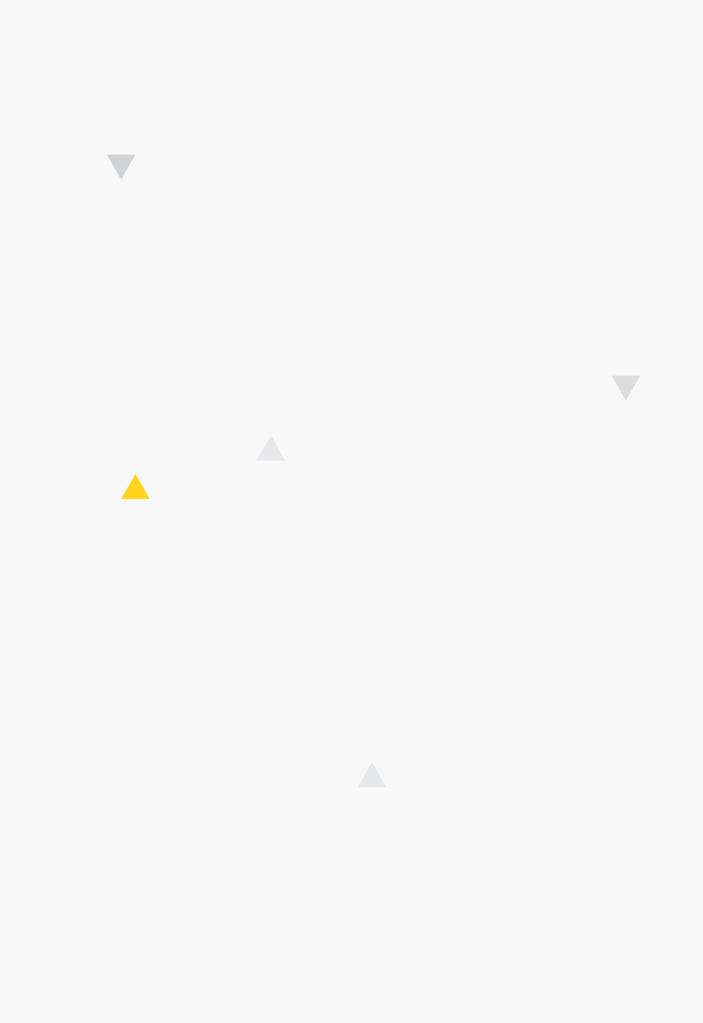
# research catalyst

The ultimate solution for corporate finance and M&A research

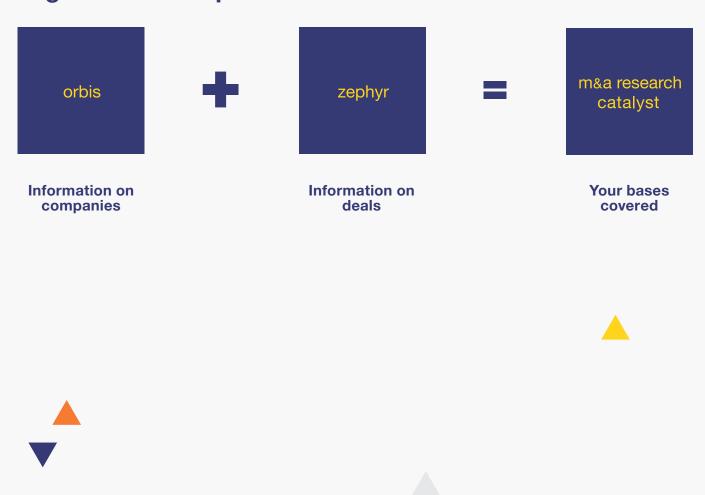




# The ultimate solution for corporate finance and M&A research

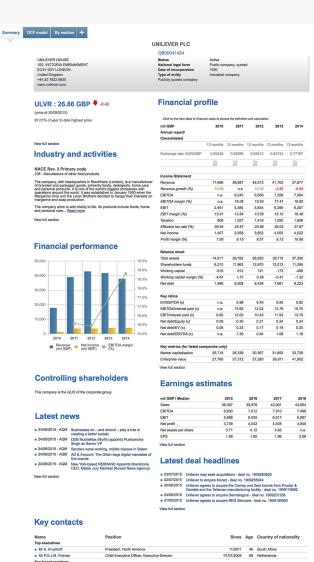
M&A Research Catalyst delivers clear and easy to interpret reports specifically created for M&A research. It combines information on companies, comparable deals and valuations, alongside an interface to help you identify targets or acquirers, and value companies.

# Bringing our expertise on companies and deals together in one platform



# Reports tailored for M&A research





M&A Research Catalyst provides you with M&A tailored information in an easy-to-interpret report, including:

- Financials
- Earnings estimates
- News and deals
- Comparable companies
- Comparable deals
- DCF valuation
- Valuation multiples

You can also get a detailed report of your subject company that draws on the extensive information available in Orbis. Click on each item label or financial value to access the definition and calculation and drill down to the source data and see both the formulae used and the data points.

