

## Accompanying the sale of a traditional company due to a refused family succession

### Background

Our client is a traditional medium-sized company in the construction industry. The company was on the verge of a generational change, which had to be resolved through a sale. The children of the previous owner had no interest in continuing the operative business, which is why the company had to be sold. A sale of company parts or an integration into an existing company was ruled out by the owner. Due to the age of the owner, a solution had to be found within a very short time.

ANXO MANAGEMENT CONSULTING GmbH was mandated by the owner as advisor and supporter during the M&A process.

### Approach

The selling process started with a close cooperation with the owner to discuss his goals, wishes and the target selling price to lay the foundation for the following process. After reaching agreement, a long and short list of potential buyers was prepared and regularly reviewed by the client.

Additionally, ANXO MANAGEMENT CONSULTING prepared an information memorandum with the most important key figures and information about the company in close dialogue with the client. Contacting potential target companies and holding initial meetings were also part of this phase.

In the final phase of the sales process, ANXO MANAGEMENT CONSULTING took the role of an adviser in the negotiations between client and potential investor as well as in conceptualising the final contract.

As the success of an M&A project significantly depends on the post-merger integration, further support was provided to the buyer in the integration process after closing of the deal.

### Problem, solution and added value

The client benefitted from ANXO MANAGEMENT CONSULTING's high level of professionalism, experience, and broad network in the reinforced concrete industry. In addition, the managers were coached during the process and the negotiations between client and buyer were moderated. Thus, the company was successfully sold according to the owner's goals and wishes.



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