Marketline

Deals:

Introduction, User Guide, and Example Use Cases

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MarketLine

Introducing our Deals Database

The MarketLine Deals database is a comprehensive repository providing **real-time tracking of latest M&A activity**

Sector-specific M&A tracking
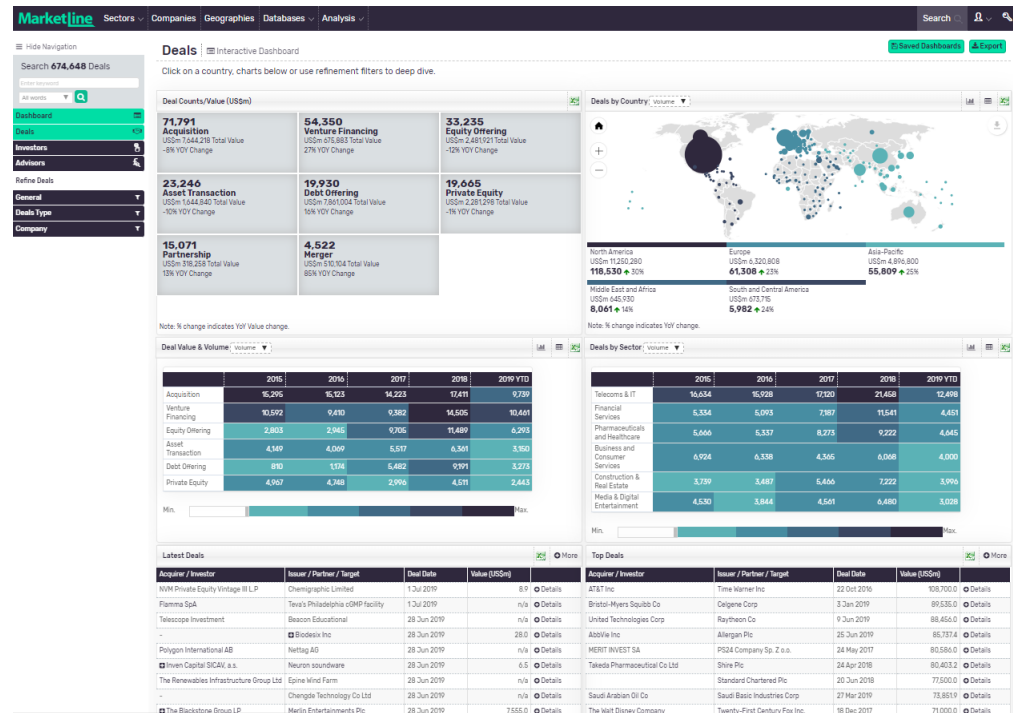
Latest competitor deal activity

Deal value and volume trends

Analytics, league tables and detailed profiles of investor and advisors

Themes driving deal activity

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Coverage by deal type

**MarketLine's Deals database coverage extends to all financial deal types and sub-types across all major sectors**

Includes acquisition, merger and assets

Includes Licensing Agreement, Joint Venture, Co-development, Co-marketing and Affinity Marketing

Includes direct investments, management buy- out, institutional buy-out, leverage buy-out and secondary buy-out

Includes private placement, public offering and secondary offering

Includes seed, start-up, later stage and growth stage funding

Includes IPO, rights offering, secondary offerings and private placement

M&A

Private Equity

Partnerships

Deals

Debt Offering

Venture Capital

Equity Offering

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Methodology – leveraging AI & machine learning for real-time tracking

We safeguard reliability and comprehensiveness by leveraging **AI/ML technologies** to track and scan thousands of sources on a **real-time basis**
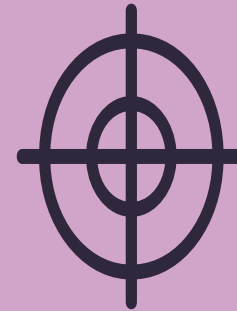
Key steps to safeguard comprehensiveness
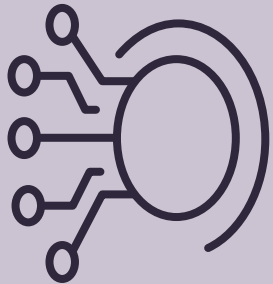
| **Advance Crawlers/ Automated Sourcing**	**Direct Submissions**	**External Benchmarking**
Web crawlers track close to **200K sources/ websites** and pull relevant updates on a real-time basis	Direct submissions from advisors/ investors on a daily basis	Deal-by-deal weekly benchmarking with external databases Missing deals available in the public domain are added and relevant sources are added to regular tracking

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User Guide – Deals Dashboard

