



M&A TARGET DOSSIER

Sample

Sample
M&A Target Dossier

Target Company
(ASX : Listed)

For
Potential Strategic Acquirer
(NASDAQ : Listed)

Dec 2025

prepared by;



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Sample M&A Target Dossier (Anonymised SaaS Case)

Independent Strategic & Valuation Intelligence

Industry: SaaS

Target Identity: Anonymised (real listed company)

Prepared by: Evidex Analytix

1 Executive Deal Snapshot

Target Snapshot

- Industry: Vertical SaaS (mission-critical enterprise workflow)
- Geography: Multi-region presence across North America, Europe, and APAC
- Business Model: Subscription-led SaaS with recurring revenue and long-term customer contracts
- Revenue Range: Low-to-mid hundreds of millions (illustrative range)
- Growth Profile: Moderate but durable growth, transitioning from growth-led to efficiency-led execution

Why This Target Matters

Strategic Relevance

- Embedded software within core customer workflows
- Expands acquirer's product depth rather than creating overlap
- Enhances platform stickiness and customer lifetime value

Market Positioning

- Recognised player within a defensible SaaS niche
- Competes on functionality and integration rather than price
- Beneficiary of increasing enterprise digitisation spend

Acquisition Rationale

- Immediate access to proven technology and customers
- Faster time-to-market versus internal build
- Platform asset suitable for further consolidation

Deal Readiness Score

- Strategic Fit: ★★★★☆
- Financial Visibility: ★★★☆☆
- Integration Complexity: ★★☆☆☆
- Buyer Appetite: ★★★★☆

2 Acquisition Rationale

Why This Company Could Be an Attractive Acquisition Target

TargetCo represents a strategic acquisition opportunity for buyers seeking to strengthen their SaaS platform through adjacency rather than transformation.

Buy vs. Build Logic

- Internal development would require multi-year execution and material product risk
- TargetCo offers an immediately deployable solution with an established customer base

Market Access & Capability Acquisition

- Provides access to enterprise customers with high switching costs
- Extends the acquirer's addressable workflow coverage

Revenue & Cost Synergy Logic

- Cross-sell potential across overlapping customer segments
- Shared infrastructure, R&D, and go-to-market efficiencies

Defensive and Offensive Rationale

- Defensive: prevents competitors from acquiring a strategic asset
- Offensive: strengthens competitive differentiation and product breadth

3 Market & Competitive Positioning

Market Overview

- Fragmented vertical SaaS market undergoing consolidation
- Increasing preference for integrated platforms over point solutions

(1 graphic placeholder: Market structure and consolidation trend)

Competitive Landscape

- TargetCo sits between large horizontal platforms and niche point solutions
- Competes on depth of functionality, integration, and reliability

Why TargetCo Is Differentiated

- Deep domain expertise embedded into the software
- High customer switching costs due to workflow integration
- Scalable platform architecture suitable for expansion

4 Valuation Overview

Valuation Methodologies Applied

- Discounted Cash Flow (base and strategic cases)
- Public trading comparables (listed SaaS peers)
- Strategic precedent transaction benchmarks

Implied Valuation Range

- Enterprise Value: Indicative range derived from triangulation of methodologies

(Exact pricing, assumptions, and sensitivities are excluded at this stage)

Key Valuation Drivers

- Revenue growth durability
- Margin scalability under a larger platform
- Strategic control premium and synergy realisation

5 Strategic Buyer Landscape

Potential Strategic Buyers

Large Strategics

- Global software platforms seeking workflow expansion and defensive positioning

Mid-Cap Consolidators

- Listed or sponsor-backed platforms executing roll-up strategies within SaaS verticals

Adjacent Players

- Software or data providers looking to extend into adjacent enterprise workflows

Each buyer group derives value from TargetCo through different lenses, ranging from platform expansion to accelerated market entry.

6 Deal Angles & Optionality

Potential transaction structures and strategic angles include:

- Full Acquisition: Control transaction to integrate TargetCo into a broader platform
- Minority Investment: Strategic stake with commercial collaboration
- Platform vs. Bolt-On: Standalone platform acquisition or tuck-in to an existing product suite
- Geographic Expansion: Leveraging acquirer distribution to accelerate international growth
- Product Cross-Sell: Monetising complementary offerings across the combined customer base

7 How Evidex Analytix Supports Deal Teams

How This Intelligence Is Used in Live Transactions

- M&A target screening and prioritisation
- Internal strategy and investment committee support
- Independent valuation and deal rationale development
- Strategic buyer mapping and origination intelligence

Next Step

This document represents an initial Target Dossier designed for screening and internal discussion.

Further engagement typically includes:

- Full Research & Valuation Brief
- Detailed financial models (DCF, trading comps, precedent transactions, football field)
- Transaction-specific strategic and buyer intelligence

Upon agreed engagement terms.

Disclosure

This document has been prepared by EQUIDEX ANALYTIX.

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