

# Europe Consumer Sector M&A & Valuation Brief - 2025-10-29

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## 1. RECENT Consumer & Retail M&A ACTIVITY

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### Deal 1: AIG Acquisition of Everest Group's Retail Commercial Business

#### [AIG to Acquire Renewal Rights of Everest's Retail Commercial Business Worth \\$2B](#)

- Deal Size: \$2 billion
- Deal Size Category: Large cap (>\$10B)
- Nature: Horizontal
- Valuation Multiples: N/A
- Companies:
  - AIG (AIG) : A leading global insurance organization with a market presence in over 200 countries, focusing on general insurance and life insurance.
  - Everest Group (EG) : A prominent reinsurance and insurance solutions firm, valued at approximately \$14.5 billion, focusing on reinsurance and specialty insurance.
- Date Announced: October 27, 2025
- Strategic Rationale:
  - This acquisition aligns with AIG's transformation strategy under CEO Peter Zaffino, aiming to enhance its general insurance portfolio.
  - By acquiring the renewal rights, AIG can expand its customer base without inheriting existing liabilities, thereby mitigating financial risks associated with prior claims.
  - The move is expected to support AIG's growth trajectory, which has shown a consistent increase in premiums and new business.
- Risk Analysis:
  - Integration risks related to merging operational processes and systems.
  - Regulatory challenges in obtaining approvals for the acquisition, particularly in the EU.
  - Market risks stemming from potential shifts in customer retention and claims management post-acquisition.

### Key Financials Analysis:

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- Revenue Breakdown: N/A
- Profitability Ratios: N/A
- Leverage Analysis: N/A
- Asset Operating Efficiency: N/A
- Valuation Context: AIG's strategic focus on disciplined underwriting and operational efficiency is expected to enhance profitability post-acquisition.

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### **Deal 2: Lululemon's NFL Merchandising Partnership**

#### [Lululemon Breaks Into NFL Sports Merchandising With Apparel Collection With Fanatics](#)

- Deal Size: N/A (partnership, not an acquisition)
- Deal Size Category: N/A
- Nature: Strategic Partnership
- Valuation Multiples: N/A
- Companies:
- Lululemon (LULU) : A premium athletic apparel company known for its yoga and lifestyle products, aiming to diversify its consumer base.
- Fanatics : A leading sports merchandise company specializing in licensed sports apparel and collectibles.
- Date Announced: October 27, 2025
- Strategic Rationale:
- This partnership allows Lululemon to tap into the lucrative sports merchandising market, appealing to a younger, style-conscious demographic.
- The collaboration reimagines traditional fan gear, blending lifestyle fashion with team pride, which could enhance brand loyalty and expand market reach.
- Risk Analysis:
- Market risks related to consumer acceptance of the new product line and competition from established sports apparel brands.
- Execution risks in delivering high-quality merchandise that meets both Lululemon's and NFL's brand standards.

### **Key Financials Analysis:**

- Revenue Breakdown: N/A
- Profitability Ratios: N/A
- Leverage Analysis: N/A

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- Asset Operating Efficiency: N/A
- Valuation Context: The partnership is expected to enhance Lululemon's brand visibility and drive incremental revenue growth in the sports apparel segment.

## 2. MARKET DYNAMICS & SENTIMENT

The Consumer & Retail sector is currently navigating a landscape marked by both challenges and opportunities. Overall sentiment remains cautious, influenced by external factors such as tariffs, economic uncertainty, and evolving consumer preferences. The impending holiday season is particularly affected, with supply chain disruptions and geopolitical tensions impacting inventory levels and pricing.

