

Case study: Johnson Matthey Ceramics (€226m) - Feb 07



Application of 3C's 7 key skills

- **Understanding shareholders**
 - 3C recognised that Johnson Matthey position in the FTSE-100 created a need for positive news flow
- **Understanding markets**
 - 3C identified the fit between Pamplona Capital's investment strategy and Johnson Matthey's Ceramics business
- **Sourcing transaction opportunities**
 - 3C's long-standing personal relationships made it possible to create an M&A deal process where none was in contemplation
- **Analysing transaction opportunities**
 - 3C assisted Pamplona in analysing and understanding the Johnson Matthey Ceramics business
- **Funding M&A transactions**
 - Pamplona Capital, a private equity firm, arranged its own debt financing package
- **Executing M&A transactions**
 - 3C played the pivotal role in negotiating the price of the deal
- **Communicating with shareholders**
 - Pamplona Capital, a private equity firm, had no shareholder communications requirement