

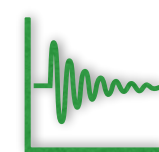


Game-Changing People Risk Analytics™ for Mergers & Acquisitions

Mergers & acquisitions are significant investments whose successes and failures depend on people.



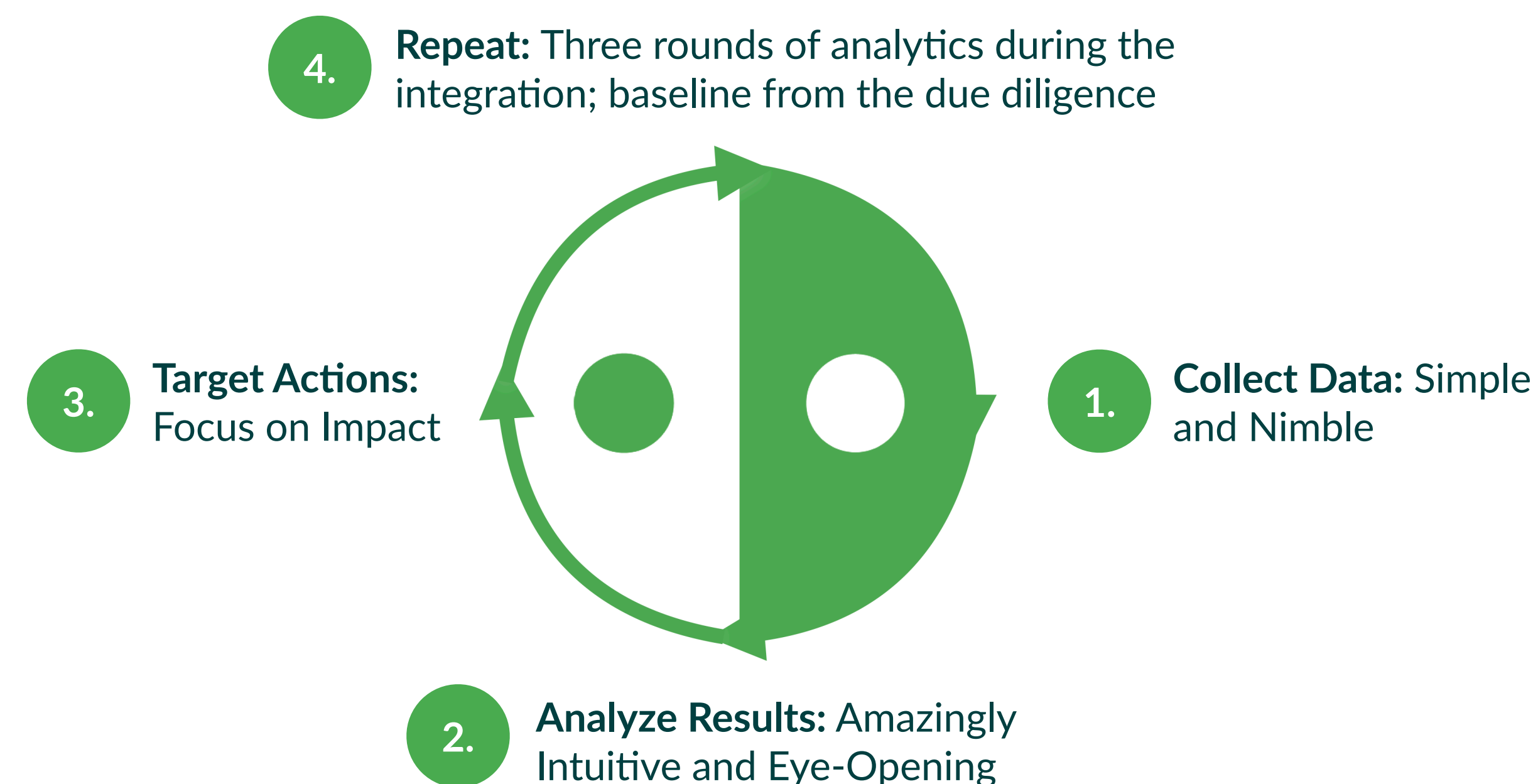
Like no survey or metrics before, NayaDaya® People Risk Analytics™ reveals risk levels and root causes for **employee turnover**, **productivity collapse**, and **people-related M&A failures**.



The science-based emotional and behavioral intelligence^[1] creates a deep, **long-term insight** into the people risks with **the smallest effort you can imagine**.



The intuitive results **point out actions** to minimize the people risks and execute successful acquisitions and post-merger integrations.