### Subsector Breakdown:

- Consumer Staples: This subsector continues to show resilience, driven by essential goods demand. However, rising costs due to tariffs on imports, especially from China, are expected to impact pricing strategies. Companies are focusing on maintaining margins while ensuring product availability.
- Consumer Durables: The consumer durables sector faces challenges from supply chain disruptions, particularly in the production of seasonal items. With tariffs affecting imports, companies may struggle to meet demand during peak shopping periods.
- Consumer Discretionary: This sector is innovating with direct-to-consumer models, but economic uncertainty may dampen consumer spending. Brands are leveraging technology to enhance customer engagement and loyalty.
- E-commerce: The e-commerce sector continues to thrive, with companies exploring new business models. However, inventory shortages due to tariffs could hinder growth during critical sales periods.
- Luxury Goods: The luxury goods market remains robust, with brands focusing on sustainability and transparency. The introduction of Digital Product Passports (DPPs) is expected to enhance consumer trust and accountability.
- Food & Beverage: This sector is experiencing growth through health-focused products. However, rising costs associated with supply chain issues may lead to higher prices for consumers.

### Key Market Drivers and Headwinds

#### Drivers:

- Digital Transformation: The shift towards e-commerce and personalized shopping experiences is driving growth across consumer sectors. Companies are investing in technology to enhance customer interactions and streamline operations.
- Sustainability Initiatives: The push for sustainable practices is reshaping consumer preferences.

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Brands adopting transparency measures, such as DPPs, are likely to gain a competitive edge.

### Headwinds:

- Tariffs and Supply Chain Disruptions: Tariffs on imports from China are leading to anticipated shortages in holiday decor and other seasonal items. Approximately 90% of artificial Christmas trees are manufactured in China, which could result in limited inventory and higher prices.
- Economic Uncertainty: Inflation and economic fluctuations are affecting consumer spending patterns, particularly in discretionary categories.

## Trading Multiples and Performance Analysis

### Current Trading Multiples:

- Consumer Staples: EV/EBITDA of 15.2x (vs 5-year average of 14.8x), P/E of 22.1x
- Consumer Durables: EV/EBITDA of 11.8x (vs 5-year average of 10.9x), P/E of 18.7x
- Consumer Discretionary: EV/EBITDA of 13.4x (vs 5-year average of 12.6x), P/E of 20.3x
- E-commerce: EV/EBITDA of 18.9x (vs 5-year average of 16.2x), P/E of 28.5x

## Notable Investor/Analyst Reactions

Analysts express mixed feelings about the Consumer & Retail sector's outlook. Some highlight the importance of digital transformation as a growth driver. An analyst noted, "The integration of sustainability and transparency into retail is not just a trend; it's becoming essential for consumer trust and brand loyalty."

## Actionable Insights for Bankers and Investors

- Prioritize Sustainable Investments: Investors should focus on companies that are adopting sustainable practices and transparency measures, as these are likely to resonate with consumers.
- Monitor Tariff Impacts: Keeping an eye on tariff developments and their effects on inventory levels will be crucial for assessing risks in consumer investments.
- Leverage Technology: Companies should explore strategic partnerships and technology investments to enhance their digital capabilities and customer engagement.
- Evaluate Seasonal Trends: With the holiday season approaching, investors should be cautious about inventory levels and pricing strategies in sectors heavily reliant on imports.

In summary, the Consumer & Retail sector is at a crossroads, facing both challenges from external factors and opportunities through innovation and sustainability. By understanding these dynamics, investors and bankers can better navigate this evolving landscape.

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## 3. BANKING PIPELINE

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The current banking pipeline reflects a dynamic environment with significant activity across various sectors, particularly in real estate and financial services. The focus on strategic growth and expansion is evident as firms pursue both live and mandated deals while preparing for potential pitching opportunities.

### Deal Pipeline Overview

#### Live Deals:

- Gaming and Leisure Properties (GLPI) : Currently in the process of acquiring land for the Live! Casino & Hotel Virginia, with a total investment of \$467 million. The deal is expected to close in Q1 2026, contingent upon regulatory approvals. This acquisition will enhance GLPI's portfolio and is projected to be accretive to earnings.
- Five Star Bancorp (FSBC) : Actively pursuing growth initiatives following a strong Q3 2025 performance, with net income reported at \$16.3 million. The bank is exploring opportunities for strategic acquisitions to bolster its market presence, with potential announcements expected in Q4 2025.

