



Nicholas Hall's  
**M&A Watch**

Watching over your  
M&A Journey in  
Consumer Healthcare  
from beginning to end

Start your M&A Watch  
journey today: focus your  
acquisition strategy, buy  
well, build long-term growth  
and exit high!

## M&A Watch **Foundation Report**

Comprehensive global  
transaction database  
with complete  
financial metrics

Critical data,  
insights, analysis  
of "must-do's" and  
success factors

Credible valuation  
ranges and  
benchmarking

Watchlist of likely  
assets that might  
come to market in  
next 2-3 years

## M&A Watch **Essential**

Our Essential subscription service delivers the most reliable insights into the global M&A landscape month-on-month to understand the playbook and what is ahead

## M&A Watch **Spot the Deal**

Focused on prospects and the deals-matrix, ideal if you are actively seeking opportunities and want a balanced view on market potential and prospective targets

Make Buy-to-Build  
and Divestment  
decisions with  
confidence

Portfolio Strategy

Capital Allocation

Competitive Intelligence

Transaction Readiness

## 1 Consumer Healthcare specialist

We have unparalleled Consumer Healthcare market knowledge and foresee future trends unlike generic data providers or management consultancies.

## 2 Extensive advisory experience

We have hands-on transaction experience and have supported many PE sponsors and strategic buyers on actual deals, on both the buy and sell side.

## 3 Objectivity & facts. No rumour-mongering.

Investment banks only tell you what is good about a deal. We give you a balanced view of the pros and cons of each target and the size of the prize.

## 4 Forward-looking strategic support

Our insights and interpretations will help you better understand the playbook and anticipate future trends and the likely assets that might come to market.

## Trusted advisors to leading strategic and financial buyers on high-profile Consumer Healthcare transactions

### CapVest/Stada

Specialist adviser to CapVest on the Consumer Healthcare workstream

### Dr Reddy's/Haleon

Buy-side due diligence on the Nicotinell acquisition plus integration

### Cooper/Viatris

Sell-side strategic consulting on Viatris's OTC portfolio divestment

### Zentiva/Sanofi

Commercial due diligence for Zentiva's acquisition of Sanofi OTC assets



**Nicholas Hall** Executive Chairman & Creative Solutions Director is widely recognised as a global authority on OTC, Rx-to-OTC switch and the retail healthcare sector, with 40+ years service in the industry. Following extensive marketing and general management experience at Procter & Gamble, Vicks and GD Searle (Pfizer), he set up his own consultancy in 1978.



**Chirag Sharma** Associate Director, M&A, Creative Solutions joined Nicholas Hall Group in 2023, after 8+ years at Ernst & Young's Strategy and Transaction team focusing on Consumer Healthcare. He is an expert on M&A and managed and delivered many strategic projects for top multinationals including Haleon, Bayer, Sanofi, and J&J as well as small-to-medium sized companies.

# M&A Watch Foundation Report

M&A Watch starts with the Foundation Report and outlines the fundamental strategic framework for successful dealmaking in the Consumer Healthcare sector, drawing on the analyses of 150+ recent acquisitions. The report provides credible valuation ranges and benchmarking for buy-to-build and divest decisions, the critical success factors and the likely assets that might come to market in the next 2-3 years.

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## M&A Transaction Database with complete financial matrix (150+ deals 2020-YTD'25)

### Transaction Details

- Announcement date
- Target company name
- Buyer/Acquirer name
- Geographic headquarters
- Transaction type

### Financial Metrics

- Enterprise Value (€m)
- Revenue (€m)
- EBITDA (€m)
- EV/Revenue multiple
- EV/EBITDA multiple
- Buyer category classification

### Coverage

- Europe, North America, APAC, Latin America
- Geographic & sub-sector breakdown
- All buyer profiles: Big Pharma, FMCG, Private Equity

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## Strategic Intelligence Report to help develop your portfolio strategy, competitive positioning and optimise capital allocation

### Multiple Trend Analysis

Benchmark valuations across segments and deal types

### Comparable Transaction Analysis

Find relevant precedents for your specific situation

### Buyer Behaviour Patterns

Understand how PE sponsors vs strategic buyers approach valuations

### Deal Rationale Context

Understand the strategic drivers behind valuation premiums

### Valuation Analysis & Benchmarking

Benchmark by deal size, geography, and product category

### Case studies of notable transactions

Strategic rationale and implications for sellers, buyers and strategists

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## Company & Assets Watch List to help identify potential targets

Profiles high-probability, corporate carve-out and asset-specific opportunities and identifies local hero brands and sleeping beauties for strategic portfolio expansion.

# M&A Watch Annual Subscription Modules customised to your needs for maximum value



## M&A Watch **Essential**

Delivers objective and critical insights into the global M&A landscape month-on-month to understand the playbook and what is ahead

### M&A Watch **Foundation Report**

News alerts & monthly round-up of M&A deals  
Quarterly strategic M&A intelligence reporting  
Year-end annual review

**25 Consulting Hours for  
customised M&A  
support**

## M&A Watch **Spot the Deal**

Focused on prospects, ideal if you are actively seeking opportunities and want a balanced view on market potential and prospective targets. We will help you get the right deal at the right price and optimise value beyond the deal.

### M&A Watch **Essential** (as above)

Quarterly hot target identification  
PE ownership & exit analysis  
Consumer Healthcare sales data & portfolio analysis

**50 Consulting Hours for  
customised M&A  
support**

## M&A Watch **Consulting Add-on**

Our specialist consultants will provide customised M&A support for specific engagements to help you to close the loops throughout the process.

### Asset profiling including financial & commercial assessment

Strategic M&A analysis on key live situations

Customised Segment Attractiveness Heat Map

Deep-dives into recently completed deals

Note: High-level M&A advisory, including due diligence, is a separate engagement

## Ask for a Quote

**Our annual subscription modules are flexible, can be customised and offer high return on investment.**

To find out more, or to arrange a confidential discussion, please contact Chirag Sharma, Associate Director, M&A via [chirag@nicholashall.com](mailto:chirag@nicholashall.com) or +44 7721 521813