



# Internet, Software & Technology Sector (“IST”)

BEST PRACTICE PRESENTATION - 20<sup>th</sup> November 2020





# OUR MISSION

---

To identify and engage with IST industry clients through demanding situations including mergers, acquisitions, strategic alliances and financial restructuring.

## COVERING:

Software

SaaS

IT support

Cyber security

IOT

Media

## IST industry group co-leaders

UK

**Kaine  
Smith**

Rickitt Mitchell

[kaine@rickittmitchell.com](mailto:kaine@rickittmitchell.com)



Germany

**Dr Kai-Henrik  
Barth**

Active M&A

[barth@active-ma.com](mailto:barth@active-ma.com)



## IST industry group team members



LITHUANIA

**Marija  
Leitoniene**

Confidentus

[marija@confidentus.eu](mailto:marija@confidentus.eu)



FRANCE

**Jerome  
Luis**

Linkers

[jluis@linkers.fr](mailto:jluis@linkers.fr)



NETHERLANDS

**Juul  
Ketelaars**

Aeternus

[jketelaars@m-a-worldwide.com](mailto:jketelaars@m-a-worldwide.com)



USA

**Cyril  
Schlup**

Focus

[cyril.schlup@focusbankers.com](mailto:cyril.schlup@focusbankers.com)



SPAIN

**Manel  
Pelegrina**

ARS Corporate

[manel.pelegrina@arscorporate.com](mailto:manel.pelegrina@arscorporate.com)



BRAZIL

**Thiago  
Barros**

Cypress

[tbarros@m-a-worldwide.com](mailto:tbarros@m-a-worldwide.com)

## IST industry group team members



IRELAND

**Owen  
Hackett**

Focus Capital

ohackett@focuscapital.ie



CROATIA

**Darko  
Petrinc**

Denves

darko.petrinc@denves-consulting.hr



DENMARK

**Erik  
Bro**

CIGNO

ebro@m-a-worldwide.com



POLAND

**Piotr  
Kucharczyk**

JP Weber

p.kucharczyk@jpweber.com



ITALY

**Giovanni  
Galeazzi**

Avvalor

galeazzi@avvalor.com



# IST sector group KPIs 2020

- Mandates/opportunities shared 50+
- Joint pitches - 7
- Live joint clients - 4
- Completed deals – 1



# Our operating principles

- **Internal communications heavily pitch and deal focussed** – belief that fees will be generated
- **Consistent engagement and collaboration** – call attendance, reactivity to opportunities
- **Trust and openness** – share pitches, engagement terms, IMs, buyers lists, market intel
- **Best practice sharing** – research methodologies, fee structures, pitching approaches,
- **Grow collective industry knowledge** – leverage domestic market and deal knowledge
- **Agility** – market is moving fast and IST scope is too broad to be an expert in every element
- **Increase market presence via external comms** – frequent and digestible content via social media



# Areas to improve

- **More pitches, more deals!** Success will breed success
- **Done deal track record utilisation** – timely posting in Orbit and leveraging of track record
  - 2020 (YTD): 17
  - 2019: 31
  - 2018: 10
- **Pro-active marketing/PR** – grow market presence via more frequent content sharing (sharing of deal news, industry trends, thought leadership)
- **Geographical split** – active Asian member would enhance our global reach