

# Value creation

Deal Advisory



In today's rapidly changing and uncertain environment, businesses need to be able to adapt quickly in order to both protect and create value for their stakeholders.

To do this effectively, as well as having a robust strategy, business leaders need to leverage data to understand the value drivers of their business and make informed, value-based, decisions.

KPMG's value creation approach deploys a powerful combination of hypothesis-led thinking with advanced data analytics. Together with our sector-specific knowledge and functional expertise, this enables us to provide you with a unique set of insights specific to your business.

### When is value creation relevant to a business?

Our value creation approach identifies potential performance improvements and can be deployed across a number of situations:

**Pre-deal** – During the acquisition or sale process, we help you to understand the potential to create value from the target company, unlocking value for either the buyer or seller. So, whichever side you are on, you can be confident that your valuation incorporates potential upsides, backed by robust analytics and implementation considerations.

**Post-deal** – After closing the deal, we perform a deep-dive on the company's financial and operational data to identify where to reposition assets to enhance EBITDA and cash flow.

We can then assist in implementing the right initiatives to deliver this improvement to ensure value is delivered ahead of any exit or IPO.

**Business improvements** – Our approach is applicable for any organization that is looking to grow, improve their financial performance, or for organizations that require help in developing a robust plan to create value.

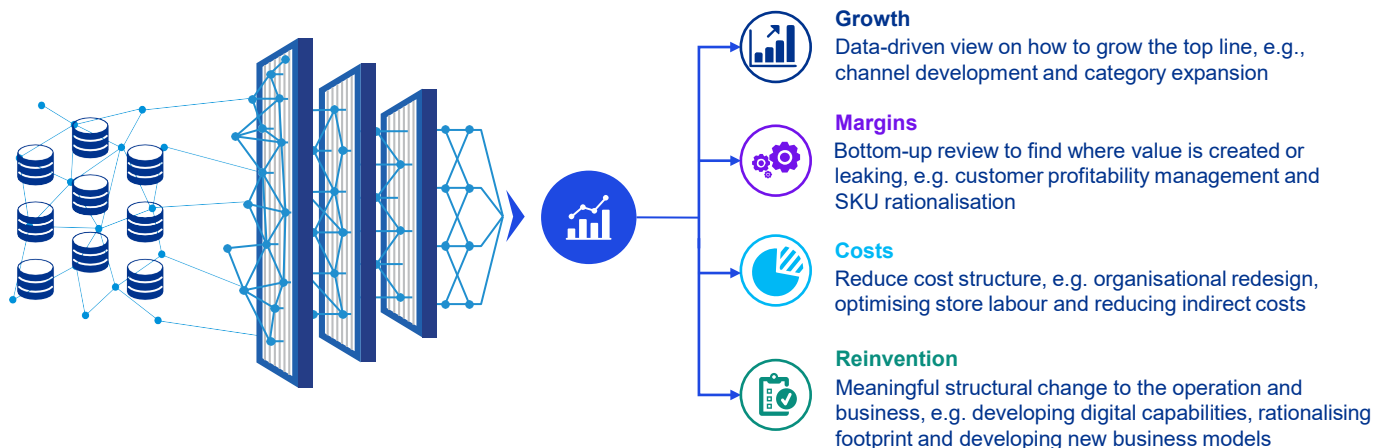
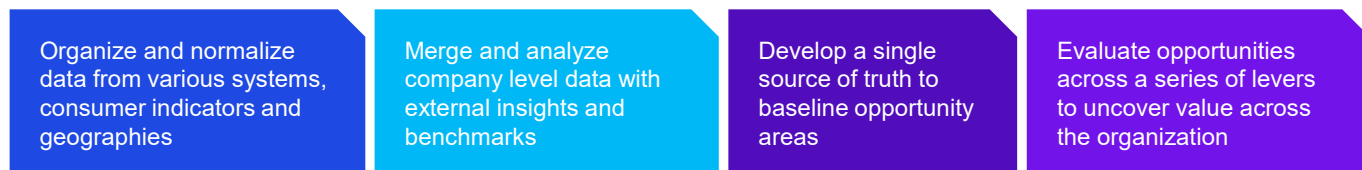
With access to KPMG's global network of professionals and comparators, we can provide you with detailed, actionable insights to drive value, whatever your current situation is.

### Our collaborative, and data-driven approach

At KPMG, we use our experience to generate a list of potential value creation hypotheses, which we will then validate and refine through a combination of data analytics, using both internal and external market data, and collaborative discussions with you about the challenges you are facing and the future strategy of your business.

Hypotheses could include using geospatial analytics to identify the best locations for your store expansion plans or analyzing the true profitability of your products or services.

## Deep data-driven insights create the foundation for quantified opportunities



# How KPMG supports you to create value



**Our data analytics-driven approach can provide a robust value-based business case for broader transformation of people, processes and systems**

KPMG's value creation specialists in Malaysia are supported by a regional Centre of Excellence team to bring clients a holistic value creation experience. Access to a global network positions our experienced professionals well to assess your current geographic footprint and advise on potential new markets.

## Malaysia value creation leaders



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