



MILANO, 15.05.2019

M&A AND PRIVATE EQUITY IN THE DIGITAL INDUSTRIES

6.00 PM - Lecture Hall Libreria Egea, viale Bligny 22 - Milano

In designing their corporate and business strategies, corporations have to deal with the so-called “digital disruption” pushing leaders and organizations to analyze and understand how technologies is transforming industries.

One of the corporate reactions to digital disruption has been the so-called “Digital M&A”, which is a different animal than traditional M&A and it can be referred either to a company buying analytics, skills, and software to improve its products or to company buying sensors, application and digital technologies to make the products better and secure for the future. But what really mean “Digital M&A”? We will try to answer to this question analyzing also the following critical issues:

- # **How to properly manage the forward-looking approach to due diligence?**
- # **What are the financing methods and valuation multiples required for digital assets?**
- # **How to integrate digital assets acquired?**

Speakers:

ATTILIO MAZZILLI, Partner Orrick Italia

FEDERICO PIPPO, Lecturer SDA Bocconi School of Management

Cocktail will follow.



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