

# PwC Advisory LLC

## Corporate Profile



[www.pwc.com/jp/en/deal-advisory](http://www.pwc.com/jp/en/deal-advisory)

# To build trust in society and solve important problems



## CEO Message

Based on PwC's Purpose 'To build trust in society and solve important problems', experienced professionals provide services that contribute to the creation of new value for clients by making full use of the global networks.

Today, societies and businesses are undergoing major changes due to huge economic trends (megatrends), and uncertainty about the global economy is increasing. In addition, the environment surrounding companies in Japan and overseas has changed every day, with the application of corporate governance codes and the increasing complexity of laws, regulations, and tax systems at the global level. The pace of change has been increasing. Against this backdrop of economic and financial conditions, many companies, including Japanese companies, are reforming their business models and expanding their operations in growth markets in order to implement business strategies that respond to globalization.

In order to resolve the complex issues facing corporate management and to increase corporate value, PwC Advisory LLC has a large pool of experienced, skilled, and passionate people who understand management issues and needs, and who can devote themselves to thinking boldly. As a member firm of PwC in Japan, we work closely with our global network of 157 countries\* to provide services to our clients mainly in the three areas of M&A, business revival, and infrastructure in cooperation with tax, legal, consulting, and auditing and assurance.

We will contribute to the creation of new value for our clients based on our Purpose 'To build trust in society and solve important problems'.

Akane Yoshida  
CEO  
PwC Advisory LLC

\*As of June 2019

# Actions for Growth

## M&A Strategy, Origination, and Execution

M&A can greatly enhance corporate value if executed strategically. Successful M&A requires development of strategies for corporate management and M&A processes from a long-term perspective, coupled with quick decision-making and action.

### M&A Strategy

In corporate management, M&A is a measure employed to realize business strategies, an important and inevitable course for action in today's business endeavours. However, if inconsistent with corporate strategies, it poses risks and can damage corporate value. It is thus essential to first clarify corporate strategies to ensure successful M&A.

M&A may benefit corporate activities such as developing new business and markets, improving production efficiency, and securing personnel resources. Given the growing uncertainty in society, however, the development of corporate strategy from a long-term perspective has never been more

important. Without a robust strategy able to withstand changes in the business environment, a company may turn to improvised management practices.

M&A execution is just the beginning of further growth for a company. It is important to have a clear vision of the resulting company configuration, and to be fully prepared before implementation.

Speed is another crucial factor for successful M&A. With powerful strategy in place, management must promptly make decisions on necessary and effective M&A, and act on it immediately.

### M&A Advisory

To ensure the success of M&A, liaison is needed to coordinate the entire deal process and bridge between the client and other stakeholders for negotiations. Similarly, a strategic divestiture requires development of a proposal for the disposal of non-core business that will produce a win-win deal between the seller and the target company or business.

The key player in this M&A process is the M&A advisor (financial advisor), whose responsibilities include: globally sourcing

acquisition targets suited to the client's growth strategy, and providing end-to-end execution support in deal process management, structuring, valuation, and due diligence management. For cross-border projects in particular, specific capabilities are required of the advisor, including the abilities to cooperate with global professionals and deliver a seamless support, as well as an attitude of *Client First*, a high degree of expertise, and broad experience.



## Merger and Acquisition

To make M&A enhance corporate value, it is essential to consider risks and synergy, and implement the process consistently.

The M&A process typically involves listing potential targets, making initial contact with shortlisted candidates, performing due diligence, calculating merger ratio/value, negotiating contract conditions, and concluding contract, before executing the integration. However, factors that need considering may differ in these processes depending on the industry and the project.

For example, in the financial industry, M&A entails IT and regulatory due diligence, which necessitates planning and implementation of post-M&A system integration and

notification of the regulating authorities. M&A in the chemical industry requires identification of environmental risks and plans for restructuring R&D as well as production and distribution sites following the M&A. Meanwhile, owner enterprises and venture firms should implement a post-M&A personnel retention plan, and undertake HR and governance due diligence.

In M&A projects, it is important to examine risks and synergy as early as possible, and to develop measures to minimize those risks and maximize synergy effects.

## Joint Venture and Strategic Alliance

Establishing rules with a counterpart for allocation and sharing of roles, risks, and benefits is crucial to a successful joint venture or strategic alliance.

Joint venture and strategic alliance are alternatives to M&A as a means to realize business expansion or entry into a new market. In this context, mutual trust and collaboration is more important than controlling the other party using capital power in pursuing business management and operation.

The key is to scrutinise potential risks and synergy, and to clarify rules for allocation and

sharing of business functions, risks, and benefits. Other factors to address include countermeasures to manage unexpected situations such as additional acquisition or revision of the partnership. For projects that involve countries or regions prone to changes in the business environment, such as the emerging economies, it is highly recommended to have precautionary policies in place to counter their unpredictable business setting.

## Business Portfolio Management and Divestiture

Business portfolio management is one of the key agendas in business operation for enhancing productivity and spurring business growth. This essentially requires comprehensive considerations and careful implementation.