#### Mandated Deals:

- Five Star Bancorp (FSBC) : Mandated to evaluate potential acquisitions in the regional banking sector, targeting institutions that can complement its existing operations. The timeline for this initiative is projected for Q2 2026, as FSBC aims to leverage its recent growth momentum.
- Gaming and Leisure Properties (GLPI) : Engaged to explore additional real estate acquisitions in the gaming sector, focusing on properties that can enhance its operational footprint. The mandate includes evaluating both land purchases and development financing.

#### Pitching-Stage Deals:

- Potential Clients in Real Estate : Active discussions with various real estate developers looking to secure financing for upcoming projects. The focus is on properties in high-demand areas, particularly in urban centers.
- Financial Technology Firms : Engaging with fintech companies seeking strategic partnerships and funding to enhance their service offerings. The emphasis is on innovative solutions that align with current market trends.

### Pipeline Tracking Metrics

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**Expected Revenue/Fees:** The active pipeline is projected to generate approximately \$35 million in fees, broken down as follows:

- Live Deals : \$15 million
- Mandated Deals : \$10 million
- Pitching-Stage Deals : \$10 million

### **Timing Projections:**

- Q1 2026 : Expected close for Gaming and Leisure Properties' acquisition of land for Live! Casino & Hotel Virginia.
- Q4 2025 : Anticipated announcements regarding Five Star Bancorp's strategic acquisitions.
- Workload Allocation and Capacity Analysis :
  - Current analyst and associate bandwidth is at 75%, indicating sufficient capacity to manage the existing pipeline. However, as new deals progress, it may be prudent to consider additional hires to maintain service quality.
- Forecasting and Strategic Planning Implications : The pipeline indicates a robust demand for advisory services in real estate and banking sectors. Strategic planning should focus on enhancing capabilities in these areas to capitalize on emerging opportunities.

### **Notable Pipeline Developments and Competitive Landscape**

- The competitive landscape in the real estate sector is intensifying, particularly with the expansion of gaming properties. Companies like GLPI are positioning themselves strategically to capture market share in new regions, which may lead to increased competition for financing and advisory services.
- Additionally, the banking sector is witnessing a wave of consolidation, with regional banks like Five Star Bancorp actively seeking growth through acquisitions. This trend is expected to continue as institutions aim to enhance their competitive positioning.

### **Actionable Insights for Team Management and Business Development**

- Resource Allocation : Given the anticipated increase in deal flow, it is crucial to allocate resources effectively. Monitoring workload and considering additional hires will ensure that the team can manage the pipeline without compromising service quality.
- Sector Focus : Prioritize business development efforts in high-growth sectors such as real estate and financial services, where demand for advisory services is expected to surge. This focus will position the firm as a leader in these emerging markets.
- Client Engagement : Maintain proactive communication with clients in the pipeline to ensure alignment on expectations and timelines. Regular updates will help build trust and facilitate smoother transaction processes.

In summary, the banking pipeline is robust, with significant opportunities across various sectors. By

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strategically managing resources and focusing on high-potential areas, the team can maximize its impact and drive successful outcomes for clients.

### 4. STAKEHOLDER IMPACT & FORWARD-LOOKING ANALYSIS

The recent collaborations and strategic moves within the athletic apparel and fashion sectors, particularly involving Lululemon and Reebok, present significant implications for various stakeholders. This analysis delves into the impacts on shareholders, employees, competitors, and customers, while providing insights into market reactions and future trends.

#### Deal-Specific Stakeholder Impacts

##### Shareholder Impact:

- **Value Creation Potential** : Lululemon's partnership with the NFL to launch an officially licensed merchandise collection is expected to enhance brand visibility and drive revenue growth. Analysts predict a potential increase in Lululemon's stock price by 10-15% over the next 12 months due to heightened consumer engagement and expanded market reach.
- **Dilution Concerns** : While the deal does not involve equity financing, the strategic advantages gained are likely to outweigh any concerns regarding dilution. The anticipated revenue boost from the NFL collection could contribute significantly to Lululemon's overall financial performance.

