

# fair.M&A

CORPORATE DEVELOPMENT SERVICES

STANDARDS & METHODS  
BEST IN CLASS SOFTWARE  
WEB BASED PLATFORM



## PARTNERS

Transactions Support  
M&A ACCELERATOR  
IBM

Electronic Data Room  
iROOMS  
IMPRIMA

Intelligence  
DIGIMIND  
DIGIMIND



# CORPORATE DEVELOPMENT SERVICES

## RAISING YOUR M&A PERFORMANCE TO NEW EFFICIENCY STANDARDS

Globalization is the driving force in M&A. Companies have to make acquisitions to remain competitive. This means significant risks for them. The M&A process is a long and complex one. It absorbs a lot of resources. The success rate is not more than 50%. It appears as an obvious necessity to improve this process in order to reduce costs and time spent in M&A operations.

The difficulty in M&A is linked to the amount of information that are managed in a transaction and to the number of parties involved in the process. If you add to this the pressure on timing and result, the logical answer is a dedicated information system that would have at the same time document sharing and project management capabilities.

The FAIR-M&A solution is the answer to the need for significant improvement of the M&A process. It is a combination of standards and information systems, consolidated in an electronic platform designed for M&A professionals. This platform is based on a specific configuration of IBM's M&A Accelerator, the worldwide leader in systems supporting M&A transactions.

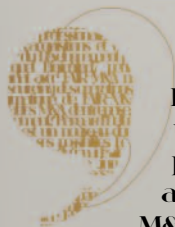
The platform is called FAIR-M&A POP (Professional Operating Platform). It works under the SaaS mode (Software as a Service). It is especially helpful to corporate M&A managers, investment bankers and M&A advisers as well as to private equity operators. To all of them, the platform ensures optimum implementation of a standard M&A process.

***"I strongly believe tremendous progress can be made in the performance of M&A transactions. I think improvements will come from a standardized process supported by a web based information system.***

***The FAIR-M&A project results from the combination of this vision and the discovery of IBM's M&A Accelerator functionalities."***

**Jacques LEHRE**

**Managing Director // FAIR-M&A**



**IBM values the innovative and pragmatic approach of FAIR-M&A aiming at consolidating M&A professionalism of corporate M&A managers, investment bankers, M&A advisers and private equity operators.**

Bernard Delbourg  
Business Development Manager | IBM France

**We are always looking for new ways to help our customers in their M&A transactions. The standard structure suggested by FAIR-M&A will enhance the performance of our key product iRooms.**

Franck Goovaerts  
CEO | Imprima Group

**M&A is a new field where Digimind can again demonstrate its recognised capabilities. The partnership with FAIR-M&A will allow us to develop an ideal solution for the sourcing of M&A transactions.**

Patrice François  
Chief Operating Officer | Digimind

# www.fair-ma.com

## Professional Operating Platform

### STANDARDS & METHODS

All M&A professionals take a common approach to the M&A process. They all prepare "teasers", "info memos" or "SPAs" more or less in the same way. What FAIR-M&A does is formalizing these generally accepted rules and converting them into real standards. This is a way to boost efficiency and productivity in the M&A process. On top of these standards, FAIR-M&A also suggests new and innovative methodologies as well as a code of ethics.

### BEST IN CLASS SOFTWARE

FAIR-M&A takes full advantage of existing IT tools dedicated to M&A, like IBM's M&A Accelerator or Imprima's iRooms, a leading electronic data room. FAIR-M&A also adapts other software to the M&A process like the competitive intelligence solution of Digimind. The objective is to offer "best in class" IT tools for all aspects of the M&A process. FAIR-M&A also develops its own tools like FAIR-M&A SDG (Standard Document Generator).

### WEB BASED PLATFORM

FAIR-M&A has developed a web based platform, FAIR-M&A POP (Professional Operating Platform), to consolidate all its standards, methods and software. FAIR-M&A POP brings consistency to the FAIR-M&A approach. FAIR-M&A standards form a "common language" shared by all IT tools. FAIR-M&A POP is like a web site, easy to access and easy to use. No prior training is needed to get to the key information of M&A transactions.

#### FAIR-M&A SIS

FAIR-M&A Standard Information Structure (SIS) is the building block of the information management suggested by FAIR-M&A. It is made of 7 sections and 45 sub-sections. It allows for easy archiving and easy retrieving of all data used in an M&A transaction.

#### FAIR-M&A SPS

FAIR-M&A Standard Phase Structure (SPS) is the backbone of the standard M&A process suggested by FAIR-M&A for acquisitions and divestitures. FAIR-M&A has built an electronic platform supporting M&A transactions on the base of FAIR-M&A SPS and IBM's M&A Accelerator solution.

#### FAIR-M&A ASE

FAIR-M&A Acquisition Success Evaluation (ASE) is an example of the new and innovative methodologies developed by FAIR-M&A. FAIR-M&A ASE is a multi-criteria analysis leading to a fair appreciation of the probability of success of an acquisition, ideal to manage and control risks.



- Process and People Integration
- M&A Project Management
- Structured Transaction Memory

#### M&A ACCELERATOR - IBM

M&A Accelerator is a "collaborative management" tool tailor made by IBM to support M&A transactions. FAIR-M&A has configured the tool according to its standards. This forms the base of FAIR-M&A POP (Professional Operating Platform).

- Structured Information Management
- Enhanced Process Efficiency
- Transaction Costs Reduction

#### iROOMS - IMPRIMA

iRooms was recognised as "best electronic data room" in the ARFA-Deloitte benchmark. FAIR-M&A has inserted in iRooms its standard information structure (SIS) to enhance its functionalities. FAIR-M&A iRooms is the winning tool for divestitures.

- Industry and Sector Intelligence
- Optimized Deal Sourcing
- Acquisition Targets Monitoring

#### DIGIMIND

Digimind is the leading tool in web based competitive intelligence. FAIR-M&A has adapted the tool to the M&A process to give M&A professionals a unique way to improve transactions sourcing. FAIR-M&A DIGIMIND is an innovative solution to drastically improve deals identification.



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FAIR-M&A is an innovative concept taking a new approach to M&A performance. FAIR-M&A is a method as well as an ethic. It is a strong and formalized methodology but is also offers maximum flexibility. FAIR-M&A is a good answer to the contradictory requests of M&A in a world looking for smooth globalization.

