

MERGERS & ACQUISITIONS

Masterclass



29 NOVEMBER - 2 DECEMBER 2022



VIRTUAL INSTRUCTOR LED TRAINING (VILT)

Facilitated by:

DAVID BRAUN

M&A Thought Leader, Consultant & Author of

Successful Acquisitions: A Proven Plan for Strategic Growth

Amazon 4.7 ★



Successful Acquisitions
- A Proven Plan for
Strategic Growth
(AMACOM, 2013)

Testimonials

"David Braun was really good! He was very informative in delivering the M&A training. The main strength of this event was the breakout session we had. Kexxel Group was very professional in handling the event. Overall, I find this training was excellent"

- Preveena Murugesu - **Analyst, Tenaga Nasional Berhad**

"The training by David Braun was very productive and effective. The strength of this event lies in the instructors' capability to explain each of the topics in a comprehensive yet concise manner. Personally, I find the Due Diligence & Integration topics particularly useful for my scenario."

- Stephano Wang - **Corporate Finance Manager, SEATech Ventures Corp**

"The speaker, David Braun, was the main strength of this event."

- Amir Mohd Hafiz - **Head of Group Strategy, IOI Corporation Berhad**

"David Braun has extensive experience in the field of Mergers & Acquisitions. The subject on the valuation was the main strength in this event."

Foo Eefan - **Senior Manager, Corporate Finance, IOI Corporation Berhad**

COURSE HIGHLIGHTS

- Mastering the M&A Lifecycle as a Strategic Business Process for Growth
- The Art of Enterprise Due Diligence
- The Four Phases of Integration for Maximum Business Results
- The Basics of Business Valuation



VIRTUAL INSTRUCTOR LED TRAINING (VILT) AN INTRODUCTION

VIRTUAL INSTRUCTOR LED TRAINING COURSES BY KEXXEL GROUP

Immerse in the Kexxel experience digitally as we introduce our Virtual Instructor Led Training (VILT) courses into our prestige learning portfolio.

Our virtual classrooms welcome a small group of executives in an **intimate yet dynamic** learning setting, facilitated by our handpicked selection of subject matter experts and industry thought leaders as your instructors.

WHY CHOOSE US?

- **NOT a Webinar!**
Join our live, virtual courses enriched with a **diverse range of interactive activities**, such as action plans, group discussions, breakout sessions, exercises, case studies, and more.
- **Course Materials**
An advantageous combination of presentation slides and downloadable workbooks are provided to participants prior to classes for a more **holistic learning experience**.
- **Pre-Course Questionnaires**
Our instructors will understand the **specific needs and requirements** of each individual participant, by allowing attendees to review and highlight topics of importance prior to the course.
- **Private, In-house Sessions**
Upon request for organizations seeking a more **customised learning** for their employees.
- **Secure Online Platform**
Cisco Webex is the online training platform of choice for our VILT courses. Cisco Webex respects your data privacy, is **highly secure** by default, and has governance and transparency.

THE BENEFITS OF VILT

With access to real-time learning technology at the tip of your fingertips, reap the rewards of professional development and learning from the comfort and safety of your home or flexible work station.

As we move into the new normal and embrace remote working, increase employee engagement and performance with the variety of VILT series that Kexxel has to offer.

This VILT is a combination of teachings, group discussions and activities.
You will also receive a downloadable workbook to guide you through the course.

Meet Our Facilitators

DAVID BRAUN

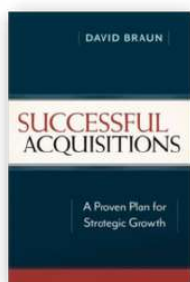
Author, **Successful Acquisitions: A Proven Plan for Strategic Growth**

Founder & CEO, Capstone



David Braun's specialty is helping companies grow through acquisition. He is the Founder and CEO of Capstone, which he established in 1995. David has over 30 years' experience formulating proactive growth strategies in a wide range of manufacturing and service industries. As an M&A expert, he has been featured on a variety of media outlets including the Financial Times, Fox Business News, CBS Money Watch and CNN Money.

