

Mergers & Acquisitions Strategy for Market Expansion

Client:
Pharmaceutical Company "PharmaGen"

Field of Expertise:
Mergers & Acquisitions

The financial experts of EROP Advisory have been lead advisors and participated in a few hundred mandates and in order to provide an overview over the industries, we are giving insight and presenting a case studie below.

Due to GDPR and privacy reasons of our clients, the names of our clients and their companies have been altered but the scope of work and the industry focus have remained unchanged.

Overview:

The information provided in this case study reflects real-life scenarios, but for confidentiality purposes, the names have been changed. PharmaGen, a pharmaceutical company with a focus on innovative therapies, sought strategic growth through mergers and acquisitions. They engaged EROP Advisory for their expertise in M&A strategy to facilitate market expansion.

Background:

When PharmaGen sought to expand its market presence through mergers and acquisitions, they turned to EROP Advisory, a consulting group based in Austria and focused on businesses in south-eastern Europe. With a specialization in operational, strategy, and advisory services tailored to private corporations, investors, public companies, and family offices, EROP was well-equipped to assist PharmaGen in their growth strategy.

Problem & Task at Hand:

- **Challenge:** PharmaGen's growth strategy required identifying suitable acquisition targets and navigating complex M&A processes.
- **Objective:** EROP Advisory was tasked with developing an M&A strategy to identify potential targets and facilitate successful acquisitions.

Initial Assessment:

EROP's M&A specialists conducted a thorough analysis of PharmaGen's market position, growth goals, and potential acquisition targets. They identified key opportunities for strategic acquisitions to enhance PharmaGen's product portfolio and market reach.

Applied Steps:

- 1. Market Analysis and Target Identification:** EROP analyzed the pharmaceutical market landscape and identified potential acquisition targets aligned with PharmaGen's strategic objectives.
- 2. Due Diligence and Valuation:** Conducted due diligence on selected targets to assess their financial health, market position, and synergy potential.
- 3. Negotiation and Integration Planning:** EROP negotiated with target companies and developed integration plans to ensure a seamless transition post-acquisition.

Results:

- **Strategic Acquisitions:** PharmaGen successfully acquired two innovative biotech companies, expanding its product portfolio and market reach.
- **Market Expansion:** The acquisitions enabled PharmaGen to enter new therapeutic areas and strengthen its position in existing markets.
- **Synergy Realization:** EROP's integration plans facilitated the seamless integration of acquired companies, realizing operational synergies and cost savings.

Testimonial:

"EROP Advisory's M&A strategy was instrumental in our successful acquisitions. Their expertise in market analysis, due diligence, and negotiation ensured that we identified the right targets and executed the acquisitions smoothly."

CEO, PharmaGen

Conclusion:

The engagement of EROP Advisory for M&A strategy was pivotal for PharmaGen's market expansion and strategic growth initiatives. By identifying and acquiring innovative biotech companies, PharmaGen expanded its product portfolio, entered new therapeutic areas, and strengthened its market position. Despite the financial cost of engaging EROP, the substantial market expansion and synergies realized by PharmaGen underscore the value of strategic consulting.