MarketLine's Deals Database contains intelligence to help Academics, Strategy and Market/Competitive Intelligence teams monitor corporate deal activities.
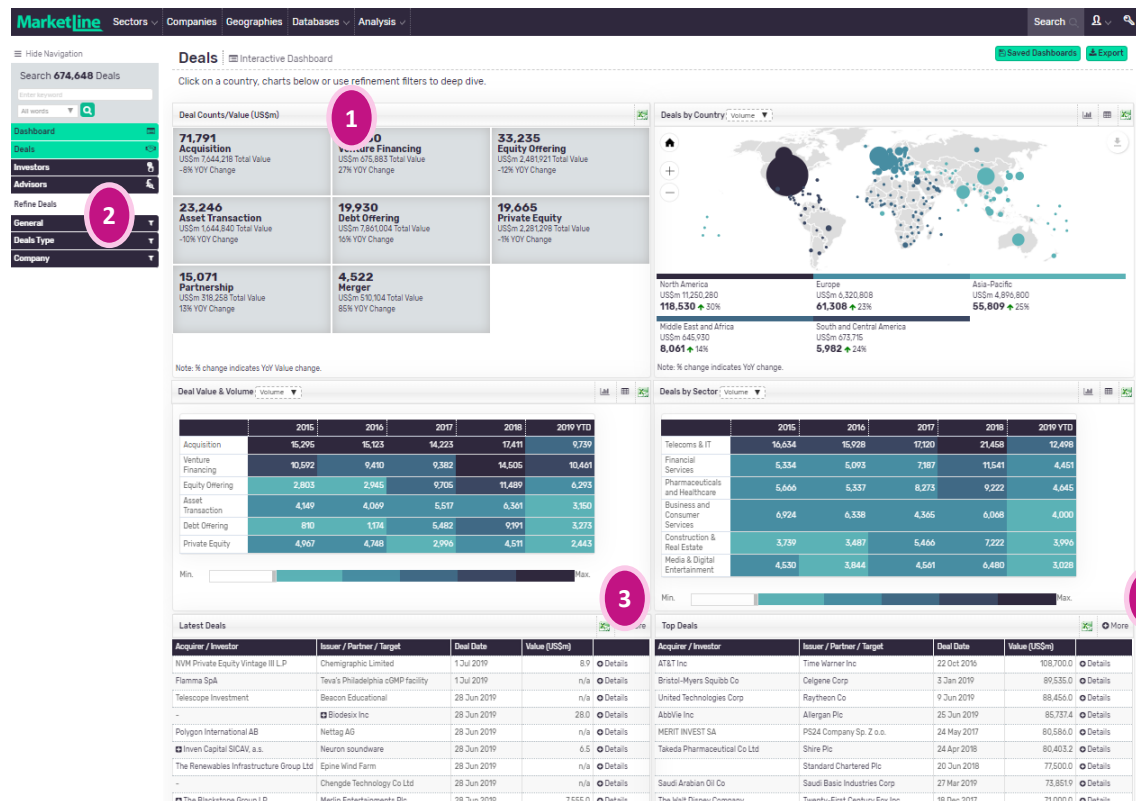
1 Customisable and interactive dashboard enables users to quickly manipulate data. Choose to view deals by country, sector, theme.

2 Deep dive into specific deals, investors and advisors in order to identify potential business opportunities and de-risk investment. Clicking Dashboard or Deals enables easy switching between Dashboard and List views.

3 Clicking the More icon under Latest Deals or Top Deals will show the list of refined deals. Likewise clicking More under Top Venture Capital/Private Equity Investors or Top Financial/Legal Advisors brings up lists of relevant investors or advisors.

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User Guide – Refinements

Clicking "General" in the left hand pane brings up the below screen which enables users to generate highly refined lists of deals and insights. Further refinement options are available by clicking Deals Type or Company,

1 Intuitive and a large number of search filters across different tabs

2 Options to search on general, deal-specific and company-specific parameters

Search filters selected on dashboard taken to deal results page and vice-versa

User Guide – Deals Listing

The Deals Listing page is accessed by clicking the Deals button in the left hand refinements, or the more icon under Latest Deals or Top Deals on the Dashboard.

1. Click deal headlines to access all data on individual deals

2. Tabs allow easy access to Related Investors/Advisors/Companies

3. Export function enables extraction of data to Excel

4. Results can be filtered by relevant criteria

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User Guide – Results Analytics

Leverage powerful analytical tools to spot investment trends

1 Results Analytics presents large volumes of deals data into charts for trend spotting and analysis.

View all deal types by geography; industry; country; trend; rationale; size; round of financing (series A, B, C etc); exits; and exit ratios.

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User Guide – Investor (and Advisor) deep dive

Deep dive into detailed investor profiles to identify potential investors or partners.

1 Key facts about the investor detailing their total funding, portfolio size and focus, average investment, geographic focus etc.

2 Investor trends, including YOY investments, active geographies and industries, help users to identify the top investors for ventures or projects.

The same tools are available for Advisors by clicking on the "Advisors" tab in the left hand pane.

Depending on the requirement user can stay on the "Dashboard" or move to the "Deals" tab for deals listing

https://advantage.marketline.com/Deals/Dealslisting

The "Deal Geography" filter in the "General" tab refers to the target geography

General tab

User can choose the geography which refers to the target location

https://advantage.marketline.com/Deals/Dealslisting

The "Participant Role" and "Company Headquarter" filters can selected as per the requirement

https://advantage.marketline.com/Deals/Dealslisting

Deals Use Case: Competitor Investment in Mexico

Objective	A global alcoholic beverage company wants to look at its competitors investments in Mexico
Search Process	Select alcoholic beverage industry under general search and select Mexico in geography. Select M&A in deal type; in result deal page, select investors

Deals Listing | **Related Investors** | Related Advisors | Related Companies

Refinements: Alcoholic Beverages [X] Mexico [X] Mergers & Acquisitions [X] 🗑

⚙ Investors related to deal results

1 - 12 of 13 investors 🖽 Customise Display ⬇ Export

Page 1 of 1 | Go to page 1 ▶ | 50 ▼ Results

Company Name ▼	Country	M&A vol	M&A (US$m)	Total Deal Vol	Total Deal Value (US$m)
Diageo Plc	United Kingdom	5	408.00	5	408.00
Constellation Brands Inc	United States of America	3	900.00	3	900.00
Bodega Las Copas S.L.	Spain	2	86.85	2	86.85
Amber Beverage Group Ltd	Latvia	1		1	
Anheuser-Busch InBev NV/SA	Belgium	1	20,100.00	1	20,100.00
Bepensa SA de CV	Mexico	1		1	
Brown-Forman Corp	United States of America	1		1	
Circle K Stores Inc	United States of America	1		1	
Colorado Spirits Importers, LLC	United States of America	1		1	
Combs Wine & Spirits	United States of America	1		1	

