

# PricewaterhouseCoopers' Transaction Services Strategy

Helping clients determine strategic priorities and identify potential opportunities for growth

Whether the business objective is to diversify products or services, enter new markets or achieve revenue or cost synergies, many difficult choices are associated with making the right M&A decision. To achieve growth and superior returns, corporations and private equity firms need to conduct thorough market analysis to identify value creating deals and strategically screen acquisition opportunities.

A thorough assessment of market trends, competitive positioning and the impact of regulatory changes can uncover hidden opportunities, risks and deal issues.



How we help	Benefit to you
<p>The strategy professionals within PwC's Transaction Services practice help clients to align and clarify senior management teams' strategic priorities for organic and inorganic growth. We offer advisory services in:</p> <ul style="list-style-type: none"> <li>• Commercial due diligence</li> <li>• M&amp;A strategy</li> <li>• Growth strategy and innovation</li> </ul> <p>Once management's priorities are determined, we can assist by identifying potentially attractive industry and product sectors and working with top management to refine screening criteria to produce a shortlist of best-fit acquisition targets that match priorities.</p>	<p>Our clients gain the information they need to strengthen their deal pipelines, become more credible and proactive bidders, and potentially avoid bad deals. Clients also benefit from the convenience of a single advisor and point of contact who has commercial and financial proficiency, and expertise ranging from strategy to deal due diligence to post-deal integration.</p>

## How PwC helped one organization prioritize best-fit deals in the healthcare industry

A client needed to identify attractive sectors in the US electronic drug information and clinical decision support markets. They also wanted to understand the perceptions of the main players by the software providers that serve as the channel to market, including differentiation by product group and customer base.

<b>Our Approach</b>	We created a "market map" of 100+ companies and identified software vendor partnerships. We also identified economically defensible niches in a burgeoning market with multiple new entrants.
<b>The Outcome</b>	The competitive landscape suggested a succession of smaller, niche sector deals. We helped the client develop a strategic framework for US market entry and a shortlist of the most attractive acquisition targets.

# PricewaterhouseCoopers' Transaction Services

## TS Strategy Contacts

### Group leader

Mick Tuohy, Partner 646.471.2653 [michael.tuohy@us.pwc.com](mailto:michael.tuohy@us.pwc.com)

### Media & entertainment

Mark Golovcsenko, Director 646.471.2493 [mark.golovcsenko@us.pwc.com](mailto:mark.golovcsenko@us.pwc.com)

Alex White, Director 646.471.3075 [alexander.white@us.pwc.com](mailto:alexander.white@us.pwc.com)

### Telecommunications & technology

Mark Golovcsenko, Director 646.471.2493 [mark.golovcsenko@us.pwc.com](mailto:mark.golovcsenko@us.pwc.com)

### Automotive

Paul McCarthy, Director 646.471.4499 [paul.t.mccarthy@us.pwc.com](mailto:paul.t.mccarthy@us.pwc.com)

### Industrial products

Paul McCarthy, Director 646.471.4499 [paul.t.mccarthy@us.pwc.com](mailto:paul.t.mccarthy@us.pwc.com)

Emeric Deramaux, Director 646.471.7819 [emeric.deramaux@us.pwc.com](mailto:emeric.deramaux@us.pwc.com)

### Healthcare

Chris Wasden, Managing Director 646.471.6090 [christopher.wasden@us.pwc.com](mailto:christopher.wasden@us.pwc.com)

David Allen, Director 646.471.2486 [david.allen@us.pwc.com](mailto:david.allen@us.pwc.com)

Richard Manning, Director 646.471.4874 [richard.manning@us.pwc.com](mailto:richard.manning@us.pwc.com)

Matthew Rosamond, Director 646.471.0953 [richard.manning@us.pwc.com](mailto:richard.manning@us.pwc.com)

### Pharmaceuticals, biotechnology & medical devices

Chris Wasden, Managing Director 646.471.6090 [christopher.wasden@us.pwc.com](mailto:christopher.wasden@us.pwc.com)

Richard Manning, Director 646.471.4874 [richard.manning@us.pwc.com](mailto:richard.manning@us.pwc.com)

### Business services

Matthew Rosamond, Director 646.471.0953 [matthew.rosamond@us.pwc.com](mailto:matthew.rosamond@us.pwc.com)

### Financial services

Chris Wasden, Managing Director 646.471.6090 [christopher.wasden@us.pwc.com](mailto:christopher.wasden@us.pwc.com)

### Consumer goods

Glenn Pappalardo, Director 646.471.4163 [glenn.pappalardo@us.pwc.com](mailto:glenn.pappalardo@us.pwc.com)