[1] The emotional and behavioral intelligence is developed and owned by NayaDaya Analytics Inc. and based on the research conducted by the University of Geneva, Switzerland.

“In the first 4 to 8 months following an M&A, productivity drops by 50 %.”

Deloitte

“Employee retention has become harder during M&A.”

PwC

“Most of the barriers to a successful integration are related to people and company culture.”

Deloitte

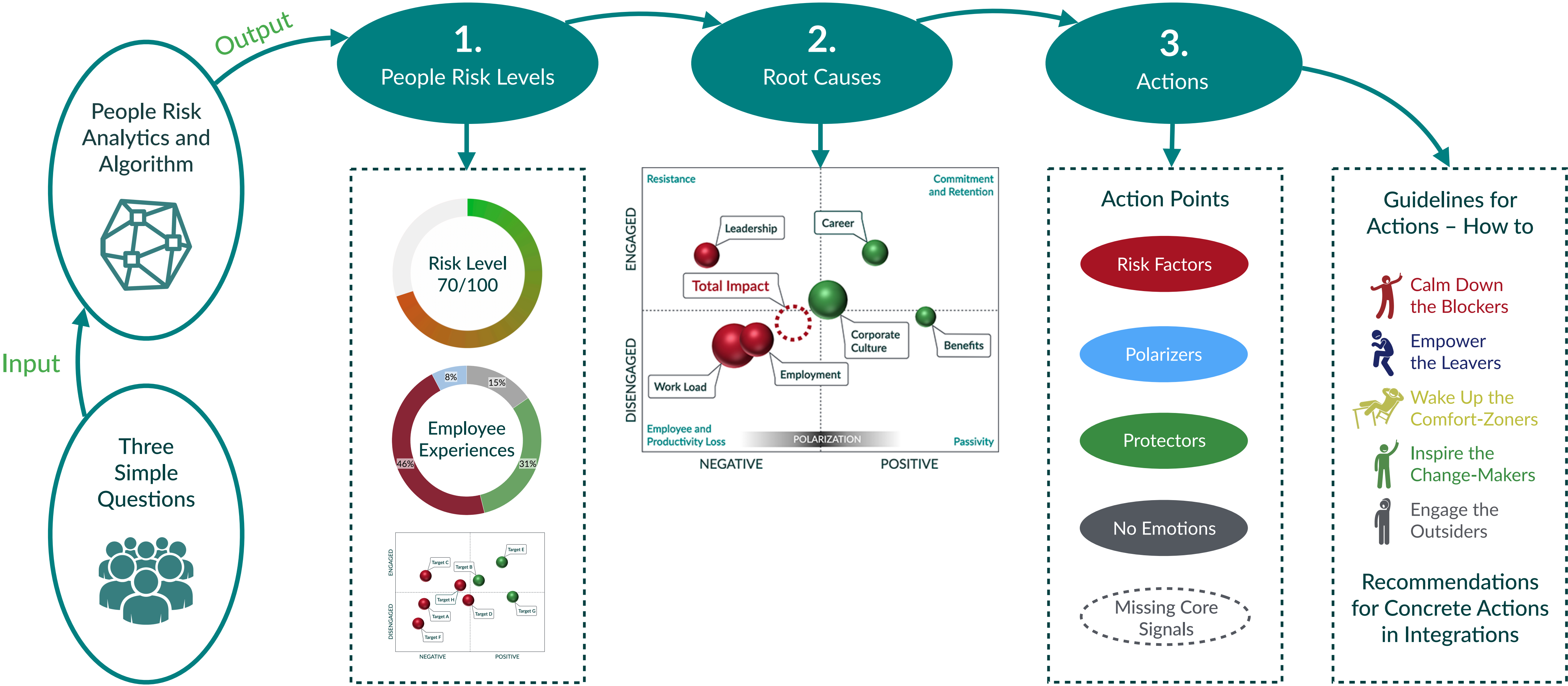
“Thanks to the people risk analytics, we know where to focus our efforts, to engage people and make our mergers and acquisitions successful.”

