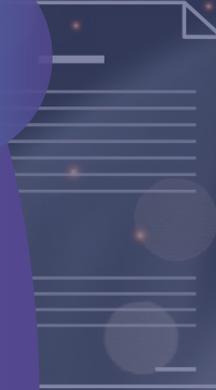


DEAL OR NO DEAL?

Four Steps to Strengthen Your M&A Strategy

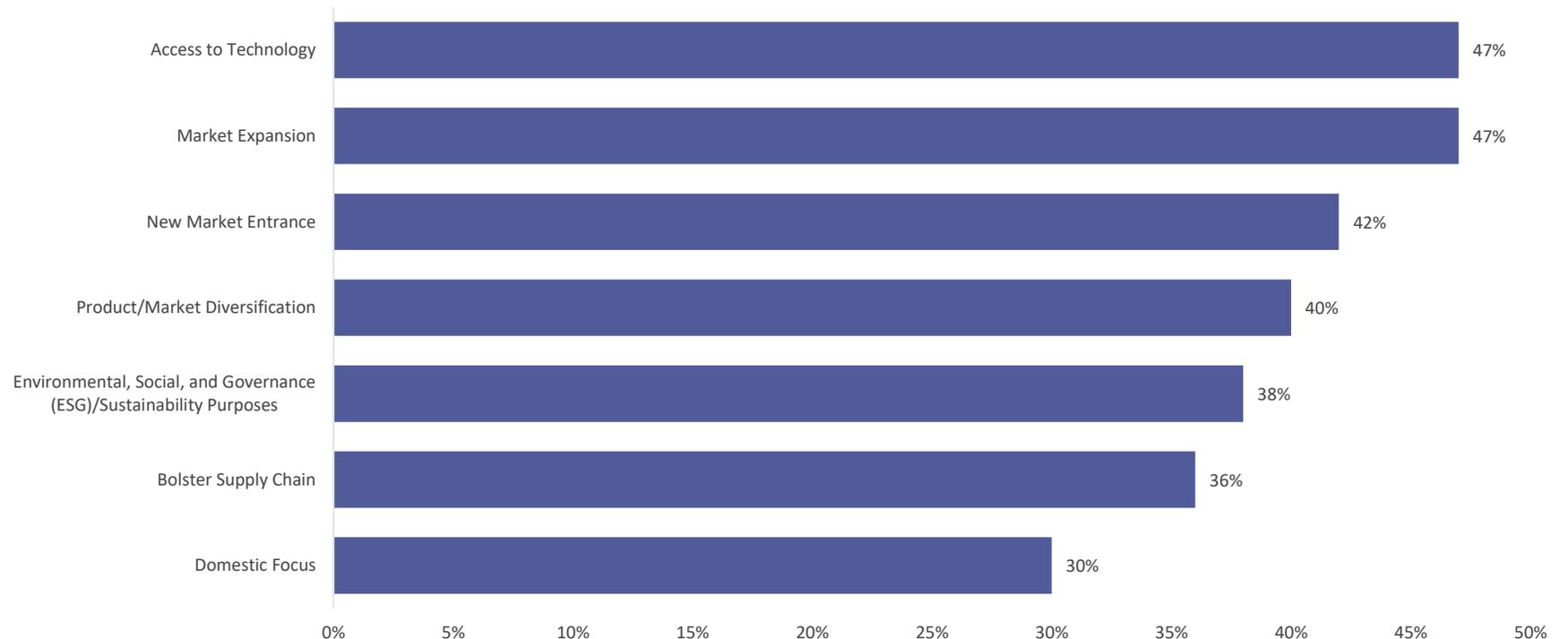


THE DRIVING FORCES BEHIND CORPORATE AND PRIVATE EQUITY DEALS

Mergers and acquisitions are more than just growth strategies — they are levers for transformation, enabling companies to expand market reach, integrate innovative technologies, and strengthen competitive positioning.

While financial returns remain central, M&As are increasingly driven by the need to **future-proof operations, adapt to shifting market dynamics, and unlock synergies** that go beyond immediate profitability.

What Drives Your Company's Increase/Decrease of Interest in Foreign Targets? Please Select All that Apply. (n=1,500)*



* Source: Deloitte's 2025 M&A Trends Survey, which polled 1,500 US-based executives from private equity firms and corporations in September–October 2024.

M&A MODELS: UNDERSTANDING BUYER-SELLER DYNAMICS

M&A transactions take many forms, shaped by the strategic goals of buyers and sellers. From diversifying revenue streams to securing top talent, understanding these models is key to structuring effective deals.



