



# case study

## buy-side advisory

affentranger associates sa

uraniastrasse 26  
8001 zurich  
switzerland

tel +41 44 575 28 28  
fax +41 44 575 28 27

info@aasa.com  
www.aasa.com

# case study: buy-side advisory (1/2)

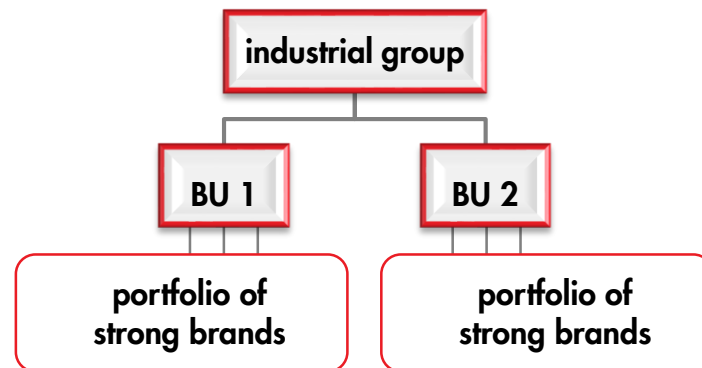
## leading industrial group implementing growth strategy

### context

- company with **strong balance sheet liquidity** and cash generation capacity
  - shareholder expectations raised a need for a **strategic decision on use of cash**
- preference for acquisition-driven expansion strategy
  - solid presence in mature niches – **limited organic growth prospects** at the time
  - acquisition in existing business or establishing a new leg
- clear **strategic vision to differentiate** further by focusing on industrial companies with
  - **leading (niche) market positions**
  - **high-value added**, technologically advanced products

### company background

- group with a portfolio of **two industrial divisions**
  - strong industrial heritage, reputation for quality, reliability, precision and innovation
  - portfolio of internationally recognizable and respected brand names
- public company with **strong family anchor shareholder**
- **entrepreneurial approach to investments** with focus on active involvement, long-term value creation and sustainability



# case study: buy-side advisory (2/2)

successful buy-side support reinforcing client's position with new division

**aasa value creation**

- analyzed the strategic options for shareholders
- defined the process and criteria for the new investment
- performed detailed target search (reviewed ca. 100 candidates) and chose best fit candidates
- implemented final target selection and **full acquisition** process

**impact**

- realized value-creating solution for use of company's cash, also in line with company's core values
- identified targets providing **strong fit with client's strategic criteria**, contributing strategic evaluation expertise
- successfully closed acquisition** of additional industrial leg (CHF 100m+ deal)
- new industrial leg with **strong contribution to profitability** and diversification benefit

partnership dream value corporate leadership  
creation hands-on management sustainable  
strategy ethical standards passion labor capital  
reputation talent attraction rational deal making  
global performance implementation creativity  
coaching art substance learning organization  
sharing team markets governance company  
capabilities real assets innovation dynamism  
fundamental approach professional attention  
motivation finance ambition initiative impact  
attention expansion cooperation personality