Kimmo Martikainen,
Senior Vice President,
M&A, Rantalainen Group

People Risk Analytics™ – Simple Input & Critical Output



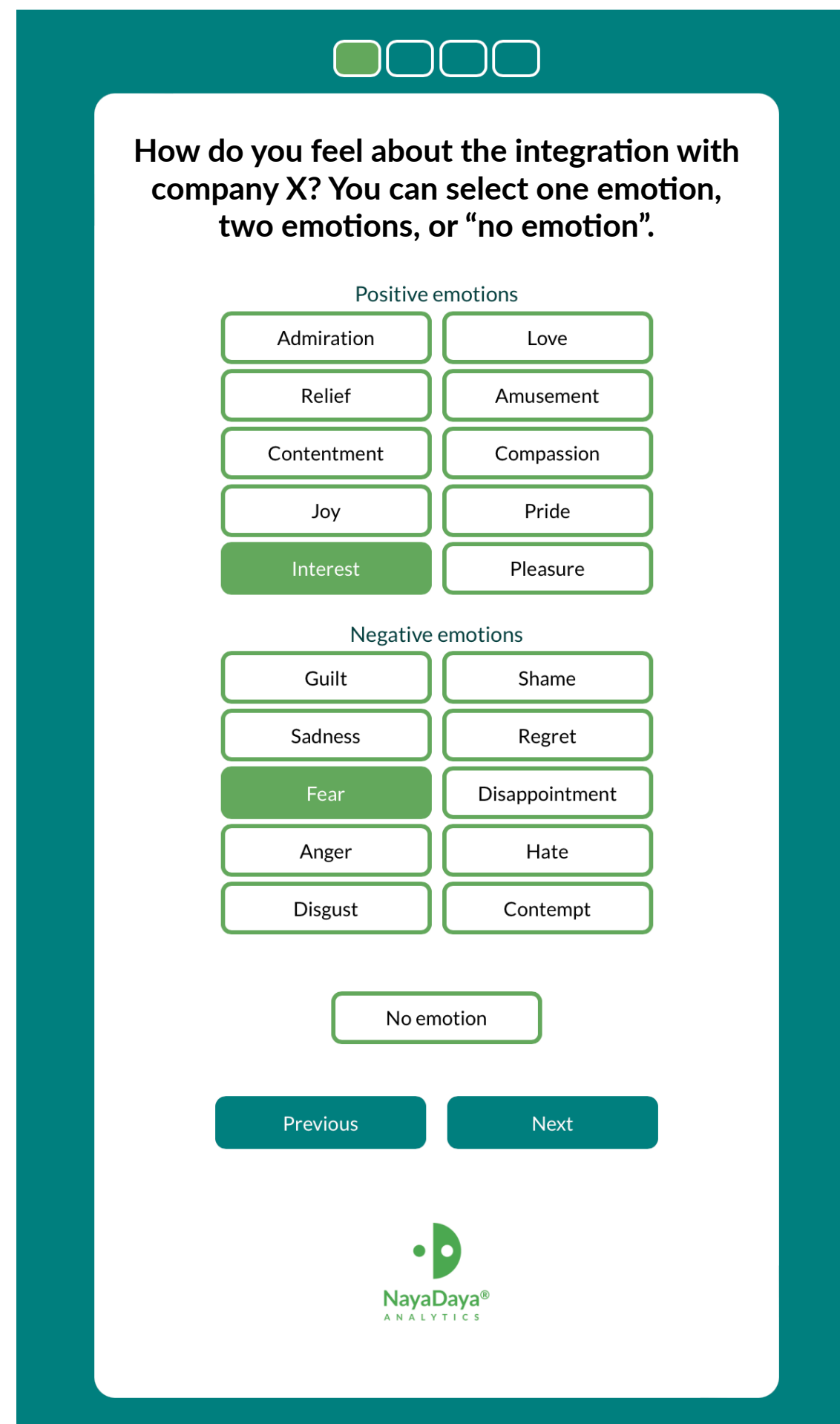
NayaDaya®
ANALYTICS



Scalable Process With the Smallest Effort and the Highest Impact

Only Three Intuitive Questions to Employees

1. Emotions



How do you feel about the integration with company X? You can select one emotion, two emotions, or "no emotion".

Positive emotions

Admiration	Love
Relief	Amusement
Contentment	Compassion
Joy	Pride
Interest	Pleasure