While all models aim for long-term profitability, each pursues a distinct strategic objective:

Horizontal

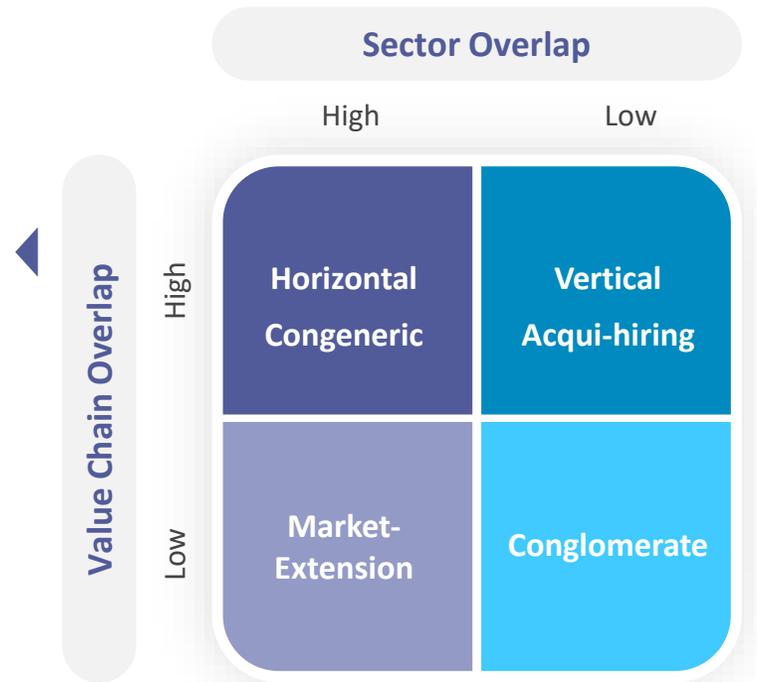
Same industry, may or may not be competitors

Aim: Grow market share, cut costs via economies of scale, and boost bargaining power

Congeneric (Product-Extension)

Same industry, complementary products or services

Aim: Use shared distribution channels, enable cross-selling, and enhance brand presence



Vertical

Different supply chain stages (e.g., acquiring a supplier or distributor)

Aim: Cut production costs, improve quality control, and reduce supplier dependence

Acqui-Hiring

Acquisition for skilled talent, common in labor shortages

Aim: Gain skilled workforce quickly and reduce hiring and training costs

Market-Extension

Same industry, different regions (a type of Horizontal M&A)

Aim: Expand reach, grow customer base, and leverage synergies

Conglomerate

Completely unrelated industries

Aim: Diversify revenue, reduce risk, and foster cross-industry innovation

SETTING THE STAGE – CHOOSING THE RIGHT M&A STRATEGY

A well-defined M&A strategy forms the foundation of a successful deal, aligning with long-term strategic goals to drive value creation and sustainable growth.

Common Pitfalls

Resorting to M&A without considering other viable options, such as strategic partnerships, joint ventures, and organic growth



Pursuing an M&A strategy without assessing whether the market conditions are favorable for consolidation



Choosing an M&A model inconsistent with strategic goals, causing mismatches in growth expectations



Failing to establish clear KPIs that measure strategic fit, deal synergies, and value creation throughout the deal lifecycle



Research Solutions

Benchmarking key market players and peers to assess their strategic moves, growth initiatives, and industry best practices



Identifying economic cycles, industry disruptions, and regulatory shifts that could hinder M&A feasibility



Analyzing the competitive landscape, industry trends, and value chain dynamics to determine the most suitable M&A structure



Setting measurable KPIs tailored to each deal stage by analyzing past M&A outcomes, value drivers, and industry benchmarks



Build a robust M&A strategy with Infomineo's pre-due diligence expertise, designed to uncover hidden risks, validate strategic fit, and reveal untapped value before the deal takes shape.

FILTERING THE FIELD – TARGET SCREENING AND SELECTION

Thorough target screening refines broad lists into high-potential opportunities, aligning choices with strategic, financial, and operational goals while filtering out incompatible prospects.

Common Pitfalls

Failing to define clear and specific screening criteria along with desired target profile features, resulting in an off-target list



Focusing only on domestic targets and missing international expansion opportunities



Overlooking emerging, niche, or unconventional targets by prioritizing only well-established industry players



Selecting targets without considering their long-term scalability and growth potential



Research Solutions

Developing a structured screening framework that incorporates financial, operational, and geographic criteria for target assessment and filtering



Analyzing cross-border M&A trends, regulatory environments, and market entry risks to identify global targets



Generating a long list of potential targets, including adjacent and emerging markets, by using diverse data sources and methods



Analyzing historical performance, market trends, and projected growth trajectories to discern sustainable targets



Refine your target selection with Infomineo by leveraging our customized scorecards and multidimensional frameworks to assess, compare, and prioritize the best-fit targets.

