Global PMI Partners Service Portfolio



Service Portfolio Global PMI Partners

- + M&A Integration services
- + Carve-out services
- + M&A Skills Development





- 1. M&A Integration
- + Integration Due Diligence
- + Integration Strategy & Design
- + Synergies & Value Creation
- + Integration Management Office (IMO)
- + Day 1 & 100 Day Planning
- + Workstream Management
- + Culture, Change & Communication
- + Org Design and Leadership Selection
- + Joint Ventures



Integration Due Diligence (IDD)

We can help your company define the role and purpose of due diligence within the context of integration planning, and bridge from diligence to integration

Client challenges

- Separate and disconnected Deal and integration teams
- Unrealistic synergy targets
- Lack of readiness for integration
- Unquantified integration costs
- High and/or unknown integration risks
- Too many assumptions being made

How we can help

- Establishing a robust and secure process for harvesting and distributing target company information
- Identifying unique dynamics of the target company that impact integration planning
- Prioritizing information around HR, IT and other key areas to expose potential risks and issues

Key benefits

- + Integration DD Report
- + Risk mitigation
- + Clear reporting to Board on integration plans
- + End-to-end thinking and planning starts early in M&A lifecycle
- + Integration experts lead diligence of integration areas, less assumptions



Lessons learnt

- + Deal and integration teams often disconnected
- + Deal rationale, target information and assumptions not communicated to integration teams
- + Realisation of synergies often fail when synergies defined without integration experience
- + Early integration planning results in achievement of deal objectives



Integration Due Diligence (IDD)

We focus on PMI related topics within the M&A Due Diligence process

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Strategic Alignment	Deal Coordination	Integration Assessment
 Analyse - Corporate strategy Review of the corporate/BU strategic plan Focused interview with the Strategy owners Proposition - Integration strategy Haspeslagh matrix per function 	 DD inputs - risks, mitigation and interdependencies Legal (clients, HR, suppliers) IP and R&D Tax (legal simplification, supply chain, tax plan) IT (IS mapping, licences,) 	 Integration Manager Job description and selection On-boarding process (Week 0) IMO design List of work streams and staffing Business owner and Steering Committee design
 Org charts changes and Governance HR staff changes 	 HR (key employees, retention and earn- outs, employee compensation & benefits, contract changes) 	 Reporting tools (stop-light charts) List of meetings
 Analyse - Synergies & value drivers Review of the acquisition business plan List of the value drivers (value tree) 	 Manufacturing & other Operations (sites evolution, procurement, quality and EHS aspects) Process mapping (and gaps) 	 Integration planning (D1-100) List of milestones Interdependencies matrix D1 action plan approach
 Estimate - Synergies & Integration costs Identification and preliminary estimate of key synergies per function (cost cuts, budget cuts, revenue enhancement) Identification and estimate of all integration costs per function 	 Coordination with the Deal team Access to data room Management presentations Q&A's SPA drafts TSA contracts 	 Communication and Mobilisation Integration Blueprint preparation Q&A (employees, clients, suppliers) D1 communication streams Town-hall kick-off meetings Synergy and Budget Quantification and tracking of synergies - interface with Controlling and Finance

Budgeting process and method

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Integration Strategy & Design (ISD)

We can help you package all the elements of analysis and experience that will support a fast start and seamless delivery process

Client challenges

- Multiple teams (Strategy, M&A, Tax & Legal, Businesses) with different perspectives and information
- Limited involvement of operational managers (confidentiality problem)
- Fragmented or even inconsistent integration strategy and plan
- Unclear priorities or workstream interdependencies
- Lack of global oversight and programme governance

How we can help

- Capture the key strategic goals into the PMI plan
- Challenge potential risks and interdependences
- Build a high-level integration strategy framework and stress-test it
- Build the PMO approach (scoping, staffing, methods) on the basis of the Integration Strategy
- Secure the follow-up of the key strategic objectives (KPI's)

Key benefits

- + Simple and global view of the Integration priorities and plan
- + Consistency between deal goals and delivery phase
- + PMO used as a mean to execute the deal strategy
- + Focus
- + Risk mitigation plans well embedded in the overall integration approach
- + Simple communication



Lessons learnt

- Start by a 360° understanding of the strategic goals (no hidden agenda, covers all functions on buy and sellside)
- + Link the strategic goals to the implementation plan and priorities
- + Leverage DD inputs as they come
- + Integration Manager in charge will have to implement later
- + Should be leveraged for the blueprint



Integration Strategy & Design (ISD)

We build a synthetic and pragmatic view of the goals and way forward

Integration goals & Risks	Focus areas & Priorities	Planning & Tactical optimisation
 Consolidate - Strategic and deal objectives Inputs from Strategy Inputs from the BU's Inputs from the Deal team 	 Build - High level Haspeslagh matrix per function Integration type per function/activity (Absorption/Symbiosis/Preservation/ Opportunistic) 	 Integration planning (D1-100) List of milestones Interdependencies matrix D100 action plan approach
 Consolidate - Risks and mitigation plans Inputs from the different DD teams (Finance, Legal & Tax, HR, IT, Ops,) Review of all mitigation plans Transition service agreements 	 Integration timeline per function/activity (Quick wins) Review - Interdependencies between workstreams IT integration planning 	 IMO design List of work streams and staffing Business owner and Steering Committee design Reporting tools and IT platform List of meetings
 Build - Urgent action plan (D1) List all urgent actions per function Organise coordination and tracking of actions Launch D1 streams 	 Tax & Legal plan HR plan Operations plan Review - Integration cash flow Synergies vs integration costs - timeline and consequences 	 Communication and Mobilisation Integration Blueprint preparation Q&A (employees, clients, suppliers) Town-hall kick-off meetings



Synergies & Value Creation

Synergy identification & realisation as well as a proven forecast of the future development is the key for the transaction success and shareholders wealth

Client challenges

- Quality of financial information (financials, time horizon, KPI's)
- Complexity of synergy goals (targets, sources, implementation speed)
- Viability of execution plan (work steps, planning horizon, feasibility & plausibility

How we can help

- Independent third party quantification & qualification of synergies
- 360° view on synergies and relevant work streams
- Creating a basis for scenario analysis
- Determination of possible problem areas in advance
- Create a common understanding on the M&A objectives