Negative emotions

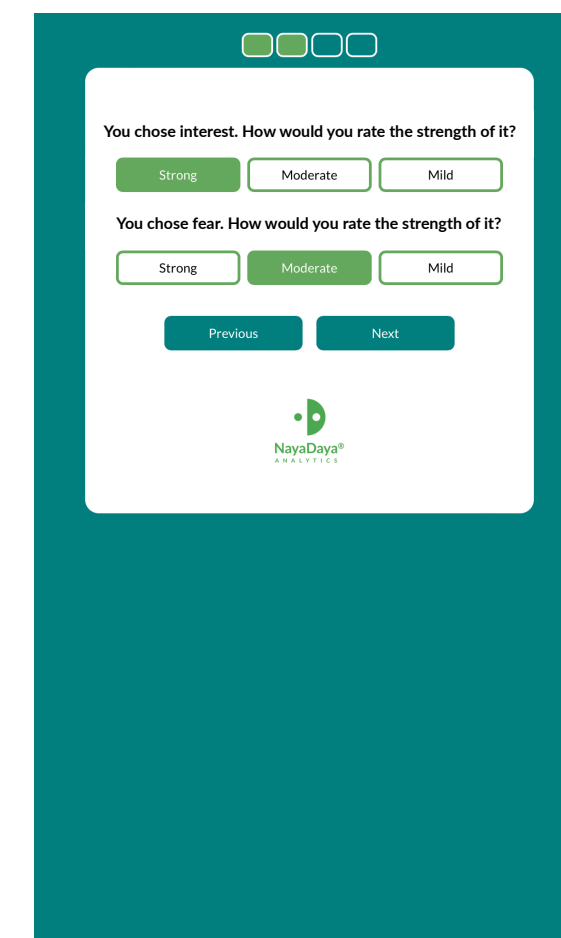
Guilt	Shame
Sadness	Regret
Fear	Disappointment
Anger	Hate
Disgust	Contempt

No emotion

Previous Next

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2. Emotion Intensities



You chose interest. How would you rate the strength of it?

Strong Moderate Mild

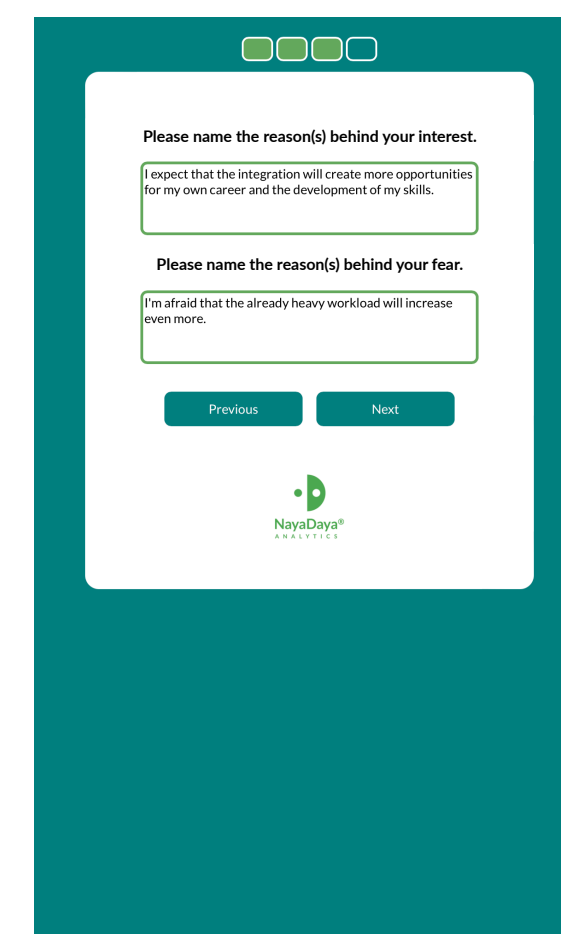
You chose fear. How would you rate the strength of it?

Strong Moderate Mild

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3. Reasons Behind Emotions



Please name the reason(s) behind your interest.

I expect that the integration will create more opportunities for my own career and the development of my skills.

Please name the reason(s) behind your fear.

I'm afraid that the already heavy workload will increase even more.

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- Responding does not burden people
- Ready survey in multiple languages
- Browser-based online tool; no software to install or administrate
- Anonymous, no personal data is being collected or processed
- Scalable from ten employees to thousands of people
- Effective and sustainable way to lead change
- The "round zero" in DD reveals the baseline without the disclosure of the acquisition
- Unlike the traditional surveys, the scientific method is able to understand the reality behind engagement and disengagement, and to predict the people risks related to behavior
- Based on the research conducted by the University of Geneva, Switzerland

Price per round for analyzing the people risks in acquisition targets:

- Less than 20 people: 2,900 €
- 20-50 people: 3,900 €
- 50-100 people: 4,400 €
- 100-200 people: 5,100 €
- 200-500 people: 5,800 €
- 500-1,000 people: 7,800 €

Integration with three rounds: -10%

DD and integration, total four rounds: -15%

More than 1,000 people or multiple M&A per year: prices upon request

Survey and report in English or Finnish included; extra survey language 450 € per round

The prices do not include value added tax (VAT)

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