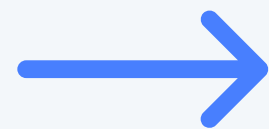


Sell-side M&A

5 Critical Mistakes Made in Market Reviews

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1.) Failure to Pinpoint Sub-Sector Economics

- **Mistake:** Not digging into the economics of the client's specific sub-sector.
- **Fix:** Contextualize client-specific advantages instead of generic industry growth rates.

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2.) Overlooking Buyer-Specific Leverage

- **Mistake:** Not aligning the market review with the types of buyers that would have the most to gain from acquiring the client.
- **Fix:** Underscore what each type of buyer can unlock.

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3.) Underestimating Competitive Threats

- **Mistake:** Failing to address new entrants and regulatory environments
- **Fix:** Showcase the company's ability to adapt, pivot, or defend its position, rather than downplaying risks.

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4. Missing Forward-Looking Metrics

- **Mistake:** Relying heavily on historical financials without projecting the market's impact on future performance.
- **Fix:** Demonstrate your understanding by focusing on future industry shifts and how they will drive financial performance.

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5.) Ignoring Macro Risks

- **Most Ignored:** Supply chain disruptions, geopolitical issues, or inflationary pressures.
- **Fix:** Show how the client's business is positioned to handle volatility, enstiling confidence in long-term resilience.

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