- User can export the results in excel for further analysis

- Customize display option allows users to add more column to the current table

- Total deal value and volume numbers are clickable and user can see individual deals contributing to these numbers by clicking on them

Deals Use Case: Find Legal Advisor With Sector Experience

Objective	**A company is looking for a target in the foodservice industry in India and wants to engage an experienced legal advisor**
Search Process	Select foodservice as industry and select India in geography. On deal results page, click the advisors tab to get relevant advisors

| Deals Listing | Related Investors | **Related Advisors** | Related Companies |

Refinements Foodservice X India X 🗑

🔍 **Advisors related to deal results**

1 - 50 of 89 advisors ⊞ Customise Display ⬇ Export   Page 1 of 2 | Next Page | Go to page 1 ▶ 50 ▼ Results

Company Name	Advisor type	Country	M&A vol	M&A (US$m)	Capital Raising (US$m)	Capital Raisings vol	Total Deal Vol	Total Deal Value (US$m)
Kotak Mahindra Capital Company	Financial	India			511.20	7	7	511.20
ICICI Securities Ltd	Financial	India	1	32.08	94.21	4	5	126.29
AZB & Partners	Legal	India	2	850.00	150.00	1	4	1,000.00
Centrum Capital Limited	Financial	India			178.28	4	4	178.28
J Sagar Associates	Legal	India	4	52.78			4	52.78
Lodha Capital Markets	Financial	India	1		44.98	3	4	44.98
Yes Bank Ltd	Financial	India	1	17.73	230.39	3	4	248.13
Avendus Capital Private Limited	Financial	India	1	146.50	75.00	2	3	221.50
Dua Associates	Legal	India	1	800.00			3	800.00
Edelweiss Financial Services Ltd	Financial	India			355.50	3	3	355.50
JM Financial Institutional Securities Limited	Financial	India	1	107.81		2	3	107.81
Shardul Amarchand Mangaldas & Co	Legal	India	1	77.95	11.30	1	2	89.25
Amarchand & Mangaldas & Suresh A. Shroff & Co	Legal	India	1	70.94	31.84	1	2	102.78

- Clicking on total deal volume/value will take user to the list if deals advised by advisor, as per selected criteria

- Clicking on advisor name will take user to detailed advisor profile

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Objective	A MarketLine user at a consumer company wants to see potential Foodservice acquisition target in Asia-Pacific
Search Process	Under general search, select rumor and dead rumour. Under deal status; select desired industry and geography. Post selection, go to related companies tab on deals to see potential targets

| Deals Listing | Related Investors | Related Advisors | **Related Companies** |

Refinements: Foodservice X | Asia-Pacific X | Rumor X | Dead Rumor X | 🗑

Target Companies related to deal results

1 - 50 of 121 companies | Export   Page 1 of 3 | Next Page | Go to page 1

Company Name ▼	Last Deal Date	Last Deal Type	Last Deal Value (US$m)	HQ Location	Last Investor
Casa2 Stays Private Limited	18-Oct-2018	Merger	n/a	India	
Ruptub Solutions Pvt Ltd	18-Oct-2018	Merger	n/a	India	
Food Vista India Pvt Ltd	08-Oct-2018	Private Equity	75.00	India	➕ Kedaara Capital …
Bundl Technologies Pvt Ltd	04-Sep-2018	Equity Offering	n/a	India	Tencent Holdings L…
Yum China Holdings Inc	28-Aug-2018	Private Equity	n/a	China	➕ China Investme…
Ele.me	07-Aug-2018	Private Equity	5,000.00	China	Vision Fund;
AMRI Hospitals Ltd	02-Aug-2018	Acquisition	146.50	India	Manipal Health Ent…
Thalappakatti Hotels Private Limited	12-Jun-2018	Private Equity	n/a	India	Multiples Alternate …
Zomato Media Private Limited	17-May-2018	Equity Offering	400.00	India	SoftBank Group Co…
Voila F9 Gourmet LLP	16-Feb-2018	Acquisition	n/a	India	
Yumlok	14-Jan-2018	Venture Financing	1.00	India	

- Assumption is that as these companies are already part of a rumoured deal, they are likely up for sale

- User can click on the name of a company to see its profile and deals it was involved in

MarketLine

Deals Use Case: Chinese Companies with M&A Activity in Africa.

Objective	**A mining company wants to look at Chinese companies' M&A activity trend in Africa**
Search Process	Select geography as Africa (in general filter); select participant role as acquirer and headquarter location as China in Company filter; click on result analytics and then M&A tab

- Activity trend chart reflects overall value/volume of M&A activities by Chinese companies in African mining sector

- Additionally, user can see industry trend chart, reflecting key commodities driving Chinese M&A activity in the region

- Total activity and industry chart numbers might not match due to multiple commodities tagged to single deal

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Deals Use Case: Chinese Investment in India Startups