Key benefits

- + Solid synergy qualification and quantification
- + Provision of a framework for a more complete valuation model
- + Basis for a reasonable pricing
- + Checking various scenarios
- + Control basis in any bidding war
- + Forecast of the future development and the impact of the M&A
- + Project plan for value drivers
- + Monitoring of the synergy realisation



Lessons learnt

- + Unrealistic imagination on synergies often predominant
- + Synergy realisation and shareholders wealth not always main M&A target
- + Synergy monitoring is a success key
- + Independent third party opinion on synergies important for deal financing
- + Forecasting of M&A impact on value creation delivers additional insights



Synergies & Value Creation

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We provide a well proven approach to find and get synergies realised as well as to achieve quick wins, build momentum and trust within the stakeholders

Synergy & Value Driver Analysis	Potential Verification & Design	Implementation & Monitoring
 Definition of performance objectives & assumptions for first targets Initial synergy analysis based on available information (quantitative & qualitative) for main work streams, e.g. Procurement & Logistics Supply Chain Production Finance & Accounting HR & Legal Sales & Marketing and key optimisation areas like Growth (e.g. revenue & market) Costs (e.g. cost reduction & efficiency) Capital (e.g. fixed & current assents, working capital, intellectual property, human capital) Establish financial model with future projections Identification of a first rough synergy potential Raising Awareness within the management and creation of a common understanding 	 Deepening synergy analysis based on new information gathered from the target Review the assumptions underlying the synergy creation Definition of a peer group for performance benchmarking Analysis of value and cost driver tree analysis Prioritize value & cost drivers and focus on most important of them Development of a synergy realisation program / plan according relevant value & cost drivers Verification of the whole synergy potential Forecast of the future development and the impact of the M&A Agree on the improvements on board and management level Definition of needed resources, timeline and consequences Decision on price spread for negotiations (based on scenario analysis) and establish targets Derive key performance indicators 	 Set up a program management office Communication of the synergy realisation program / plan Secure active involvement of leadership Organisational realignment Provide required trainings Implement a systematic dialog system with management and employees to promote or adjust developments on synergy realisation Ongoing tracking and reporting of synergies realised Establish a continuous improvement system

Integration Mgmt Office (IMO)

We can help you in managing the overall process of the integration identifying and controlling risks and critical situations

Client challenges

- Time required to keep track of all the activities going on in the project
- Business as Usual to be managed while the integration is going on
- High and/or unknown integration risks
- Difficult negotiation situation between managers

How we can help

- Prepare a high level plan to be shared and agreed with all the stakeholders
- Split the overall process in work streams and then manage each individual work stream
- Establish milestones and keep the teams on track
- Identify risks and manage them

Key benefits

- + Clear reporting to Board on integration plans
- + Senior expertise in dealing with difficult situations
- + Senior expertise in foreseeing potential risk situations
- + Clear leadership in managing the integration



Lessons learnt

- + Teams often not aligned to a clear common goal
- + "Emergency" approach: expect that a problem arise and then try to fix it instead of foreseeing them. This means more costs
- + Missing /Postponing Milestones



Integration Mgmt Office (IMO)

We build a governance for the integration

IMO Setup

Establish – Formal structure

- Size depending on the complexity
- Clear responsibilities among participants
- May / may not include some managers

Identify - A clear C level to report

- Depends on the focus / dimension
- Typically is CEO, but can be COO, CIO, CFO, HR

Define – A way to manage Info

- Can be a project management software
- Can be an information sharing software
- Check that everyone has the right level of access

Functional commitments

Define selection criteria

- Define criteria to select the managers that will be functional leaders
- Consider both experience and leadership
- Consider planning skills

Define objectives

Define clear objectives for each function

Define Responsibilities

- The functional leaders participate in the meetings and support the IMO
- They provide functional expertise and guarantee adherence with the standards

Governance structure

Project charter

- Clearly state objectives, responsibilities, resources, etc.
- Define deliverables and due dates
- Clarify assumptions, constraints, cultural requirements

Governance structure

- List of work streams and staffing
- RACI Matrix
- Reporting tools and IT platform

Communication

- Prepare meetings
- Prepare debriefs
- Share info



Day 1 & 100 Day Planning

The first 100 days are very critical: a strong control over management of the process and over overall communication is required

Client challenges

- Merging companies have the majority of their customer issues in the first 100 days
- Stockholders are expecting to see a clear increase in the profit soon after the investment
- Cultural and "political" issues to be managed

How we can help

- Identify clearly all the stakeholders
- Manage the communication towards the stakeholders in order to manage the expectations
- Reduce the risk of failure
- Make the relevant managers come on board of the project

Key benefits

- + Commitment of the board
- + Commitment of the managers
- + Clients' expectations managed
- + Reduced impact on Business as Usual impact



Lessons learnt

- + 50% of companies merged experience losses in productivity in the first 8 months
- + Clients are expecting new services, lower prices, better services etc. if they do not get them in the first months they move to a competitor
- + If investors do not see a clear ROI, they move the money away to another deal



Day 1 & 100 Day Planning

We manage risks in order to align delivery and expectations

Manage Stakeholders	Manage Risks	Manage Expectations
 Identify the stakeholders Identify who are the people whose interests are touched by the success of the project Identify what role each manager is going to play Identify who can explicitly or implicitly become a supporter or an "enemy" Communicate Prepare a communication plan for the stakeholders Who / When / what must be informed Ensure that the sponsors of the project are involved in a specific manner 	 Identify risks Identify what can go wrong List all the potential risks based on similar experiences Add company specific issues Prioritise risks Identify impact of each risk Identify probability of each risk Identify probability of probability and impact Manage risks Start from high probability / high impact risks Define what we can do in order to reduce impact / probability Evaluate costs Make a decision Communicate and agree on the decision 	 Listen to stakeholders Understand from the stakeholders what are their expectations Identify the "whys": why are there expectations important from them If some expectation is too high, negotiate with the stakeholder before it is too late Monitor deliveries Monitor deliveries in order to ensure that expectations are met



Workstream Management

Divide and Conquer. This is our winning approach to managing a complex project

Client challenges

- Time required to keep track of all the activities going on in the project
- Business as Usual to be managed while the integration is going on
- High and/or unknown integration risks
- Difficult negotiation situation between managers

