

Our Impact

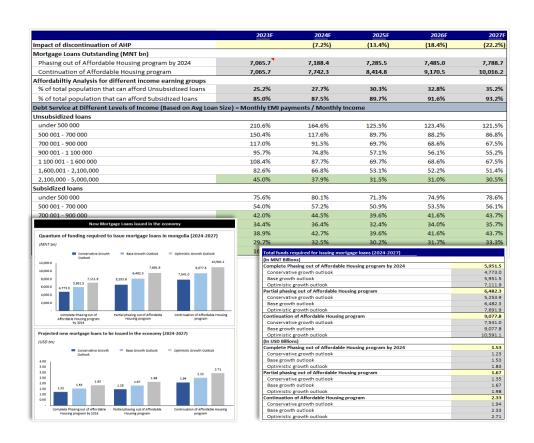
# Modeling and Analysis - Forecasting Mortgage Market Size in Mongolia

#### **Request and Guidelines Provided**

- To forecast the demand of mortgage loans in Mongolia considering the mortgage market metrics of Mongolia's economic peers
- Identify key economic and demographic drivers impacting the growth in mortgage loans in the economy, and measure the affordability of mortgage loans for different income groups
- Quantify the impact of discontinuation of a popular subsidized mortgage program leading to a deficit in low-cost funds available to the population

## **Methodology and Final Deliverable**

- The final deliverable included the forecast of mortgage loans outstanding using Regression Analysis and Mortgage Depth Analysis
- Considered the impact of the discontinuation of Mongolia's Affordable Housing Program using an affordability analysis to arrive at the final amount of loans that need to be issued



Forecast the mortgage market size in Mongolia to identify the funding gap that may arise after the discontinuation of a government mortgage program

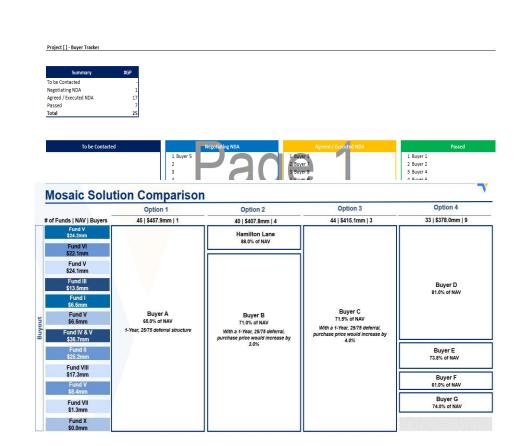
# Portfolio Management - Execution and Transfer Stage

#### **Request and Guidelines Provided**

- To prepare the Bid Book and monitor the bids tenders by the buyers who submit the bids on a pre- decided date subsequent to the execution of an NDA
- Update the transfer output, based on the progress of the transfer process shaped by conversations and engagements between clients, GPs, and potential buyers
- Monitor the portfolio summary and revise it to incorporate the latest cash flows, ensuring an up-to- date representation and ensuring that comprehensive capital account audits are conducted
- Prepare the Purchase and Sale Agreement (PSA)

### **Methodology and Final Deliverable**

- The final deliverable included evaluation of the bid book, negotiations with buyers, draft transfer documents collection, negotiation of transfer coordination and transaction closure
- Comprehended the secondary deal both from an LP and GP's viewpoint to deliver the best possible outcome for the seller
- Handled the responsibility of communicating between the GPs and the legal counsels
- Accelerated the process through effective distribution of work among the teams, leading to successful deal closure within a span of three months



Ensuring a smooth transfer process and offering comprehensive support throughout the portfolio sale

# Deal Execution - Bubble Chart and Regression Analysis

#### **Request and Guidelines Provided**

- To analyze valuation trends in both public and private markets across suitable FinTech sub-sectors
- Request also included conducting regression analysis, an additional method to estimate the valuation range

## **Methodology and Final Deliverable**

- Selected two sub-sectors closely related to the company and sourced financial and valuation information across ~6 years
- Valuations across time were plotted and analyzed for both public and private markets, subsequently a valuation multiple (EV/EBITDA) was estimated for the company
- Fully automated the excel template and built the analysis slides on both revenue / EBITDA multiples for the client to choose from the methods which would give a higher valuation multiple
- Comparison of public multiples to the precedent deals to showcase that the private companies are backing the stronger valuation game



A glance at sectoral trends and company valuation using regression analysis

# Research and Due Diligence - TAM Analysis

# **Request and Guidelines Provided**

- Create a CIM for an embedded finance company looking to expand into: Service lines and New emerging markets
- Conduct a TAM analysis as part of the series A fundraise
- Showcase the total addressable and serviceable market by geography
- The client provided the targeted geographies and management expectations for the serviceable market

# **Methodology and Final Deliverable**

- Understood the client's business model and expansion plans
- Scoped the data available and discussed the approach with the client
- Built TAM using appropriate assumptions and derived the TSM
- Created a higher-level version of the analysis for the CIM for easier understanding for investors

### Targeting a huge total addressable market

otal serviceable market	\$XXXX E		pportunity in emerging	markets
% fee based on loans under management <sup>3</sup>	\$ XXXX Bn	\$ XXXX Bn	\$ XXXX Bn	\$ XXXX Bn
			•	
Fees on a per customer query basis <sup>2</sup>	\$XXXX Bn	\$ XXXX Bn	\$ XXXX Bn	\$ XXXX Bn
Total serviceable loans <sup>2</sup>	\$ XXXX Bn	\$ XXXX Bn	\$ XXXX Bn	\$ XXXX Bn
Total consumer loans	\$XXXX Bn	\$XXXX Bn	\$XXXX Bn	\$XXXX Bn
	Country 1	Country 2	Country 3	Country 4