Objective	**A consulting company is looking at trend around Chinese Investor investing into Indian startups**
Search Process	Select India in geography under general filter; under company filter, select acquirer under participant role and China under headquarter; select venture financing under deal type
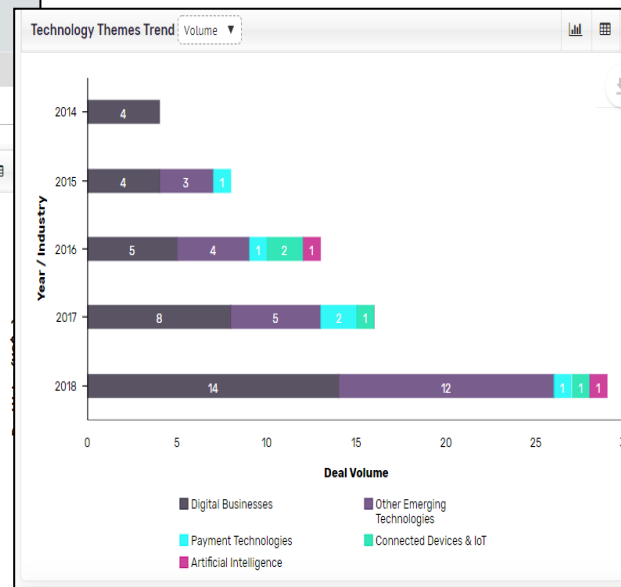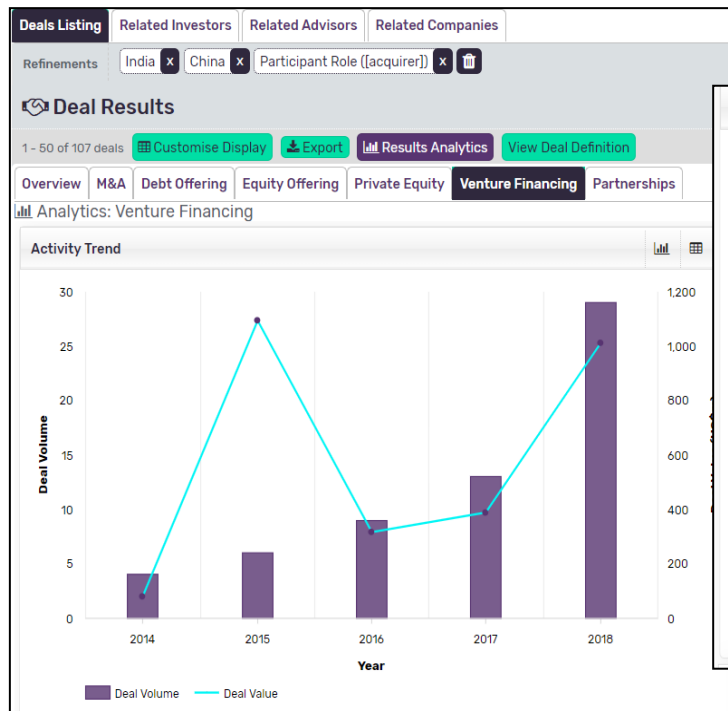
- Venture financing tab on result analytics page will offer trends around Chinese investors investments in Indian start-ups

- E.g. activity trend chart will offer a view on overall deal value and volume, whereas, technology theme trend chart will suggest the key technologies that Chinese companies are investing in (in India)

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Objective	**A Professional Services company wants to look at private companies acquiring public companies**
Search Process	On deal type filter, select private in acquirer role and public in target role and M&A under deal type; see deals page

Refinements: Mergers & Acquisitions [X] Target (Public) [X] Acquirer (Private) [X]

Create Alert | Save Search

Deal Results

1 - 50 of 408 deals | Customise Display | Export | Results Analytics | View Deal Definition | Page 1 of 9 | Next Page | Go to page 1 | 50 ▾ Results

Date	Headline	Type	Value (US$m)	Acquirer / Investor	Issuer / Partner / Target
11/1/2018	Beijing Donia Resources Sells Common S…	Acquisition	0.62		Golden Share Resources Corp;
10/17/2018	New Zealand Steel Acquires 15.8% Stake i…	Acquisition	30.17	New Zealand Steel Limited;	Steel & Tube Holdings Limited;
10/10/2018	Cresco Labs to Acquire Randsburg Intern…	Acquisition	0.65	Cresco Labs, LLC	Randsburg International Gold Corporatio
9/27/2018	Best Decade Holdings Acquires 100% Sta…	Acquisition	564.86	Best Decade Holdings Limited	Delong Holdings Limited;
9/18/2018	Virtus Mining to Acquire Aldridge Minerals	Acquisition	39.82	Virtus Mining Ltd.	Aldridge Minerals Inc;
9/18/2018	Vertigol Unlimited to Acquire 3% Stake in …	Acquisition	14.25	Vertigol Unlimited Company	Mountain Province Diamonds Inc;
9/17/2018	Imperial Metals Plans to Sell its Stake	Acquisition	n/a		Imperial Metals Corporation;
9/12/2018	New Gold May Sell Itself	Acquisition	n/a		New Gold Inc;
8/30/2018	Yueda Capital Acquires 51.34% Stake in Y…	Acquisition	55.41	Yueda Capital (HK) Limited	Yue Da Mining Holdings Limited;
8/22/2018	Black Mountain Metals Withdraws to Acqu…	Acquisition	48.66	Black Mountain Metals LLC	Poseidon Nickel Ltd;
7/30/2018	Ruby Hollow and 321888 to Acquire Stake…	Acquisition	4.50	Ruby Hollow LLC	Chief Consolidated Mining;

- Clicking on a deal headline will take user to the deal page, where more details on the selected deal is available

- User can also sort the result page by deal value

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Deals Use Case: Find Deals Funded by Shares

