


A photograph of the London skyline at sunset, featuring the Tower Bridge on the left and the Gherkin, Leadenhall Building, and Lloyd's building on the right. The buildings are reflected in the water in the foreground. A semi-transparent blue rectangle is overlaid on the image, containing text and a logo.

# SOURCING OFF-MARKET DEALS



**MARKET MAPPING**  
TARGETED ACQUISITION STRATEGIES



**“The team were clear, concise, credible and professional throughout the process. They outlined the rationale behind the approach and how a sale to their client would benefit us. Our goals aligned and I’m pleased to say we completed a deal that both sides are very happy with”**

---

**CARL JACKSON, CEO -  
QUANTUMA LLP**

# CONTENTS

<b>ABOUT US</b>	.....	<b>4</b>
<b>LASER FOCUS ON YOUR CRITERIA</b>	.....	<b>6</b>
<b>VALUE ADD</b>	.....	<b>7</b>
<b>SIX STAGE PROCESS</b>	.....	<b>8</b>
<b>RELATIONSHIP MANAGING THE PROCESS</b>	.....	<b>9</b>
<b>GROUP SERVICES</b>	.....	<b>10</b>
<b>CASE STUDIES</b>	.....	<b>11</b>
<b>GET IN TOUCH</b>	.....	<b>12</b>

# ABOUT US



**CORPORATE FINANCE  
RESEARCHERS**

## **WE SOURCE OFF-MARKET DEALS**

We provide buy-side acquisition search services to businesses and investors seeking to make off-market acquisitions.

We help private and publicly listed companies, private equity houses and family offices to source deals within specific search criteria and facilitate the professional introduction to these target businesses. We do this for the purposes of acquisition, merger, investment, or strategic partnership.

Our clients choose us because we offer exceptional market access and a professional conduit between them and key acquisition targets. We ensure our clients engage with vetted off-market targets who are specifically interested in exploring a sale process with our clients.

## **WE SAVE ACQUIRERS MONEY**

Acquiring an off-market business will typically result in a fair price being achieved without the need to beat a competing offer on a business.

## **WE FIND THE RIGHT BUSINESS**

Our process facilitates acquirers finding the right business for them rather than relying on businesses that become available through advisors. We provide superior access to targets, maximising the chances of the optimal target being found and the right deal is done.



## AN INTERMEDIARY REAPS GREATER REWARDS

As a third party, we can engage with business owners before they know who we are acting for. This facilitates us having more conversations with targets and importantly being able to position our client in the appropriate manner.

Target businesses tend to make judgements on whether to engage with an acquirer if they know who it is in advance. We can avoid any misconceptions and the natural reticence owners may have to engage with an acquirer directly in the first instance, because of the implied commitment of interest this involves.

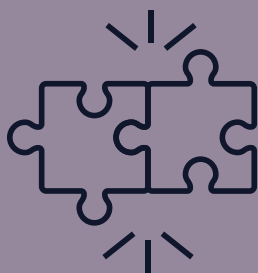
We are not aware of another UK business with our laser focus on sourcing off-market deals.

# K3 capital group

## OUR GROUP

- ◆ 600+ staff
- ◆ 25 offices
- ◆ £80m+ turnover
- ◆ Private Equity Backed by Sun Capital Partners

# LASER FOCUS ON YOUR CRITERIA



**DON'T  
COMPROMISE**



**TURNOVER**



**EBITDA**



**COMPLEMENTARY  
BUSINESS**



**MANAGEMENT  
TEAM**



**GEOGRAPHY**



**VALUES AND  
CULTURE**



**TIMING**

**WAITING FOR BUSINESS TO COME TO MARKET LEAVES YOUR PIPELINE TO CHANGE**

# VALUE ADD

There are many benefits to sourcing off-market deals. It is widely estimated that between 1-2% of businesses are on the market at any given point in time, with many of these being extremely small businesses, or of low quality. Consequently, a proactive approach to sourcing businesses that match your exact criteria significantly enhances both the volume and quality of your pipeline.

Whilst on-market businesses are advised by corporate finance advisors who typically generate competitive bidders, we reach the owners of businesses not yet on the market to professionally position your plans, ambitions, culture and the benefits to a potential vendor of a sale to you specifically. Consequently, these businesses are not in competitive processes and therefore attractive valuations can be achieved.