David is the author of **Successful Acquisitions: A Proven Plan for Strategic Growth**, which provides a detailed and practical guide to his entire **"Roadmap to Acquisitions."** He has also authored and delivered numerous presentations for the American Management Association (AMA), National Center for Continuing Education (NCCE) and Vistage International. As a dynamic speaker, over the past 30 years David has lectured to over 40,000 top level business executives on the subject of M&A and successful external growth.



Amazon 4.7★



Reviews for David's Book

"David Braun has managed to nail the art of Successful Acquisitions. The book offers business leaders a clear perspective with abundant real-life examples. It is an essential read for companies looking to buy or sell."

- Larry B. Pulley, **Dean of the Mason School of Business, the College of William and Mary**

"David Braun has authored the best book I have read on the subject of assessing growth options for small and mid-cap firms and, with startling clarity, he outlines the basics of the M&A process. Over twenty years' experience is poured into this book that enlightens the reader on a step by step 'Roadmap to Acquisition.'"

- Dennis Mussell, **Retired CEO of Chicken of the Sea International**

"Successful Acquisitions is a must read for all business leaders interested in growth through acquisition ... The book is easy to read and packed with practical tips for executing an acquisition ... Both first-time acquirers and experienced M&A practitioners will find the advice in Successful Acquisitions useful and profitable."

- Jim Dunn, **CEO iTOK, SmartCEO**

Also Featuring



MATT CRAFT

Matt Craft is a **Vice President** with Capstone Strategic. He ensures the quality and delivery of client projects and aligns clients' financial commitments with their strategic goals.

Since joining Capstone in 2005, he has worked with domestic and international clients and publicly held and private companies. His experience includes working in a wide variety of service and manufacturing industries such as: healthcare, life sciences, manufacturing, chemicals, and food and beverage.

Matt teaches senior-level executives about mergers and acquisitions through workshops, presentations and webinars. He assisted Capstone CEO David Braun with his book on the M&A process, *Successful Acquisitions: A Proven Plan for Strategic Growth*.



ANNA KOCHKINA

Anna Kochkina is the **Director, Valuation Services** for Capstone Strategic. She oversees all aspects of the M&A valuation services Capstone provides to clients including valuation of business interests, designing financial models, and conducting risk assessments.

She joined the Capstone Team in 2016. Her duties include a focus on financial modelling and valuations for M&A transactions and conducting research in a variety of sectors including aerospace, agriculture, chemicals, consumer goods, credit unions and CUSOs, healthcare, metal and mining, telecommunications, and utilities. Her work has been both domestic and international in scope.

Prior to joining Capstone, Anna developed valuation models and provided buy-side and sell-side equity research for global banks including ING and UniCredit. She received her MBA in Finance from American University and holds a designation as a Certified Valuation Analyst (CVA).

Who Should Attend



Key Executives (CEOs, CFOs, Business Unit GM's, VP Strategy/Corporate Development, etc.):

- Tasked with driving strategic growth through MA&D, accountable for deal resourcing, building a more robust M&A capability in the organization, and seeking continuous improvements in key "gap areas"



Corporate Development Leads:

- Accountable to the executive committee or deal team for overall strategy execution, end-to-end M&A operations, internal capability development, and ensuring completion of the deal thesis objectives and synergies



Due Diligence & Integration Leads:

- Those principally responsible for integration strategy, planning, decision making, and accomplishing overall "integration complete"



Diligence Management Office (DMO) & Integration Management Office (IMO) Leads & Program Managers:

- Those responsible for detailed due diligence, integration planning, mapping, and managing all cross-functional dependencies, scheduling, coordinating, tracking, statusing, reporting, managing risks, action items, and issues



Functional Workstream Leads & Dedicated Workstream Program Managers:

- Those responsible for due diligence, integration planning and execution of their specific functional, business, or cross-functional workstream across the M&A life cycle, while supporting all related cross-functional dependencies

MERGERS & ACQUISITIONS MASTERCLASS

Mastering the M&A Lifecycle as a Strategic Business Process for Growth

According to a 2020 Harvard Business Review article, USD \$2 trillion is spent on acquisitions each year, yet between 70% to 90% of all deals fail to achieve their full pre-deal financial or strategic objectives. M&A is tough – even for the best-of-the-best! Leading acquirers in every business sector across every global region are increasingly realizing more consistent and repeatable results by building their internal capabilities for mergers, acquisitions, divestitures and strategic investments (MA&D). This course will help corporate executives and M&A leaders transform the way they think about, plan and execute M&A for maximum business results.

