



## Global Bridge's *Pre-M&A research*

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Over the last months many Japanese companies consider to start M&A, but do not know where and how to begin. It is indeed difficult and time consuming to find good options, but that doesn't mean it's impossible.

Preparation is everything in order to get a good result from the M&A process Global Bridges renders clients that head-start advantage and services clients with all the inputs before the actual M&A process starts. We have the Pre-M&A Research especially designed for Japanese companies wanting to expand in Europe.

The key thing is to get 'real' information about the market place and the potential targets. This valuable information is much more than 'desk research' information. We talk the local languages across Europe and have direct access to the owners (families, PE funds, etc.). Good and right information is critical in the decision-making process to start an M&A process. Our clients want to understand how the markets in Europe are structured, how they work and who are the players. We provide all this valuable and unique information within a period of 2-3 months.

Global Bridges believes that the match between Japanese and European companies is a mutual beneficial one. It is vital for Japanese companies to diversify, broaden the supply chain, enter new markets etc. And European companies offer a variety of options such as high-level R&D, product innovations, new distribution networks and sales channels, and even new business models.

The unique Global Bridges proposition:

- Over 40 years of experience in company search: we know what is for sale in the market place and why (reasons for sale);
- A track records proving we able to service our clients with options often some 6 to 12 months prior to the 'official notification' that a company is for sale; clients have the unique chance of a window of opportunity of 6 to 12 months;
- Direct access to 35 countries, we speak the local languages. Global Bridges has partner companies in most countries.
- In-depth industry know-how and understanding. We have various industry experts involved in our M&A deals.



### **How does the Pre-M&A Research work?**

Global Bridges offers clients access to an impressive network all over the Europe, including West Europe Central and East Europe (Russia, Bulgaria etc.). As a first step of collaboration with Global Bridges, we will exchange information on client's criteria for potential acquisition targets. Based upon your criteria, Global Bridges will actively approach partner offices in the countries of preference and discuss wishes, demands and requirements.

As a next step we will receive the input from our partners in Europe and we will screen them based upon the set criteria. We will collect all relevant information in order to give a client the possibility to make a well-balanced decision whether or not a specific company is interesting as a potential target. If desired in this stage, we also will contact the target company' management and or shareholders in order to learn if they are in principle willing to consider a merger, a financial injection or a cooperation. Please note that we will act on an anonymous basis - the name of our clients will not be disclosed.

As a final step, the result of our findings we will be presented: a full report with a list of options and possibilities. Then we will discuss if and how to proceed. This entire process will take approximately 2 to 3 months.

### **What does it cost, this Pre-M&A Research?**

Our start-tariff is JPY2m., the actual offer depending on the content of the assignment. The result is a clear overview of options and possibilities in Europe.

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