



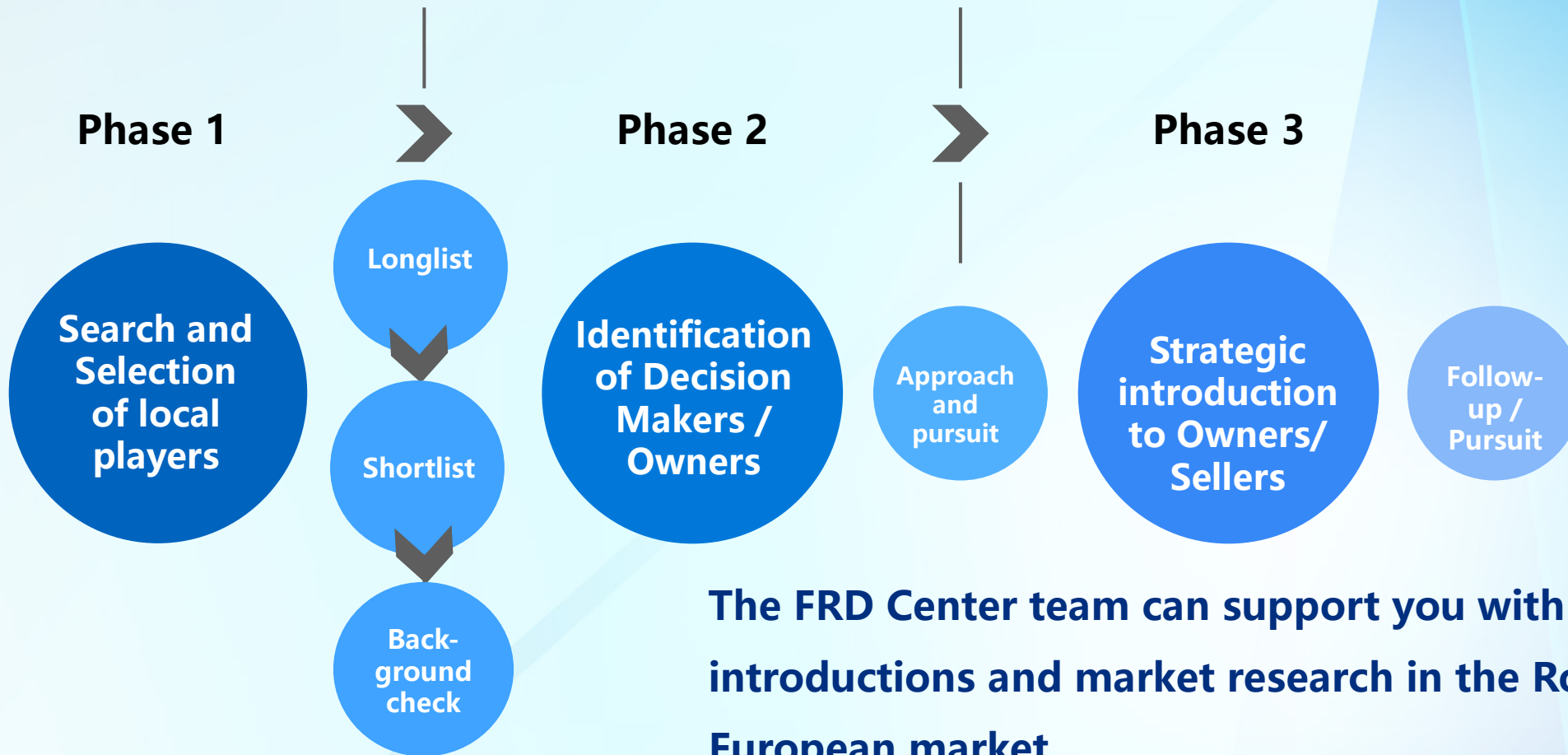
# Pre-M&A Services in Romania and Emerging Europe

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FRD Center

# FRD Center support Step-by-Step

**FRD**  
center



The FRD Center team can support you with strategic business introductions and market research in the Romanian and East European market.

Contact us at email: [europa@frdcenter.ro](mailto:europa@frdcenter.ro)

More details at <http://www.frdcenter.ro>

# Target Origination in Romania



For over 20 years, FRD Center consultants assist the Foreign Buyers with Target Origination and Investment Project Sourcing in Romania and the region, regardless of sector or industry.

The FRD Center methodology, tactics and offer of assistance include:

## Order Form from Buyer

receive Signed Order and advance payment from Client (The Buyer)

## Search and Selection

research the Romanian market for relevant potential Targets based on the profile and criteria provided by the Client (the Foreign Buyer)

## Longlist of Targets

provide the Client with longlist, financial analysis and brief profiles of most suitable local Target-Companies, to be shortlisted by the Client

## Background Check

Carry our reputation and background check on the companies shortlisted by the Client.

## Approach Decision Makers

Identify and approach the Decision Makers / Owners of the shortlisted players that result "clean" in order to check their willingness to sell / discuss M&A. If required by the Client, this will be done in confidence, without disclosing the name of the Buyer.

# Final Stage of FRD Center support



## Strategic Introduction

Facilitate direct strategic introduction to the Buyer with the local Decision Makers / Owners that have confirmed their interest in selling or discussing a strategic partnership



## Pursuit / Follow-up

Continue to assist the Client (the Buyer) with pursuit and follow-up of the local Decision Maker / Owner, if the case

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# Case Study Examples

## IT / software

Client operating in SE Europe acquired a local player with a TO in excess of 3 mEUR from a shortlist of players FRD Center correctly identified, selected and contacted at Owner level

## Metalworking

Dutch Client active in steel metal equipment engineering received comprehensive list of local players correctly identified, selected and contacted at Owner level by FRD Center

## Petrochemicals

Irish Corporate Finance Group received market opportunity assessment study and in-depth profiles of local relevant players generated by FRD Center according to the Client' s requirements

# Case Study Examples (cont)

## **BPO / call-center outsourcing**

Italian BPO group looking to expand to SE Europe received market opportunity assessment study for Romania and Bulgaria, in-depth profiles of local relevant players and strategic intro at Owner level

## **Engineering**

FRD Center assisted major automotive manufacturing international group identify, select local players according to their requirements, visit the Decision Makers in their operations in Romania

## **Building materials**

Leading British producer of heavy construction materials Group received market opportunity assessment study and in-depth profiles of local relevant players generated by FRD Center, upon demand.

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