successor
- Creating a program for the successor to enable a systematic start in the company in the interplay between the former owner, the successor and the existing executives
- Creating clear organisational structures and processes so that a family-member successor or an external successor can find their way into the company



Corporate Sale

Selling a company – whether wholly or in parts – is a special and, in many cases, unique step for each owner. The decision to sell has a major impact on many different aspects: On the continuity of the seller's life's work, on employees and customers, and – last but not least – on the seller's financial situation. Therefore, the sale of a company should be carefully planned and realised.

Only dedicated routes can lead to the success you want!

Spreeforum International develops a tailor-made solution for each client – discretely and professionally, no matter whether the subject is high sales revenue, securing the company or a quick sale. Our deliberations are always directed by the goals of our client.

The sale of the company is a process of several phases. We accompany our clients through each of them to ensure that they are concluded safely.

Our services:

1. Analysis phase

- Analysing and evaluating the company: determining strengths/weaknesses and detecting development potential; determining the corporate value and aligning the offer price with the expectations of the company vendor
- Developing sales scenarios: Defining the target group and developing the sales strategy; identifying and analysing potential buyers

2. Creation phase

- Creating a sales exposé (information memorandum) and, if required, complementary sales documents such as a market report
- Drafting a transaction structure: preparing the company for the sales process under consideration of tax and company laws; the involvement of tax consultants/lawyers is compulsory here
- Organising discrete contacts / interviews with prospective buyers

3. Transaction phase

- Attending and leading sales negotiations in alignment with the client
- Providing necessary documents in a data room to demonstrate observance of due diligence
- Wording a letter of intent declaring the willingness of the negotiating parties to sell/buy the company

Corporate Acquisition

Corporate acquisitions are an increasingly interesting possibility for medium-sized companies to expand their own market positions and to ensure further growth. However, such transactions are successful only if the target company fits into the buying company and its targets. Thus, the following rules apply:

Corporate acquisitions have to convince strategically!

When looking for an appropriate target object, the particularly interesting companies are those that can be used to open up important potential for the acquiring company's further development. Spreeforum International not only accompanies its clients in the search for adequate target objects but also coordinates the entire buying processes, right up to the successful closing of the deal. This self-contained acquisition strategy based on existing business targets ensures the successful integration at a later stage and supports the emergence of the desired synergies.

Buying the company is a process of several stages. We can be relied upon to accompany our clients through all of them.

Our services:

1. Analysis phase

- Target analysis and definition of the company / company function you are considering
- Selection on defined criteria of potential target candidates (market screening)
- Personal, confidential establishment of contact with the selected companies

2. Creation phase

- Analysis of the targeted candidate to assess its strategic „FIT“ (do both companies fit together?)
- Determining an adequate purchase price
- Outlining the adequate financing of the acquisition
- Wording the letter of intent

3. Transaction phase

- Execution of due diligence checks: systematic analysis of the acquiring company's data under consideration of market and production strategic, financial, tax and legal aspects; it is compulsory to involve tax consultants/lawyers in this process
- Assistance with or leading of negotiations / or coordination of the contract parties
- Drafting the contract

SPREEFORUM INTERNATIONAL

Symbiose aus Beratung und Agentur