Every business has a life cycle. In order to maintain growth, a company needs to develop new pillars in preparation to replace businesses that have reached maturity. The recent growth of the borderless economy, and technological innovation have seen competitors grow in number and diversity while business lifecycles become shorter. Investors are monitoring corporate management more stringently. Consider your company. If it engages in a wide range of business with many subsidiaries and affiliates, it is a fate-defining factor to have greater sophistication of business portfolio restructuring in keeping with the times.

A decision to undertake divestiture also requires extensive consideration and careful implementation that follow. It is necessary

to identify a reasonable purchaser, determine timing and value, and also assess advantages, disadvantages, and risks to both seller and targeted business, as well as how much the business value will be enhanced or damaged. There are also matters to address such as legal procedures required for business disposal, preparation of financial statements of the targeted business, communication with employees directly affected, and comprehensive deal process management.

Business portfolio restructuring, particularly the disposal phase, requires establishment of a rational strategy to maximize sale value while minimizing risks to the seller. This, of course, must be executed in tandem with steady implementation of practical procedures.

# Fundamental Structural Reform



## Business Recovery and Restructuring

The Japanese economy is on a recovery path, but there are always some companies that struggle due to systematic problems specific to their industry, or that suffer from crises due to their overseas subsidiaries/affiliates either failing to perform well or engaging in misconduct. Urgent intervention is required to reorganize a failing business—using powerful measures such as regrowth strategy, structural reform, and M&A execution.

Companies today operate in a business environment that is becoming increasingly complex owing to globalization, technological innovation, and the rise of emerging countries. What is more, the changes are accelerating. Most Japanese companies, however, persist with legacy systems, such as lifetime employment, the seniority system, and the principle of total in-house production. Meanwhile, they delay fundamental reform. They have missed the opportunity for restructuring during the last two decades of stagnation.

Companies unable to adapt to these changing circumstances lose impetus rapidly and fall into crisis. They need sophisticated skills and know-how to extricate themselves from

such critical situations and to form a new business foundation which leads them back on the course for future growth. This means that they need to understand the true causes of the crisis, prepare strategies to overcome them, develop drastic and feasible measures including structural reform and M&A, coordinate with internal and external stakeholders, and monitor execution of all these stages.

Recent globalization has witnessed an increasing number of cases where companies face business degradation due to poor governance in overseas operations or subsidiaries. Such companies need systems to oversee management of subsidiaries in a manner which is informed of the differences in languages and cultures.

## Forensics

Fraud usually remains undiscovered until the problem has grown. Advanced forensics technology and extensive investigative experience are essential to ensure sufficiently thorough investigations into fraud cases to uncover the reality. One effective countermeasure is forensic technology based on big data analysis that allows early detection of impropriety.

Compliance programs, internal control, and traditional risk management are essential components in fraud prevention. However, they are not always sufficient; companies need an advanced and flexible approach that can respond to the risks specific to their corporate culture, the industry in which they operate, their business category, region, and particular operations.

Rapid response is crucial in the investigation of fraud and misconduct, from initiating examination to reporting the results. Investigations require a high level of expertise, and participation of external specialists is an effective means to establish a high degree of validity. Involvement of external specialists is also valuable for providing the transparency and objectivity needed in investigative approach and results to enhance the reliability of outcomes.

## Response to regulatory enforcement and overseas authorities

Many do not realize that, when an overseas regulatory authority instigates an investigation on suspicion of a price cartel or violation of laws such as FCPA (the Foreign Corrupt Practices Act of the USA), the response of a company, including the prompt information gathering, accurate recognition of facts, and appropriate reporting, can be an important factor in penalty calculation. It is also essential to prove the effective implementation of the existing compliance system during the period in question.

## Leveraging forensics technology

Forensics technology, such as digital forensics and eDiscovery, is essential in investigating fraud, responding to foreign regulatory authorities, and handling global lawsuits. Through analysis and understanding of the various data possessed by a company, the technology enables us to discern such suspicious deals or connections that cannot be detected through conventional means such as deal monitoring.

# Optimization of Infrastructure Development

## Infrastructure Development as Capital Project

The business environment is undergoing major transformation in the Japanese and international infrastructure markets, including diversification of needs and changes in competitive and financial conditions.

In Japan, infrastructure was developed intensively during the period of country's high economic growth, and today, the majority of it is fast deteriorating. It is clear that a considerable amount of renewal investment is required, for which further utilization of private sector capabilities is indispensable. Meanwhile, developments are also underway in the PPP (public-private partnership) and PFI (private finance initiative) markets in Japan, exemplified by the concession method applied in fields such as airports and water supply. Furthermore, it is conceivable that technological innovation may explosively accelerate hitherto stagnant infrastructure renewal. Under these circumstances, the public and private sectors must engage in fruitful discussions to enhance collaboration, and promote optimization of business frameworks and risk sharing, while private expertise and capital must be

leveraged even further. Meanwhile, the global market continues to have a vigorous appetite for infrastructure, which demands proposals based upon an appropriate understanding and analysis of local needs. Furthermore, an innovative and flexible bidding strategy and speedy response are also important for securing projects.

