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# **M&A ACADEMY**

**Getting to the Heart of It: The Anatomy of an M&A Transaction**

**Speakers:**  
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# Agenda

- Overview of M&A Structures
- Anatomy of the Acquisition Agreement
  - I. Preamble & Recitals
  - II. Definitions
  - III. “Commercial Provisions”
  - IV. Representations & Warranties
  - V. Covenants – Pre-Closing
  - VI. Closing Conditions
  - VII. Covenants – Post-Closing
  - VIII. Indemnification
  - IX. Miscellaneous
- Questions

# Overview of M&A Structures

Three principal methods to acquire a business:

- **Asset Acquisition** (purchasing the assets of target entity)
- **Stock Acquisition** (purchasing the stock of target entity)
- **Merger** (direct or indirect merger with target entity)

**Factors to consider in deciding which structure is best:**

- Tax considerations
- Commercial issues
- Third-party and corporate consents
- Deal process and timing

# Overview of Asset Acquisitions

Buyer acquires specific assets and liabilities of target company

## **Considerations:**

- Corporate structures of Buyer and Seller do not change
- Commercially more flexibility – Buyer has ability to pick and choose specific assets and liabilities
- Typically more tax-beneficial to Buyer
- Risk that Buyer fails to purchase important assets
- More time consuming and can be more complicated depending on third-party consents and transfer mechanics
- Seller retains excluded assets, excluded liabilities

# Overview of Stock Acquisitions

Buyer acquires the stock of target company from selling stockholders

## **Considerations:**

- Target company becomes owned directly by Buyer
- Buyer acquires target company subject to all of its assets and liabilities
- Typically more tax-beneficial to Seller
- Depending on number of shareholders, may be time-consuming

# Overview of Mergers

Target company's outstanding equity is converted into right to receive consideration by operation of law

## Considerations:

- Governed by state statute
- Merger structures:
  - Forward Merger — target company merges with and into Buyer; Buyer assumes all of target company's assets, rights, and liabilities by operation of law. Target company ceases to exist as a separate entity.
  - Forward Triangular Merger — target company merges with and into Buyer subsidiary; Buyer subsidiary assumes all of the target company's assets, rights, and liabilities by operation of law. Target company ceases to exist as a separate entity.
  - Reverse Triangular Merger — Buyer subsidiary merges with and into target company. Target company is surviving corporation.

# Anatomy of the Acquisition Agreement

Although there are various M&A structures, most acquisition agreements contain certain basic provisions:

- Preamble
- Recitals
- Definitions
- “Commercial Provisions”
- Representations & Warranties
- Covenants – Pre-Closing
- Closing Conditions
- Covenants – Post-Closing
- Indemnification
- Miscellaneous

# Preamble, Recitals & Definitions

## I. Preamble & Recitals

- Preambles describe who the parties are to the agreements
- Recitals refer to the "whereas" clauses that precede the main text of a contract
  - They provide a general idea about the contract to its reader, such as what the contract is about, who the parties are, and why the parties are signing the contract.
  - The recitals do not contain rights or obligations of the parties, but merely explain or introduce the nature of or background to the contractual relationship.

## II. Definitions

- Specific meanings to particular words used in an agreement to avoid ambiguity in a separate definitions section. Some terms are defined in the body of the document rather than in the definitions section.



# Commercial Provisions

## III. Commercial Provisions

- Purchase Price/Form of Consideration
  - Cash
  - Stock
  - Promissory Note
  - Combination
- Timing/Closing
  - Simultaneous sign & close
  - Sign, with subsequent closing after satisfying closing conditions
- Depending on the structure of the deal, this section will describe what is being purchased, transferred, etc., and mechanics/instruments of transfer
  - **Asset Acquisition** - lists purchased assets, excluded assets, assumed liabilities, excluded liabilities, mechanics/instruments of transfer (bill of sale, assignment and assumption agreement, IP filings)
  - **Stock Acquisition** - describes the capital stock being purchased, mechanics/instruments of transfer (stock certificates, stock powers, lost securities/affidavits), and treatment of outstanding stock options, warrants, and other equity-linked arrangements
  - **Merger** - mechanics of the merger, describing the effect of the merger, what entity survives the merger and assumes assets/liabilities, mechanics/instruments of transfer (merger certificate, letters of transmittal/role of transfer/payment agent), and treatment of outstanding stock options, warrants, and other equity-linked arrangements

