

Financial Times and mergermarket announce the winners of the European M&A Awards 2010 *Kraft's acquisition of Cadbury pronounced Deal of the Year*

London: 10 December 2010: Despite fears of a double dip recession, the improved economic climate has fuelled M&A activity throughout Europe over the course of 2010 and there is an air of optimism as dealmakers prepare for the new year. Last night, the Financial Times and mergermarket celebrated the fourth annual European M&A Awards, recognising excellence among M&A advisers and corporates alike.

Hamilton Matthews, CEO of The Mergermarket Group, opened the evening on a positive note: *"The M&A Awards is a time for reflection of the year gone by, and looking at 2010 in the rear mirror, it's encouraging to see that the economic recovery has breathed some life into the M&A market again. There are some excellent achievements which have taken place in the past year despite obstacles in the M&A market, not least Kraft's high profile takeover of Cadbury. I am looking forward to an even brighter and more prosperous 2011 for dealmakers in Europe."*

Deal of the Year was awarded to Kraft for its takeover of British Cadbury. This GBP 13.7bn transaction put the UK takeover code on the front pages, dividing public and political opinion over an institutional British brand.

BC Partners picked up the prestigious title Private Equity Deal of the Year, having been praised for a successful exit from Unitymedia GmbH.

"We were very pleased with the exit of Unitymedia to Liberty Global Inc earlier this year," said Moritz von Hauenschild at BC Partners, *"It was the first of a series of successful exits by BC Partners returning over €3 billion to our investors in the last 12 months. Unitymedia resulted from a three-way merger between Telecolumbus, iesy and Ish. We built the business through vertical integration of Level 3 and 4 cable operators and significant investments in the network to modernize and enable triple play services creating the third largest cable operator in Europe."*

The coveted title Financial Adviser of the Year went to Lazard, which has advised on some of the most complex cross-border transactions of recent date, including notable deals such as Kraft-Cadbury, Cisco-Tandberg, Areva-Schneider Electric, Deutsche Bahn-Arriva.

Linklaters received the Legal Adviser Award for the fourth consecutive year, having consistently appeared at the top of the mergermarket league tables which is testament to their local presence and depth of expertise across the continent.

Ernst & Young snapped up the prestigious title Accountancy Firm of the Year, having advised on 224 completed transactions in the past year according to mergermarket.

Sachin Date, EMEA Markets Leader for the Transaction Advisery Services practice at Ernst & Young, said: *"Whilst the volume of M&A transactions is clearly improving, there remains a significant gap around price expectations between buyers and sellers. We are however seeing the market recover where capital is in place such as in private equity led deals and in the resources industry"*.

For a full list of winners, please see below. New country award categories for 2010 include Israel, Middle East & North Africa, Sub-Saharan Africa and Turkey.

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FT/mergermarket European M&A Awards, which were held at the Sheraton Park Lane Hotel, London on Wednesday 9 December 2010 are unique in utilising both M&A transaction data from mergermarket.com and independent expert opinion from a panel of leading European M&A practitioners to identify the winners. To view the website for the awards – including details of the judging panel and methodology - please see www.mergermarket.com/events/968/

Major Awards

Financial Adviser of the Year	Lazard
Mid-market Financial Adviser of the Year	Rothschild
Private Equity Financial Adviser of the Year	Credit Suisse
Legal Adviser of the Year	Linklaters
Mid-market Legal Adviser of the Year	DLA Piper
Private Equity Legal Adviser of the Year	Freshfields Bruckhaus Deringer
Accountancy Firm of the Year	Ernst & Young
PR Firm of the Year	FD
Private Equity Firm of the Year	Advent International Corporation
M&A Deal of the Year	Kraft Foods Inc – Cadbury Plc
Private Equity Deal of the Year	Exit of Unitymedia GmbH

Country Awards

Financial Adviser of the Year Austria & Switzerland	Credit Suisse
Legal Adviser of the Year Austria & Switzerland	Homburger
Financial Adviser of the Year Benelux	Rothschild
Legal Adviser of the Year Benelux	Allen & Overy
Financial Adviser of the Year Central Eastern Europe	UniCredit Group
Legal Adviser of the Year Central Eastern Europe	Allen & Overy
Financial Adviser of the Year France	Rothschild
Legal Adviser of the Year France	Linklaters
Financial Adviser of the Year Germany	Goldman Sachs
Legal Adviser of the Year Germany	Hengeler Mueller
Financial Adviser of the Year Iberia	Credit Suisse
Legal Adviser of the Year Iberia	Cuatrecasas, Goncalves Pereira

Financial Adviser of the Year Ireland	IBI Corporate Finance
Legal Adviser of the Year Ireland	Arthur Cox
Financial Adviser of the Year Israel	Goldman Sachs
Legal Adviser of the Year Israel	Herzog Fox & Neeman
Financial Adviser of the Year Italy	Banca IMI / Intesa Sanpaolo
Legal Adviser of the Year Italy	Chiomenti Studio Legale
Financial Adviser of the Year Middle East & North Africa	HSBC Bank Plc
Legal Adviser of the Year Middle East & North Africa	Linklaters
Financial Adviser of the Year Nordics	SEB Enskilda
Legal Adviser of the Year Nordics	Vinge
Financial Adviser of the Year Russia & CIS	Goldman Sachs
Legal Adviser of the Year Russia & CIS	Skadden, Arps, Slate, Meagher & Flom
Financial Adviser of the Year Sub-Saharan Africa	Investec
Legal Adviser of the Year Sub-Saharan Africa	Edward Nathan Sonnenbergs
Financial Adviser of the Year Turkey	IS Investment Securities
Legal Adviser of the Year Turkey	Esin Law Firm
Financial Adviser of the Year United Kingdom	JPMorgan Cazenove
Legal Adviser of the Year United Kingdom	Slaughter & May

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