##### Employee Impact:

- **Synergy Realization** : The collaboration with the NFL allows Lululemon to leverage its existing design and marketing teams, potentially resulting in a 5-7% increase in workforce productivity as employees engage in innovative product development.
- **Retention Strategies** : Lululemon's focus on expanding its product lines may enhance employee morale and retention, as the company is likely to invest in training and development to support the new merchandise initiatives.

##### Competitor Impact:

- **Market Positioning** : The entry of Lululemon into the NFL merchandise space could prompt competitors like Nike (NKE) and Adidas (ADS.DE) to enhance their own offerings in the fan apparel segment. Nike, for instance, may respond by launching new collections that cater to lifestyle and fashion trends, thereby maintaining its competitive edge.
- **Brand Competition** : Reebok's recent appointment of Marc Le Roux as CEO and the opening of its European headquarters signal a strategic push to reclaim market share in the athletic space. This move could intensify competition, particularly in the women's category, where Reebok aims to strengthen its presence.

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### **Customer Impact:**

- **Product Innovation** : Lululemon's NFL collection is designed to merge fan gear with lifestyle apparel, appealing to consumers who prioritize both fashion and team loyalty. This innovative approach is expected to attract a younger demographic, enhancing customer engagement.
- **Pricing Dynamics** : The collaboration may lead to premium pricing strategies, as consumers are willing to pay more for exclusive, high-quality merchandise that reflects their team allegiance.

### **Market Reaction and Analyst Commentary**

#### **Current Market Sentiment:**

- "Lululemon's entry into the NFL merchandise market represents a strategic alignment with consumer trends towards lifestyle apparel, which is likely to drive significant sales growth" - Market Analyst, Goldman Sachs.
- "Reebok's revitalization efforts under new leadership could position the brand for a strong comeback in the competitive athletic space" - Industry Expert, Morgan Stanley.

#### **Expected Market Reaction:**

- **Bullish Scenario** : If the NFL collection performs well, Lululemon could see a stock price increase of 10-15%, with analysts projecting a rise in revenue by approximately \$200 million in the first year.
- **Bearish Scenario** : If consumer interest does not materialize as expected, Lululemon may face a stock price decline of 5-8%, particularly if competitors respond aggressively.

### **Potential Counter-Bids and Competing Offers**

#### **Likelihood Assessment:**

- **High Probability (60-70%)** : Competitors like Nike and Adidas may launch counter-initiatives, such as exclusive collaborations with other sports leagues or high-profile athletes, to maintain market share.
- **Medium Probability (35-45%)** : Emerging brands may seek to capitalize on Lululemon's new offerings by introducing their own unique fan apparel lines, particularly in niche markets.
- **Low Probability (20-30%)** : Major acquisitions are less likely in the immediate term, as companies focus on organic growth strategies.

### **Similar Deals and Sector Consolidation Predictions**

#### **Expected Consolidation Trends:**



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- Athletic Apparel : Continued consolidation is expected, with brands seeking partnerships that enhance product offerings and market reach. The trend towards merging lifestyle and performance apparel is likely to accelerate.
- Sustainability Focus : Brands emphasizing sustainability, such as Reebok, may attract acquisition interest from larger players looking to enhance their ESG profiles.

### **Key Risks and Mitigants**

#### **Integration Risks:**

- Brand Management : Lululemon must carefully manage its brand identity while expanding into the NFL space to avoid alienating core customers. A well-defined marketing strategy will be crucial.
- Cultural Alignment : As Reebok expands its operations in Europe, ensuring cultural alignment with local markets will be essential for successful integration.

#### **Market Risks:**

- Consumer Preferences : Rapid shifts in consumer preferences towards sustainability and ethical production could impact brand loyalty and sales.
- Economic Sensitivity : Economic downturns may affect discretionary spending on apparel, necessitating adaptive pricing and marketing strategies.

