

## Consumer Business

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### An integrated M&A approach in a market with change!

#### Deloitte's Consumer Business practice: all-round M&A adviser

The Consumer Business practice at Deloitte comprises over 10,000 professionals globally across 140 countries. We have had the honor to have worked together with the vast majority of the world's top 100 companies in agribusiness, food & beverage, retail, wholesale, distribution and services.

Deloitte's Consumer Business practice takes an integrated approach towards M&A transactions. Specialists in acquisitions, disposals, management buy-outs, due diligence, valuations, finance raisings, tax structuring and pensions provide you the knowledge, expertise and capabilities to execute your transaction in an optimal manner.

#### The consumer business industry faces many challenges

Whether in good times or bad times, challenges in the consumer business are ultimately defined by the spending choices of end-consumers. As a result, some companies will be more affected by changes in economic climate than others. The impact of the current economic turmoil has caused, among others:

- A decline in most commodity prices
- Price and value to become increasingly central to choices that shoppers make
- Sales of private label products to rise in several categories
- Consumers to redefine their "needs" and luxury and postponing or cutting expenses in most non-food consumer products ranging from clothing to travel and electronic equipment
- Consumers to go out less and stay in more

Given the above the consumer business industry is a dynamic, complex, competitive and sometimes tough market. Long-term success is dependent on innovation, creativity, flexibility, effective marketing, cost efficiency and sufficient scale of operations.

#### Key issues consumer business companies will include:

- Should we partner, merge or acquire to realise sufficient economies of scale?
- Which of our businesses, products, customer groups, distribution channels or shops add the most value and which the least? What to do with the latter?
- Should we develop new products and/or markets from scratch or acquire existing businesses?
- How does the economic climate impact business succession and what alternatives are available?
- How will the credit crunch affect us and our customers?

By mastering your key issues timely, you will remain competitive and maximise the value of your organisation. Deloitte's consumer business specialists can help you to stay ahead of your peers.

#### More information:

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Deloitte Financial Advisory Services

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**Financial Advisory Services**

**SABMiller**

has acquired

**Royal Grolsch**

March 2008

**Deloitte Transaction Services**

acquisition due diligence services

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**Financial Advisory Services**

**Royal Friesland Foods**

has sold to

**Friso Kindervoeding**

to **Hero**

July 2007

**Deloitte Corporate Finance**

acted as financial advisor to the vendor

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**Financial Advisory Services**

**Gilde Buy Out Partners**

has acquired

**Plukon Royale**

April 2009

**Deloitte Transaction Services**

acquisition due diligence services

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**Financial Advisory Services**

**Dexcom Holdings**

has acquired

**Dynabyte and Dixons**

July 2006

**Deloitte Corporate Finance**

acted as financial advisor to the acquirer

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**Financial Advisory Services**

**Maxeda**

has sold

**Hema**

to **Lion capital**

June 2007

**Deloitte Transaction Services**

**Deloitte M&A Tax**

vendor due diligence services

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**Financial Advisory Services**

**NIBC Principal Investments**

has acquired

**Euretco**

February 2008

**Deloitte Transaction Services**

acquisition due diligence services

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**Financial Advisory Services**

**Travelhome**

was sold to

**ANWB Reizen**

June 2008

**Deloitte Corporate Finance**

acted as financial advisor to the vendor

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**Financial Advisory Services**

**Willem van Rijn Huishoud-**

**Elektro**

was sold to

**BSH Bosch und Siemens Hausgeräte**

January 2008

**Deloitte Corporate Finance**

acted as financial advisor to the vendor

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**Financial Advisory Services**

**Cendris Document Presentment**

has acquired

**Getronics Document Services**

March 2009

**Deloitte Corporate Finance**

acted as financial advisor to the acquirer

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