

# HOW WE HAVE HELPED SOME OF OUR CLIENTS

KPMG HAS ADVISED CLIENTS ON ISSUES ACROSS THE ENTIRE SPECTRUM OF MARKET ENTRY ACTIVITIES

DEFINITION OF STRATEGIC AIMS

SELECTION OF SHORTLISTED COUNTRIES AND DEEP DIVES

EXECUTION

MONITORING

STRATEGY REFRESH

Major distributor of plumbing and heating products and a leading supplier of building materials: Provided market entry strategy development through to execution in China, Brazil, Singapore

Leading financial services group: End to end support for entry into Japan

Independent Power producer: Assessment of European market entry options for an Asian power company in UK/Europe

Leading engineering solution provider: Provided DD and post acquisition integration advice on the acquisition of BDK Valves in India and Africa market entry study in China

Major infrastructure provider: Provided access to KPMG experts across the world to support in an evaluation of global opportunities in Brazil, Singapore, Malaysia, Middle East, South Africa

European Energy company: Provided corporate intelligence services concerning potential Chinese JV partner and its chairman

Licensing review for Ted Baker, Chelsea and Burberry to ensure correct royalty payments

British Council: Identification of attractive markets for the development of a network of K-12 schools and deep dive assessment of opportunities in shortlisted markets of India, Malaysia, Turkey

European soft drinks maker: Validation of business plan and implementation strategy, and identification of potential partners in India

Major travel group: Deep dive assessment of selected markets and partner identification and assessment in China, Brazil, India

Global Consumer Goods player: Review of controls and processes for channel partners to check suitability for incentive arrangements

Large PE group: Identification and prioritisation of new market opportunities in Brazil, Saudi Arabia, India, UAE and Africa.

Listed Insurer: Provided market entry strategy development through to execution in select countries in Africa including Kenya and Nigeria

Multinational short-term insurer: Provided market entry strategy development through to execution in select countries in Africa including Kenya and Nigeria