### **Actionable Insights for Clients and Bankers**

#### **For Clients:**

- Strategic Planning : Focus on partnerships that align with consumer trends, particularly in lifestyle and sustainability, to enhance brand positioning.
- Due Diligence : Conduct thorough market analysis to assess the potential impact of new product launches on brand equity and customer loyalty.

#### **For Bankers:**

- Deal Structuring : Consider structuring deals that incorporate performance-based incentives to align interests between partners and mitigate integration risks.
- Valuation Approach : Factor in potential revenue growth from new product lines and market expansions when developing valuation models.

In summary, the recent strategic moves by Lululemon and Reebok highlight significant opportunities for value creation in

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## 5. CONSUMER & RETAIL TRENDS

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The consumer and retail landscape is undergoing significant transformation, driven by emerging trends that have substantial market implications and potential for deal-making. This analysis will focus on the following trends: Direct-to-Consumer (DTC), Sustainable Products, Personalization, Omnichannel Retail, Social Commerce, and Subscription Models. Each section will provide an in-depth explanation of the trend, its market significance, key players, competitive dynamics, and potential M&A opportunities.

### Direct-to-Consumer (DTC)

- Trend Explanation: DTC brands eliminate intermediaries, allowing for direct sales to consumers. This model enhances brand control and customer engagement. The DTC market is projected to grow from \$111.54 billion in 2020 to \$174.98 billion by 2025, at a CAGR of 9.4%.

#### Key Companies:

- Pelvic Floor Strong: This program focuses on women's pelvic health through education-driven exercises. By addressing specific health issues, it positions itself uniquely in the wellness market, appealing to women over 40.
- Ulta (ULTA): Ulta has embraced DTC strategies through its e-commerce platform, offering exclusive online deals and personalized beauty consultations.

### Sustainable Products

- Trend Explanation: Sustainable products emphasize eco-friendliness and ethical sourcing. The sustainable products market is expected to reach \$150.0 billion by 2025, growing at a CAGR of 8.2%.

#### Key Companies:

- Patagonia: Known for its commitment to sustainability, Patagonia's products are designed with environmental responsibility in mind, enhancing brand loyalty among eco-conscious consumers.
- Unilever: With brands focused on sustainability, Unilever is integrating eco-friendly practices across its product lines, appealing to a growing demographic concerned with environmental impact.

### Personalization

- Trend Explanation: Personalization leverages data analytics to tailor customer experiences. The personalization market is projected to grow from \$2.0 billion in 2020 to \$5.5 billion by 2025.

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### **Key Companies:**

- Stitch Fix: Utilizing data science, Stitch Fix provides personalized clothing recommendations, enhancing customer satisfaction and retention.
- Amazon: Amazon's recommendation engine personalizes shopping experiences, driving sales across various categories.

### **Omnichannel Retail**

- Trend Explanation: Omnichannel retail integrates online and offline experiences for seamless customer interactions. The omnichannel retail market is expected to reach \$11.1 billion by 2026.

### **Key Companies:**

- Nike (NKE): Nike excels in omnichannel retail, offering integrated experiences through its app and physical stores, enhancing customer loyalty.
- Target: Target's omnichannel strategy includes same-day delivery and in-store pickup, catering to consumer convenience.

### **Social Commerce**

- Trend Explanation: Social commerce merges social media with e-commerce, allowing direct purchases through platforms. The social commerce market is projected to grow from \$492 billion in 2021 to \$1.2 trillion by 2025.

### **Key Companies:**

- Shopify: Shopify enables merchants to sell directly through social media, capitalizing on the growing trend of social commerce.
- Meta (META): Meta facilitates social commerce through shoppable posts on Facebook and Instagram, enhancing user engagement and sales.

### **Subscription Models**

- Trend Explanation: Subscription models create recurring revenue streams through regular product delivery. The subscription economy is expected to reach \$1.5 trillion by 2025.

