



US\$14.1bn value of domestic and inbound deals in 2017, 10-year peak

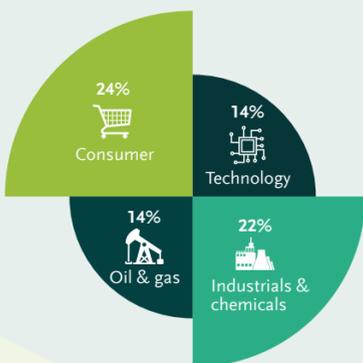
# DUE NORTH: U.S. PRIVATE EQUITY SETS SIGHTS ON CANADA

Canada has earned its name as an attractive destination for private equity investment and the total value of private equity deals keeps reaching new heights.

To learn more about the driving factors behind decisions to invest in Canada, Bennett Jones commissioned Mergermarket to survey Canadian and U.S. private equity executives, as well as members of management teams at Canadian portfolio companies of Canadian and U.S. private equity firms.

## WHY CANADA?

Top sectors for PE investment



Top economic aspects of the market



Top structural aspects of the market

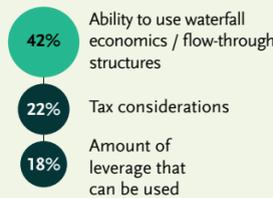


## LOCAL MARKET KNOWLEDGE IS KEY

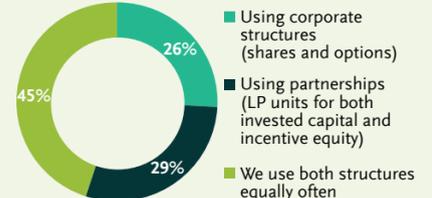
Best way to identify a Canadian-based target



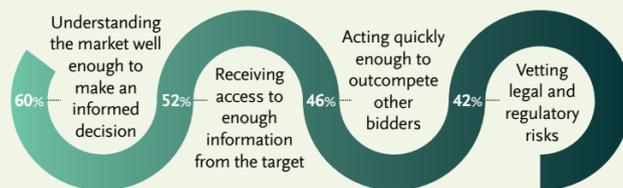
Top factors in structuring a deal for a Canadian target



Most used management incentives in Canadian buyouts



Top challenges for due diligence



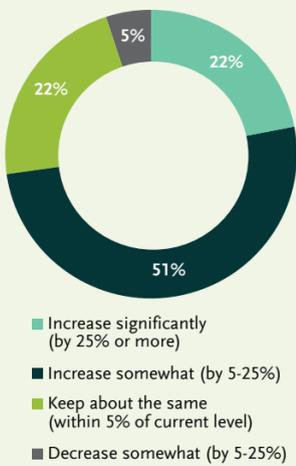
## PRIVATE DEBT

Private equity investors are turning to a new strategy in Canada: private debt.

This can provide higher returns and employ idle capital.

PE firm's use of private debt investments in Canada

73% of PE firm's plan to increase private debt investments in Canada

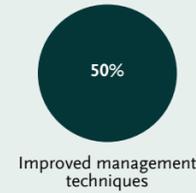


## SHARED PRIORITIES

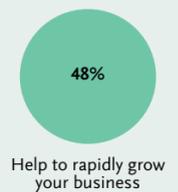
Rapid business growth and global connections are twin priorities for Canadian companies and U.S. PE firms.

Twin priorities in selling to a PE firm

PE firms say...



Portfolio companies say...



## ALIGNING GOALS

Biggest challenges in working together

Portfolio companies say...



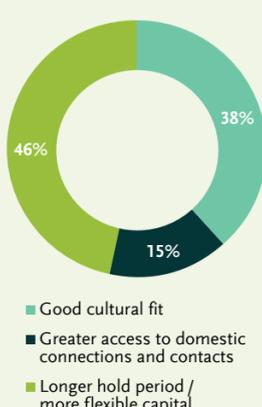
PE firms say...



## CANADA vs UNITED STATES

Biggest advantage of being owned by a...

Canadian PE firm



U.S. PE firm

