





Who?

Where?

When?

What?

Why?

Strategic Risks and Benefits of Acquisition

Risks

- The size of acquisition
- Current capacity
- Urbanizing new stations
- New Infrastructure
- Preemptive but not dilutive
- Short-term solvency
- Stock Market reaction

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Benefits

- Advertising
- Niche Market
- Acquiring wellperforming stations
- Negotiating leverage
- Expansion in current markets
- Economies of Scale/ Consolidation