you will learn

- How to lead your company across the typical M&A lifecycle. M&A is not merely an investment or a transaction – it's an end-to-end business process that requires skilled leadership to navigate each phase, decision and requirement from start to finish
- How inorganic growth fits with your company's other strategic growth options
- "Acquisition" is one of 11 external growth structures you can consider and how to choose which structure is best for your strategic needs

Course Outline

Module 1: Where Will Your Growth Come From?

- Global and Regional Deal Market Update
- M&A trends and forecast
- M&A and the 5 Options for Growth
- The 11 Types of Inorganic Growth
- Keys for Succeeding in a Highly Competitive Deal Market

Module 2: Why Do So Many Deals Fail?

- Interpreting the data on M&A failure
- Common Failure Factors and "Watch-Outs" by Deal Phase
- Core Principles for Success

Module 3: The Secret to Consistent, Repeatable M&A Success

- Understanding the End-to-End M&A Lifecycle – what happens and when
- How to Build Internal M&A Capabilities
- Principles for Practitioners: M&A Strategy, Target Identification and Selection



Exercise: Lessons Learned from the M&A Failure of One of the World's Largest Companies

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29 NOVEMBER – 2 DECEMBER 2022
9 AM – 1 PM, KUALA LUMPUR GMT+8

MERGERS & ACQUISITIONS MASTERCLASS

The Art of Enterprise Due Diligence

Due diligence is often one of the most chaotic, pressure packed and high-stakes components of MA&D. Due diligence is fraught with risks, potentially resulting in substantive liabilities and long-term financial, legal and brand impact to the unsuspecting Buyer. Successful due diligence means mastering both the broad scope of a comprehensive full-enterprise due diligence and mastering the complexities of the due diligence process itself - all amidst a highly competitive and fast-moving deal process.

you will learn

- Essential requirements and steps in the due diligence process
- How to tame the tangle of external advisors and make your due diligence process faster and more effective
- Internal resource requirements for effective due diligence
- How to successfully transition from due diligence to integration with speed, context understanding and traction

Course Outline

Module 1: The Purpose, Role & Process of Due Diligence

- Textbook Due Diligence vs. Reality
- Due Diligence Begins at the Beginning of the Process
- Finding Opportunity with Due Diligence - The Three Data Buckets

Module 2: Do You Know the Due Diligence Management Office (DMO)?

- Essential Team Roles and Responsibilities for Due Diligence
- Managing Your Advisor Team
- Reporting Diligence Findings
- Transitioning from Diligence to Integration

Module 3: Principles for Practitioners - Essential Due Diligence Insights Across the Enterprise

- Financial
- Operations and Supply Chain
- HR, Organization, Talent and Culture
- IT and Cybersecurity



Partner Activity: Your Top Ten Due Diligence Items

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The Four Phases of Integration for Maximum Business Results

Mergers, Acquisitions & Divestiture (MA&D) deals can and do still fail at every phase of the M&A lifecycle. Without a doubt, integration is the most complex and the most challenging of ANY lifecycle phase. Even the most skilled acquirers have learned the hard way by failing at integration before a promising deal, and before adopting the core internal disciplined approach, roles, resourcing and insights contained in this essential course.

you will learn

- Keys to Integration Success: How to get integration governance, roles, responsibilities and resourcing right
- How Due Diligence and Integration fit Hand-in-Glove
- How to develop your 100-Day Integration Plan
- How to plan and execute a seamless Day 1
- 360-degree Communication Strategies critical to integration success
- Integration metrics that matter and how to track them

Course Outline

Module 1: Mastering the Integration Pre-Closing Phase

- Focus for Integration
- How Much Should We Integrate?
- Launching Joint Integration Planning

Module 2: Mastering the Integration Pre-Announcement Phase

- Developing the 100 Day Plan
- Determining Integration Roles and Responsibilities
- Getting Day One Right

Module 3: Mastering the Integration Post-Closing Phase

- Focus on Culture
- Planning and Executing the Integration Plan
- The Integration Dashboard - Value-Drivers, Metrics and KPIs

Module 4: Mastering Integration Long-Term Value Creation

- Integrating vs. Optimizing
- Breaking Through the Barriers



Case Study Exercise: Where Should Our Integration Focus Be?