The process of sourcing deals requires the expertise of senior, commercially minded individuals. Our team are experienced and purely focused on acquisition search work, undistracted by sell-side advisory projects. We generate superior results and save you time, ensuring you spend your time speaking only with businesses you know are of particular interest and that would not otherwise be accessible.

## WHY?

## HOW?

ATTRACTIVE VALUATIONS

AVOID BIDDING WARS

YOUR TIME

OPPORTUNITY COST

UNRIVALLED DEAL FLOW

WE PRIORITISE YOU

UK AND INTERNATIONAL

# SIX STAGE PROCESS

## DEFINE SEARCH CRITERIA

01

We take the time to understand your search criteria. This is typically based on industry/sub-sector, geography, and scale, though you may have additional requirements, which we are pleased to accommodate.

## AGREE ACQUISITION TARGETS

03

Based on summary information relating to company activity, scale, and financials, we will agree on the most appropriate businesses to approach. We make professional approaches to your selected targets.

## DISCUSS EACH TARGET & ARRANGE MEETINGS

05

We summarise our findings and discuss each business with you. The conversations we have with the targets provide, for them and you, a more detailed understanding. This offers colour on which companies are likely to be a particularly strong fit.

## MARKET MAPPING EXERCISE

02

Your deal leader subsequently works closely with our research function to uncover the businesses of the most interest. Our starting point is the entire market rather than limiting our search to businesses that might be considered "up for sale".

## POSITIONING & APPROACH

04

We have detailed conversations with each of the potentially interested parties to explain your plans and the benefits of an acquisition whilst mitigating objections. Thereafter, we discuss their business at length to inform you further ahead of an introduction to you.

