

# M&A Strategy & New Market Entry

For a Global Medical Device Manufacturer



## M&A Strategy

Driving growth through strategic mergers & acquisitions.



## New Market Entry

Expanding reach into untapped global territories.



## Medical Device Sector

Specialized expertise in healthcare technology.

# SITUATION



A global healthcare OEM, wanted to rapidly expand its service business

- ~500%+ revenue growth target, over 5 years, organically and via M&A
- Derivative goal to use services to drive core (equipment) sales
- Hired to vet sectors (and targets) for entry via M&A, focusing on the US

# SOLUTION

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## Key sector assessment

- Identified a set of potential sectors for client to acquire into
- Analyzed those, assessing attractiveness and relevance to client
- Prioritized the 6 most attractive sectors for our client's M&A efforts

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## Screened and prioritized candidates

- Initial screen of candidates, based on relevance, financial, strategic, actionability and pricing dimensions using proprietary data
- For remaining candidates, "deeper dives" to refine understanding of offerings, traction, relevance and potential fit with client
- Evaluated value of stand-alone targets vs. combinations
- Discussed and finalized recommendations around priorities with client

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## Identified potential acquisition candidates

- Within the six sectors, assembled a "long list" of 300+ potential candidates, using a variety of sources

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## Acquisition scenarios and roadmap development

- Developed specific acquisition scenarios, including strategic rationale, risks, price and future revenues potential
- Built growth roadmap to illustrate the path to meeting targets

# OUTCOMES

Articulated and documented strategy, now approved by the Board

Client presented with a clear path-forward to achieve growth goals