

Scouting for potential buyers for an Austrian gardening and household products retailer



- **Niche market-mapping**
- **Sell-side support**
- **Insights and Strategic intelligence**



Business need

- The client, a European corporate finance advisory firm, was advising the shareholders on the sale of an Austria-based e-commerce company that focuses on greenhouses and raised beds for plants as well as carpools.
- To support this sell-side mandate, it requested RocSearch to map potential buyers using our proprietary RocEye™ approach.

To identify high-potential strategic and financial buyers in the gardening and household e-commerce sector

The client outlined two key reasons for engaging RocSearch:

- Our ability to rapidly deploy experienced and highly pedigreed M&A resources.
- Our unique RocEye buyer identification approach that has a proven track record of identifying qualified buyers for niche opportunities.

Approach and Methodology

- Our team of senior M&A experts deployed RocEye on a variety of proprietary data sources to create an extensive universe of strategic and financial buyers with existing and/or stated interests in acquiring companies in the household and gardening products e-commerce sector in Western Europe.

We used our proprietary RocEye deal origination solution to identify and shortlist nearly 90 high-potential strategic and financial buyers in the sector, based on the client's shortlisting criteria.



- We identified past M&A transactions and determined valuation multiples prevalent in the sector. In addition, we identified trading multiples of publicly-listed companies to guide conversations with potential buyers.
- We also provided insights on market trends, landscape and growth potential of the B2C gardening and household e-commerce sector in Western Europe as inputs for their information memorandum.

Business outcomes

- The client was able to engage in advanced discussions with three out of the 90 recommended potential buyers
- The client was equipped with crucial market data including trading multiples for a successful outcome.

RocSearch's market insights and strategic intelligence enabled the client to successfully enter advanced discussions with potential buyers.

About RocSearch

Founded in 1999, RocSearch has been a pioneer in empowering our clients to overcome challenges and realize their goals. Our strength is delivering research and advisory solutions through managed and dedicated teams that produce the expert intelligence our clients require to gain a true competitive advantage.

We draw on proven expertise to deliver consistent value across all types of business requirements: ranging from digitization and analysis of business, financial, or customer data to the provision of 'act-on' insights for the most challenging business problems.

Our longstanding client relationships bear testament to the enduring value we create, alongside our consistent reliability and absolute discretion. We take great pride that many of the brightest global companies rely on us to help them achieve top-line growth, operational efficiency and increased profitability.

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