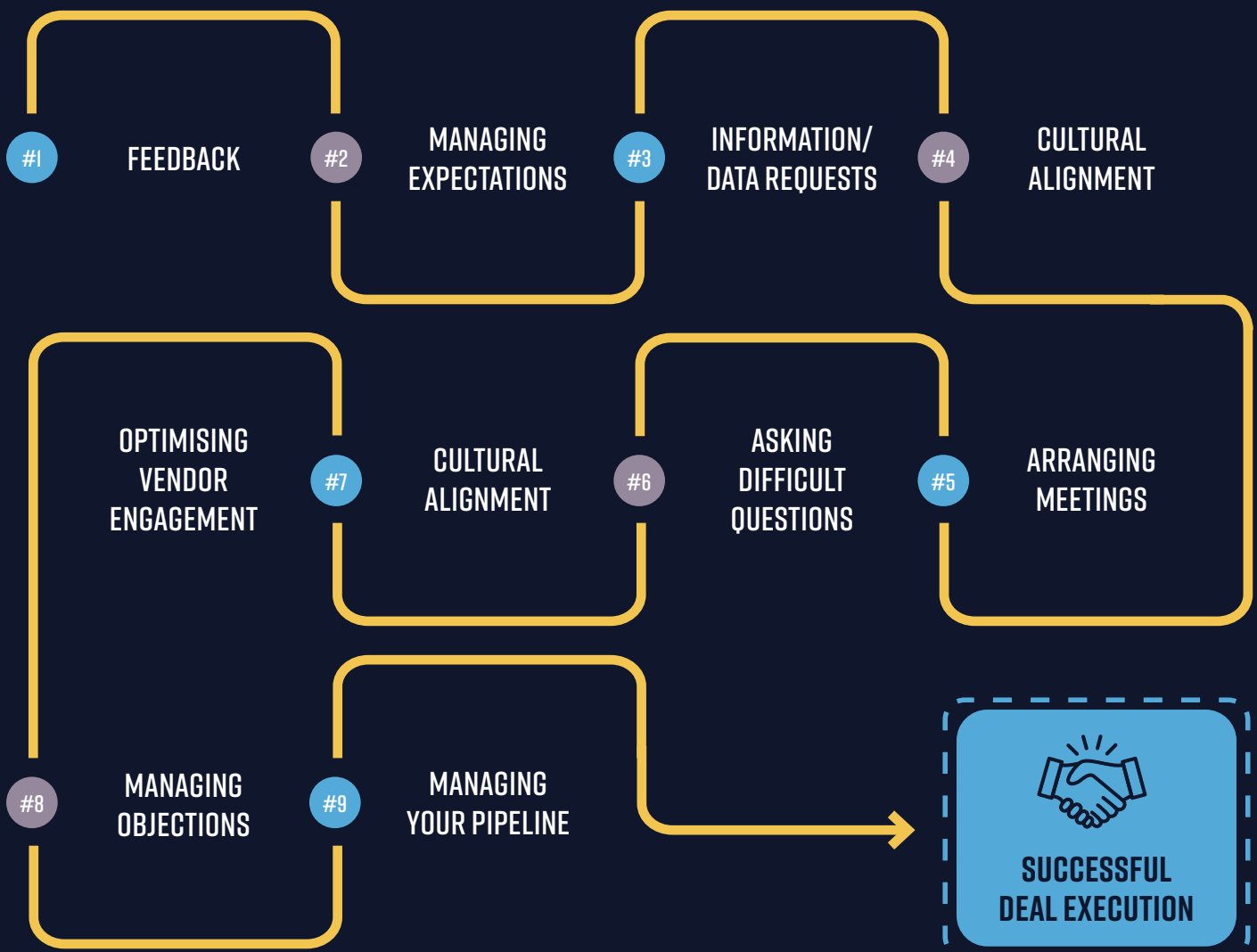
## RELATIONSHIP MANAGING THE PROCESS

06

We facilitate introductions and arrange meetings between you and the businesses you would like to speak to before relationship managing the process through to deal completion.

