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Precise validation of  
target companies in  
the context of  
an M&A-Deal

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# COMMERCIAL DUE DILIGENCE



# COMMERCIAL DUE DILIGENCE (CDD)

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How good do you  
really know your  
target company?

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Implement company acquisitions based on profound analyses.

## All signs point to an M&A deal.

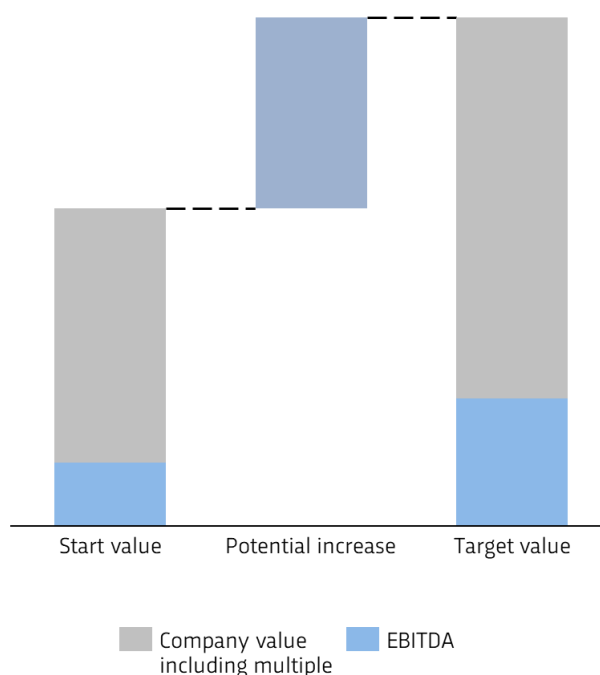
In the context of a potential company acquisition, commercial due diligence is an essential instrument for the careful examination of target companies, their industry and markets. Among other things, the examination process uncovers growth potential and risks, which provides the buyer company with information about the respective company situation including the markets. The appropriate evaluation of synergies also plays a decisive role in the purchase decision.

## External risks threaten your success.

Furthermore, there are external factors that represent additional potential pressures for an M&A deal and need to be evaluated, such as the Corona pandemic or the Ukraine war. With the necessary foresight, highest sensitivity, and many years of experience, TvK Consult accompanies you on this path and supports you with a customized CDD to guarantee the success of the transaction.

## Corporate value enhancement.

With the help of our commercial due diligence, the possibilities of increasing your company's value are precisely examined and quantified. Our insights, as well as fact-based analyses, help to verify to what extent target companies can unlock this economic potential. Thus, we create the basis for a successful implementation of long-term strategies and goals. Become aware of your own opportunities through professional consulting of the experts from TvK Consult.



# THE TVK CONSULT CDD-APPROACH

Our procedure.

## The project structure.

Our commercial due diligence approach includes four building blocks that are individually adapted according to the project circumstances. These form the basis for further structuring of audit processes. Depending on the project requirements, a greater focus is therefore placed on certain building blocks and their alignment.

Product & customer performance analysis

Market analysis including the analysis of the competitive situation

High-level analysis of the financial situation

Identification and evaluation of synergies

Your individual project plan.

## The time schedule.

Your company has an individual starting point for commercial due diligence, which is why we create a project plan tailored to your needs. This allows you to keep track of progress and milestones that have already been achieved.

	Month 1		Month 2		Month 3		Month 4	
	CW 01	CW 02	CW 03	CW 04	CW 05	CW 06	CW 07	CW 08
Product & customer performance analysis	█							
Market analysis including the analysis of the competitive situation			█					
High-level analysis of the financial situation					█			
Identification and evaluation of synergies							█	

