

June 12, 2014

Date | Time | Location

M&A Transactions: What Foils Deals?

Organizers

Clark Childers, Partner, Cherry Bekaert
 Alan Croll, CEO, e-Know, Inc.

Presenters

Alan Croll, CEO, e-Know, Inc.
 David Farrell, Principal, Transaction Services, Cherry Bekaert
 Sean Geoghan, Co-Founder, CTS Capital Advisors, LLC

Presentation Overview

M&A can lead to dramatic growth when executed well. But many transactions are foiled, fall apart during the process, and do not close for reasons that could have been avoided. Good deals gone bad...resulting in a total waste of money, time, effort & countless hours of frustration and disappointment. The breadth and depth of experience of our 3-panel members will help all CXO members understand how to navigate the M&A process, what not to do, how to avoid some of the major pitfalls, where they happen most, and how you, as a buyer or seller, need to thoughtfully get to the finish line successfully.

Bring your foul-weather gear and get ready for some great lessons learned and future guidance for anyone buying or selling a company.

Presentation Key Takeaways

1. The end-to-end M&A process and points where the process breaks down
2. The perils and pitfalls of the due diligence process
3. Common deal killers
4. The DNA of valuation
5. Guidance to conduct successful transactions

About Our Presenters

Alan Croll, CEO, e-Know, Inc.



Alan has extensive experience leading businesses through M&A, reorganizations, and other strategic transformative activity to achieve sustainable profitable growth. Under his leadership, eknow has emerged as one of the leading providers of purpose-built, SaaS solutions to streamline and accelerate the execution of every phase of the M&A process. Prior to joining eknow, Alan served in executive roles at Digital Equipment Corporation, Nichols Research Corporation, SAGA Software and eMotion.

Alan is cofounder of a monthly executive leadership breakfast group that has been operating for more than 20 years and includes over 1,400 members in the DC area. In addition, Alan serves on the Board of the National Association of Corporate Directors – Capital Area Chapter and as Treasurer of the CXO Forum.

THURSDAY
 June 12, 2014

7:30 AM to 8 AM
 Networking and
 Continental Breakfast

8 AM to 9 AM
 CXO Forum
 Presentation

9 AM to 9:15 AM
 Burning Issues: Discuss
 your specific challenges
 with colleagues and
 fellow CXO Forum
 members

Location
 Cherry Bekaert
 1934 Old Gallows Road
 4th Floor
 Vienna, VA 22182
 703.506.4440

For directions, visit
www.cxoforum.com

FOUNDING PARTNER



STRATEGIC PARTNERS



For more information,
 please contact
 Neal G. Koller
 President, CXO Forum
 President & CEO,
 PluroGen Therapeutics, Inc.
 443.994.0101
nkoller@cxoforum.com

Bring A Guest!

www.CXOForum.com

Volunteer For A Committee

June 12, 2014

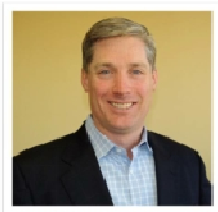
David Farrell, Principal, Transaction Advisory Services, Cherry Bekaert



David has more than 20 years of U.S and international experience in accounting and corporate finance. His background includes M&A transactions, negotiation of contracts, buy-side and sell-side due diligence, financing, post-merger integration, international and domestic turnarounds and restructuring advisory, business procedures reengineering and risk mitigation.

As a member of the Cherry Bekaert’s Transaction Advisory Services practice, and previously at KPMG and FTI Corporate Finance, David advises clients on all aspects of merger and acquisition activities, which includes providing buy-side, sell-side and financing due diligence for private equity firms and banks as well as for publicly traded and privately held companies. David has gained extensive experience in industries such as government contracting, manufacturing and distribution, automotive, technology, telecommunications, and business services. Many of David’s engagements have included companies with domestic and international operations covering multiple jurisdictions, including Canada, Mexico, Korea, U.K., and several other European countries. While in industry, David was responsible for multiple buy and sell transactions and for the successful integration of the acquired companies into the acquirer.

Sean Geoghan, Co-Founder, CTS Capital Advisors, LLC



Sean Geoghan is a member of CXO and the co-founding Member of CTS. Sean’s practice advises private equity firms, mezzanine and senior lenders, and corporate clients on issues regarding financial and accounting due diligence and valuation in mergers and acquisitions. Prior to starting CTS, Sean spent seven years in the Transaction Services group of PriceWaterhouseCoopers in Washington, DC, spending most of

his time advising The Carlyle Group.



Date | Time | Location

THURSDAY
June 12, 2014

7:30 AM to 8 AM
Networking and
Continental Breakfast

8 AM to 9 AM
CXO Forum
Presentation

9 AM to 9:15 AM
Burning Issues: Discuss
your specific challenges
with colleagues and
fellow CXO Forum
members

Location
Cherry Bekaert
1934 Old Gallows Road
4th Floor
Vienna, VA 22182
703.506.4440

For directions, visit
www.cxoforum.com

FOUNDING PARTNER



STRATEGIC PARTNERS



For more information,
please contact
Neal G. Koller
President, CXO Forum
President & CEO,
PluroGen Therapeutics, Inc.
443.994.0101
nkoller@cxoforum.com

Bring A Guest!

www.CXOForum.com

Volunteer For A Committee