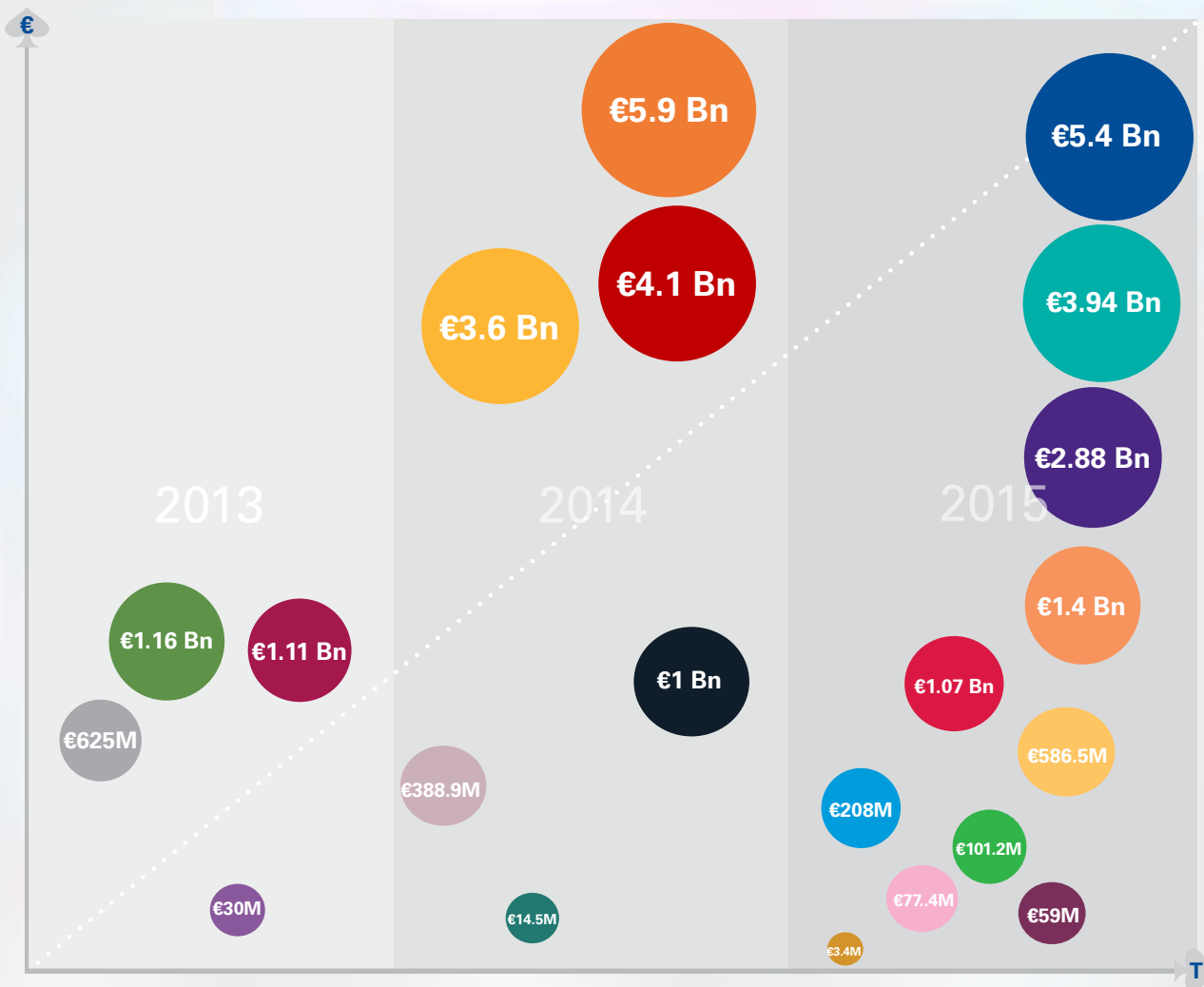


# Gaming: Consolidation drives Deal-Making

The thirst for scale is constantly being fuelled by growth rate pressures, a regulatory dimension in flux, and increased competition and costs. A quick glance at a selection of recent deal activity is testament to this. This space is also not limited to the largest players only, with smaller deals adding colour to the M&A fabric.

KPMG's Deal Advisory team leverages its cross border Merger and Acquisition network and dedicated gaming professionals to identify, execute, and support you throughout the entire transaction cycle and beyond.