# CASE STUDY

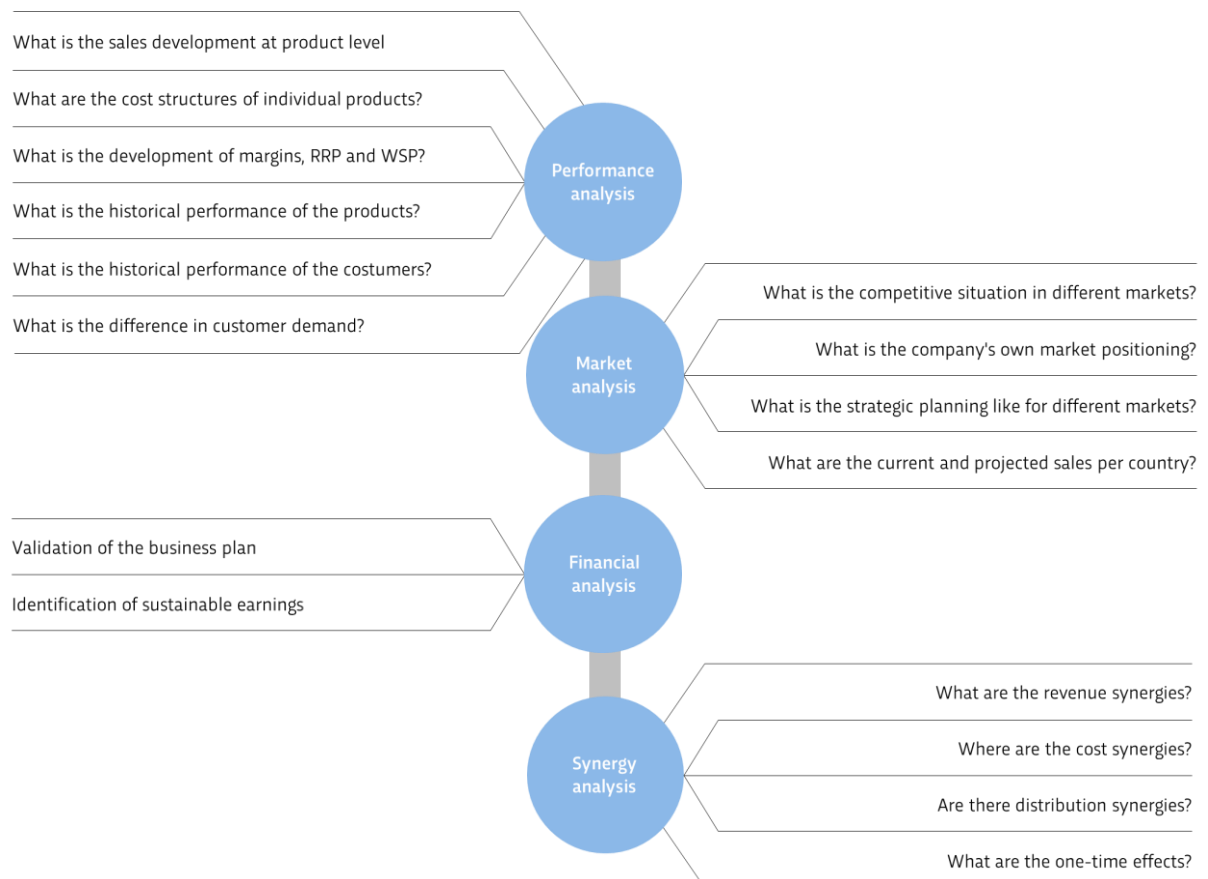


Practical application of our CDD.

## The initial situation and the resulting task.

An internationally active manufacturer of children's articles is considered as a potential acquisition target of a German company group. Therefore, a CDD is to be conducted to check the meaningfulness of this company acquisition. In the course of this, the possibilities of increasing the company value up to the planned exit are also to be executed. The following core questions are therefore answered thanks to the TvK Consult:

## The contribution of TvK-Consult.





## CDD EXPERTISE

Your contact persons.

**Experienced. Result-oriented. Integer.**



**Dr. Thomas van Kaldenkerken**

Partner



**Tilman Mai**

Manager

### **TvK Consult is different, guaranteed!**

We have your company's best interests at heart. Your goals are our goals. Together, we develop ambitious solutions that increase your profitability and sustainably promote competitiveness. Our team consists of men and women who have worked in management/board functions, as shareholders and supervisory board members for many years.

### **Our claim: Requirements-oriented testing processes**

You set the course - We deliver the results. Our commercial due diligence is characterized by value and meaningfulness. We combine examination of strategy, market, competition, and customers, with financial analysis, guaranteeing unique insights into selected target companies.