



# Executive Certificate in Financial Modelling

## Module 4: Merger Analysis

*Analyze and Structure Mergers and Acquisitions*

This course is designed to develop merger modelling skills through M&A theory and the actual hands-on construction of a model. You will **build your own interactive merger model** from “scratch.” Get a practitioner's view of merger modelling by **blending M&A accounting, corporate finance and Excel skills.**

### Who Should Attend

- Practitioners requiring an understanding of merger model to analyse an M&A transaction
- Practitioners working in investment banks, private equity, consulting, equity research, investment managers, corporate financial managers, accounting and corporate finance lawyers

### Workshop Leader

**Marcus Chan** is a seasoned investment banker with over 10 years of investment banking experience in transaction experience in corporate mergers and acquisitions, carve-outs and public takeovers in different regions and jurisdictions. He has advised middle market and large capitalization companies in a variety of sectors including financial services, natural resources, food and beverage, real estate, pulp and paper, natural resources, technology, media and telecommunications. Marcus graduated from University of Michigan, Ross School of Business. Currently Marcus serves as the Vice President for an entertainment and hospitality group. Prior to his current role, he was Vice President in the Mergers and Acquisitions Group with Deutsche Bank.

### Other Advanced Courses Available

Check out modules on **Public Comparables and Discounted Cash Flow Analysis** and **Leveraged Buyout Analysis.**

### Pre-requisite

Have attended **Introduction to Financial Modelling** with Excel or have equivalent techniques.

### Certificate of Attendance

All participants will be issued a certificate of attendance upon successful completion of this module.

### Kaplan Certification

Kaplan awards an Executive Certificate in Financial Modelling upon successful completion of at least 3 financial modelling courses within a 12-month period.

#### Enquiries / Registration

G/F to 3/F, E-tech Centre, 402-406 Hennessy Road,  
Wan Chai (Causeway Bay MTR Exit A)  
Tel: 852 2526 3686 Email: [hkfmkt@kaplan.com](mailto:hkfmkt@kaplan.com)  
[www.kaplan.com.hk](http://www.kaplan.com.hk)

#### Customized / Corporate Solutions

**Ada Lee**  
Tel: +852 2116 3172  
Email: [ada.lee@kaplan.com](mailto:ada.lee@kaplan.com)

**Rowena Li**  
Tel: +852 2116 3183  
Email: [rowena.li@kaplan.com](mailto:rowena.li@kaplan.com)

**KAPLAN**



## Teaching Language

English

## Duration

9 hours

## Venue

Kaplan E-Tech Centre Campus

## Program Schedule

Registration	09:00am
Course begins	09:30am
Morning break	11:00am
Lunch break	12:30pm
<small>(Course ends at 12.30pm on Day 2)</small>	
Course resumes	02:00pm
Afternoon break	03:30pm
End	05:00pm

## Program Outline

### Course Introduction

- Introduction to merger analysis
  - Key focuses
  - Major terminologies
  - Discounted cash flow analysis

### Overview of Merger Analysis

- Key considerations under merger analysis
  - Contribution analysis
  - EPS accretion/dilution analysis
  - Value creation analysis

### Contribution Analysis

- Key objectives of adopting contribution analysis
- Key parameters under asset value and equity value

### Construction of a Merger Model

- Objectives of a merger model
- Overview of a merger model
- Basic mechanics of a merger model
  - Determine standalone EPS/Net income on same basis
  - Determine purchase price, form of consideration and accounting treatment
  - Goodwill and intangibles calculation
  - Sources and uses of funds
  - Opening balance sheet and purchase accounting adjustments
  - Interest expenses adjustments
  - Pro forma shares calculation
  - Accretion/dilution calculation
  - Breakeven synergies analysis
  - Value creation analysis
- Asset vs stock purchase
- Exercise: Building an M&A model for a potential acquisition of the case company

## What To Bring

- PC Laptop with an English version of Microsoft Excel (MS Office Excel 2010 is used by presenter in class) and Adobe Acrobat Reader
  - If you need to hire a PC, please contact us and we will be happy to refer you to our preferred supplier. Extra cost applies.
  - Thinking of bringing a Mac? Many of the shortcuts and functions are not available. We highly recommend a PC and if Mac is your only option, please run Windows on your Mac.
- USB memory stick ability (for file sharing and distribution)
- Laptop charger