

The **five steps** of M&A planning

At Aviva, we recognise that Merger & Acquisition (M&A) deals provide our brokers with a great opportunity for growth, stronger capabilities and achieving long-term ambitions. To harness this potential successfully, we recommend detailed planning of the M&A process.

Here's an overview to guide you through the key stages and milestones:

1. Strategy



- Strategic planning
- Defining acquisition strategy and goals
- Portfolio evaluation
- Investment thesis
- Business systems

2. Identification



- Creating target broker screening principles
- Identifying potential acquisition targets
- Screening, selecting and contacting target brokers
- Executing confidentiality agreements
- Analysing potential synergies
- Submitting acquisition letters of intent

3. Due diligence



- Defining due diligence approaches, methods and protocols
- Management assessment to appraise the business and estimate risks

4. Transaction



- Developing target broker valuations
- Agreeing finance
- Developing acquisition deal structures
- Presenting and negotiating acquisition deal terms
- Planning target broker acquisitions
- Finalising acquisition deals

5. Integration



- Establishing acquisition integration plans
- Communicating the integration plans
- Integrating customers, markets, products, IT infrastructure, data and systems
- Integrating workforce, functions, operations, locations and facilities

To learn more about how Aviva can support you with your M&A ambitions, please contact your Aviva Sales Manager or our succession expert for a confidential chat:

Nick Burrows

nick.burrows@aviva.com

07889 363 549

| Retirement | Investments | Insurance | Health |