Objective	Find trends around M&A where shares are used as consideration
Search Process	Select share as mode of payments in deal type search; select M&A in deal type
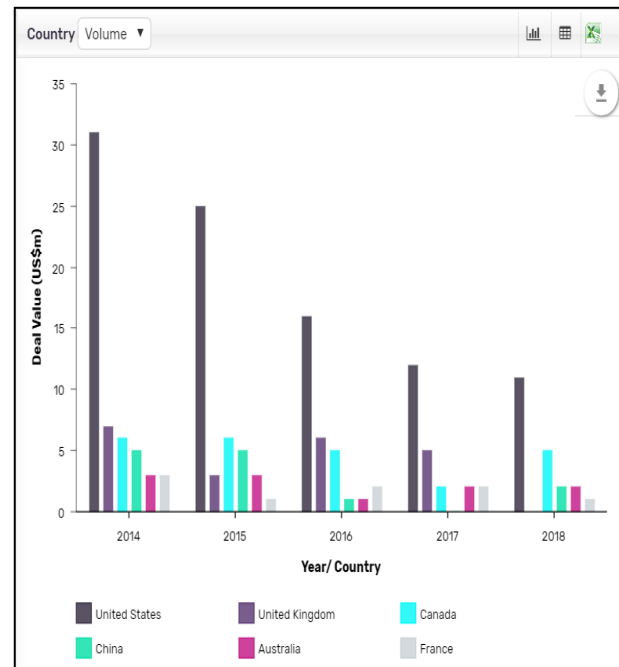
- After selecting desired parameters, user can see overall M&A value and volume trend in activity trend chart

- Also, in country chart, user can see further break-down of deal activity by country; E.g. we can clearly observe from the adjacent country chart that the US has higher M&A deals with "shares" being used as payment mode, as compared with other countries

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Deals Use Case: Find Popular Exchanges For IPOs
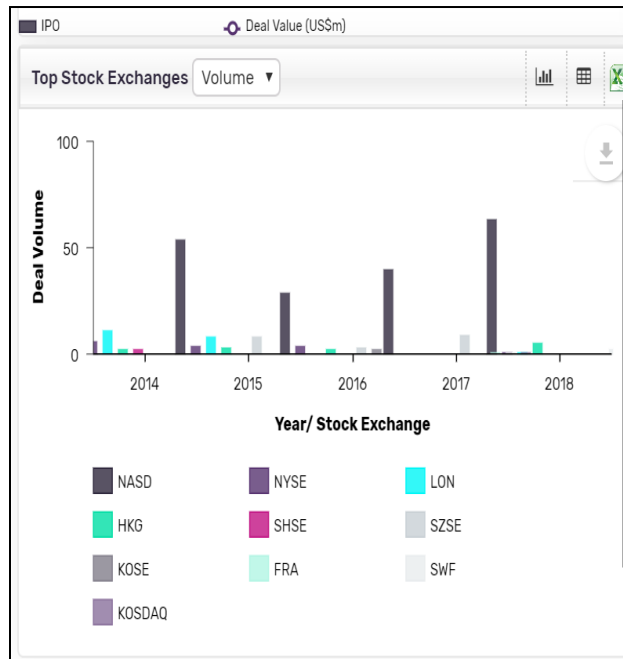
Objective	**A researcher is looking into the most preferred stock exchanges**
Search Process	Select IPO in deal type; under result analytics, select equity offering tab and see bottom chart on "Top Stock Exchanges"

Year/ Stock Exchange	NASD	NYSE	LON	HKG	SHSE	SZSE	KOSE	FRA	SWF	KOSDAQ
2014	78	6	11	2	2	-	-	-	-	-
2015	54	4	8	3	-	8	-	-	-	-
2016	29	4	-	2	-	3	2	-	-	-
2017	40	-	-	-	-	9	-	1	1	1
2018	63	1	1	5	-	-	-	-	2	-

- User has both chart and table view available on UI, as reflected in the adjacent screenshots