How we can help

- Prepare a detailed plan for each work stream
- Keep the activities of each work stream aligned with other work streams and with the overall project
- Monitor the day by day progress and expedite the solutions of any issues that could arise
- Guarantee an adequate level of quality in the delivery

Key benefits

- + Project progressing according to schedule
- + Milestones being respected
- + Management can focus on Business as Usual activities
- + Results aligned with the integration strategy established at the beginning



Lessons learnt

- + Work streams activities are not progressing in synch, so one work stream is stuck waiting another work stream to finish
- + There is sometimes a competitive and not constructive approach from the work streams leaders
- + Work stream leaders focus on the short term result and not on the creation of an enduring value for the firm



Workstream Management

We optimise the work and balance the workload

Identify work streams	Prioritise activities	Balance workload
 Define Criteria Typical works stream division is by function Sometimes can be by geography 	 Identify dependencies Identify the activities that must be completed before other activities can start Ensure that these are real constrains not 	 Monitor workload Keep a clear monitor of the activities coping on Monitor the availability of resources
 Define work stream teams Identify who is in each team and the % of time available for the project (be realistic!) Identify the team leader Ensure that the team is consistent Communicate Make clear to everyone in the company how the project is organised Celebrate every success Keep team motivated 	 workaroundable Critical path Prepare a map showing the dependencies among work streams Share the fact that some work stream can be more under stress than other ones Enforce priorities Ensure that critical work streams receive an adequate level of staffing Monitor with particular care the progression of critical work streams 	 Balance workload Ask for new resources whenever the availability VS the work load is too low Ensure that every work stream has the right number of people to be motivated and to deliver according to quality standards



Culture, Change & Communication

We can help your company bridge the cultural gaps and differences, manage the change process and enhance clear and constant communication plan

Client challenges

- Integrating contradicting cultures
- Lack of internal capabilities of managing complex change processes
- Poor internal communications due to lack of proper communication plan or capabilities.
- Misunderstanding of the process and its importance leading to misalignment and frustration.

How we can help

- Assess the cultures (national, organizational) and build a plan to align and close the cultural gaps.
- Capture the key communications messages and audiences to compile a 6-12 comms plan
- Align our expertise with the customer's standards, costumes and DNA to improve performance in these areas.
- Build the customers' Culture, Change & Communication approach.

Key benefits

- + Alignment of the merged organization around transparent communications plan.
- + Understanding of different types of cultures and the way of approaching them and their differences
- + Smoother management of the Post-Merger integration process.
- + On going learning process to improve the organization's mode of handling these areas.



Lessons learnt

- + Culture shouldn't be taken lightly, key issues in M&As and Post-Merger Integration that may damage the process usually lay in this area.
- + As much as the cultures are closer to one another, the smoother the PMI process is.
- + There is no over communicating. Acquiring company should plan its communication around a variety of tools, channels, target audience, etc.



Culture, Change & Communication

We can help your company bridge the cultural gaps and differences, manage the change process and enhance clear and constant communication plan

Culture	Change management	Communicatio
Analyse - Culture	Analyse	Comms work stream leader
 Review of the culture and DNA of both organizations by addressing the different levels of culture including National, corporate, sub cultures, etc. 	 The change analysis goes hand in hand with the culture and comms analysis. The focus of this analysis is to define what is the organizations maturity to change, 	 Appoint a professional Post-I Integration and comms expension this task throughout the comprocess
- Mananing of the light differences both users	what two of change would be	Comms planning

- Mapping of the key differences between . the two organizations and the mutual impact.
- Review of the values of both organizations
- Interview of 'cherry picked' employees to gather more information and validate the information gathered.

- Based on the findings of the analysis and a pre defined set of values setting a definition of the merged company's future desired culture.
- Set up a coherent process of transforming this set of values into actions and behaviours.

Implement

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 Set a short and long term implementation process including day to day activities, visuals, etc.

- what type of change would be constructive versus destructive, what change might or should be happening fast vs. other that should be slower.
- An "impact analysis" will also be applied to understand who will be affected the most from different actions and how it will impact his/her next steps thus impacting the organization as a whole.
- The outputs of this analysis will allow • planning better.

Plan

 As presented in the previous point, the plan will include a short and long term definitions of change management implementation process including change priorities, target audience, etc.

Implement

 Manage the change daily and evaluating the change impact accordingly.

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Merger ert to manaae plete PMI

Differentiation of two period of times within the PMI process, the announcement day and the PMI period.

Announcement day

• Plan and implement an intense 24-48 hours blast plan (internal & external) and implement accordingly

PMI comms planning and implementation

- Formation of a joint team of marketing, HR and other influential individuals in the organization to manage this assignment.
- Set up of two ways channels to gather information and distribute it.
- Mapping of the target audiences, the • proper vehicles to convey the messages and set up a long term plan accordingly to implement the comms.
- Measure the different comms effectivity and improve accordingly.

Org Design and Leadership Selection

We support to avoid pitfalls and maximize the expected result from newly integrated organization and new leadership members

Client challenges

- Inconsistency between M&A strategy and organization design
- Pay little attention to the inability or little experience for top managements to integrate other entities
- Errors in selecting new leadership
- Loss of critical key talents and many low performers
- Malfunction of new organization due to insufficient communication

How we can help

- Design appropriate organization that aligns with integration strategy to satisfy business goals
- Support to identify leadership members, retain key talent and maximize their contributions
- Facilitate for new leadership members to implement organization effectively and generate the expected business results

Key benefits

- + Grand design for new organization including decision making process
- + Assessment and identification of key talents
- + Methodology and process for functional design and deployment
- + Template for role and responsibility
- + Design and implementation support for integration workshops



Lessons learnt

- + Set legal financial integration as a first step and then develop practical functional organization
- + Need to know legal restriction for new leadership selection by country or region
- + Control resistance force within organization by using sufficient and appropriate communication
- + Utilize appropriate methodologies to initiate new organization quickly



Org Design and Leadership Selection

We focus to design new org. and select leadership that align with M&A strategy.

