

**Insight not hindsight**



# overview

**An unparalleled, independent Mergers and Acquisitions  
proprietary intelligence tool providing a complete overview of the  
M&A market – resulting in real revenues for clients.**



**mergermarket provides the advisory and corporate communities with intelligence and analysis leading to real revenue.**

With headquarters in London, New York and Hong Kong, mergermarket currently has more than 200 in-house journalists and a dedicated research team covering the Americas, Europe, Asia-Pacific, the Middle-East and Africa, ensuring information is reliable, credible and validated. The company is constantly expanding, thereby increasing the coverage capabilities and countries for intelligence gathering.

## Insight not hindsight

**mergermarket provides the only complete M&A intelligence tool by giving M&A professionals active, origination intelligence on companies as well as historical data to support and research possibilities—a full M&A picture that achieves real revenues for clients.**

**The mergermarket difference – mergermarket does not provide news; mergermarket provides intelligence that increases deal flow and revenues.**

mergermarket is a unique service consisting of 3 main elements: proprietary origination intelligence written by our team of journalists, a summary of the rest of the world's financial press, and comprehensive historical data.

The mergermarket difference lies in our Proprietary Intelligence. With the largest team of journalists dedicated to M&A globally, mergermarket differs from traditional newswires and aggregators because mergermarket focuses on origination intelligence.

Because of this, we present clients with information several months or even years before it becomes confirmed news – giving clients the opportunity to take action before the situation becomes news and too late.

In addition, over 2000 global, public sources are reviewed by a detailed process in real time to complement the Proprietary Intelligence and provide coverage of niche opportunities. Sources include major financial publications as well as more obscure regional and trade publications.

These forward looking elements couple with an expansive database of historical deals to form a total view of M&A.

Intelligence is then personalized and sorted by preferred criteria – company, industry sector and/or geography – and delivered by real time email or BlackBerry alerts with clients only ever receiving as many alerts as requested.

The information is also presented in a user-friendly interface at: [www.mergermarket.com](http://www.mergermarket.com) where data can be analyzed according to chosen variables.

mergermarket is specifically targeted to the investment banking/corporate finance, legal, private equity, acquisition finance, public relations and corporate markets.

### What is origination intelligence?

Origination intelligence is actionable intelligence that reports on situations as they are formative; as opposed to recording situations as players have already been established. This differs from news gleaned from multiple newswires and services, as real journalists report on and analyze situations.

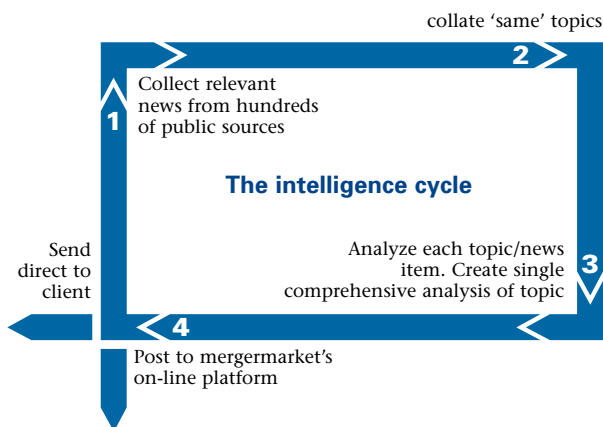
### Intelligence

mergermarket employs the largest network of dedicated M&A journalists and analysts in the world. They have an extensive list of credible key contacts in public, private and advisory companies in the Americas, Europe, Asia-Pacific, the Middle East, and Africa and come from journalism, legal, and financial advisory backgrounds. This in-house team gathers validated, reliable, pertinent proprietary origination and deal flow intelligence before it becomes public knowledge.

- Monitor strategic intentions of corporates
- Discover which companies are for sale and which are looking to buy
- Chart prevalent trends in sectors and geographies
- Examine competitor or potential target actions and interest from outside groups.

## Analysis

A multi-lingual team of analysts monitors an increasing number of daily, weekly and monthly publications for relevant M&A news, globally (currently upwards of 2000 sources are checked). The analysts collate, review and analyze key material and then compose a single, comprehensive, composite article summarizing all information for each news topic, listing original sources and including insights from industry experts on some topics. The items are then translated to English where necessary, and categorized by market sector, subsector, and graded by intelligence type.



## Dealscope

Dealscope is an easy-to-use and revolutionary tool that enables M&A deals to be modelled from multiple angles and identifies whether advisors have been assigned. A potential transaction can be explored from

the point of view of target, bidder or seller. Draw up lists detailing a private equity firm's potential buys or disposals, and then compare with historical patterns to assess likelihood.

