Fast Track Your Most Important Goals as a Buyer or Seller

Are you ready to realize part or all the value you have built in your business over the years? Or do you want to quickly and substantially grow the value of your business by acquiring another firm?

If so, Creating Value Through Mergers and Acquisitions will show you exactly how to proceed for a profitable deal.

Creating Value Through Mergers and Acquisitions gives you:

✔ Real-world knowledge on what makes deals succeed—and what makes them fail—delivered by M&A veterans
✔ Today’s best practices for successful M&A transactions
✔ Tools for implementing your knowledge effectively, including templates, checklists and step-by-step processes
✔ Opportunities to network with other successful financial advisors who are conducting or considering mergers and acquisitions
✔ Consultations with CEG Worldwide’s M&A experts to help your own deal move forward

By the time you complete Creating Value Through Mergers and Acquisitions, you will be able to use the M&A process to advance your strategy and increase the value of your firm … use M&A to achieve your personal goals more quickly … prepare for success as a buyer or a seller … employ strategies to optimize deal design … develop an effective negotiating strategy … and set up an integration process to ensure that you capture key synergies between firms.

Our promise: You will fully understand the art of the deal.

Enrollment is limited—get started today.
Contact Jon Stone at 888-411-2346 or kbrendle@cegworldwide.com.
Expert Knowledge and a Proven Track Record of Wins

Our program facilitators have decades of combined experience in successful M&A:

- **John Bowen** is CEO of CEG Worldwide and former CEO of Assante Capital Management, which acquired his $1.6 billion RIA business. At Assante, he was a member of the senior team supporting an aggressive acquisition strategy that resulted in growth to $25 billion in assets under administration.

- **Jon Stone** is a senior managing principal at CEG Worldwide with extensive experience as a senior advisor in numerous M&A and venture capital transactions inside and outside the financial services industry. In addition, he is an adjunct professor teaching M&A in the MBA program at the Leavey School of Business, Santa Clara University.

### Live Session

December 3-4, 2015, San Francisco

### Webinar Series

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### Designed to Support Your Success

Every component of *Creating Value Through Mergers and Acquisitions* has been built to support you at each step as you move forward with buying or selling.

During the live **two-day session**, you will refine your M&A knowledge, gain practical skills and prepare you and your company for an acquisition, sale or other ownership transfer.

This will be followed by a **weekly webinar series**, where you will discover the best practices and most effective strategies of M&A through highly focused weekly webinars, written instruction and detailed videos.

To ensure that you are fully supported as you move ahead, you will enjoy complete access to the program’s **comprehensive web** site for an additional 12 months. This exclusive platform provides the entire array of tools, templates and processes you will need to advance your M&A strategies, along with dozens of videos to guide you, step by step.

And the support will go on through our **private, members-only online community**. Here you can tap CEG Worldwide’s expertise, network with fellow participants, brainstorm challenges and share successes.