

PRESENTATION REGARDING:

# **CBC Mobiles Responses**

January 22, 2015

For Discussion Purposes Only



## **Process Overview**

Marketing Negotiation Process and Phase Phase and Final **Approval** Sale Phase Phase **Preliminary** Preparation IV and Closing Ш Due Due Diligence Diligence

#### COMPLETE

#### October 2014

- Due diligence & information gathering
- Identify and evaluate prospective buyers
- Finalize data room , nondisclosure agreement ("NDA") and process letter

#### COMPLETE

#### October – January 2014

- Contact selected prospective buyers
- Execute non-disclosure agreements
- Distribute process letter
- Meetings with Capital Canada in New York
- Receipt of non-binding proposals

#### IN PROGRESS

#### January 2014 - February 2015

- Presentation of offers to CBC/Radio-Canada (January 22, 2015)
- Selection of winning offer(s) (Target: January 26, 2015)
- Provide virtual data room access
- Provide draft asset purchase agreement
- Final/confirmatory due diligence
- Execute definitive agreements

#### Warch 2015

- CBC/Radio-Canada Board of Directors' Approval
- OIC approval (3-5 months)
- Close





## **Process Overview**

- Capital Canada commenced marketing the sale of the CBC Mobiles to selected potential bidders in October 2014.
- In cooperation with, and as a result of discussion with management from the CBC, Capital Canada identified a list of highly likely potential bidders to contact.

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- In in December 2015, amid the sale process, there was a trade show held in New York, New York where many of the potential bidders were in attendance.
- Capital Canada attended the trade show and met with several potential bidders.
- A process letter was distributed on January 5, 2015, to potential bidders that had previously executed a nondisclosure agreement and had not declined interest.
- The process letter outlined the requirements for the submission of non-binding proposal by January 19, 2015.
- Four (4) non-binding proposals were received via email on January 19, 2015.

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# **Bid Comparison**

All dollar amounts in millions

dollar amounts in millions				
	NEP	Dome Productions	Lyon Video	BSI
aluation (in millions) <sup>1</sup>				
Valuation Assumptions				
Financing				
Due diligence				
Due unigence				
Exclusivity				
Timing				
Transition support				
Advisors				

 $<sup>^{1}</sup>$  Assumes a 1.21  $\$  CA exchange rate based on Bank of Canada noon rate on January 20, 2015





# **Parties Contacted**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.