

# Consumer Healthcare M&A Intelligence from Deal Advisors



M&A Register - First Edition Publishing End-November 2025 15% PRE-PUBLICATION DISCOUNT AVAILABLE

# Comprehensive M&A Intelligence Built by Transaction Advisors

Nicholas Hall Group launches the **M&A Register** - a three-part intelligence service delivering transaction data, valuation multiples, and strategic insights specific to Consumer Healthcare M&A. Unlike generic databases, this is compiled by advisors who execute deals in vitamins, supplements, OTC, and wellness categories.

Part 1: The M&A Transaction Register (Launching November 2025)

A Complete M&A Intelligence Package for Consumer Healthcare

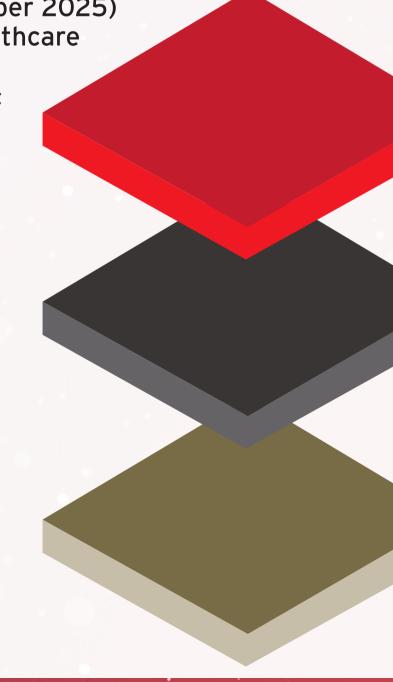
- √ 150+ Transactions Comprehensive deal database (2020-YTD'25)
- ✓ Valuation Multiples EV/Revenue & EV/EBITDA analysis by segment
- Market Intelligence Report Trends, buyer behaviour, and deal rationale
- Custom Benchmarking Tailored insights for your specific needs
- Advisory Support Expert guidance on valuation trends from deal veterans

# Part 2: Quarterly Updates (Coming 2026)

Regularly refreshed transaction data, emerging trends, and market developments

# Part 3: Commentary & Analysis (Coming 2026)

Strategic interpretation highlighting standout deals, buyer patterns, and market direction



# Why Nicholas Hall Group?



#### SECTOR SPECIALISATION

Deep Consumer Healthcare focus vs. generic database providers. We understand the nuances of vitamins, supplements, OTC, and wellness categories - because we advise on these deals.



#### ADVISORY EXPERIENCE

Compiled by M&A advisors with hands-on transaction experience, not data researchers. Our team has supported PE sponsors, pharmaceutical majors, and strategic buyers on actual deals.



#### **ACTIONABLE INTELLIGENCE**

Not just raw data - includes interpreted trends, buyer behaviour patterns, deal rationale, and strategic context to support decision-making at the transaction table.



#### COST EFFECTIVE

Fraction of the cost of broad M&A databases (PitchBook, CapIQ) while providing more relevant, curated Consumer Healthcare insights from practitioners.

## Trusted Advisors to Leading Healthcare Acquirers

Nicholas Hall Group has supported strategic and financial buyers on high-profile Consumer Healthcare transactions:

# CapVest/Stada

Advised CapVest on the Consumer Healthcare workstream during their acquisition of majority stake in Stada from Bain Capital and Cinven

# Cooper Consumer Health/Viatris

Delivered sell-side strategic consulting on Viatris's OTC portfolio divestment

# Dr Reddy's/Haleon

Provided buy-side due diligence on the Nicotinell acquisition, evaluating growth potential and competitive positioning, plus post-acquisition integration support across European and Asian markets

# Zentiva/Sanofi

Conducted commercial due diligence for Zentiva's acquisition of Sanofi OTC assets

# The Team Behind the Register



#### Nicholas Hall

Executive Chairman & Creative Solutions
Director of the Nicholas Hall Group, and widely
recognised as a global authority on OTC,
Rx-to-OTC switch and the retail healthcare
sector, with 40+ years of continuous 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. Nicholas
has chaired and moderated over 300 OTC
conferences and seminars worldwide.