# Commercial Provisions (cont'd)

## III. Commercial Provisions

- Escrows/Holdbacks
  - Buyers often require that a portion of the purchase price be held back or placed in escrow to secure post-closing obligations of the Sellers (such as purchase price adjustments and indemnification obligations)
  - Where one or more third party escrow accounts are to be utilized, a separate escrow agreement will govern the terms and conditions on which such escrowed property are to be held and distributed by the escrow agent (usually a bank/financial institution)
  - Depending on the type of consideration, think about a different form of escrow/holdback (i.e., holdback of stock to be issued as consideration)
- Purchase Price Adjustments
  - Mechanisms used to ensure that the purchase price paid at closing accurately reflects the equity value of the target business as of the time of closing
  - Can be based on a number of factors – net working capital, revenue, net worth, value of specific assets
  - Parties need to ensure an agreed upon financial accounting methodology to properly measure the specific adjustment metric
- Earn-Outs
  - Typically one or more contingent payments after closing based on certain targets to be met within a certain period
  - Targets may be financial or non-financial
  - Highly negotiated

# Commercial Provisions (cont'd)

## III. Commercial Provisions

- Deal Protections
  - Exclusivity/No-Shop (see Covenants)
  - Voting/Support Agreements
  - Break-Up/Termination Fees
    - Less common in private transactions, unless there is significant financing or antitrust risk
    - In the public company context these fees are typically designed to compensate Buyer if Seller receives superior offer prior to closing

# Representations & Warranties

## IV. Representations & Warranties

- Statements of fact and assurances made by the parties
  - Seller and/or the target are providing a description of the property being sold, the underlying business, and the company's financial condition; also serves as additional diligence/comfort for Buyer
  - Buyer is basically providing comfort that it can consummate the transaction
- Allocates risk related to the condition of the target business
- Indemnification
- Closing/Termination
  - Applicable with a signing and subsequent closing – risk that the representations and warranties provided by Seller/company at signing will not continue to be true as of closing
  - Buyer will typically want a “bring-down” that the representations and warranties are still true as of closing
  - If the representations and warranties are generally not true as of closing, then Buyer does not have to close

# Representations & Warranties (cont'd)

## IV. Representations & Warranties

- “Typical” Seller/Company Representations:
  - Organization and Good Standing
  - Authorization of Agreement
  - Ownership and Transfer of Shares/Assets
  - Capitalization
  - No Conflicts; Third-Party Consents
  - Financial Statements
  - Undisclosed Liabilities
  - Absence of Certain Changes
  - Material Contracts
  - Environmental
  - Title to Assets
  - Condition/Sufficiency of Assets
  - Real Property
  - Compliance with Laws
  - Employee Matters/Employee Benefit Matters
  - Intellectual Property
  - Taxes
  - Insurance
  - Litigation
  - Related Party Transactions
  - FCPA
  - Brokers
  - Full Disclosure

# Representations & Warranties (cont'd)

## IV. Representations & Warranties

- Buyer's representations and warranties serve different purpose than the ones provided by Seller/company
- Seller wants comfort that Buyer can enter into the transaction and can close the deal and pay the purchase price
- Some reciprocal representations; depending on form of consideration (i.e., Buyer stock or promissory note), Buyer may be required to provide additional core representations such as:
  - Capitalization
  - Financial Statements
  - Solvency
  - Undisclosed Liabilities
  - Litigation
  - Taxes

# Representations & Warranties (cont'd)

## IV. Representations & Warranties

- Scope and Limitations of Representations and Warranties – allocates risk between Seller and Buyer:
  - Materiality Qualifiers
    - “Material Adverse Effect” or “MAE” – defined term in agreement; forward-looking in nature; very substantial change for the worse
    - “Material” – more broad; rarely defined
  - “Knowledge” Qualifiers
    - “Actual” vs. “constructive knowledge”
    - “Reasonable inquiry” vs. “Due inquiry”
  - Time Limitations/Survival
  - Disclosure Schedules – Purposes:
    - Affirmative disclosure: to provide information about the target business
    - Negative disclosure: to provide exceptions to the representations and warranties
  - R&W Insurance (see Indemnification)

# Covenants

## V. Covenants – Pre-closing

- Applicable to agreements with signing and subsequent closings
  - Imposes obligations to get deal closed
  - Provides assurances that the target company will be operated in the ordinary course of business and will be in “same condition” at closing as it was at signing
  - Provides protection that certain actions will not be taken prior to closing
- Level of obligation – “best efforts” vs. “commercially reasonable efforts”
- Risks that could prevent deal from closing
  - Government injunction/lawsuit
  - Regulatory approvals
  - Third-party consents
  - MAE