Organization Design

Assess Organization Design Concept

- Align with integration strategy
- Judge own managerial capability and experience for M&A integration
- Separate legal/financial integration from functional integration

Develop and modify the Design

- Test conformity of org design w/strategy
- Select fittest organization design
- Modify and fine-tune the org structure

Architect high-level org structure

- Design board member structure
- Design decision making process
- Define role and responsibility for board members and external committee

Architect entire org structure

- Build up and facilitate org-design team
- Design functional structure that aligns with business process
- Design coordination system among each function with referring actual business

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Leadership Selection

Assess & Judge Leadership Members

- Assess current leadership members
- Confirm legal restriction and obligation
- Decide to select board members

Select Functional Leaders

- Build selection committee and process
- Facilitate to cascade selection process from top to bottom of org hierarchy
- Develop talent pool for each position

Define Role and Responsibility

- Define role and responsibility
- Define KPI and evaluation metrics
- Define prohibited matters and penalties

Design Reporting System

- Design reporting system budget, approval, KPI and results
- Design meeting structure and function
- Develop report tracking system

Make Organization Function

Retain Key Talent

- Identify critical key talents in advance
- Negotiate them for retention
- Special treatment and compensation

Design Position Structure

- Calculate value for each position
- Integrate plural hierarchical structures into single one
- Set common comp. & benefit system

Rebuild Commitment

- Design and implement integration
 workshops for leadership team
- Design and implement integration workshops for function members
- Sustain alignment with internal communication plan

Support to secure current operation

- Identify operational risks for business
 operation during transition period
- Sustain alignment with communication plan to customers and partners
- Facilitate to develop measures to sustain current business operations

Joint Ventures (JV)

We can assist you in setting up a Join-Venture(s) as part of your international growth strategy. We cover in a globally consistent and integrated way efforts to plan and execute seamlessly all or part of the following work steps:

Client challenges

- Ensure that skills and capabilities are complementary
- Reducing fear and suspicion
- Ensure equal strength (regardless of the ownership ratio)
- Enable conflict resolution mechanisms
- JV Management Autonomy
- Appropriate and sensible termination clause

How we can help

- Clarification and implementation of the strategy capitalizing on both partners skills and capabilities
- Assist with structuring your JV agreement from a strategic, management, conflict resolution, management independence and termination perspective
- Support your strategic deal structuring process, JV valuation, negotiation, due diligence, integration into one company

Key benefits

- + Clear alignment between strategic objective and what needs to be taken into account in the JV agreement
- + Support crafting the JV agreement with terms that enable flexibility, reduce fear and suspicion and establish the basis for a long-term JV
- + Implementation support throughout all phases in setting up the JV and managing the integration into one company



Lessons learnt

- + Connect a clear definition and valuation of both partners contribution in assets, IP, human resources with the business valuation and ownership in the JV
- + Connect the termination clause to the desired approach, valuation, structure and legal resolution of the JV
- + Craft the JV agreement to enable flexibility, mutual issue resolution and independent JV management



Joint Ventures (JV)

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We focus on getting your joint venture launched successfully ensuring its long term sustainability

Joint venture goals & Risks	Focus areas & Priorities	Integration & Implementation
 Foundation - Strategic and deal objectives Inputs from strategy, BU, deal team Analyse if inputs are aligned with the objective to be achieved through the joint venture Risk Structuring - crafting the basis for the joint venture agreement Definition of terms and common behaviours Definition of the joint business (products & services, location performance) Actions to be performed / abstained up to completion (closing accounts, PPA, finance, HR) Leadership team and structure of governance Initial and future funding, rights & restrictions of shareholders Business Plan & Accounting Termination IP/know-how and service agreements 	 Contribution - Definition and business planning Building the business plan for each contribution and the joint business Synergy identification and quantification Identification and implementation support of necessary steps to carve-out assets and personnel contributed to the joint venture Identification and strategies to minimize stranded cost Valuation - Ownership discussion Method-mix: DCF, multiples, cost approach Synergy valuation impact Negotiation-support Due Diligence Preparation - functional and subject matter oriented Financial, tax, legal, (through partner firms) HR, operational Integration due diligence Design of transition service agreements (TSAs) 	 Integration planning (D1-100) List of key milestones Interdependencies matrix D1-100 action planning IMO List of work streams and staffing Business owner and steering committee design Reporting tools and IT platform List of meetings Communication and Mobilisation Integration blueprint preparation Q&A (clients, suppliers, employees, other stakeholders) Town-hall kick-off meetings Synergy Implementation support Milestone and action implementation support Tracking support



2. Carve-outs

+ Transition Service Agreements (TSA)

- + Carve-out Strategy & Design
- + Stranded Cost Analysis
- + Carve-out Management Office (CMO)
- + Carve-out Workstream Management
- + Carve-out Org Design & Leadership



Transition Service Agreements (TSA)

We are experts in creating and managing TSA's

Client challenges

- TSA uncertainty results in buyers leaving the bidding process
- what are the elements of solid TSA's
- post close, poorly designed TSA's disrupt day-to-day work, causing extra work and cost for both buyer and seller
- price setting and stranded cost assessment

How we can help

- TSA clarity to buyer and seller keep more buyers in the bidding process
- We know how to
- provide feedback to legal teams for the overarching legal framework
- create TSA's, manage people to obtain sign-off from buyer and seller
- post-close damage control in case of poor or no TSA's, and in contract negotiation
- auditable pricing backbone

Key benefits

- + Seller: higher selling price; market reputation; interdependencies with other workstreams, suppliers, etc. taken into account; insight in stranded costs
- + Buyer: business continuity; access to know-how; à la carte menu
- + Both buyer and seller: efficient invoicing; operate in a framework for early termination, extension, modification, and TSA exit





Transition Service Agreements (TSA)

The TSA process runs throughout the deal timeline

Pre-signing	Between signing and closing	Post closing
Plan transition – on diverse levels: People Processes Systems Assets Legal Cost Create TSA governance model- covering all workstreams Finance, Legal & Tax, HR, IT, Ops, One responsible for both parent and target Detailed description – covering each individual agreement	Opportunity to work with the buyer to iron out differences • Adjust for impact of anti-competition rulings Review - Interdependencies between workstreams • And refine content and price where needed Ramp-up buyer TSA governance structure - covering all workstreams	Run TSA service • TSA governance • Invoice settlements • Early termination • Extensions • Additions Weening off TSA's • Contract negotiation with suppliers • Monitoring interdependencies with ongoing TSA's Dispute settlement • Negotiations between service provider and recipient



Carve-out Strategy & Design

We can define the most optimal carve-out scenario and plan the carve-out to minimize risks in operation, transitional services and employee motivation.