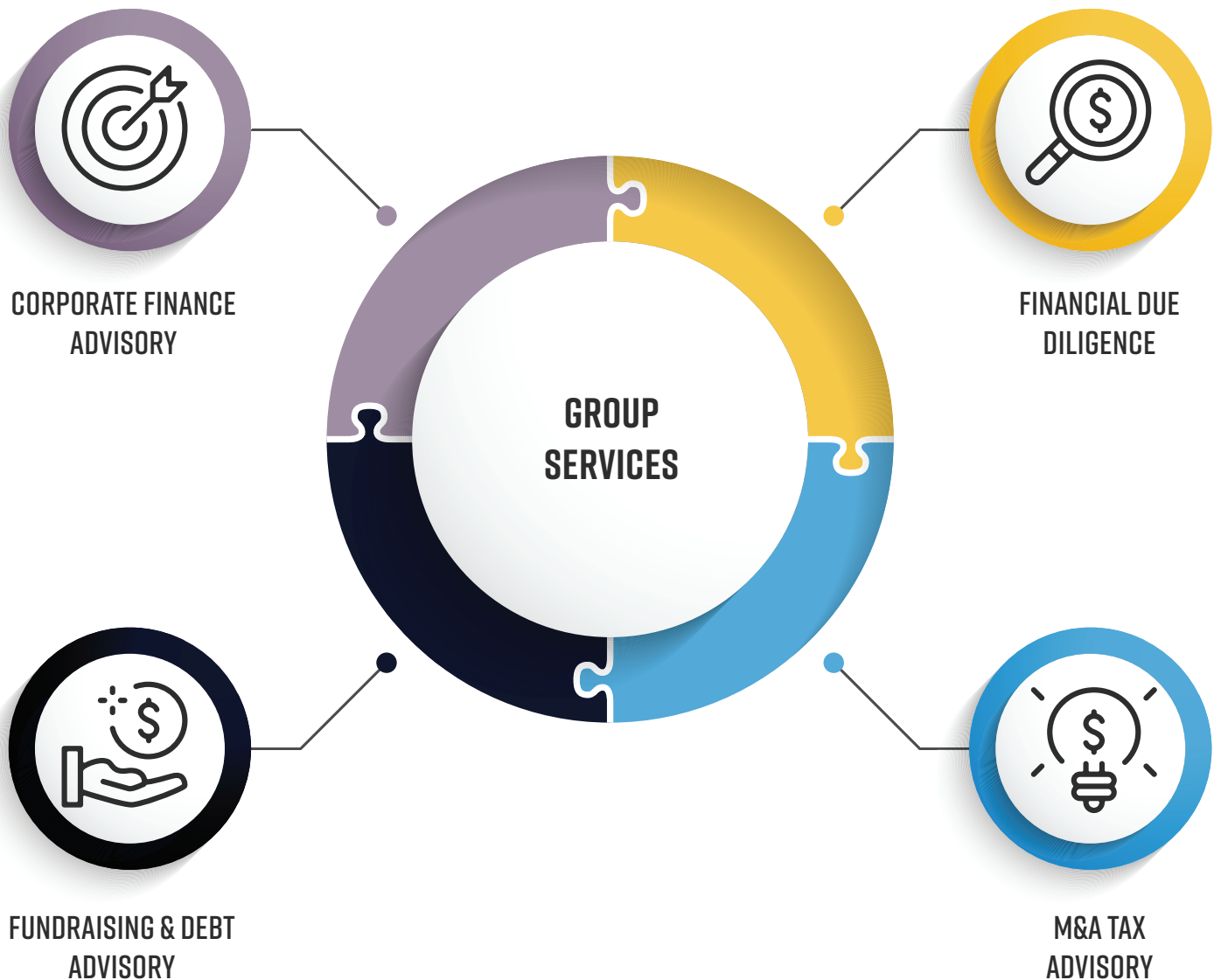


# RELATIONSHIP MANAGING THE PROCESS



# GROUP SERVICES

Our group businesses offer a range of services, including financial due diligence, M&A tax advisory, corporate finance advisory, fundraising and debt advisory, should these be required. Whilst such services are not always required, they can be highly beneficial and value creative, helping navigate the complexities involved in any transaction.



# EXAMPLE CASE STUDIES

## finnCap Group

WE ASSISTED FINNCAP GROUP WITH THEIR 50% ACQUISITION OF ENERGISE LIMITED AS THEY LOOK TO EXPAND THEIR SERVICE OFFERING WITHIN THE ESG SEGMENT.

finnCap Group is a leading advisory firm for the likes of innovative and fast-developing businesses. Its sector specialist service offering ranges from ECM and IPO, to PLC strategic advisory, M&A and private growth capital.

The Group consists of finnCap Capital Markets, finnCap Cavendish as a market-leading strategic M&A firm as well as a global reach through its membership of Oaklins.

finnCap has been focused on expanding its service offering in the ESG segment, giving them the opening to contact us in order to seek new investment opportunities. As a result, this allowed us to approach Energise Limited on behalf of finnCap Group.

The result of this deal is the joining of two ambitious management teams with shared values in embarking on an exciting journey. finnCap highlighted the importance of culture in their search and were seeking the optimal fit both in terms of business operations and the vision of the management team.

## K3 capital group

WE HELPED K3 CAPITAL GROUP PLC GROW FROM 150 STAFF TO 450 STAFF IN THREE MONTHS, VIA TWO ACQUISITIONS - THEY WERE SO IMPRESSED THEY INVESTED IN OUR BUSINESS.

K3 Capital Group plc (K3C) is a professional services advisory group consisting of KBS Corporate, Quantuma, RandD and Market Mapping.

K3C engaged the team behind Market Mapping to embark on two mapping exercises across the Corporate Recovery and Research and Development tax markets. K3C's primary business was KBS Corporate, ranked the UK's number one sell side Corporate Finance advisor by volume. Consequently, K3C considered whether they should use an external specialist or embark on their own buy-side strategy, given their corporate finance skill set.

K3C wanted a specialist to lead this process on their behalf, uncovering off-market acquisition targets and leading credible conversations with business owners to maximise the chances of them sourcing the optimal businesses.

Simply put, K3C were so impressed with the service offered that they asked us to create a joint venture with them in order to offer this service to their client base and so Market Mapping was born.

# GET IN TOUCH



0161 222 0949



INFO@MARKET-MAPPING.CO.UK

## WANT TO CHAT?



**STEVE CROSSLEY**

DIRECTOR

[SCROSSLEY@MARKET-MAPPING.CO.UK](mailto:SCROSSLEY@MARKET-MAPPING.CO.UK)



**DAVID ARCHER**

DIRECTOR

[DARCHER@MARKET-MAPPING.CO.UK](mailto:DARCHER@MARKET-MAPPING.CO.UK)



**PHIL JOHNSTON**

DIRECTOR

[PJOHNSTON@MARKET-MAPPING.CO.UK](mailto:PJOHNSTON@MARKET-MAPPING.CO.UK)



**MANCHESTER**

75 MOSLEY STREET  
M2 3HR

**BIRMINGHAM**

SPACES, LEWIS BUILDING  
35 BULL STREET  
B4 6EQ

**LONDON**

HIGH HOLBORN HOUSE  
52 - 54 HIGH HOLBORN  
WC1V 6RL



**MARKET MAPPING**  
TARGETED ACQUISITION STRATEGIES



0161 222 0949



INFO@MARKET-MAPPING.CO.UK