ASSESSING TRUE WORTH – VALUATION ANALYSIS

Valuing a company goes beyond numbers — it requires a holistic assessment of financials, market position, and future potential to ensure no critical value driver is overlooked.

Common Pitfalls

Applying a one-size-fits-all approach that does not account for sector-specific benchmarks and valuation methods



Focusing solely on historical financials without considering industry disruptions, regulatory shifts, or economic downturns



Overlooking intangible value drivers, such as market positioning, brand perception, and customer loyalty



Neglecting synergies and potential cost savings, leading to overpayment or undervaluation of a target



Research Solutions

Examining sector-specific valuation multiples, methodologies, and precedent transactions to determine the best approach



Analyzing industry trends, market cycles, emerging technologies, and macroeconomic conditions to estimate risks and impact on target



Balancing quantitative research with expert interviews and qualitative insights for a holistic valuation of business worth



Evaluating cost synergies, revenue growth opportunities, and integration efficiencies to refine valuation estimates



Ensure a comprehensive and well-calibrated valuation with Infomineo's financial and strategic analysis, covering all the essential bases to enhance accuracy and optimize negotiations.

EVALUATING EVERY ANGLE – DUE DILIGENCE SUPPORT

Rigorous due diligence ensures every risk and opportunity is thoroughly assessed before committing to a deal, avoiding costly mistakes that could derail long-term value.

Common Pitfalls

Overlooking macroeconomic factors and market shifts that could undermine the target's future growth and profitability



Underestimating complex regulatory frameworks and geopolitical risks that could delay or jeopardize the deal



Neglecting competitive threats that could erode the target's cross-selling potential, market position, and long-term value



Disregarding supply chain vulnerabilities and customer dependencies that could compromise operations



Research Solutions

Assessing inflation trends, interest rate fluctuations, and broader economic cycles to project financial pressures and long-term viability



Mapping out regulatory landscapes, policy shifts, and compliance requirements to avoid delays and disruptions



Benchmarking the target against competitors to assess offerings, pricing, market share stability, and key differentiators



Mapping the target's supplier network and customer base to assess sourcing and dependency risks threatening profitability



Build a compelling business case with Infomineo's commercial due diligence solutions, featuring thorough risk assessment and advanced market modeling.

FROM MBB TO INFOMINEO: M&A TIPS FROM OUR LEADERS

Backed by strategic consulting expertise, Infomineo's leaders share key tips for securing the right deals:



"Market dynamics are constantly shaped by regulations, technological shifts, and competitive pressures — often in ways that aren't immediately obvious. A well-rounded analysis leverages qualitative insights and peer benchmarking to uncover insights that data alone might overlook."



Asmaa Bennani

Chief Countries & People Officer
Ex-BCG



"Success isn't just about hitting revenue targets — it's also about profitability, scalability, and long-term strategic fit. Some deals take time to deliver their full impact, which is why evaluating both short-term synergies and sustainable growth is key to measuring true value."



Hamza Laraichi

Founder & Co-CEO
Ex-McKinsey



"Macroeconomic and political instability can quickly turn a promising deal into a risky bet. Market sizing helps measure potential demand, market maturity, and resilience to external shocks. Combined with trend analysis, it's crucial for spotting emerging risks and opportunities early."



Dmitry Linkov

Senior Vice President
Ex-Bain

INFOMINEO: YOUR RESEARCH PARTNER FOR M&A SOLUTIONS

Infomineo combines objective and **data-backed research with industry knowledge, diverse data sources, and analytical rigor** to refine target searches and identify the right deal. With a **tailored approach and global reach**, we collaborate closely with clients to develop high-value solutions:

Contact us now to explore how Infomineo can empower your M&A journey across key stages!

infomineo
BRANDSHORING SERVICES



INDUSTRY KNOWLEDGE

Global market coverage through cross-industry expertise, deep business acumen, and advanced research techniques



HOLISTIC ASSESSMENT

Comprehensive evaluation of targets, markets, and competitive positioning by integrating qualitative and quantitative approaches



