



Top 10 Reasons for Working with a Global Investment Banker Skilled in the Electronics and Semiconductor Markets

10. When you tell him your eutectic produces the lowest Arrhenius activation energy in the market, he will ask how it compares to his competitor at 0.2eV instead of giving you that “deer in the headlights” gaze.
9. If you tell him you have the latest UDI drivers, he will tell you he knows of a HDMI manufacturer that “would like to talk” – instead of asking if your drivers are part of the United Auto Workers Union.
8. If your fab produces 200mm wafers at 120nm, he will know to ask if you have a copper backend because his MEMS client doesn’t need that much performance, but would like the capacity.
7. When you are seeking potential buyers for your system-on-a-chip product line, he will say, “I have done deals with two current buyers, one with programmable mixed-signal and one that emphasizes embeddable 8-bit to 32-bit cores. Who should we talk with first?”
6. If your hybrid assembly EBITDA has been better than 18%, but your sales are below \$10 million, he will say, “Good news – there is a consolidation afoot below the radar, and we can get a good multiple for you, especially if you have a concentration in military and defense customers.”
5. When your investment banker calls the CEO of a prospective buyer while representing *YOU*, he won’t say, “I’m sorry, although I have an MBA from Harvard, I just do deals. What is a PCB?”
4. When you need \$60 million for the acquisition of a peripheral storage manufacturer, he will tell you he has contracts with a few private investors who are active in this market, instead of saying “nobody is investing in high-tech”.
3. Just when you thought you knew all the possible buyers for your RF accelerated aging system company, he will tell you his offices in Hong Kong have identified fabs in Singapore and Taiwan that are expanding into reliability testing – instead of asking you why anyone in their right mind would want to shorten their life using radio waves.
2. When you explain the superior power management clocking technology in your embedded 10Base-T Ethernet controller, he will “get-it” and speak with passion while negotiating with the right suitors for your company.
1. After all is said and done, your transaction will be a career or life changing process for you, during which you will use a wide range of resources. Working with a global investment banking team skilled in electronics and semiconductor industry transactions is the only way to ensure the best possible resources and results. There is no need to put your fate in the hands of chance or someone who learned about electricity in high-school science class. or whose team members have recently mastered the most advanced i-device.

You *can* have it all: make sure your transaction team carries powerful deal-making skills and resources, but also speaks fluently in your technology culture. Be sure to use a global investment banker skilled in the electronics and semiconductor markets.

For more information, visit www.esgibank.com.