

## M&A ADVISE TO SUPPORT STRATEGIC GOALS

*First Kernel has advised a client regarding strategic, operational and financial parameters, and outcomes, to be addressed in M&A activities undertaken in support of the client's ongoing business transformation.*



### Situation :

Our client's business belongs to more than one business ecosystem, with significantly divergent typical company valuations between these business ecosystems. As our client's company grows, it needs to ensure that its M&A activities anchors it more firmly in the ecosystem affording it the most favorable valuation.

### Solution:

Leveraging its business ecosystem expertise, First Kernel developed the *Ecosystem Portrait* for our client. The portrait revealed that the company could select from among several 3-5 year end-states, each entailing a different typical company valuation profile. Armed with this knowledge, the client was able to align its transformation objectives with an end-state that is likely to maximize longer term valuation of the company.

While our client is aggressively pursuing organic growth and new core competencies to achieve transformation and year-over-year revenue and growth targets, It is also keeping its M&A options open in case one is appropriate.

First Kernel is utilizing its extensive network of strategic alliances, its relationships with Capital Providers, and its experience in Venture Funding and M&A to continue to advise our client in this regard.

### Status:

First Kernel continues to pursue attractive M&A opportunities in support of this client's strategic goals.

### KEY OUTCOMES

- Understanding of the factors driving the current valuation of the company
- Comprehension of the options available, along with efforts needed, to increase the valuation of the company
- Several what if M&A scenarios that can positively impact the short and long term valuation of the company
- Identification of specific business, strategic, and operational synergies to be achieved in an M&A action
- Development of high level profiles of candidate firms for an M&A

### ABOUT FIRST KERNEL

*First Kernel is a Business Transformation and Transaction specialist firm, serving mid market Enterprises and Investors. It brings together Capital Access, Strategy Formulation and Hands-on Execution to accelerate growth, revenues and profits.*

*First Kernel advisors are former entrepreneurs, C-level, M&A, Venture and Operations executives with 20 years of experience on average. In aggregate, the Company's advisors have led well over 30 transformation and transaction engagements impacting several billion dollars, in many industries.*

*For Investors, First Kernel's services address Sourcing, Closing and Creating Value in portfolio companies.*

*For Enterprises, First Kernel's services address Restructuring, Renovation and Globalization of businesses and LOBs.*

### FIRST KERNEL

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