

Product Sheet: Kaiasm M&A Insight and Services

Explore the competition universe, assess market strategy, and market opportunity.

The Kaiasm Data Source is the single best source of mass market data in the world. Ten years in the building. Proven with major retailers. Now made available to M&A practitioners.

When we map all¹ competitors in a market space, we see how each of their offerings intersects with the expressed needs of the market space, and how that is changing through time. We typically use this to allow a commercial client to compete better in the space.

But shift your perspective, and you find yourself looking at a map of all the possible targets for a strategic commercial acquisition. Slice down to those targets which are riding increasing demand upwards, by selected subsector, and further slice by joins to your own data (via registered company number). If you do some further analysis on selected targets, you can look for those with high online reputation in growing parts of the market space, with close alignment of product range to expressed market need, and poor categorisation or technology platforms. These then have a defined path to value-creation above current market valuation.

Much M&A insight data is about pricing. It looks back at previous similar deals to work out who paid how much, for what, under what terms, in order to determine what to pay for one particular company.

Kaiasm's unique data is about 'fit'. It looks at thousands of possible acquisition targets that are available out there, their particular features, and their 'value add' potential. It provides our M&A partners a highly visual and explainable point of difference. It provides funds with mass market analysis, and commercial clients with strategic acquisitions. Kaiasm data allows acquisitions to be part of a pre-emptive strategy, as well as responding when assets come to market.

M&A Insight

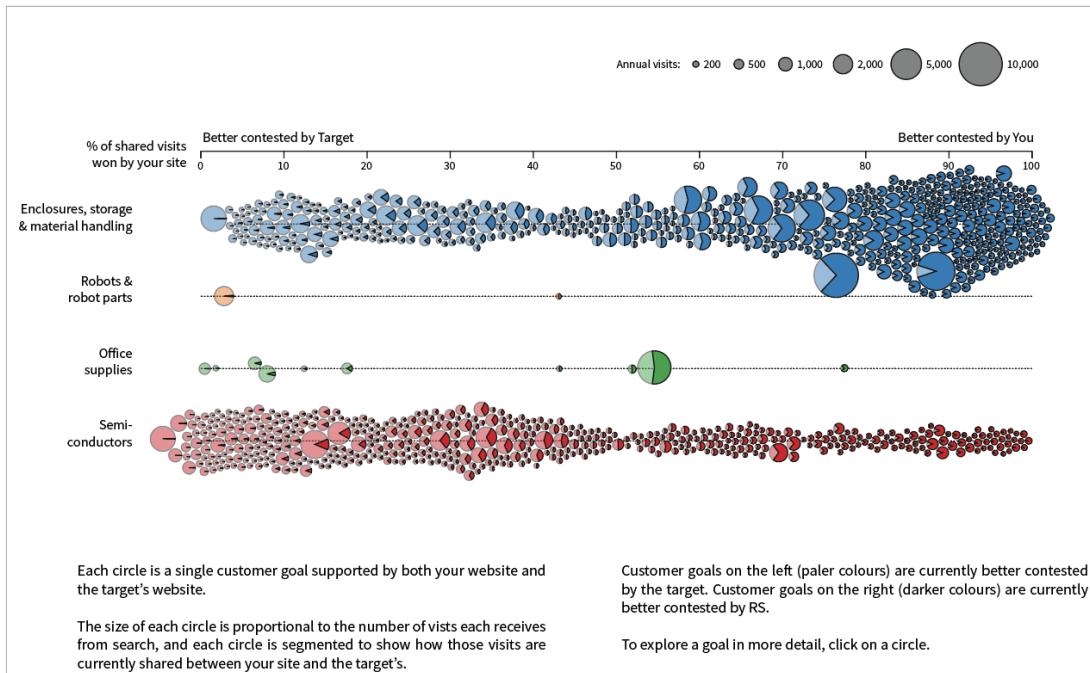
1. **Mass market insights.** Understand what customers in the marketplace are asking for, how many of them are asking for it, how they make choices, and let this inform acquisition strategy.
2. **Market opportunity insight:** Know who else is serving the market, how well, and which part. Better understand core markets and identify adjacent ones for expansion.
3. **Market acquisition strategy.** Determine what part of those markets you want to capture: consolidate market share in core markets, expand into adjacent markets or new geographies. Dig down into insight by sector (e.g. consumer home and garden) or subsector (e.g. garden furniture).
4. **Mass Target identification and qualification.** Consider each of thousands of competitors in a market space as a potential acquisition target. Analyse how the offerings of each overlap and extend the offering of any other market competitor, and their potential market share as a single joined entity. Qualify further by joining to other data (e.g. financials) for further refinement.

