

15th Annual Mergers and Acquisitions Institute

Dealmaking Differences Between
Strategic and Private Equity Players:
A Deeper Dive into Processes and Provisions

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Moderator:

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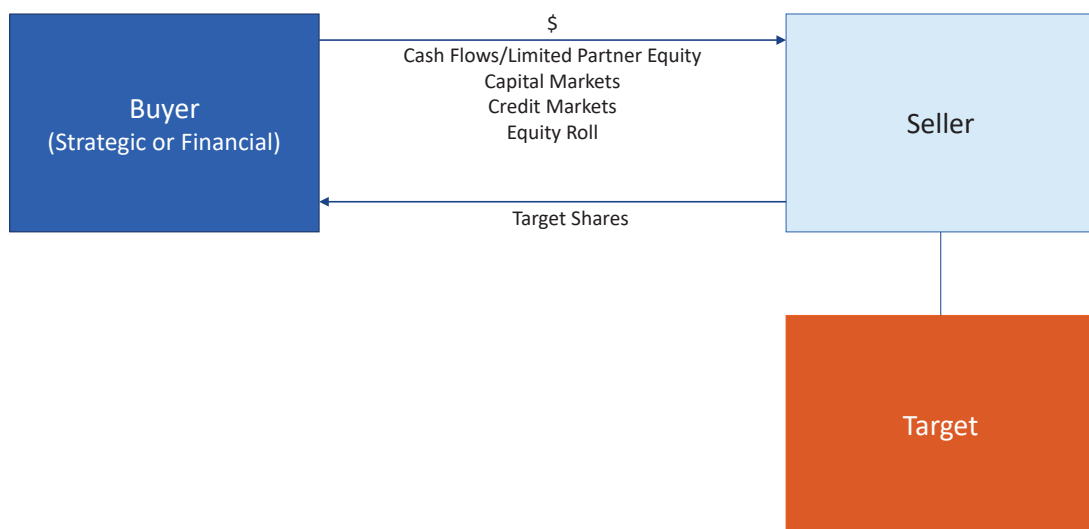
Today's Focus

- **Who is the Buyer?**
 - Strategic vs. Financial Buyer
- **Who are the other Parties?**
 - Target/Seller
- **How do the Parties involved affect deal processes and deal terms?**
 - Reps and Warranties and Rep and Warranty Insurance
 - Indemnification
 - Antitrust
 - Termination

Overview

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Transaction Structure - General



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Overview of Differences Between Strategic Buyers and Financial Buyers

	Strategic Buyer	Financial Buyer
General	<ul style="list-style-type: none"> A public or private company often already operating in Target's industry 	<ul style="list-style-type: none"> Private equity firms (also known as sponsors) Venture capital firms Hedge funds Family offices High net worth individuals
Identity of Buyer	<ul style="list-style-type: none"> Strategic buyers are likely to have a creditworthy entity directly party to purchase agreement. 	<ul style="list-style-type: none"> PE buyers often use shelf entity, supported by a limited guarantee to backstop certain of its obligations.
Objective	<ul style="list-style-type: none"> Objective for acquiring Target is to improve, change, or expand own operations 	<ul style="list-style-type: none"> Objective is to make a minimum rate of return over a fixed period (usually three to seven years) before exiting investment
Strategic Rationale	<ul style="list-style-type: none"> May value operational and financial synergies over other concerns because of lower leverage/cost of capital and absence of "exit" requirements 	<ul style="list-style-type: none"> Given exit requirements and high leverage, Target must generate financial returns as a stand-alone business (as opposed to generating operational or financial synergies for the Buyer) Bolt-on and buildup strategies that permit realization of synergies are increasingly popular
Form of Consideration	<ul style="list-style-type: none"> May use its equity securities (particularly if actively traded) or cash or a combination of both as consideration for acquisitions 	<ul style="list-style-type: none"> Uses cash as consideration for acquisitions

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Overview of Differences Between Strategic Buyers and Financial Buyers

	Strategic Buyer	Financial Buyer
Funding	<ul style="list-style-type: none"> Cash flow from operations Capital markets Credit markets 	<ul style="list-style-type: none"> Equity from limited partners Credit markets Equity roll
Timing	<ul style="list-style-type: none"> Usually takes longer than Financial Buyer to sign up deal <ul style="list-style-type: none"> Active Strategic Buyers have begun to develop deal capabilities similar to Financial Buyers 	<ul style="list-style-type: none"> Typically acts faster than Strategic Buyer because of efficiencies in bidding, due diligence and internal approval processes <ul style="list-style-type: none"> Perception that Financial Buyers are more comfortable with taking calculated risks based on more limited information
Deal Sourcing	<ul style="list-style-type: none"> Industry knowledge 	<ul style="list-style-type: none"> Networks of advisors and businesses
Scope of Activity	<ul style="list-style-type: none"> Limited to existing industry unless diversification is sought, which can be risky 	<ul style="list-style-type: none"> Opportunity limited only by financial returns and reputational risks
Due Diligence	<ul style="list-style-type: none"> Deep knowledge of industry and trends Reliance of internal personnel Focus on high value opportunities and synergies, in addition to financial metrics 	<ul style="list-style-type: none"> Limited knowledge of industry Reliance on advisors Focus on financial metrics as a stand-alone enterprise Financial due diligence experts
Personnel	<ul style="list-style-type: none"> Often uses own personnel to operate Target 	<ul style="list-style-type: none"> Relies on a management team to operate Target (often incumbents)

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