

# MarketIQ for private equity firms

Transforming business and financial information into true market insight

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Experian MarketIQ is the essential market intelligence platform for private equity firms, professionals involved in mergers and acquisitions (M&A), and other corporate and public sector organisations requiring direct access to comprehensive and high quality business and financial data.

Experian MarketIQ reveals new layers of market insight by combining the Corpfin global M&A database with comprehensive Companies House data and our market leading business, financial and risk databases – all on a single platform. This enables you to be even better informed, even more confident in your decisions, and ready to make the most of all opportunities the moment they arise.

## Unique depth and breadth of data

The platform incorporates scanned Companies House documents, the Experian National Business Database, the UK's most complete and up-to-date global M&A database, and Experian's risk and financial databases. This unique combination of high quality company, financial and corporate transaction data provides a clearer, more accurate and complete view at a market, company or individual level, including:

- Which advisers are most active in particular sectors
- The most complete UK and international deals database, including pricing multiples
- Direct links to international company data using Experian's international network.

## Single web-based platform

Experian MarketIQ enables access from anywhere and on a range of devices, meaning that remote or mobile workers can always get the information they need, when they need it, through sophisticated features such as:

- 'Quick Search' for quick, easy and intuitive searches of company information
- An intelligent search function that can include searches on owner-manager data along with customisable search criteria
- Advanced search – with a range of options for reference data view, extraction and analysis
- Improved graphical data visualisation
- Web access, including full iPad compatibility.

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“Experian MarketIQ is a single, intuitive, market intelligence platform that reveals new layers of market insight in an easy and accessible way.”

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## MarketIQ for private equity firms

### Accessible and intuitive

The platform's intuitive interface with intelligent search and analysis functions makes it easier to target, profile, monitor, track, analyse and compare businesses based on accessing new layers of detail across a range of parameters.

### Stay informed

Real time alerts and reports on your target markets and segments deliver the very latest information to whoever in your business needs to receive it, the moment it becomes available.

### Specialist support and advice

As well as a dedicated Account Manager, you have direct access to Experian MarketIQ product specialists and research analysts committed to helping you make the most of the detailed insight available.

### How can it help you?

Experian MarketIQ is the essential market intelligence platform for any private equity firm looking to boost deal origination, improve portfolio management, identify deal opportunities before your competitors, or create opportunities for secondary funding or exit based on detailed knowledge.



#### Compare valuations

Make better decisions on business valuations through detailed comparisons with other recent deals based on accurate pre-calculated deal ratios.



#### Monitor active buyers

Find acquisitive trade or corporate buyers by monitoring sectors and locations so that you know who is currently active in each area.



#### Track the key players

Originate deals more efficiently by tracking known or unknown active buyers and advisors. Set up alerts so you are notified the moment something happens, and your business development teams know which businesses and people are prime targets to contact.



#### Profile prospective investments

Gain insight into the true situation within target businesses to inform your approach. Understand how they are performing within their sector, their financial and credit situation, and get a clear picture of corporate ownership and the directors involved.



#### Target deals

Increase deal origination by targeting and profiling potential acquisition targets using the platform's intelligent search options. Research firms with positive or negative growth patterns within your target sectors, identify possible succession issues through director age profiling, or source turnaround situations by targeting businesses with increasing risk profiles.



#### Analyse more deeply and broadly

Improve the effectiveness of your due diligence with much deeper financial data and real-time risk profiling. Gain access to director and corporate tree information together with deeper market-based insight.

## MarketIQ for private equity firms

### Why Experian MarketIQ?

Experian MarketIQ provides the broadest and deepest source of corporate, deal, company, financial and business information on a single, accessible and easy-to-use platform. It helps to keep you one step ahead of your competitors and make the most of more opportunities.

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“Keep one step ahead of your competitors and so make the most of more opportunities.”

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### Be better informed

Be the first to know what's happening in your existing markets or new areas you're looking to exploit.

### Have more confidence

Be certain that the advice you're giving or the decisions you're taking are based on the most complete and up-to-date information.

### Create more opportunities

Proactively target new clients or new business contacts using unique combinations of datasets.

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