Client challenges

- Setting the carve-out perimeter and objectives
- Decision on preparing the carve-out operationally for sale
- Ensuring that the right employees transfer to the carve-out
- Defining, pricing and managing transitional services
- Managing the changes for those units and employees that will remain at seller

How we can help

- Analysis of the operational consequences of different carve-out scenarios, perimeters and objectives
- Plan and lead the carve-out project including operational closing
- Managing the communication to employees during the carve-out
- Defining and managing the transitional service
- Change management for employees that will remain with seller

Key benefits

- + Carve-out scenario Report
- + Carve-out experts planning and leading the project with less risks
- + Risk mitigation
- + Clear reporting to Board/executive team on carve-out plans
- + Employee motivation
- + Transitional services with the right incentives



Lessons learnt

- + Setting the sellers optimal carve-out perimeter is key
- + Management and delivery of transitional services can be complex and clarity can increase the deal price
- + Cost of delivering transitional services is underestimated
- + Clear communication is key for employee motivation



Carve-out Strategy & Design

We find the optimal carve-out scenario and minimize the risks

Carve-out goals & Risks	Focus areas & Priorities	Planning & Tactical optimisation
 Consolidate - Carve-out and deal objectives Inputs from strategy Inputs from stakeholders Inputs from the Deal team 	 Build – High level matrix per function/process/ country Carve-out type per function/process/ country/activity (Full/Partial/Service provider/Functional support until closing) 	 Carve-out planning (D1-100) List of milestones Interdependencies matrix D100 action plan approach
 Consolidate - Risks and mitigation plans Inputs from the different carve-out teams (Finance, Legal, HR, IT, Sales, Ops,) Review of all mitigation plans Transition service agreements 	 Carve-out timeline and resource need per function/process/country/activity Review - Interdependencies between workstreams IT carve-out planning Finance plan 	 CMO design List of work streams and staffing Business owner and Steering Committee design Reporting tools and IT platform List of meetings
 Build - Urgent action plan (signing - D1) List all urgent actions per function Organise coordination and tracking of actions Objectives and scope for carve-out work streams Impact on sellers processes and operational model 	 Finance plan HR plan Operations and supply chain plan Review - Carve-out Scenarios Scenarios/perimeters vs deal objectives vs potential buyer profiles vs operational carve-out activities 	 Communication and Mobilisation Carve-out Blueprint preparation Criteria for selection of employees Q&A (employees, clients, suppliers) Town-hall meetings

Impact on sellers organisation and resources

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Review – Carve-out cash flow

 Gains vs carve-out costs (including stranded costs) - timeline and consequences

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Stranded Cost Analysis

Parent may be left with a disproportionate cost structure after sale

Client challenges

- Negative economies of scale result in higher costs for the parent
- Post carve-out, the parent's fixed overhead cost are shared over fewer business units
- Business unit heads are taken by surprise when they get charged higher management costs
- Direct negative EBITDA impact post closing

How we can help

- We help negotiate with suppliers to minimize the impact of lower economies of scale
- We calculate the impact of stranded costs, and enter into the communication to the Market
- We calculate the impact on the recharges to the remaining business units
- We include the stranded costs in the parent's KPI's, budgets and forecasts

Key benefits

- + Negotiate with suppliers from a stronger pre-deal position
- + No negative surprises in communication to the Market
- + KPI's, budgets and forecasts are adjusted to reflect the changes in overhead and supplier costs



Lessons learnt

- + Faced with the need for cost reduction, management commonly fails at execution
- + Inability to deal with competing priorities during the time of transition
- + Insufficient resources to execute
- + Failure to follow through tends to plague parent in its bid to avoid saddling unnecessary costs
- + Parent can take 1 to 3 years to recover EBITDA%



Stranded Cost Analysis

The TSA process runs throughout the deal timeline

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Pre-signing	Between signing and closing	Post closing
Calculation stranded cost	Planning to eliminate stranded costs	Elimination stranded costs
People	 Prepare contract renegotiations and 	Disciplined cost reduction program
 Processes 	renewals	Activation of pre-closing contract
 Systems 	 Setting cost reduction targets 	renewals
 Assets 	 Buy-in from business units 	 Inclusion of cost reduction in KPI's, budgets and forecasts
Legal	 Set up cost reduction project framework 	
		Project manage the cost optimisation task
Impact analysis	Preparation negotiations with suppliers	Dedicated project management
 Business units 	 Production 	
 Budgets and forecasts 	 Back office systems 	
 KPI's 	• IT	
 Re-engineering processes & organization 		
	Target the elimination of stranded costs	
Attribution of costs to Parent and Target	 Feasibility study 	
 Package deals, off-loading some of the 		
stranded costs to the target	Rework Parent's cost base	
	 Preparatory work 	
Prepare cost optimisation at Parent		
 Using the sale of the Target as a catalyst to push through reform 		

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Carve-out Mgmt Office (CMO)

We can help you in managing the overall process of the carve-out identifying and controlling risks and critical situations

Client challenges

- Time required to keep track of all the activities going on in the project
- Business as Usual to be managed while the carve-out is going on
- High and/or unknown carve-out risks
- Unquantified carve out costs
- Undefined level of integration of the target into the seller organization
- Employee retention
- TSA management

How we can help

- Prepare a high level plan to be shared and agreed with all the stakeholders
- Asset sale preparation
- Establishing team, processes and work schedule to manage carve out activities
- Communication program to support transition period
- Identify risks and manage them

Key benefits

- + Clear reporting to Board on carveout plans
- + Risk mitigation
- + Clearly defined governance model, with defined roles and responsibilities
- + Defining what end-state look like for the target
- + Key staff identification and retention
- + Business continuity



Lessons learnt

- + Teams often not aligned to a clear common goal
- + Poor mapping of TSA dependencies
- + Ineffective management of TSA's
- + Missing / Postponing Milestones
- + Under-resourcing of CMO
- + Inadequate testing before "go live
- + Lack of prioritization resulting in too many "unnecessary" changes