### Retail

Glenn Pappalardo, Director 646.471.4163 [glenn.pappalardo@us.pwc.com](mailto:glenn.pappalardo@us.pwc.com)

David Allen, Director 646.471.2486 [david.allen@us.pwc.com](mailto:david.allen@us.pwc.com)

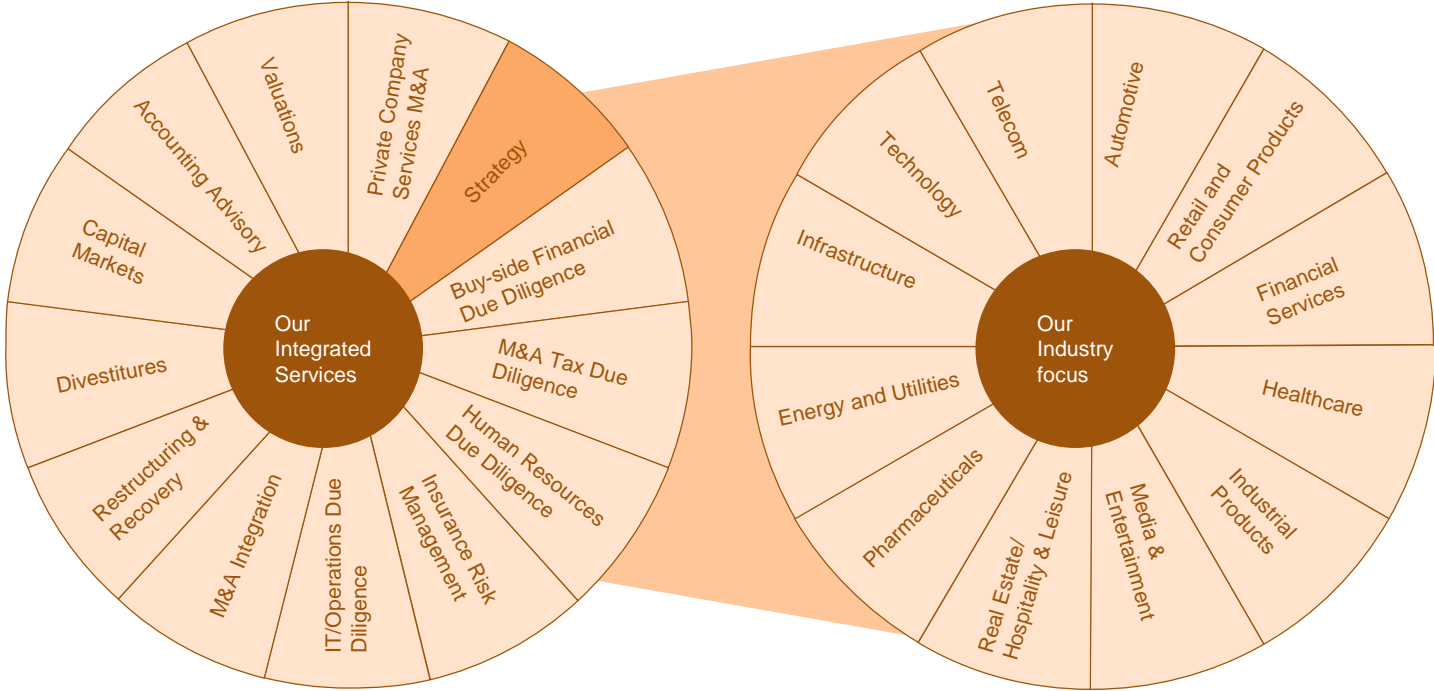
### Hospitality & leisure

Emeric Deramaux, Director 646.471.7819 [emeric.deramaux@us.pwc.com](mailto:emeric.deramaux@us.pwc.com)

Scott Purdy, Manager 646.471.5807 [scott.purdy@us.pwc.com](mailto:scott.purdy@us.pwc.com)

# PricewaterhouseCoopers' Transaction Services

A tailored approach that provides clients with the right balance of transaction, functional, and industry expertise across the value chain



## About Transaction Services

The PricewaterhouseCoopers Transaction Services practice provides due diligence for M&A transactions, along with advice on M&A strategy and integration, divestitures and separation, valuations, accounting, financial reporting, and capital raising. With approximately 1,000 deal professionals in 16 cities in the U.S., experienced teams are deployed with deep industry and local market knowledge, and technical experience tailored to each client's situation. The Transaction Services team can be involved from strategy to integration and employ an integrated business approach to uncover the realities of a deal. The field-proven, globally consistent, controlled deal process helps clients minimize their risks, progress with the right deals, and capture value both at the deal table and after the deal closes.

**For more information, visit [www.pwc.com/ustransactionservices](http://www.pwc.com/ustransactionservices)**