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The Basics of Business Valuation

How much should you pay for an acquisition? This question has led to never-ending debates that have stopped countless potential deals in their tracks. This event will help you breakthrough the “price” debate by turning your focus instead towards the “value” of the deal. Both finance wizards and novices will learn valuable lessons about valuation methodology and how to approach the valuation discussion with a seller.

you will learn

- Current valuation trends and statistics across industries and around the globe
- How valuation for M&A is different than valuation in other business circumstances
- The difference between the Income, Asset and Market approaches to valuation and how each is useful in M&A transactions
- How to cut-through the valuation jargon and focus on value

Course Outline

Module 1: Defining Business Valuation Today

- The Art & Science of Business Valuation - What is business valuation and why do we use it?
- Price does not equal value
- Valuation trends and statistics

Module 2: Valuation Methods

- The Income Approach - What is the most we will pay?
- WACC as an invaluable tool
- The Asset Approach - What is our baseline?
- The Market Approach - What are others saying?

Module 3: Doing your Valuation Research

- Inputs into the valuation model
- Understanding the business you are valuing
- Add-backs and adjustments - what is real and what is a seller's fantasy?

Module 4: Negotiating Value

- Understanding a seller's “Hot Buttons”
- Approaching the seller with your valuation
- Negotiating in parallel, instead of in series



Group Activity: Valuation of a Sample Company using the Methods Taught in this Course

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29 NOVEMBER - 2 DECEMBER 2022
9 AM - 1 PM, KUALA LUMPUR GMT+8


Mergers & Acquisitions Masterclass (VILT)

29, 30 November & 1, 2 December 2022



Registration Inquiries: ☎ : +603 2282 1688 📞 : +6011 1633 1600 ✉ : boon@kexxel.com

REGISTRATION FORM

Special Discount Register by 28 October	Normal Rate Register after 28 October	
<input type="checkbox"/> RM6,295	<input type="checkbox"/> RM6,595	
<input type="checkbox"/> Send 3, get the 4th seat for FREE!		

*Fees quoted does not include 6% SST. **HRD-Corp Claimable.**

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Signature :
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***Signatory must be authorised to sign on behalf of contracting organization. This booking is invalid without a signature.**

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Card number :
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Email the completed form to boon@kexxel.com

TERMS AND CONDITIONS

Payment Terms

Upon return of completed registration form, full payment is required within 10 working days. Payment must be received before the commencement of the event or a Letter of Undertaking is to be signed. All payments must be executed within the terms herewith irrespective of attendance.

Cancellation Options

- 1) You may send a replacement delegate at no extra charge.
 - 2) You will be entitled for a credit voucher for which you can use in any of our events (no expiry).
 - 3) Cancellation fee of 50% from the total investment to be paid to Kexxel Group.
- If Kexxel Group cancels the Event due to circumstances beyond the reasonable control of Kexxel Group (such as acts of God, acts of war, governmental emergency, labor strike or terrorism), Kexxel Group shall refund to each attendee its payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities. Kexxel Group reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held. If Kexxel Group changes the name of the event, relocates the event to another event facility within the same city, or changes the dates for the event to dates that are not more than 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to attendee, but Kexxel Group shall assign to attendee, in lieu of the original space/ seat, such other space as Kexxel Group deems appropriate. If Kexxel Group elects to cancel the Event other than for a reason previously described in this paragraph, Kexxel Group shall refund to each attendee its entire registration fee previously paid. As such, Kexxel Group reserves the right to alter or modify the advertised speakers and/ or topics if necessary. Any substitution or alterations will be updated on our web page as soon as possible. Buy 3 and get the 4th for free promotion is subject to Kexxel Group's discretion. In case of no show on the event day, the free attendee is assumed to have cancelled his/her seat and full payment is required as per invoiced. Upon receiving this booking form, you the client hereby consent to Kexxel Group to keep your details for the use of future marketing activities.

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