M&A Pre-diligence, Due Diligence and Post-deal Services

1. **Discreet pre-diligence & rapid due diligence:** external assessment of online value potential, together with detailed analysis of strategic fit and relative strength versus other competitors in the market space. Inform value creation plans for acquisition targets in the set of interest, ahead of the asset coming to market. This positions the buyer well and may even trigger the start of the sales process.
2. **Growth strategy.** Identify and prioritise the best opportunities for growth. Evaluate gaps in competition, categorisation, product data, pricing. Assess new product development and routes to market, examine trends in brand share of voice and share of market.
3. **Post-deal services:** our full suite of strategic and operational insight products, market nowcasting, market alignment tools, technology consultancy, as well as operational support such as ecommerce training, outsourcing and insourcing.

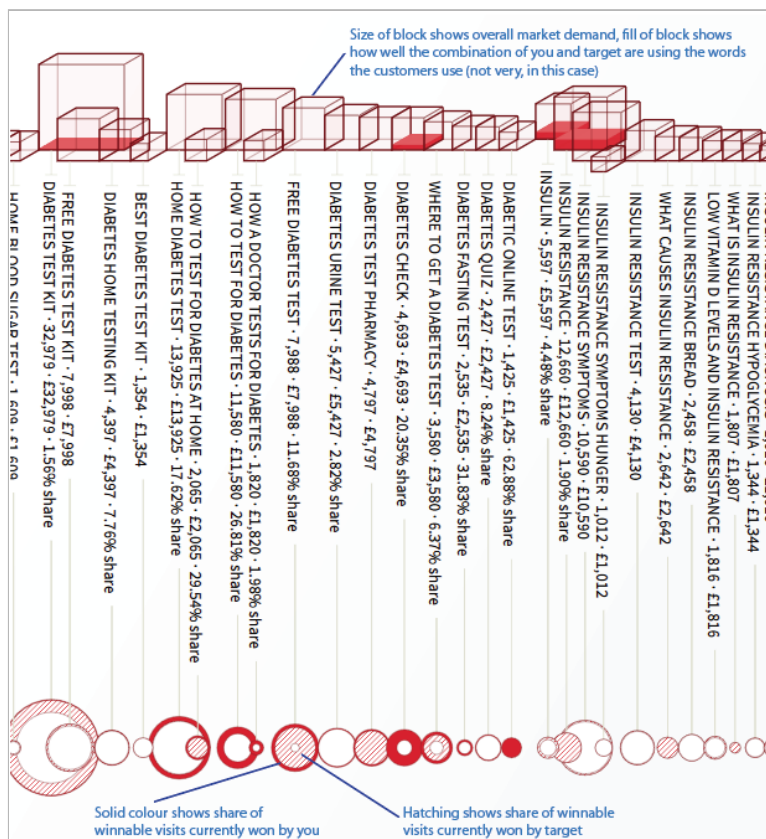
¹ Where by all I mean several thousand, sometimes low tens of thousands, or competitors. While it's not definitely 'all', it's near enough.

Example: Mass Target Qualification in the Electrocomponents sector



This is an example visualisation of a Mass Target Analysis, split by thematic cluster and sector.

Example: Discreet pre-Diligence in the Health care sector.



This is an example visualisation of the relative strengths and weaknesses of the union of the acquirer and potential acquiree. The market space is broken down into particular customer goals within it, and the relative fill of each goal's space shows how well the combined companies might perform together..