Carve-out Mgmt Office (CMO)

We build a governance for the carve-out

CMO Setup

Establish – Formal structure

- Size depending on the complexity
- Clear responsibilities among participants
- May / may not include some managers

Identify - A clear C level to report

- Depends on the focus / dimension
- Typically is CEO, but can be COO, CIO, CFO, HR

Define – A way to manage Info

- Can be a project management software
- Can be an information sharing software
- Check that everyone has the right level of access

Functional commitments

Define selection criteria

- Define criteria to select the managers that will be functional leaders
- Consider both experience and leadership
- Consider planning skills

Define objectives

Define clear objectives for each function

Define Responsibilities

- The functional leaders participate in the meetings and support the CMO
- They provide functional expertise and guarantee adherence with the standards

Governance structure

Project charter

- Clearly state objectives, responsibilities, resources, etc.
- Define deliverables and due dates
- Clarify assumptions, constraints, cultural requirements

Governance structure

- List of work streams and staffing
- RACI Matrix
- Reporting tools and IT platform

Communication

- Prepare meetings
- Prepare debriefs
- Share info



Carve-out Workstream Management

Divide and Conquer. This is our winning approach to managing a complex project

Client challenges

- Time required to keep track of all the activities going on in the project
- Business as Usual to be managed while the carve out is going on
- High and/or unknown carve out risks
- Difficult negotiation situation between managers

How we can help

- Prepare a detailed plan for each work stream
- Keep the activities of each work stream aligned with other work streams and with the overall project
- Monitor the day by day progress and expedite the solutions of any issues that could arise
- Guarantee an adequate level of quality in the delivery

Key benefits

- + Project progressing according to schedule
- + Milestones being respected
- + Management can focus on Business as Usual activities
- + Results aligned with the carve out strategy established at the beginning



Lessons learnt

- + Work streams activities are not progressing in synch, so one work stream is stuck waiting another work stream to finish
- + There is sometimes a competitive and not constructive approach from the work streams leaders
- + Work stream leaders focus on the short term result and not on the creation of an enduring value for the firm



Carve-out Workstream Management

We optimise the work and balance the workload

Identify work streams	Prioritise activities	Balance workload
 Define Criteria Typical works stream division is by function Sometimes can be by geography 	 Identify dependencies Identify the activities that must be completed before other activities can start Ensure that these are real constrains not 	 Monitor workload Keep a clear monitor of the activities coping on Monitor the availability of resources
 Define work stream teams Identify who is in each team and the % of time available for the project (be realistic!) Identify the team leader Ensure that the team is consistent 	 Ensure that these are real constrains not workaroundable Critical path Prepare a map showing the dependencies among work streams Share the fact that some work stream can 	 Balance workload Ask for new resources whenever the availability VS the work load is too low Ensure that every work stream has the right number of people to be motivated and to deliver according to quality standards
 Communicate Make clear to everyone in the company how the project is organised Celebrate every success Keep team motivated 	 be more under stress than other ones Enforce priorities Ensure that critical work streams receive an adequate level of staffing Monitor with particular care the progression of critical work streams 	



Carve-out Org Design & Leadership

We support the design and implementation of the transition and/or future organisation, and assist you in the selection of the Leadership team

Client challenges

- Ensure the consistency between the carve-out strategy and the organisation of the businesses
- Optimise the deal value in the context of the potential evolution of the businesses (IPO, PE or strategic buyer, LBO,...)
- Mitigate risks linked to organisational changes and uncertainties
- Size correctly the transition service agreements vs recruitments

How we can help

- Build a structured analytical and collaborative process to align organisation to both transition phase and expected future state(s)
- Secure the right sizing of the new organisation
- Build the right collaborative mindset in order to limit risks and increase people buy-in

Key benefits

- + Improved design of both transition organisation and post-deal target organisation
- + Check all organisational elements (processes, structures, capabilities, systems)
- + Assessment of key talents
- + Methodology and process for functional design and deployment
- + Hands-on experience in team set-up



Lessons learnt

- + Clarify LT options in terms of functional requirements - build a transition stage organisation
- + Take this opportunity to down-size or upgrade the organisation
- + Link this organisation design work to the TSA approach



Carve-out Org Design & Leadership

We can provide a large scale of activities from design to TSA's management

Organization Design	Leadership Selection	Make Organization Function
Assess carve-out scoping options and planning Understand scoping of assets to be carved-out and position within existing	 Manage the Leadership team to be Carved- Out Check among existing leadership members who to depart 	 Optimise Allocation of Key Talents Identify critical key talents in advance Check who to leave/who to remain
organisationReview all potential options of strategy	 Detail contract legal modifications and implementation plan 	Manage leadership and employee commitment
(IPO, sell-off to a corporate, to a P/E,)Understand planning and milestones	 Build appropriate transition incentives to support the carve-out/sell-off process 	 Design and implement carve-out workshops
 List all employees in the different carved- out businesses 	Re-Define Roles and Responsibilities within the Transition Organisation (if no immediate sell-	 Communicate on carve-out strategy as possible - internal communication plan aligned on external communication Adjust incentives and KPI's
Develop the target Design	off)Define roles and responsibilities	
 Test conformity of org design w/carve out strategy 	 Define KPI's and evaluation metrics 	Support to secure current operationIdentify operational risks for business
 Identify gaps between list of existing 	 Define prohibited matters and penalties 	operation during transition period

- Sustain alignment with communication plan to customers and partners
- Facilitate to develop measures to sustain current business operations

- employees and functional and operational requirements
- Evaluate staff changes (recruitments or down-sizing) and costs

Define Transition Organisation and TSA's

Global

Partners

- Evaluate scoping of TSA's and financial model
- Design the TSA project organisation on the sell-side (to be executed until end of TSA's)

Design Reporting System in the Transition Phase

- Design reporting system budget, • approval, KPI and results
- Design meeting structure and function •
- Develop report tracking system


3. M&A Skills Development

- + M&A Training
- + Mentoring
- + In-house Capability
- + Customized Playbooks
- + Post-implementation Reviews



M&A Training

We can help your company improve its M&A knowledge, in particular its ability to conduct the Due Diligence and Post-Merger Integration processes as well as understand the M&A process, logic and risks associated.