# Covenants (cont'd)

## V. Covenants – Pre-closing

- Affirmative covenants: promises to perform – typical covenants include:
  - Provide access to Buyer to books and records to allow Buyer to learn more about the business, to prepare to own
  - Operate the target company in the ordinary course of business
  - Maintain good relationships with customers and suppliers
  - Maintain assets and properties of target company owned/used by target company in current condition, subject to reasonable wear and tear
  - Perform all obligations under contracts relating to properties, assets, and business
  - Comply with applicable laws
  - Make HSR/other governmental filings
  - Provide access to information
  - Seek third-party consents
  - Seek stockholder approval
- Negative covenants: refrain from performing – typical covenants include:
  - Not to make capital expenditures over a certain dollar threshold
  - Not to acquire or dispose of businesses, material assets, or equipment
  - Not to change accounting practices, procedures, or methodologies
  - Not to amend, modify, or enter into any material agreements
  - Not to declare dividends or distributions
  - Confidentiality and publicity
  - Implement “No-Shop” and “Go Shop” clauses (public company/fiduciary duties)

# Closing Conditions/Termination Rights

## VI. Closing Conditions/Termination Rights

- Applicable to agreements with signing and subsequent closings
  - Mutual conditions to parties' obligations to close
  - One-way conditions
    - Buyer's obligation to close
    - Seller's obligation to close
- Failure to satisfy closing conditions provides other party with a right to "walk away" from the deal and not close; does not provide a separate cause of action
- Seller seeks certainty of deal closing so it will resist conditions that are not within its control, such as third-party consents
- Buyer seeks conditions to protect it from buying a business that has materially changed or that cannot be operated post-closing because of required third-party consents or other restrictions that have not been obtained or cleared

# Closing Conditions/Termination Rights (cont'd)

## VI. Closing Conditions/Termination Rights

- Typical Mutual Conditions:
  - HSR Act filings
  - No governmental orders that make the transaction illegal
  - Other applicable governmental approvals
- Typical Conditions to Obligations of Buyer:
  - “Bring-down” of representations and warranties
  - Compliance with acquisition agreement/performance of Seller’s covenants
  - No MAE
  - No litigation
  - Third-party consents
  - Deliverables of closing certificates (compliance, secretary, FIRPTA)
- Conditions to Obligations of Sellers – typically same as Buyer, but Seller is most concerned with receiving purchase price payment

# Closing Conditions/Termination Rights (cont'd)

## VI. Closing Conditions/Termination Rights

- Typical Termination Rights:
  - Transaction is enjoined by law or a regulator
  - Either party materially breaches
  - Failure to close by “outside date”
  - Failure to close when all conditions have been satisfied (less standard; more common when outside financing involved)
- Public company deals often entail additional termination triggers, including breaches no shop covenants
- Termination triggers often tied to specific avenues of recourse

# Other Covenants

## VII. Covenants – Post-Closing

- Restrictive covenants
  - Confidentiality, noncompetition, nonsolicitation
- Other covenants
  - Tax matters
    - Filings, elections, contests
    - Cooperation and exchange of information
    - Tax treatment/indemnification payments
  - Employment matters
    - Benefit plan transitions
    - Severance obligations
    - Parachute payments
    - WARN Act
  - Books and records
  - Indemnification/D&O insurance
  - Litigation assistance/further assurances
- Transition services

# Indemnification

## VIII. Indemnification

- Post-closing remedy for losses incurred – resulting from breaches of representations, warranties, covenants, specific liabilities, or other agreements in the acquisition agreement
- Allocates risk of loss between Seller and Buyer
- Key Points:
  - Time Limitations/Survival Post-Closing
    - Survival period for representations and warranties ranges – from 6 months to 2 years (buyers typically want the survival period to last at least through the completion of one audit cycle of financial statements)
    - Certain representations last longer – surviving indefinitely or until the expiration of the applicable statute of limitations (organization/authority, capitalization, title, taxes, environmental matters, ERISA)
    - Survival of Covenants – preclosing covenants typically expire at closing; post-closing covenants typically survive indefinitely or until performance is fulfilled
  - Definition of “Losses”
    - Buyer seeks to have broader definition; third-party claims
    - Seller seeks to have narrow definition to minimize indemnification obligations; seeks to exclude incidental, consequential, special, or indirect damages, including lost profits

# Indemnification (cont'd)

## VIII. Indemnification

- Key Points (cont'd):
  - Limitations on Indemnification
    - Baskets, mini-baskets, deductibles
    - Caps
    - Materiality scrapes
  - Anti-Sandbagging/Effect of Knowledge
    - Knowledge by Buyer that a Seller representation and warranty is inaccurate
    - Seller's ability to update disclosure schedules and effect on indemnification
  - Other Limitations/Remedies
    - Impact of insurance/tax benefits
    - Indemnification escrow
    - Exclusive remedies
    - Multiple sellers – joint and several liability vs. several and not joint liability (pro rata)
  - Mechanics of Claims/Indemnification Procedure
  - R&W Insurance
    - Current practice
    - Impact on negotiating representations and warranties, indemnification
    - Diligence undertaking by insurance company
    - Role of broker

