

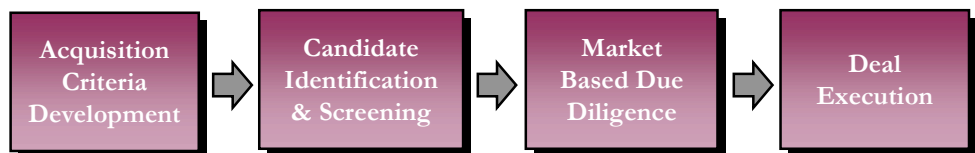
**Technomic Asia services:**

- **Market assessment**
- **New market entry**
- **Growth strategy**
- **Competitive analysis & benchmarking**
- **Competitive cost analysis**
- **Distribution & value chain assessment**
- **Acquisition Search**
- **Acquisition due diligence**
- **China Readiness assessment**
- **New product evaluation**
- **Opportunity Mapping**
- **Relationship Mapping**
- **Sourcing Services**

From strategic planning through culmination of the transaction, Technomic Asia provides companies with critical acquisition support. Technomic Asia has over 20 years of Asian experience, expertise across multiple industries, and proven methodologies to evaluate acquisition and alliance opportunities. Our firm provides practical, market-based analysis blended with strategic insight to support sound decision making. These services are relevant to both corporate clients as well as financial institutions.

**Technomic Asia offers a range of services across the acquisition cycle**

Technomic Asia has a proven process to assist clients in their Asian acquisitions and alliances. Our approach is based on a deep and objective market perspective which relates industry and competitive factors to the deal opportunity.



Our services can cover the entire spectrum to transaction completion or can focus on key phases in the process. Our due diligence activities validate the assumptions of the prospect’s business plan and verify their customer relationships, market position and competitive strengths/limitations. Our process includes confidential interviews with industry participants as well as rigorous and creative analysis of information from within the target company and from outside market sources. Technomic Asia also offers a portfolio of post-acquisition strategic services, that can assist with the integration of the new acquisition into your company and help ensure the transaction fulfills its expectations.

We can work with the client acquisition team providing on the ground assistance and an unbiased perspective on the transaction. Technomic has no interest in the deal so our recommendations are objective and in the best interest of the client. We also have the ability to find attractive candidates through probing market exploration. These opportunities are often below “the radar” of investment banks and other deal-making firms.

**About Technomic Asia**

Technomic Asia is an international management and market strategy firm that has been assisting companies in Asia for over 20 years. With expertise in a variety of industries and a track record of doing business with over 150 MNCs in the region, Technomic Asia is positioned to help clients clarify, expand, and identify the most profitable growth opportunities for their businesses.



*“Providing Solutions for Growth”*

## Acquisition Services

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### **Technomic Asia's network of affiliates:**

- **Shanghai**
- **Singapore**
- **Seoul**
- **Tokyo**
- **Mumbai**
- **Melbourne**
- **Chicago (US regional office)**
- **London (European regional office)**

### **A sample of our client list for acquisition assignments:**

- Brunswick
- Chase Capital Partners
- Citibank
- Cooper Tire
- CVC Capital
- DuPont Dow
- ECL (Pechiney)
- Emerson Electric
- Ford Motor
- General Mills
- Honeywell
- General Motors
- Kanematsu Goshō
- Lawson Mardon
- Morgan Chase Capital
- PPG Industries
- Prudential Venture Partners
- Sara Lee
- Schering
- Schroders
- Tenneco
- TI Group
- Unilever
- USG
- World Kitchen

### **Some recent examples of acquisition assignments include:**

- An analysis of a proposed acquisition candidate in China for a global supplier of auto and architectural glass. We determined the candidate brought only marginal contributions, and identified an alternative entry path for the client.
- A “sanity check” of the China entry plan for a global leader of building materials and their proposed local partner. A market assessment showed their greenfield investment plans would oversupply the industry. A joint venture with the leading competitor was formed instead.
- After a market evaluation indicated that our client needed to localize its manufacture (capital equipment for the metals industry), Technomic assessed joint venture options versus a green field approach. The latter was selected after candidates were screened and approached.
- Acquisition qualification and due diligence in the household care segment. A prospect was assessed in terms of its attractiveness and a plan was developed to construct a win-win deal with our client.
- Commercial due diligence of a leading Chinese fruit juice company. Deal was completed and follow up work was done to assist the target company in its marketing planning.
- Commercial due diligence in Korea of a leading climate control company, part of a chaebol organization. The deal was consummated after a comprehensive review of the company's future prospects.
- Due diligence assessment of a China based telecom equipment maker. Assisted the venture capital firm to validate market and competitive assumptions behind the deal.
- Assisted a US based building material supplier to re-structure its sourcing activity in China through a creative alliance arrangement with a local producer.