Client challenges

- Having the passion and funds to acquire and lack of understanding of the M&A complexity.
- Starting an M&A process with no past experience as an organization or individual experience of members of the management team.
- Organizations might have some Knowledge about certain M&A aspects but lack knowledge about others

How we can help

- We can tailor made training programs to our customers allowing them to learn about the following areas:
- The M&A process
- The different phases of M&A
- Risks and challenges in the M&A process, etc.
- We can provide tailor made simulations and M&A games to practise before the real thing

Key benefits

- + Customers can close all M&A related knowledge gaps before jumping to the "deep water".
- + Simulations and M&A games provide a good experience allowing new "entrants" to get ready.
- + Customers can reinforce / improve areas where they feel they are weak, not up to date.
- + These learning and development programs bring exec teams together allowing them quicker start



Lessons learnt

- + These trainings focus on what is important, therefore build and capture value
- + Participating in these trainings enhance a common foundation for success
- + Participating in these programs Incorporate the latest in M&A best practices proven globally thus allowing customers to learn the relevant lessons in variety of industries and geographies.



M&A Training We can help your company improve its M&A knowledge, in particular its ability to conduct the Due Diligence and Post-Merger Integration processes as well as understand the M&A process, logic and risks associated

Training programs	Simulations and games
 M&A Integration Planning Essentials for Executives Target audience: executives that intend to learn about the PMI process. The program provides a broad understanding of the Post-Merger Integration process and elements. The program focuses on all key elements that occur on the integration phase including shift from DD to PMI, day 1, comms, culture, etc. 	 M&A games and simulations M&A business games allow the participants to learn and understand what the M&A and PMI ecosystem is comprised of. These vivid games allow you to analyse, plan, negotiate, define your strategy and approach real M&A processes after experiencing in 'laboratory conditions'. The simulations could vary and focus on the following areas:
 Practical Approach to Post Merger Integration Target audience: key individuals that intend to take a part in an integration process. The program provides a broad understanding of the Post-Merger Integration process and elements. The program focuses on all key elements that occur on the integration phase including shift from DD to PMI, day 1, comms, culture, etc. 	 The M&A process as a whole The PMI planning and implementation From Due Diligence to Post-Merger Integration Day 1 activities Effective communication Alongside the focus on the process; additional functional areas could be reflected or focused on such as finance, HR, ops, etc.



Mentoring

Our Mentoring service partners one of our most experienced M&A leaders with you to support you through the M&A process and transfer knowledge

Client challenges

- Lack of experience of the Integration Manager or of the Acquirer
- High level of complexity (interdependencies, number of stakeholders, relative size, geographical dispersion)
- Lack of resources stretch planning
- Major cultural gaps need for a certain neutrality

How we can help

- Team design based on needs from one part-time Partner up to a panel of senior advisors
- Meetings on-demand
- No direct contact with integration work streams limited interference
- Working with other consultancies
- Intervention anytime during the M&A process (ideally around signing)

Key Benefits

- + Leverage of considerable experience covering all types of situations (listed or not, friendly or not, asset-based or not, vertical vs horizontal integration)
- + High leverage of internal resources
- + Limited external costs
- + Neutrality in the thought process
- + Mitigation of risks
- + Improved communication



Lessons Learnt

- + Integration Manager need to understand and accept the mentoring process
- + Sufficient time to allow for a detailed understanding of issues
- + Strong empathy and best-in-class expertise on the mentor side
- + Pragmatic approach few slides and documents
- + Focus on actions and decisions



Mentoring

We assist Integration Managers to deal with and optimise their project

Understanding Needs	Delivering Knowledge Transfer	Building Corporate PMI Skills
 Analyse deal context Deal rationale M&A process and inputs IMO draft design Toolbox available Project milestones and deadlines Analyse areas of improvements IMO tooling Program governance Workstreams' management Synergy tracking Build Mentoring plan List of sessions/supporting tools 	 PMI programme management Integration strategy design Blueprinting Conducting Integration Steering Committees Workstream kick-offs D1 planning & tracking Synergy management Change management techniques Communication actions (town halls, newsletters, video streams,) Six sigma and other reengineering techniques Lego serious play Excellence in PMI management Tactical issues - managing speed Leveraging corporate capabilities (budgeting, risk management, HR,) PMI and M&A IS solutions (Midaxo, Teamwork, Sharepoint,) External benchmarks (GPMIN) 	 Knowledge capturing PMI process IMO tools Workstream-level integration tools (Finance, IT, HR,) Project Post Implementation Review Project filing - central repository Lessons learnt capture Communication and Knowledge cascading process Integration Managers internal community PMI internal trainings (in-house corporate university) PMI internal and external articles (magazines, social networks) Webinars



In-house Capability

For all firms (not only the ones with aggressive M&A strategies), developing the M&A/PMI process as a strategic in-house capability is a major endeavour

Client challenges

- Develop internal skills to design and execute the M&A/PMI process
- Improve the capacity to go for more complex strategic opportunities
- Execute deals more quickly, with less risks
- Diminish the payback period of each deal - improve the ability to grow externally

How we can help

- Develop an aligned vision of the processes (integration/carve-out/ alliances) with clear tasks and roles
- Build a customised toolbox and playbook to support future deals
- Analyse all potential gains (productivity, quality, decision) to be achieved in the various tasks
- Build a collaborative approach with all the stakeholders of the M&A process from strategy to implementation

Key benefits

- + An aligned and shared view of the M&A process from start to end
- + An improvement of the conditions of work of all the stakeholders and functions involved - better quality of output and decision making
- + A more fluid and swift M&A process, reaching more synergies in less time
- + A more efficient management of the firms' assets with a better armed external growth leverage



Lessons learnt

- + Have a clear and pro-active engagement of all M&A stakeholders
- + Ensure there is a strong owner of this initiative
- + Link the process review to the decision-making and gateways review
- + Cover all projects (size, division, international)
- + Work on tools and IT platform



