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The Deal Economy Conference comes to London to examine The City's financial future as Theresa May promises to trigger Article 50 within days.

NEW YORK, March 17, 2017 /PRNewswire/ -- [The Deal](#), a business unit of TheStreet (NASDAQ: TST), will host the latest in its series of global investment conferences in the heart of the City of London next week, just days before Britain begins its formal exit from the European Union, ending forty years of ties with the world's biggest trading bloc and triggering the most significant corporate and financial market challenge in more than half a century.

The Deal

[The Deal Economy UK: Predictions & Perspectives for 2017](#) will take place on March 20th at The Waldorf Hilton in London to discuss how British boards of directors and banking and legal advisers will navigate the coming two-year negotiations to pull the UK out of the EU and, even more crucially, the landscape of the world's fifth-largest economy after its historic 'Brexit'.

Speakers will include:

- | The Right Honourable Lord Lamont of Lerwick, former Chancellor of the Exchequer
- | Steve Krousos, Global Vice Chair, Transaction Advisory Services, EY
- | Michel De Fabiani, Vice-President, Franco-British Chamber of Commerce & Industry, Non-Executive Director, Valeo
- | David Marsh, Managing Director and Co-Founder, Official Monetary and Financial Institutions Forum (OMFIF)
- | The Right Honourable John Redwood, MP
- | Jim Strang, Managing Director, Investment Committee Europe, Hamilton Lane
- | James J. Cramer, Founder of TheStreet, Inc.; best-selling author; Host, "Mad Money with Jim Cramer" and Co-Anchor of "Squawk on The Street," CNBC
- | Christophe Baviere, CEO and Managing Partner, Idinvest Partners

"Britain is bracing for perhaps the most significant geopolitical change it has faced in more than half a century," said Tara Murphy, Editor in Chief of TheStreet, Inc. "The Deal will be at the heart of this historic change, examining both the players who will define it and the landscape it will create."

The agenda will explore London's current role as an M&A dealmaking hub and the regulatory uncertainty UK companies will face in post-Brexit economy. Panel discussions will include:

- | **Has London already lost its "Deal Hub" status?** London lost more than half of its deal flow last year (2016 vs. 2015) to rivals in Paris, Rome and Madrid as leveraged buyout players scattered their business around various European capitals. Will Brexit taint the City indefinitely?
- | **The Reality of a Post-Brexit Economy:** A £250 million company is now worth \$72 million less than it did on June 23rd. Does that 20% discount make up for the deeply uncertain future that UK companies face post-Brexit?
- | **Article 50: Dealmaking Friend or Foe?** When Britain triggers Article 50, it will have at least two years of regulatory and economic uncertainty as the government withdraws from certain European rules and establishes its own framework. Will the timeclock accelerate deals or put them on ice for two years?
- | **Corporates vs. Activists:** Activist funds have \$28 billion in assets under management, targeting nearly as many companies in H1 2016 as in all of 2015. Will Britain's new economic reality entice a new wave of shareholder activism?

How should UK corporate board members react?

- 1 **Post-Brexit Tech/FinTech Opportunities:** With big US tech firms such as Google, Facebook and Microsoft all finding themselves at the business end of the EU's tax and competition rules, could a post-Brexit London establish itself as a global technology hub with looser regulations and tax-friendly structures that would offset any departures of the country's biggest banks?

The full speaker roster and agenda can be viewed at www.thedeal.com/dealeconomyuk. Keep up to date with the event by following @TheDealNewsroom and use hashtag #dealeconomy to join the conversation.

The Deal Economy UK conference is supported by program underwriter EY.

To purchase tickets to attend the conference, [please visit The Deal Economy UK site](#).

For press tickets, please contact Nicole Harris (212.321.5567; nharris@thedeal.com). For information on how your organization can underwrite the event, please contact Emily Newman at 212.321.5565 (enewman@thedeal.com).

About The Deal

The Deal (www.thedeal.com) provides actionable, intraday coverage of mergers, acquisitions and all other changes in corporate control to institutional investors, private equity, hedge funds and the firms that serve them. The Deal is a business unit of TheStreet, Inc. (NASDAQ: TST, www.t.st), a leading financial news and information provider. Other business units include TheStreet (www.thestreet.com), which is celebrating its 20th year of producing unbiased business news and market analysis; BoardEx (www.boardex.com), the leading relationship mapping service of corporate directors and officers; and RateWatch (www.rate-watch.com) which supplies rate and fee data from banks and credit unions across the U.S.

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