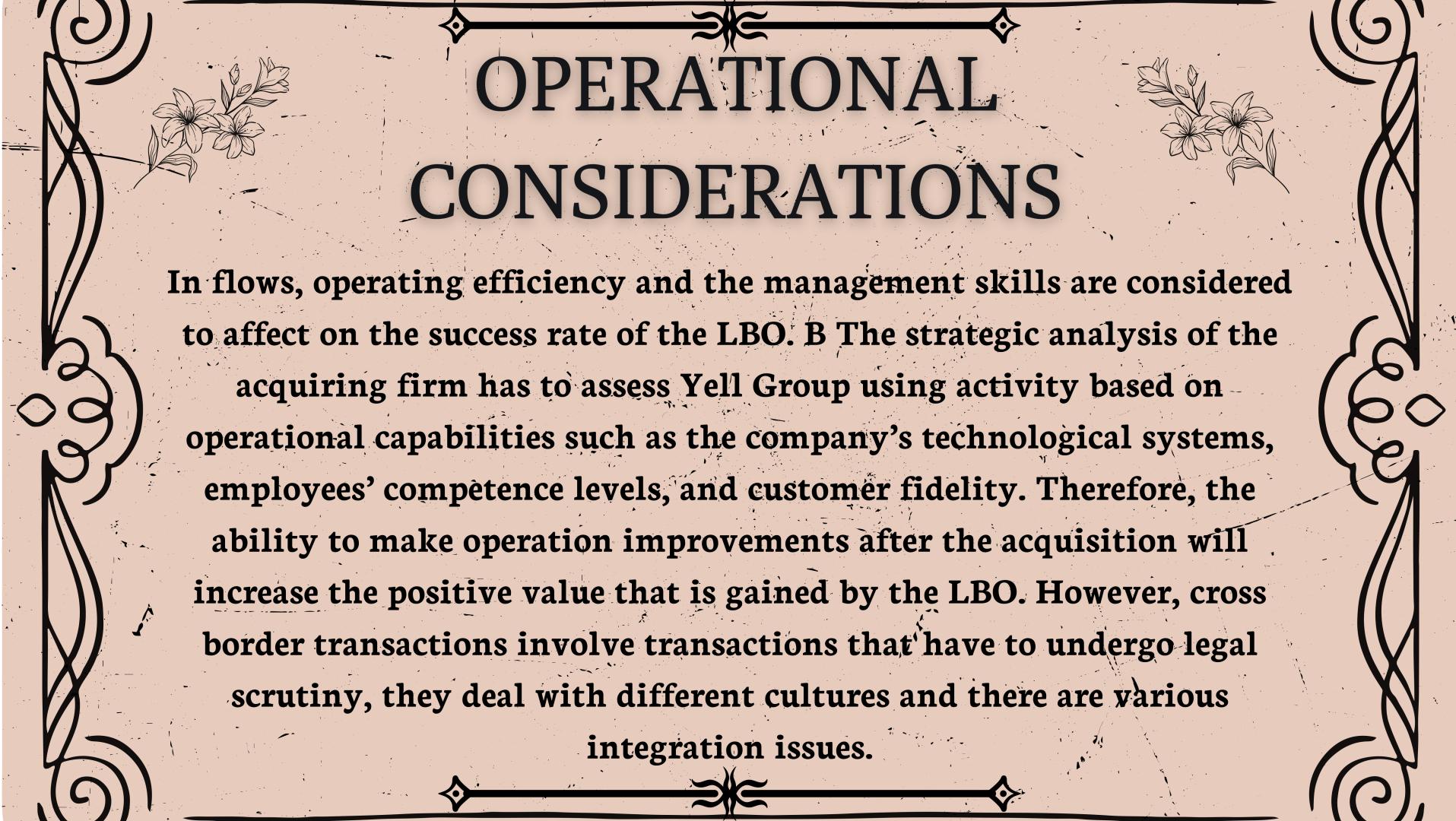


STRATEGIC CONSIDERATIONS

The first dimension of valuing the Yell Group is knowing the position of the company in relation to the directories market. The Yell Group had a monopoly in the UK yellow pages and was fast expanding in the US. Nevertheless, the industry had a number of threats associated with digital business transformation, which required the setup of a solid strategy to transition to online directories. Surrounded by uncertainties of values generated from synergy of the acquisition of Yell Group's assets with the business of the acquirer, thorough analysis is important. This includes a qualitative and quantitative analysis of the cost savings, sale's revenue, and possible new markets.





The valuation of cross-border LBOs can be as complex as illustrated by the bidding on the Yell Group. Strategic, financial, and operational analyses enable acquirers to understand the acquisition target's worth and therefore, build the best value. Thus, this case paints the muchneeded picture with extensive brushstrokes to indicate how these multiple factors should be dealt with in a coordinated, systematic, and seamless manner so that involved firms can achieve their desired acquisition goals, especially within the intricate global leveraged buyouts environment.