## Historical

mergermarket is an unrivalled source of deal history. Public and private deals across a range of sectors can be searched using this exhaustive database. Summary information for every transaction includes fully-sourced financials, exit multiples, and even information on individual advisors. Full details on each deal can also be selected.

## League Tables

mergermarket has a well-earned reputation for robust and independent comparable data. It provides a true picture of top-performing advisors for marketing purposes and competitor analysis.

- Search and compile profiles of individuals and firms
- Drill down to underlying deals
- Analyze performance using difference variables
- Discover potential lateral hires and target competitors

## Editorial

The mergermarket platform provides access to proprietary content generated by Remark – the market research and publications division of The Mergermarket Group – as well as editorial features by our team of journalists and practitioners.

**More than 1000 of the world's principal advisory firms, investment banks, law firms, private equity firms and corporates use mergermarket to drive their origination process and capture lucrative opportunities.**

#### Client list

- **Investment banks include:** Banc of America Securities, Bank of China International, Citigroup, Daiwa SMBC, Dresdner Kleinwort, Fox-Pitt Kelton, Goldman Sachs, Greenhill, Houlihan Lokey Howard & Zukin, BNP Paribas, Deutsche Bank, Bear Stearns, Macquarie, HSBC, ICICI, Jefferies, JP Morgan, Lazard, Lehman Brothers, Merrill Lynch, Miller Buckfire, Morgan Stanley, Nomura, Rothschild, TD Securities, UBS, YES Bank
- **Financial advisers include:** Avendus Advisors, Gleacher Partners, KPMG, PricewaterhouseCoopers, Deloitte & Touche, Global M&A, Sagent Advisors, Gresham Advisory Partners, Anglo Chinese Corporate Finance
- **Private equity clients include:** KKR, Blackstone, Carlyle, Permira, CVC, Cinven, GE Capital, Electra Partners, PPM Ventures, 3i, Cerberus, CCMP, CHAMP, Challenger Financial, MKS Partners, Affinity Equity Partners
- **Legal clients include:** Weil Gotshal & Manges, Clifford Chance, Davis Polk & Wardwell, Shearman & Sterling, Ashurst, Freshfields, Blake Dawson Waldron, Hogan & Hartson, Dechert, Reed Smith
- **Corporate clients include:** Hewlett Packard, Cadbury Schweppes, LG Chemical, Hitachi, Sumitomo, Olam International, Motorola, Procter & Gamble, DuPont, Alcoa, Kellogg, Tyco Healthcare Group, Abbott Labs, Tetra Laval, Imperial Tobacco, Unilever
- **PR clients include:** Financial Dynamics, Tulchan Communications, Abernathy MacGregor Group, Maitland, Citigate Dewe Rogerson, Smithfield Financial, Kekst

#### The Mergermarket Group Portfolio

##### dealReporter

A proprietary intelligence and research tool providing unrivalled information on all aspects of event-driven intelligence across the European, pan-American and Asia-Pacific markets, tailored to hedge funds, proprietary equity and credit trading desks, security lending and institutional fund managers.

To find out more visit [www.dealreporter.com](http://www.dealreporter.com)

##### Debtwire

Debtwire publishes real-time news and data for financial professionals in the distressed debt and leveraged finance markets around the world. With the largest network of dedicated event driven journalists based in 53 locations across North America, Latin America, Europe, Asia-Pacific, the Middle East & Africa, Debtwire offers the most comprehensive leveraged finance news service available today.

To find out more visit [www.debtwire.com](http://www.debtwire.com)

##### wealthmonitor

wealthmonitor is a proprietary service for the identification of high and ultra high net worth individuals. It tracks current and future liquidity events and the individuals that will benefit from them financially. Aimed at private banks, asset managers, fund raisers, tax lawyers and accountants, this service is not only invaluable in driving new business opportunities; it also ensures clients fully understand the assets of all the individuals they are tracking in their portfolio.

To find out more visit [www.wealthmonitor.com](http://www.wealthmonitor.com)

##### Remark

Remark offers bespoke services such as Thought Leadership studies, Research Reports or Reputation Insights that enable clients to assess and enhance their own profile and develop new business opportunities with their target audience. Remark achieves this by leveraging mergermarket's core research, intelligence gathering expertise and connections within the financial services industry.

To find out more visit [www.mergermarket.com/remark](http://www.mergermarket.com/remark)

Part of The Mergermarket Group

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