Name	e Position		Age	Country of nationality	
Top executives					
<ul> <li>Mr K. Kruythoff</li> </ul>	President, North America	11/2011	46	South Africa	
Mr P.G.J.M. Polman	Chief Executive Officer, Executive Director	01/01/2009	59	Netherlands	
Key board members					
Mr N.M.A. Treschow	Independent Non-Executive Chairman of the Board	05/2007	72	Sweden	
Mr N.S. Andersen	Director	30/04/2015	57	Denmark	
Ms L.M.L.S. Cha	Non-Executive Director (Board of Directors)	15/05/2013	65	China	
Ms L.O. Fresco	Director (Occupation: Professor University)	14/05/2009	63	Netherlands	
Ms A.M. Fudge	Director (Board of Directors)	14/05/2009	64	United States of America	
Mr B.E. Grote	Non-Executive Director (Board of Directors), Chairman (Audit		67	United States of America	
	Committee)				

#### Valuation

#### DCF key assumptions 🖋

mil GBP	EV/	Enterprise	Cost of equity (CoE)	4.00
	EBITDA	value	Equity capital	79.16
Comparable companies	14.52x	102.828	Cost of debt (CoD)	5.62
Comparable deals	12.30x	87,134	Debt capital	20.84
DCF	n.s.	n.s.	WACC	4.09
Enterprise value (20/08/2015)	6.03x	42,697	Terminal FCF growth rate	2.20

#### Comparable companies &

mil	GBP

Company name	Account	First year	Current	P/E	P/E(E)	Enterprise	EV multiples			
	date	Estimates	Market cap.			value (EV)	Sales	Sales(E)	EBITDA	EBITDA(E)
UNILEVER PLC	31/12/2014	2015	34,474	8.57	9.22	42,697	1.13	1.11	6.03	6.44
NESTLE S.A.	31/12/2014	2015	162,885	17.39	24.87	171,172	2.87	2.91	16.51	15.26
UNILEVER NV	31/12/2014	2015	46,084	11.48	11.38	50,476	1.34	1.21	7.11	7.05
GENERAL MILLS INC	31/05/2015	2016	22,677	28.31	19.02	28,767	2.49	2.51	12.83	12.60
ASSOCIATED BRITISH FOODS PLC	13/09/2014	2014	25,421	33.36	32.47	25,867	2.00	2.00	16.20	16.43
KELLOGG COMPANY	03/01/2015	2015	15,891	39.24	19.96	20,368	2.18	2.32	19.30	12.98
Median (based on 10 comparable con	npanies)		14,150	28.31	19.30	18,948	1.51	1.46	14.52	10.65

#### View full list of comparable companies

#### Comparable deals 🔑

Announced date	Completed date	Target name	Acquiror name	Deal type	Deal EV	Target's EBITDA	Deal EV/ EBITDA
25/03/2015	02/07/2015	KRAFT FOODS GROUP INC.	KRAFT HEINZ COMPANY, THE	Acquisition 100%	31,875*	1,559	20.44*
14/02/2013	07/06/2013	HJ HEINZ COMPANY	HAWK ACQUISITION HOLDIN	Acquisition 100%	18,706	1,371	13.64
12/04/2013	08/04/2014	DE MASTER BLENDERS 1753	OAK LEAF BV	Acquisition 100%	6,290*	295	21.33*
20/04/2015	01/06/2015	IGLO FOODS HOLDINGS LTD	NOMAD HOLDINGS LTD	Acquisition 100%	1,871	198	9.43
17/02/2012	15/03/2012	SOCIÉTÉ SUCRIÈRE DE PITHI	SOCIÉTÉ VERMANDOISE DE	Acquisition 100%	449*	68	6.63*
Median (bases	on 50 compa	rable deals)			63	7	12.30





## Get comparable companies and deals, instantly

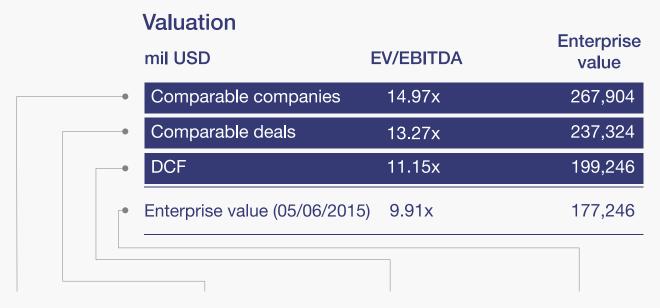
M&A Research Catalyst instantly generates a financial profile of companies and deals comparable to your subject company.

You can modify these default comparables or even choose your own.

## Get quick company valuations - that you can fine tune

M&A Research Catalyst delivers company valuations and multiples via three approaches – comparable companies, comparable deals and a DCF valuation.

Comparable deal and company valuations are created from the median value of the comparables in the report. The median is based on 10 comparable companies and 50 comparable deals.



### Comparable companies valuation: A popular valuation method in M&A research and corporate finance. It uses valuation multiples from similar publicly traded companies. It's easy to calculate and easy to communicate to stakeholders.