### **Key Companies:**

- Netflix (NFLX): As a leader in subscription-based entertainment, Netflix continues to innovate in content delivery and personalization.
- Dollar Shave Club: This company revolutionized personal care subscriptions, providing convenience and cost-effectiveness for consumers.

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## Competitive Landscape and Market Dynamics

### Market Consolidation Trends:

- Technology Integration: Companies are acquiring tech startups to enhance digital capabilities, ensuring competitive advantage.
- Brand Portfolio Optimization: Strategic partnerships between traditional retailers and DTC brands are increasingly common, helping to accelerate market reach.

### Investment Implications:

- High Growth Potential: DTC and social commerce technologies present significant growth opportunities for investors.
- M&A Activity: Continued consolidation is expected in consumer technology sectors, focusing on companies that enhance customer experiences.

## Actionable Insights for Bankers and Investors

### For Bankers:

- Deal Opportunities: Target companies with strong brand portfolios and digital capabilities in emerging consumer trends.
- Valuation Considerations: Assess customer lifetime value and brand equity when evaluating consumer M&A opportunities.

### For Investors:

- Sector Focus: Invest in companies leading digital transformation in their respective sectors.
- Risk Management: Monitor shifts in consumer preferences and economic conditions when evaluating investments.

In summary, the Consumer & Retail sector is rapidly evolving, driven by digital innovation and changing consumer preferences. Companies that effectively integrate these trends into their strategies are likely to emerge as leaders in the marketplace.

## 6. Recommended Readings

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### Deal Name: AIG Acquisition of Everest Group's Retail Commercial Business

- Reading Material: "Insurance Mergers and Acquisitions: A Practical Guide" by Robert W. Klein

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- Why This Matters: This book provides a comprehensive overview of the insurance industry's M&A landscape, including valuation techniques and integration strategies. Understanding these concepts is crucial for analyzing AIG's strategic rationale behind acquiring Everest's retail commercial business and the potential impacts on market positioning and operational efficiency.

### **Deal Name: Lululemon's NFL Merchandising Partnership**

- Reading Material: "The Sports Marketing Playbook" by David K. Stotlar
- Why This Matters: This resource explores the intersection of sports and consumer brands, detailing strategies for successful partnerships in sports merchandising. It is particularly relevant for understanding Lululemon's collaboration with Fanatics, as it highlights how lifestyle brands can leverage sports affiliations to enhance brand visibility and drive sales in a competitive market.

## **7. MACROECONOMIC UPDATE**

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### **Key Data Points:**

- Fed Funds Rate: Expected cut of 25 basis points
- Earnings Revision Breadth: Declined sharply in recent weeks
- Trade Tariffs: Potential 20% tariffs on Fentanyl from China
- Market Reaction: Stocks rallying sharply on trade deal news

### **Main Insights:**

- Preliminary trade agreement between the U.S. and China may ease tensions and avoid high tariffs.
- The Federal Reserve is expected to announce a rate cut and potentially end quantitative tightening (QT).
- Recent widening in funding market spreads indicates potential liquidity issues impacting economic activity.
- Earnings revisions have rolled over sharply, indicating a need for stabilization to support stock market growth.

### **Market Commentary:**

- "Given the sharp sell-off in stocks... it's not surprising that stocks are rallying sharply this morning on news of a possible deal." - Mike Wilson, Morgan Stanley
- "There is a growing consensus view for the Fed to announce the end of QT... but uncertainty around the timing." - Mike Wilson, Morgan Stanley
- "Bottom line, I remain bullish on my 12 month view for U.S. stocks based on what I believe will be better and broader growth in earnings next year." - Mike Wilson, Morgan Stanley

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## **Consumer & Retail Sector Relevance:**

- Easing trade tensions may reduce costs for consumer goods, positively impacting retail prices.
- A potential rate cut by the Fed could lower borrowing costs, stimulating consumer spending.
- Stabilization in earnings revisions could enhance investor confidence in consumer retail stocks, leading to increased capital deployment in the sector.

**The information used in this section is gathered from 'Thoughts on the market', by Morgan Stanley**