

**AWA**

Alexander Watson Associates

# Merger & Acquisition Services

*Profit & Cash Flow Improvement Services*

*Support Services For Buying a Company*

*Support Services For Selling a Company*

*Strategy & Corporate Development Services*

*Corporate Finance, Fund Raising & Preparation*

*Market Due Diligence*

***Established in 1971, AWA is the leading Research & Analysis organization for the specialty paper, film, packaging, coating, converting, and printing industries.***

***Through leveraging our proprietary industry and market knowledge, AWA M&A Services can assist clients in developing actionable strategies to maximize their organizations value.***

***Strategic decision making involves a deep understanding of the products and markets in which our clients operate. Our services can support existing efforts or can offer a cost effective solution to corporate development.***

### ***Strategy and Corporate Development Services***

***Detailed strategy review & assessment***

***Industry review and competitive positioning***

***Identifying differentiation and competitive advantages in existing and new products***

***Identify attractive market opportunities and analyzing the company's ability to succeed in those markets***

***Developing strategic and tactical plans to achieve growth objectives***

***Profile value-enhancing acquisition targets based on growth goals and market knowledge***

***Developing financing strategies to implement the plan***

### ***Profit & Cash Flow Improvement Consulting Services***

***Assess the situation & present options***

***Identify sources of cash***

***Improve short-term financial performance***

***Structure the company for sustained growth and profitability***

***Turnaround plan validation & cash management***

***Key asset review and options***

***Industry and product positioning analysis***

***Developing sustainable financial models***

## **Buying a Company**

*Establishing acquisition goals and criteria*

*Performing industry research, target evaluation and financial modeling*

*Conducting business valuations and competitive assessments in relation to peers*

*Providing industry, market and strategic due diligence*

*Assisting throughout the transaction process, including reviewing Information Memorandum, attending Management Presentations, assessing likely competitive bidders and evaluating synergies*

*Assisting in arranging and evaluating financing alternatives*

*Assisting potential lenders with their industry and company diligence*

*Providing post-transaction integration services related to industry positioning, synergies realization and subsequent growth strategies & corporate development*

## **Selling a Company**

*Prioritize shareholder goals and objectives*

*Analysis of viable shareholder strategic alternatives*

*Review approach to market, including market timing, assets in the market and the potential impact on a decision to sell*

*Assist with pre-sale due diligence, including development of Key Investment Considerations*

*Preparing, in whole or part, the Confidential Information Memorandum*

*Identification of qualified strategic and financial buyers and developing targeted approaches*

*Preparation of Management Presentations*

*Assistance with transaction origination, structuring, negotiations and closing*

*Provide transaction support and post-transaction services*

## **Corporate Finance - Fund Raising & Preparation**

*AWA can assist clients throughout every stage of the fund raising process, from preparation through to deal execution*

*Our Corporate Finance service can provide shareholders, management and potential lenders with strategic analysis, including:*

- *In-depth understanding of the key business & risk drivers*
- *Competitive position within the industry*
- *The need for additional funds*

*Our services can be used to support existing finance executives or can be used by potential lenders to gain a better understanding of their clients and the industry in which they operate*

- *Assist management with raising capital for growth, recapitalizations or acquisitions*
- *Assist management with refinancing or restructuring existing obligations*
- *Provide general corporate financial advisory services*



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Key Trends & Analysis

**Merger &  
Acquisition Services**

Profit & Cash Flow Improvement  
Support - Selling a Company  
Support - Buying a Company  
Strategy & Corporate Development  
Corporate Finance, Fund Raising  
Preparation, Deal Execution  
Market Due Diligence

**Consulting &  
Advisory Services**

Private Research & Analysis  
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Strategy Planning & Support  
Market & Products Feasibility  
Acquisition & Joint  
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**Conferences &  
Events**

International Conferences  
Round Table Forums  
Seminars & Industry Peer  
Networking  
Workshops  
Exhibitions  
Training Programs