- Users can also download data in excel and perform further analysis

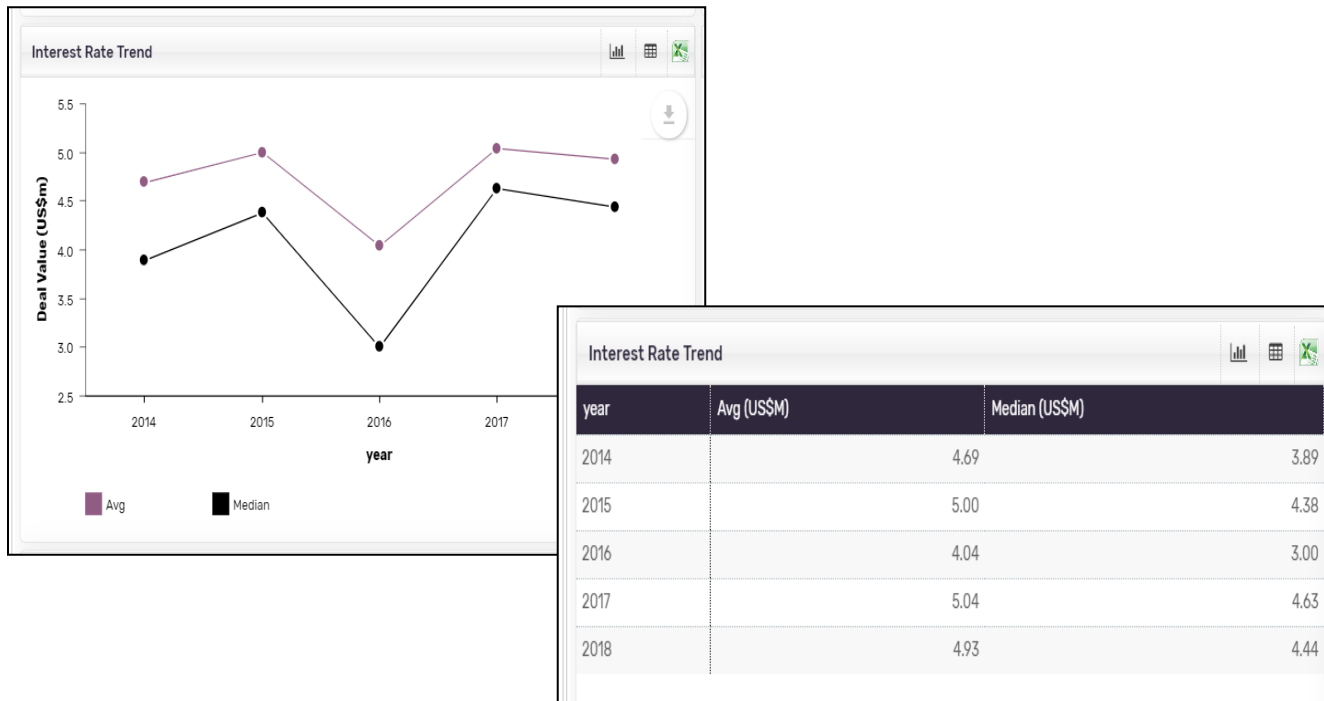**Market**line

Deals Use Case: Debt Offering Interest Rate Trends

Objective	**Corporate finance client is looking at interest rates trend in debt markets**
Search Process	Select debt offering in deal type. on result analytics page, select debt offering tab; there is a chart on interest rate trend

- User has both chart and table view available on UI, as reflected in the adjacent screenshots

- User can further see the interest rates by country by selecting geography under general search

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Deals Use Case: Competitor Advisors

Objective	**An advisor is looking at competitor advisors in industry**
Search Process	Select geography advisor is interested in; select related advisor in deal result page

| Deals Listing | Related Investors | **Related Advisors** | Related Companies |

Refinements North America x 🗑

🔍 Advisors related to deal results

1 – 50 of 2065 advisors ⬇Export   Page 1 of 42 | Next Page | Go to page 1 ▶ 50 ▼ Results

Company Name	Advisor type	Country	M&A vol	M&A (US$m)	Capital Raising (US$m)	Capital Raisings vol	Total Deal Vol	Total Deal Value (US$M)
J.P. Morgan Securities LLC	Financial	United States of America	73	207,831.55	479,020.64	1515	1593	686,852.19
Citigroup Global Markets Inc	Financial	United States of America	16	26,739.40	423,331.53	1387	1405	450,070.93
Bank of America Wealth Management	Financial	United States of America	67	205,720.92	110,302.95	1052	1122	316,023.87
Kaufman, Hall & Associates, LLC	Financial	United States of America			18,358.06	1005	1006	18,358.06
The Goldman Sachs Group Inc	Financial	United States of America	113	758,097.20	361,076.18	792	911	1,119,173.38
Morgan Stanley	Financial	United States of America	67	284,825.17	211,030.84	707	787	495,856.01
Merrill Lynch, Pierce, Fenner & Smith Inc	Financial	United States of America	1	15,653.00	378,929.88	730	733	394,582.88
Piper Jaffray Companies	Financial	United States of America	28	7,195.72	38,460.78	702	730	45,656.50
Cowen and Company, LLC	Financial	United States of America	29	18,920.17	64,706.02	627	660	83,626.19
Cooley LLP	Legal	United States of America	80	73,723.40	44,488.47	543	633	118,211.87

- Clicking on advisor name will take user to detailed advisor profile

- The page provides details on geographic and sectorial break-down of selected advisor activities, along with other relevant details

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Deals Use Case: Identify Attractive Segments

Objective	An investor is looking at most attractive tech segment in India
Search Process	Select India under geography. On result analytics page, look at the industry trend chart under overview

Year / Industry	Digital Businesses	Other Emerging Technologies	Payment Technologies	Artificial Intelligence	Connected Devices & IoT	Secu Tech
2014	351	187	39	13	22	
2015	850	315	81	34	25	
2016	758	375	46	50	38	
2017	480	284	50	48	39	
2018	404	405	36	47	31	

- Clicking on any stack takes user to a deal listing page, comprising all deals that contributed to the selected stack

- Table and excel download functionalities are similar to other charts

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Deals Use Case: Mega Pharma Deals

Objective	User wants to see mega (>USD1bn) M&A deals in 2018 in Pharma
Search Process	Select more than $1bn in deal value and 2018 time period under general search, and select M&A under deal type and see deal results

- Clicking on deal headline will take user to the deal page, where more details on the selected deal is available

- Also, clicking on acquirer or target's name will take user to their profile page

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Objective	User wants to identify legal advisors for a potential acquisition in Japan
Search Process	Go to advisor tab; in general search, select M&A as deal type, legal advisor as advisor type and Japan under geography; click on show results

- By clicking on advisor tab on dashboard, user can directly define criteria and find relevant advisor names, without going to deal listing page

- User can select multiple advisors and benchmark them on deal type, industry focus, etc.

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Deals Use Case: Find Potential VC Investors

Objective	A North America-based travel services start-up is looking to identify potential VC investors
Search Process	Go to investor tab; in general search, select travel services in industry, North America in Geography, Venture Finance in investor type, and start-up in stage of investment

- By clicking on investor tab on dashboard, user can directly define criteria and find relevant investor names, without going to deal listing page

- User can select multiple investors and benchmark them on deal type, industry focus, etc.

