



Acquisitions Research and Consulting

Our acquisitions advice and research services are designed for **technology companies** with a strategic intent to acquire in their chosen market, and who seek independent market intelligence, advice and deal-making skills to support a **successful outcome**.

Our approach is consultative and personalised. All our research is conducted by experienced business professionals from the technology sector, and our advice is based on **principles** of openness and integrity, whilst respecting the confidentiality of each assignment.

What We Do

1. Definition of Acquisition Criteria

We will develop a generic profile of the ideal target company, based on criteria set by the Board, Shareholders and Management.

2. Market Research Process

We use a variety of research techniques, and our own network to identify companies that match the profile, and provide company overviews on a preliminary list of target candidates.

3. Target Company Analysis

We advise and provide market intelligence to assist in selecting a short list from the initial research. We will then conduct detailed telephone and desk research to deliver more detailed profiles of each target organisation.

4. Introduction and Engagement

We will approach target companies and, if appropriate, make formal introductions to the senior executives. We will assist during discussions; facilitate positive negotiations, and liaise with other deal-partners, such as financial advisors, banks and lawyers, as necessary.

5. Valuation Guidance

We use our specialist understanding of the technology sector, together with our knowledge and research of recent similar transactions, to assist in reaching an appropriate valuation.

6. Due Diligence and Transaction

We will provide management assistance throughout the due diligence process to bring about a successful deal.



Redline Associates' services are supported by an extensive telephone and desk research capability, a specialist knowledge of key technology sectors, and a commitment to our clients' **strategic objectives** in every case.

www.redlineassociates.co.uk