#### Comparable deals valuation:

Uses valuation multiples from comparable M&A deals in the same industry as the subject company. This valuation method reflects industry trends and can be useful to potential buyers and sellers in M&A negotiations and discussions.

#### DCF valuation:

Uses historic and projected financial information to estimate the present value of the future cash flows a company is expected to generate. DCF is considered the most theoretically correct valuation method and uses a more rigorous valuation approach compared to other valuation methods.

#### Enterprise value:

Enterprise value is a key metric because it represents the total value of a company. Additionally, enterprise value ratios are widely used for business valuation. For example, Enterprise Value/EBITDA ratio and Enterprise Value/Sales ratio are commonly used to determine relative value of firms.

#### Tailor the DCF

Adapt the DCF valuations according to your knowledge and expertise of the subject company or sector by editing the default options such as risk-free rate, risk premium and raw beta.

You can conduct a sensitivity analysis and see how the valuation changes with different values of WACC and terminal growth rate. DCF parameters include cost of equity, cost of debt and projections which can be modified using your own data. You can also define the base year free cash flow used to calculate the enterprise value.

# Find potential targets or acquirers

M&A Research Catalyst makes it easy to search for companies with specific profiles so you can build precise lists of relevant target or acquirer companies. Search criteria include:

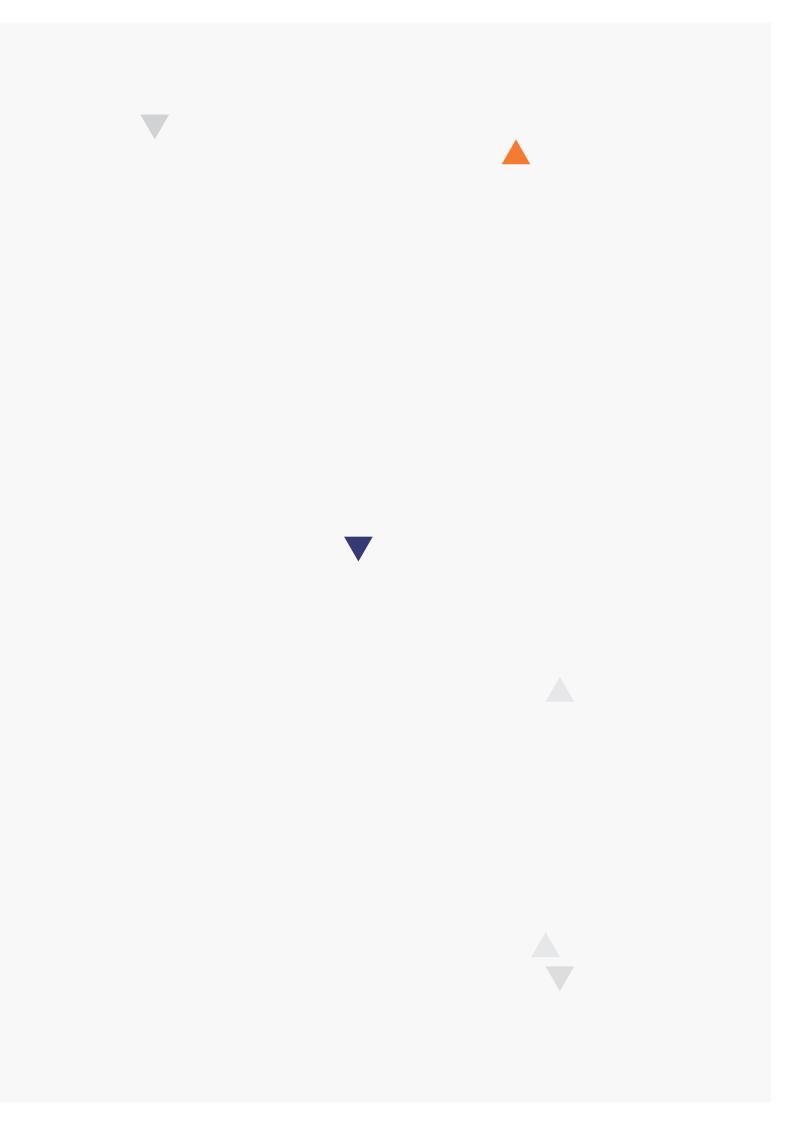
- M&A history
- Ownership status
- · Detailed industry searches
- Directors
- Financial performances
- · Earnings estimates
- Stock data

# **Key benefits of M&A Research Catalyst**



- Explore companies from an M&A perspective using a single, easy-to-use interface
- · Access detailed, underlying company information
- Identify appropriate acquisition targets/acquirers
- Have access to a huge universe of 170\* million companies globally from the Orbis database
- Get the definitive company and deal data together in one place
- Export reports into Excel for further analysis
- · Get quick access to the previous five years' performance metrics
- Find deal information, including the latest deals involving the subject company, along with other industry relevant rumoured, announced and completed deals
- Access robust information on financials, comparable companies, comparable deals, DCF valuation and company valuation multiples for comprehensive M&A research







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