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Deals Use Case: Find Mining M&A Activity in Africa

Trend	**Africa mining sector witnessed increased deal activity between 2013 and 2017**
Search Process	Select time period as 2013 and 2017 and geography as Africa
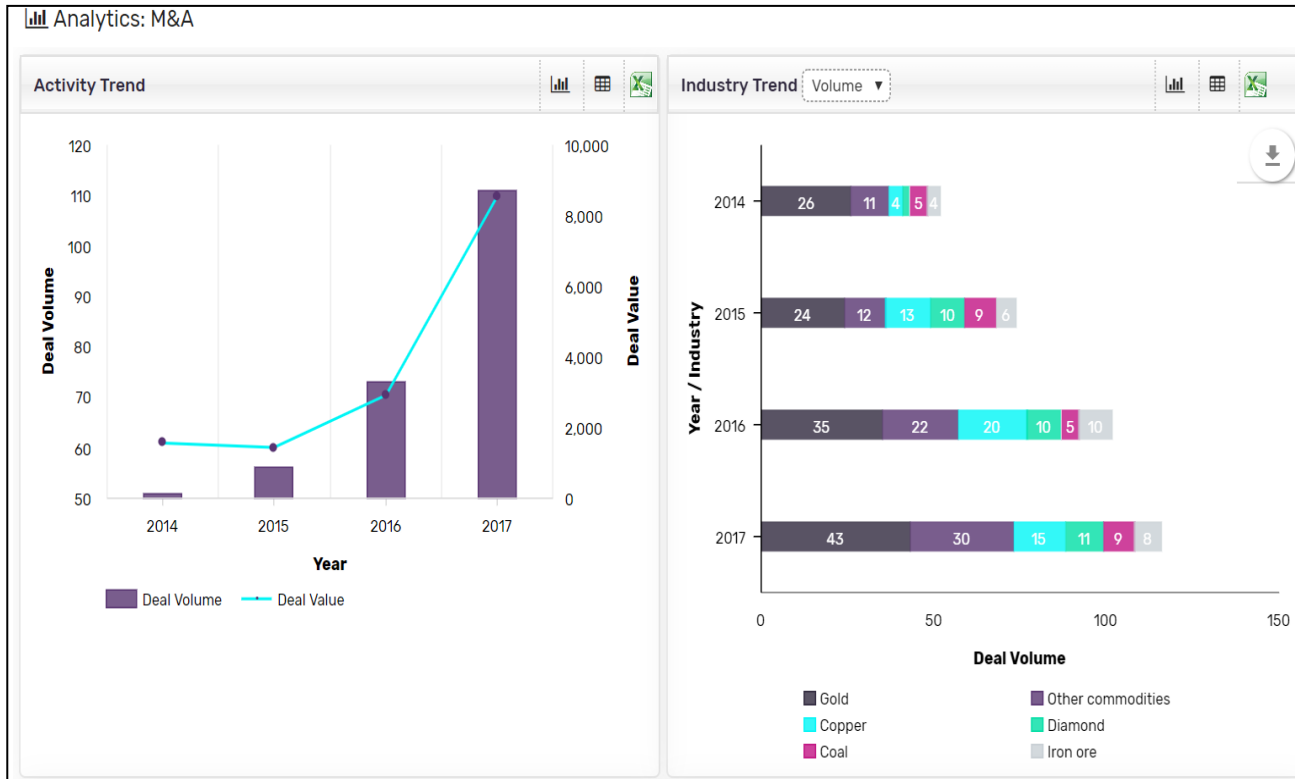
- User can clearly see growing M&A activity in Africa Mining sector

- Industry trend chart suggests the key commodities attracting M&A activities in the region

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Trend	**2018 has witnessed record number of US-based VC companies going for IPO**
Search Process	Select deal type as IPO; on deal results page, go to analytics and see deal volume by top countries chart
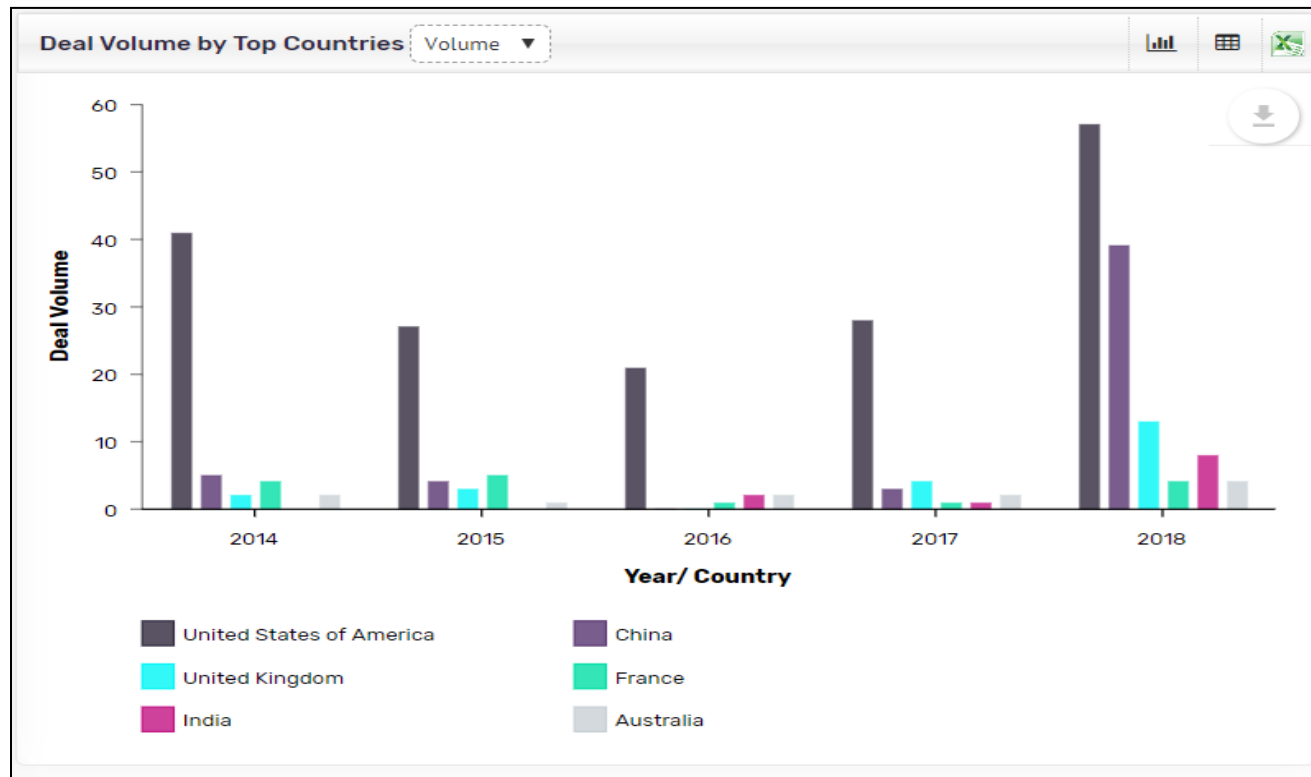
- Post applying filters as suggested in the above table, the deal volume by top countries chart will reflect IPO volume/value for VC-funded companies by country by year. One can clearly spot that 2018 has been exceptional year for US-based VC-backed companies going for IPO