## Key (Left to right)

- William Hill & Sportingbet
- Amaya Gaming & Rational Group
- Optimal Payments & Skill
- Bally Technologies & Entertainment Incorporated SHFL
- XLMedia & ExciteAd Digital Marketing
- NYX Gaming Group & Chartwell and Cryptologic
- Ladbrokes & Betdaq
- GTECH & International Gaming Technology
- Unibet & iGame Group
- Scientific Games & WMS Industries
- Scientific Games & Bally Technologies
- Intertain & Gamesys
- Churchill Downs Incorporated & Big Fish Games
- Aristocrat & Video Gaming Technologies (VGT)
- GVC Holdings & bwin.party
- Ladbrokes PLC and Coral Group
- Cherry & Game Lounge
- Playtech & TradeFX
- Paddy Power PLC and Betfair Group PLC
- Betsson & Europe-Bet
- Activision Blizzard & King

## Making the right strategic decision

### Are you interested in selling all or a portion of a business?

### Are you interested in growing your business through acquisitions?

Many companies across all industries are revisiting their business models in the light of economic and regulatory changes and the dynamic environment in which they operate, with sustainable profitability and liquidity ranking high on the list of priorities. Mergers and acquisitions (M&A) are a potential option, be it to dispose of non-core businesses to release capital, or to acquire a business in line with a foreseen growth strategy.

In pursuing an M&A transaction, one of the first goals is to optimize the value of the business, either to achieve the right strategic fit when buying, or to maximize the sale price when selling. Buyers may need help in identifying suitable targets, while sellers will want to assemble a wide pool of potential bidders.

Once the buy or sell side process has begun, strong negotiation skills and transactions expertise come to the fore, in order to achieve the optimal deal. The more a buyer knows about the company it is seeking to acquire, the better the chance of arriving at a price that represents good value. Likewise it is vital to recognize any weak spots or areas of vulnerability when disposing of a business, as these can be exploited to drive down the price.

### KPMG: focusing on your goals to build value

As a global advisor that works with a number of large international clients and investors, KPMG has a full suite of services to guide their clients through the M&A process, including structuring and valuation.

That said, our aim is to begin much earlier in the process, by assessing the full range of options available, to determine whether a transaction is indeed the right approach.

We can assist with a wide range of transactions, including acquisitions, mergers (external or internal), disposals, public takeovers, share-for-share deals, minority participations, joint ventures and strategic partnerships.

### Our team can help you meet your M&A goals

- achieving corporate growth, realizing synergy potential and profit objectives
- releasing capital and enhancing liquidity from sale of core or non-core business to release maximum value
- optimizing share price
- identifying a wide pool of potential bidders
- identifying value drivers
- safeguarding confidentiality
- leveraging a vast international network.

Our network's global reach, in-depth sector knowledge across all industries, along with our extensive contacts means we are aware of who wants to buy and/or sell, enabling us to put you in touch with the right parties. We can guide sellers and acquirers through the entire journey, analyzing and valuing targets and bidders, preparing memorandums and transaction structures, managing the data room, and assisting with selection, negotiations and contracts.

Once a deal has been signed, our team will work with you on separating or integrating any disposed entities, and to optimize group or holding structures of the newly-shaped organization.

**“One of the first goals is to optimize the value of the business, either to achieve the right strategic fit when buying, or to maximize the sale price when selling.”**

## We bring to the table extensive experience...

Our 2,200 Corporate Finance professionals, working together from more than 160 offices in 82 member firm countries, offer invaluable understanding and knowledge of markets and decision makers throughout the world. KPMG in Malta is fully integrated in the M&A global network, with dedicated professionals in the local office. KPMG in Malta is engaged in both local and cross-border mandates, and is currently assisting a number of clients on significant ongoing engagements within the M&A portfolio.

We distinguish ourselves by our integrated multi-disciplinary approach offering a start-to-finish solution. We leverage one of the widest transaction tool-kits. KPMG in Malta's team assisted clients to navigate through issues including tax, corporate, regulatory, valuation, negotiations and due diligence - key to a successful transaction.

Our growing list of credentials includes transactions in the insurance and banking field, real estate, ICT, healthcare and oil and gas to name a few. Working closely with our colleagues from other KPMG offices, we help identify opportunities and bring potential interested parties to a negotiating table.

Whatever the reason, KPMG can work alongside you to evaluate your business options, evaluate decisions and generate transaction momentum.

**Over a 5 year period  
KPMG has been the #1  
mid-market financial  
advisor globally**

Source: Thomson Reuters

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