#### Chirag Sharma

Associate Director, M&A, Creative Solutions team at Nicholas Hall Group, currently based in London (UK). With over 12+ years of experience in the strategy and transaction team at Ernst & Young, Chirag has a strong background in M&A projects within the consumer health industry. He has worked with key clients such as Haleon, Bayer, Sanofi, and J&J, providing expertise in M&A target scouting, financial analysis, industry research, and competitive benchmarking. Chirag's deep knowledge and experience make him a valuable asset in driving strategic growth and delivering insightful solutions for clients in the sector.



#### What's Included: Two Core Deliverables

# 1. M&A Transaction Database150+ Consumer Health Transactions (2020-YTD'25)

#### Transaction Details:

- > Announcement date
- > Target company name
- > Buyer/Acquirer name
- > Geographic headquarters
- > Transaction type (Majority/Minority)

#### Financial Metrics:

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

#### Coverage:

- > All regions: Europe, North America, APAC, Latin America
- > All buyer types: Big Pharma, FMCG, Private Equity
- > Geographic and sub-sector breakdowns

#### 2. Market Intelligence Report

Strategic Analysis & Insights:

- ✓ Historical multiple trends & trajectory
- ✓ Buyer behaviour patterns (PE vs Strategic)
- ✓ Geographic and category breakdowns
- ✓ Key deal case studies with strategic rationale
- ✓ Valuation drivers and market dynamics

#### **Data Sources & Methodology**

#### **Our Approach**

We compile data from multiple reliable sources and validate against cross-references to ensure accuracy and completeness.

#### **Primary Sources:**

- Company press releases & investor presentations
- Annual reports & stock exchange announcements
- Nicholas Hall Group in-house transaction knowledge

#### **Secondary Sources:**

- PitchBook / Capital IQ transaction records
- Market screener financial data
- Industry trade publications & financial media

# Key Market Insights We Provide

## 1. Multiple Trend Analysis

Track how valuations have evolved across segments and deal types

# 2. Buyer Behaviour Patterns

Understand how PE sponsors vs. strategic buyers approach valuations

# 3. Valuation Segmentation

Benchmark by deal size, geography, and product category

# 4. Comparable Transaction Analysis

Find relevant precedents for your specific situation

# 5. Deal Rationale Context

Understand the strategic drivers behind valuation premiums

#### **Typical Use Cases**

#### **Buy-Side Support**

- Valuation benchmarking for targets
- Comparable transaction analysis
- Multiple range expectations setting

#### Sell-Side Support

- Market positioning analysis
- Buyer universe identification
- Valuation expectations and negotiation support

#### Strategic Planning

- Market consolidation trends
- · Competitor activity tracking
- Portfolio optimisation insights

#### **Internal Analysis**

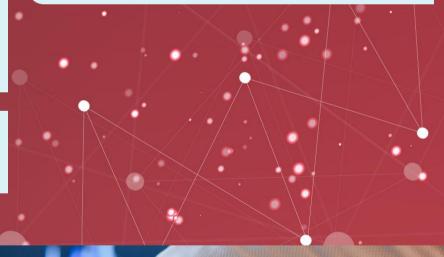
- Business unit valuations
- Divestiture pricing guidance
- Market multiple benchmarking

#### **Quality Assurance**

- ✓ All data points cross-verified across minimum 2 sources
- ✓ Anomalies investigated and documented
- ✓ Clear flagging of estimated vs. confirmed data points

#### Data Limitations (Transparency)

- Not all transactions publicly disclose full financial details
- Some multiples calculated based on publicly available estimates
- Private equity transactions often have limited disclosure
- Data reflects information available at announcement date



### Pricing & Package Options: Modular Package Options - Choose Global or Europe-Only Coverage

Global Package: All regions worldwide

Pre-Publication Discount (Before 28 Nov 2025)

List Price

625,000

£21,250 £25,000

- ✓ 150+ transactions (2020-YTD'25)
- ✓ All regions: Europe, NA, APAC, LatAm
- ✓ Complete market intelligence report

**Europe Only:** European markets focus

Pre-Publication Discount (Before 28 Nov 2025)

List Price

£15,300

£18,000

- ✓ 90+ transactions (2020-YTD'25)
- ✓ Western and Eastern Europe
- ✓ Complete market intelligence report

£

**Value Proposition:** This intelligence could inform transactions worth tens of millions, providing critical valuation context and competitive benchmarking when it matters most.