In-house Capability

We have conducted many such and can help you capture the best practices

Analyse & Benchmark	Define Target Processes	Optimise Capabilities
 Set-up a project approach - M&A/PMI community List main M&A/PMI stakeholders - people to involve and work with (functions, businesses,) List main past projects to analyse List all documents/guidelines/tools used in the M&A/PMI process Analyse past projects and understand processes followed so far List all activities and tasks from thought to finish - build a bottom-up view of the existing processes (acquisitions, carve-out) Identify the people involved per tasks - build a view of the existing M&A/PMI community Per task, identify all tools used - review 	 Validate the strategic intent and align stakeholders Explain the goal/benefits of a standard process design Discuss and validate the types of deals to be rationalised (size, nature, businesses) Communicate top-down needs and requirements for process reengineering Define and validate task lists and process templates Draft the target process with a bottom-up list of activities and tasks Define the compulsory tasks for all projects vs the nice to have and the others (criticity, need for control, need for decision) 	 Optimise Process Planning Assemble tasks and activities in ideal sequences - optimise information preparation and analysis Analyse timeline, interdependencies, duration of tasks - reduce project duration Create project templates per type of transaction if required (e.g. small absorptions vs complex transactions) Optimise M&A/PMI organisation and governance Link project process with decision gateways and project documentation - enforce best practices in decision gates Clarify Project related roles and responsibilities (Business sponsor, SteerComembers, Integration Manager,) Define Project Mgr on-boarding process
 Per task, assess the degree of quality of the existing delivery List all potential actions to improve the existing delivery 	 Clarify roles and responsibilities Per task, identify all the required resources and the task owner Validate in workshops 	 Optimise tools and templates Define and validate new tool box (spreadsheets, templates, checklists,)
Share best practices and need for upgrading		Pilot test and refine on actual project(s)

- Organise external meetings to share best practices
- Organise internal workshops to discuss

Global

IPartners

Identify all the tools required

Identify and validate with task owner

Improve tasks definitions, roles, tools

 Improve tasks definitions, roles, tools together with organisation and governance

Customized Playbooks

Our integration playbooks are customized for each client based on their specific requirements and user needs. We do them for companies who need a structured process and readymade tools to help them be handle acquisitions as efficiently as possible.

Client challenges

- Inconsistent approach to managing post acquisition planning and execution
- Inability to transfer experience and knowledge from one integration team to another
- Undocumented processes, roles and responsibilities for integration activities
- No established tools and templates to harvest efficiencies

Playbook Solution

- Applicable to all acquisition scenarios (bolt-on, platform consolidations, adjacent market acquisitions, vertical integrations etc.)
- Flexibility to accommodate varying transaction sizes and levels of complexity
- Accommodations for geographic nuances & integration requirements
- Applicability to full, functional and/or partial integration scenarios

Key benefits

- + Facilitate a structured approach and methodology to integrating newly acquired companies
- + Provides modularity so that process and tools aligned with your most common transaction scenarios
- + Provide reusable tools and templates to support integration activities ranging from Day 1 thru the first 100 Days
- + Easy to train & implement



Lessons learnt

- "Playbooks" consist of templates but do not include a proven methodology
- + Processes are poorly documented and difficult to scale or replicate
- + No training on playbook application for IMO users
- + Playbook is not updated to harvest learnings from recently completed integration activities



Post-implementation Reviews

We assist you in auditing your past performance and securing the best knowledge capture process for your future projects

Client challenges

- How to capture all the knowledge accumulated on a project to diminish risks and reduce time-todeliver on the next PMI projects?
- How to ensure a dynamic and everimproving view of the organisation and methods used in PMI projects?
- How to improve in-house PMI capabilities and build a truly innovative and differentiative set of skills?

How we can help

- Design and pilot test the first PIR's before it is systematised as part of the M&A/PMI process
- Build on our expertise and experience to analyse and assess past projects
- Provide an independent and factbased viewpoint to be leveraged by all internal stakeholders (as an audit report)

Key benefits

- + Formalise and track all the elements that may influence the success of future projects
- + Provide a tracking of past projects build a virtuous knowledge loop that match internal corporate strategy and patterns
- Improve the capabilities of new integration managers - synthesis of past lessons learnt
- + Build the process as a strategic one



Lessons learnt

- + Review lessons learnt through a systematic list of activities and tasks
- + Interview all major stakeholders from strategy to detailed implementation
- + Identify all the tools/methods to be re-used save in a central repository
- + Identify and position clearly the ownership of this PIR - M&A? Strategy? Performance Improvement? Audit?



Post-implementation Reviews

This complete audit should be conducted systematically on all your projects

Position & Design

Define the goal and who to own this initiative

- Adjust ownership to internal needs and corporate strategy
- Clarify objectives (evaluate performance of the deal, types of KPI's to look at, knowledge capture goals,...)
- Clarify when to conduct review (18 months post-closing? 1 year after project end?)

Inform people and organise working sessions

- List and validate main stakeholders (5-30) and position working sessions
- Prepare structured working sessions with standard interview guides

If possible, extend the scoping of the analysis to all the relevant dimensions

- Buy side and sell side
- All functions
- Some people having left

Conduct Review and Validate

Evaluate process through a step-by-step approach

- Pre deal/Deal/Post deal phases should be covered
- Evaluate the degree of achievement of each task and potential improvements

Challenge process template

- Review the standard process and the standard sequence of work - identify opportunities to accelerate the timeline
- Review the list of compulsory tasks in the standard process - simplify when possible, improve corporate control as required

Clarify roles and responsibilities

- Per task, check the resources involved and the task ownership - list potential changes
- Challenge the project governance (SteerCo, Business Sponsor)

Assessment of tools and methods

 Track all tools/methods used - check potential replication on other projects

Leverage and Systematize

Optimise Process Planning - Recos

- Suggest improvements of tasks (scoping, people involved, approach)
- Suggest modifications in the standard task list (cancel, add)
- Suggest improved sequence of work optimise information preparation and analysis

Optimise M&A/PMI organisation and governance - Recos

- Link project process with decision gateways and project documentation enforce best practices in decision gates
- Clarify Project related roles and responsibilities (Business sponsor, SteerCo members, Integration Manager, ...)
- Define Project Mgr on-boarding process

Optimise tools and templates - Recos

Suggest improved tool box (spreadsheets, templates, checklists,...)





We look forward to working with you

Visit us at <u>www.gpmip.com</u> or contact a local partner:

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