

### CASE STUDY: Acquiring Asia Entertainment

**Scott Henderson, the new Chief Executive, gave an interview to a Hong Kong TV business channel. Listen and complete their conversation:**

First of all, what was your main reason for the acquisition?

It'll benefit our group in many ways. Obviously, we expect the deal to \_\_\_\_\_. It's bound to be good for \_\_\_\_\_. Not immediately, but the year after next, we're hoping...

Hold on, it sounds to me from what you're saying it'll be bad for your bottom line, won't it?

Look, like all acquisitions, the reorganization will involve \_\_\_\_\_ so these will affect earnings in the \_\_\_\_\_. All mergers are costly at the beginning.

I suppose there'll be \_\_\_\_\_ as well.

What exactly do you mean?

Well, savings in terms of personnel, \_\_\_\_\_, redundancies.

I'd rather not comment on that, if you don't mind. We're in the early stages at present. Nothing's been \_\_\_\_\_.

So, what are the synergies? What are the \_\_\_\_\_ apart from boosting earnings in the long run?

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