# Miscellaneous Provisions

- Termination
- Merger/Integration Clause - Entire Agreement; No Other Terms
- Expenses
- Notices
- Severability
- Governing Law/Jurisdiction; Waiver of Jury Trial
- Successors and Assigns
- Amendment
- Construction of Agreement – Construed as Jointly Drafted
- No Third-Party Beneficiaries



# Key Takeaways from This Session

- Understanding the tax implications, commercial issues and process of a particular deal will be important in deciding what structure is best (get tax experts involved early).
- Although there are various structures to a deal, the definitive agreement usually contains certain basic provisions.
- Market practice is currently trending toward limited indemnification or “public style” recourse regimes due to the use of R&W insurance.
- Tune into our future sessions for more detail on deal structuring and other topics discussed today!

# Questions?

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# Biography



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# Biography



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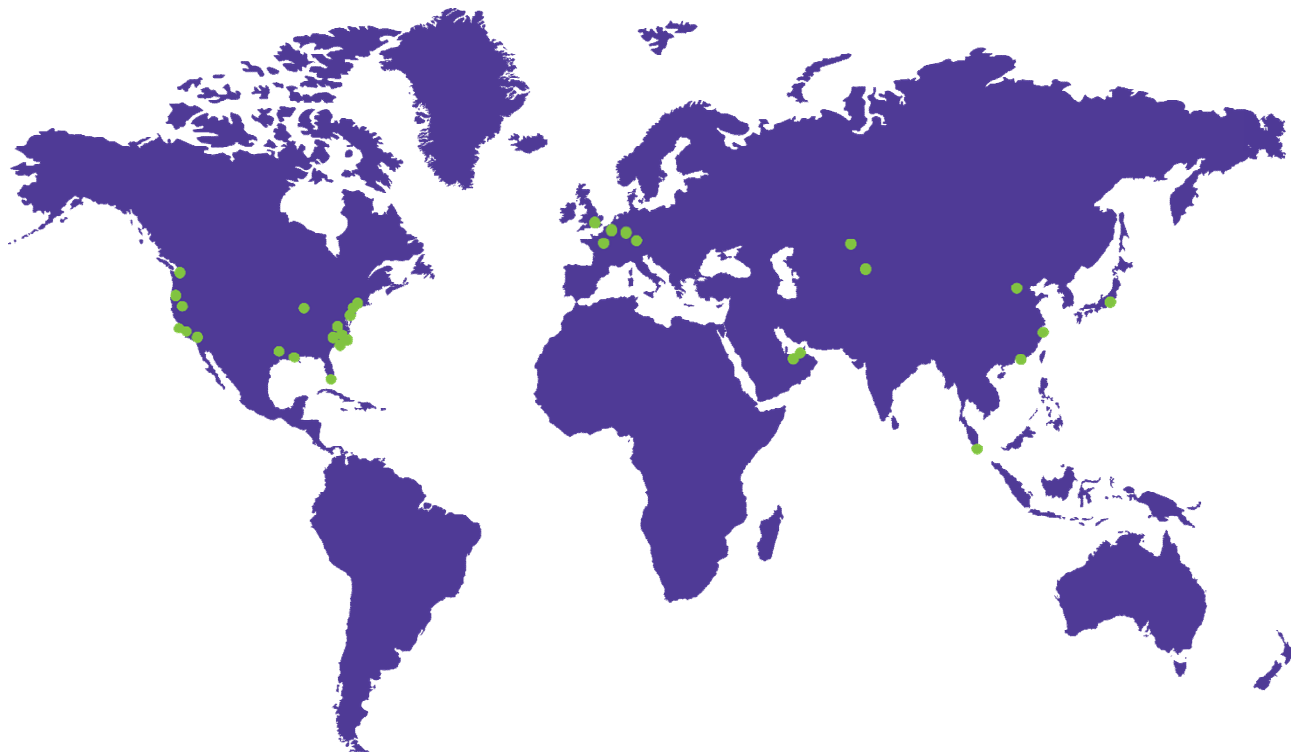
Adam D. Prince advises clients on diverse business transactions, focusing on mergers and acquisitions and advising private equity funds and their portfolio companies. Adam serves as the co-chair for the firm's cross-practice healthcare industry team. Adam's clients represent diverse sectors including healthcare, media, technology, pharmaceuticals, retail, manufacturing, utilities, financial institutions, and energy. Adam also advises clients on venture capital and emerging growth company investments and transactional matters; finance and restructuring; and general corporate governance. In law school, Adam served as an editor for the University of Pennsylvania Law Review. He holds a B.A. in philosophy, politics, and economics

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