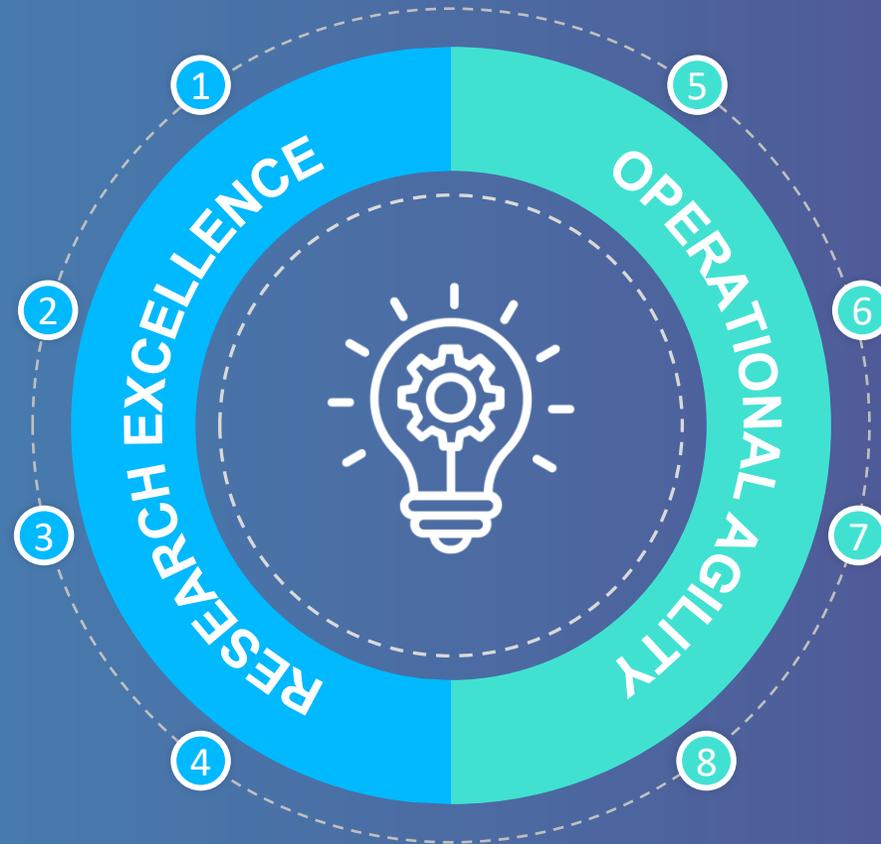
EXPERT INTERVIEWS

A vast and diverse expert network, offering firsthand insights to validate findings, refine analysis, and uncover strategic opportunities



SOURCE DIVERSITY

Extensive data expertise with access to specialized M&A sources, including PitchBook, S&P Capital IQ Pro, and LSEG Data & Analytics



TAILORED APPROACH

Customized support for each project phase, ensuring scalable, efficient, and end-to-end solutions aligned with client needs



AI-ENABLED TEAMS

A secure internal AI chatbot and company-wide training initiatives to maximize AI effectiveness and mitigate security risks



THOUGHT PARTNERSHIP

Dedicated research teams with a single point of contact to streamline communication, strengthen collaboration, and facilitate alignment



FAST-TRACK EXECUTION

Agile execution in fast-paced environments, delivering insights at client speed while securing quick wins for immediate impact



ABOUT INFOMINEO

WHO WE ARE

Infomineo is a global pioneer in "Brainshoring" that serves leading global strategy consulting firms and over 50 Fortune 500 companies. By handling complex tasks that require judgment and critical thinking, we allow our clients to focus on their core activities while entrusting us with intricate tasks. As an ISO 27001-certified company, Infomineo adheres to the highest data security and management standards.

OUR SERVICE HUBS

Cairo, Egypt
Casablanca, Morocco
Mexico City, Mexico

LANGUAGES

English
Arabic
Spanish
French
Italian
German
Portuguese
Russian



CLIENTS



OUR SERVICES

From DATA TO IMPACT

ANALYSIS

DATA

BUSINESS RESEARCH

Getting the right insights to make better decisions

Desk Research
Expert Calls
Tech/ AI Enabled

DATA ANALYTICS

Analyzing data to extract relevant Insights and identifying trends to answers business

Business Intelligence
Data Science

COMMUNICATION

INSIGHTS

CONTENT SERVICES

Converting insights into written communication

Translation
Reviewing
Content Repurposing
Business Writing

GRAPHIC DESIGN

Presenting messages in a more compelling and impactful way

Slide Production
Document Enhancement
Creative Design

GET IN TOUCH TODAY



 **5** OFFICES

 **+350** EMPLOYEES

 **25** NATIONALITIES

 **+80%** OF OUR BUSINESS ON A RETAINER BASIS



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