Trend	**Majority of VC capital in US flowing into $50M+ deals**
Search Process	Select US as geography; and on result analytics page, click on Venture Financing; see the deal size chart with value selection in flip option at top

Deal Size Value ▼

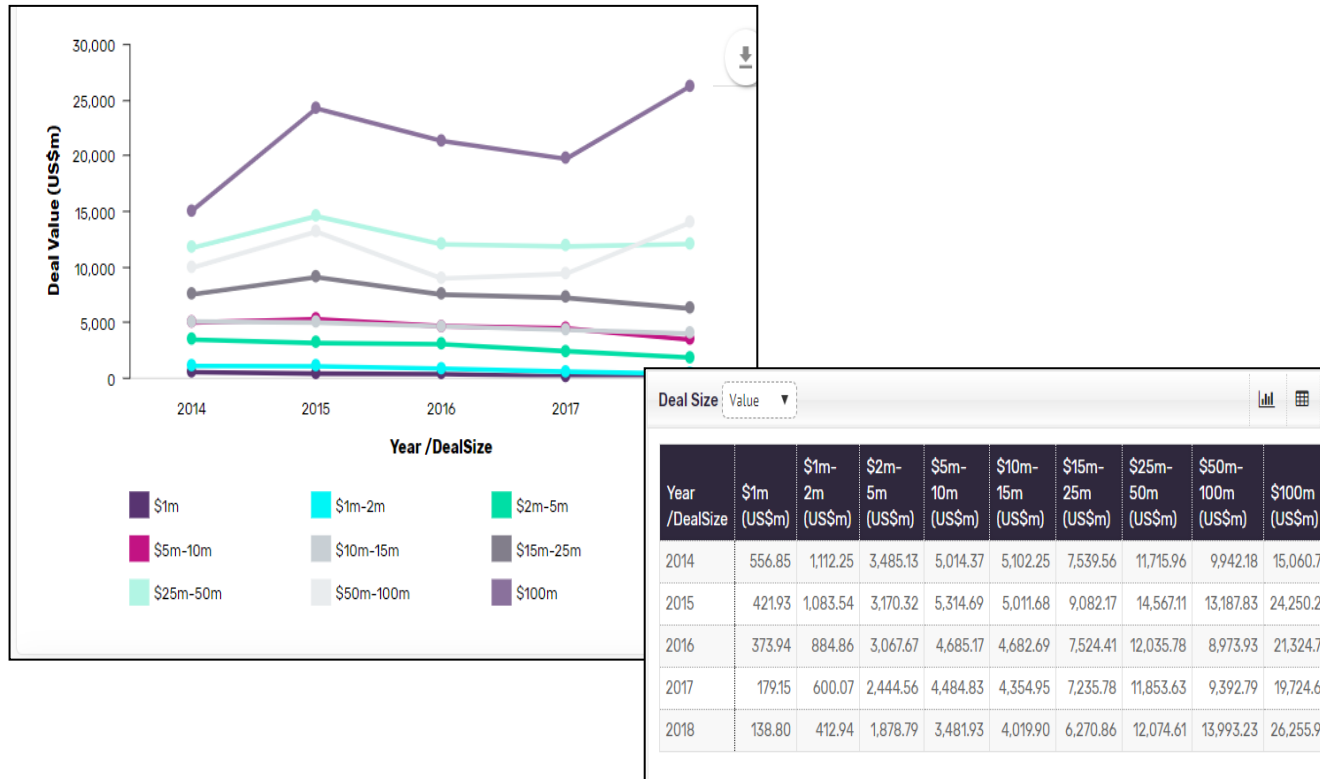| Year /DealSize	$1m (US$m)	$1m-2m (US$m)	$2m-5m (US$m)	$5m-10m (US$m)	$10m-15m (US$m)	$15m-25m (US$m)	$25m-50m (US$m)	$50m-100m (US$m)	$100m (US$m)
2014	556.85	1,112.25	3,485.13	5,014.37	5,102.25	7,539.56	11,715.96	9,942.18	15,060.76
2015	421.93	1,083.54	3,170.32	5,314.69	5,011.68	9,082.17	14,567.11	13,187.83	24,250.22
2016	373.94	884.86	3,067.67	4,685.17	4,682.69	7,524.41	12,035.78	8,973.93	21,324.76
2017	179.15	600.07	2,444.56	4,484.83	4,354.95	7,235.78	11,853.63	9,392.79	19,724.65
2018	138.80	412.94	1,878.79	3,481.93	4,019.90	6,270.86	12,074.61	13,993.23	26,255.95

- As can be witnessed in the adjacent chart and table, the total value of US$50 million plus deals has surpassed all other deals joined together in 2018

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