The business environment is undergoing major transformation in the Japanese and international infrastructure markets, including diversification of needs and changes in competitive and financial conditions. The key to success is being flexible and able to plan and implement strategies without delay, which requires keen observation of the changes in circumstances and the capability to pursue a diversity of measures, including PPP, M&A, innovative financial approaches, capital policy, and partnership-building.



## Three Key Features of PwC

1

**Optimised team provides comprehensive support from strategy development to its execution and realization**

Considerations in a deal operation vary depending on business category, region, and deal structure. Factors requiring attention may also change if conditions are altered during deal implementation.

One of PwC's unique aspects is our wide range of experts engaging in deals and consulting as well as tax, accounting and legal services. We configure teams for our clients to represent a trusted advisor who provides comprehensive support from strategy development through to execution and realization.

2

### Support for cross-border M&A in over 100 countries leveraging our global network

Opportunities for corporate investment are expanding globally. In a bid for further growth, Japanese companies not only invest in major developed countries, but extend their investment to countries in farther regions such as South America and Africa. Meanwhile, there are companies in need of disposal of overseas businesses to enhance efficiency or to procure funding.

PwC network has offices in 157\* countries, with deal specialists deployed in around 100 countries. Furthermore, we offer a Japan Desk in over 30 countries/regions employing Japanese or Japanese-speaking personnel, including deal experts.

3

### Support based on data analytics

Is your company making effective use of data? Companies possess diverse data on their finances, customers, purchases, and personnel. Our experiences inform us that 90% of data held in a company lies untouched, yet has the potential to increase the company's revenue and profit if employed effectively.

Using our data analytics technology, PwC provides clients with specific and feasible solutions towards achieving sales growth and cost reduction through multi-faceted analyses of current circumstances of the company.

\*As of June 2019

## PwC Support Structure

The global business environment is unceasingly transformed in a wave of so-called mega-trends, caused notably by geopolitical changes and technological advancement. We strive in continuous industry analysis and business idea creation, gathering together experts in each industrial field, to enhance the quality of our client support.

In deals with industry-specific risks and issues, our industry experts may directly participate in the actual deal process. We aim to minimize the risks to the clients and maximize their returns through the highest level of support based on global-standard industry expertise.



## PwC Deal Advisory Solutions

### Actions for Growth

#### Enhancement of Management System

Enhancement for strategy  
Support for formulating medium-term management plans  
Strengthening management operational capability  
Portfolio management and business restructuring  
Support for group company reorganizations  
Support for management reforms (governance / management accounting / on-site reform)  
Comprehensive support for working capital improvement and cash management  
M&A and turnaround support using data analytics

#### M&A

Formulation of M&A strategy and enhancement of M&A structure  
M&A Advisory (FA)  
Due diligence  
M&A execution support  
Integration process after M&A (PMI)  
Valuation and Modelling

#### Deal Analytics

Pursuing a new deal opportunity  
Evaluating a potential divestiture by quantitative analysis  
Identification of factors that could delay your deal  
Exploring opportunities of synergistic acquisitions

#### Joint Venture

Formulation of JV strategies and conclusion of JV contracts  
Business operation support after JV establishment

#### Real Estate Transactions

M&A advisory services for real estate-related firms and hotel-related firms  
Support for acquisition and disposition of assets and fund raising

### Optimization of Infrastructure Development

#### Public-Private Partnership and Infrastructure

PFI/Concession projects support  
Surveys and support for private sector participation, PRE, and private sector partnerships  
Infrastructure advice  
Advisory service for energy-market  
Urban planning and urban development planning

### Fundamental Structural Reform

#### Business Turnaround / Reorganization

Revitalization / Reorganization of overseas subsidiaries  
Business turnaround / Reorganization for large enterprises  
Turnarounds of businesses classed as medium-sized companies or SMEs  
M&A support and financial advisory services for business turnaround and reorganization

#### Crisis Management

Preparation (avoidance and preventive measures) prior to the occurrence of a crisis  
Prompt and effective response in the event of a crisis  
Business recovery measures after crisis response

#### Forensics

Fraud investigation  
Services in relation to bribery and corruption, and competition laws  
Digital forensics  
eDiscovery (electric discovery)  
Forensic data analytics  
License management  
Monitoring compliance with contracts  
Disputes and litigation support  
Business intelligence  
Services in relation to anti-money laundering  
Cybersecurity & privacy

#### Regional Vitalization, Local Revitalization and Business Succession

Support the revitalization of local enterprises and industries to realize regional revitalization  
Support the global expansion of SMEs located in the region  
Business succession

#### Support for tackling the challenges of COVID-19

Please refer the URL as follows to get more details.  
[www.pwc.com/jp/en/services/deals.html](http://www.pwc.com/jp/en/services/deals.html)

## Corporate outline

Company name PwC Advisory LLC

URL [www.pwc.com/jp/en/deal-advisory](http://www.pwc.com/jp/en/deal-advisory)

Established June 15, 1999  
(Reorganisation on February 29, 2016 launched  
PwC Advisory LLC)

Representative CEO Akane Yoshida

No. of employees Approx. 750 (As of June 2020)

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