Addressable Economies	Comparable Economy	Addressable Tota Consumer Loans %	l Consumer	Servicable Rev	Average enue as a % Loan Book	Revenue per Query	Average Ticket Size	TAM	TSM	al Revenue (Loans Management)	Total Revenue per Query	Number of Loans
Country 1	XXX	33.3%	5372.95	5124.35	12%	95.0	\$1,000.0	96.94	\$2.73	\$1.49	51.34	124,155,947
Country 2	XXX	24.2%	\$208.09	990.30	1.2%	95.0	\$1,000.0	93.54	51.11	90.60	50.50	50,295,353
Country 3	X000X	24.2%	\$99.78	\$22.67	12%	\$5.0	\$1,000.0	\$1.59	\$0.50	\$0.27	\$0.23	22,666,797
Country 4	XXXX	33.3%	54.54	\$1.64	12%	25.0	\$1,000.0	90.08	90.04	50.02	50.02	1,643,824
Country 5	X00X	33.3%	\$8.29	\$2.76	12%	95.0	\$1,000.0	90.10	\$0.06	\$0.08	\$0.09	2,761,029

TAM analysis for an emerging embedded finance fintech looking to expand into new geographies

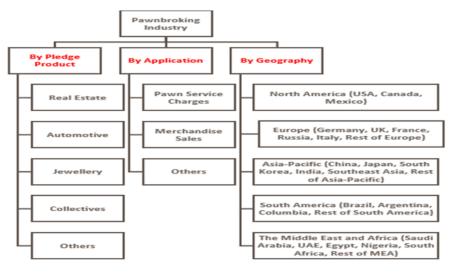
# Case Studies: Deal Sourcing Industry Research

#### **Request and Guidelines Provided**

- To conduct market research and provide an overview of the Pawn Broking Business in order to help in making strategic decisions for one of the client's portfolio companies
- To provide insights on the digitalization and diversification into other financial services, IPOs raised, success stories of other businesses, and a general market overview displaying key trends
- To provide insights on the metrics of top global players in the market from developed and emerging economies

## **Methodology and Final Deliverable**

- The final deliverable post desktop and database research, included, comparable analysis, case studies on successful companies and analysis of data available from company websites and reports
- The client used the research material made by the TresVista team to make decisions on the course of action for its portfolio company
- Efficient planning done by the Team helped to complete the heavy research well in advance its due date



#### Public Companies in the Pawnbroking Business

Emerging Economies Name	Revenue	Business Description	Country	Market Cap	COGS	Gross Profit	EBIT	EBITDA	Net Income	Total Assets	APEX/EBITD. Sale	s CAGR S	ales Growth
Lao Feng Xiang Co., Ltd.	\$9,064.26	Lao Feng Xiang Co., Ltd. engages in the manufacture, design and sale of	China	\$4,570.46	\$8,421.86	\$642.41	\$479.89	\$512.08	\$290.93	\$3,495.00	172	10.3%	13.3%
PT Bank Danamon Indonesia	\$1479115	PT Bank Danamon Indonesia Tbk engages in providing general banking	Indonesia	\$1,843.45					\$222.34	\$12,701.44		[8.9%]	[3.3%]

<b>Developed Economies</b>													
Name	Revenue	Business Description	Country	Market Cap	COGS	Gross Profit	EBIT	EBITDA	Net Income	Total Assets	APEXIEBITO.	Sales CAGR S	Sales Growth
FirstCash Holdings, Inc.		FirstCash Holdings, Inc. operates retail pawn stores in the United States and	United States	\$4,439.52	\$1,449.69	\$1,279.26	\$283.90	\$74123	\$253.50	\$3,904.87	16.0s	13.5%	60.6%
EZCORP, INC.	\$886.23	EZCORP, Inc. engages in the provision of paym loans in the United States and	United States	\$488.62	\$390.22	\$496.01	\$76.65	\$160.99	\$50.16	\$1,347.88	19.8s	15%	21.5%

Conduct market research on the pawnbroking industry and identify trends in the industry



# **Request and Guidelines Provided**

 Identify potential investment targets in the contract analytics space for a U.S. based venture capital firm

# **Methodology and Final Deliverable**

- Reviewed over 150 companies that operate in the contract analytics space and profiled key management personnel
- Analyzed funding received by the companies, the last stage of funding received, and existing investors to shortlist a set of 40 potential companies
- Prepared a list of 40 early-stage companies as potential investment targets for the fund

Active Company Opportunities Company Name	Location	Description	Stage	Total Raised (\$M) Priority	Investors	Use Case
1 Proposable	Bloomington, United States	Provides a platform for sales proposal management.	Accelerator/Incubator	NA	SproutBox	Sales proposal creation, tracking and signing, proposal analytics, sales performance tracking, and proposal estimation
2 Predictice	Paris, France	Provides an algorithm computing technological tool to determine the outcome of a legal case based on data from previous cases.	Accelerator/Incubator	NA	NA	Case analytics, predictive analytics
3 Cognitiv+	London, United Kingdom	Provides a contract analytics tool that analyzes contracts using Al and machine learning to evaluate risks.	Accelerator/Incubator	NA	NA	Clause analysis, contract analysis, compliance analytics
4 Lawyaw	San Francisco, United States	Provides a platform for creating legal documents	Accelerator/Incubator	0.1	Y Combinator	Document automation
5 jEugene	New York, United States	Provides a software to analyze legal documents.	Accelerator/Incubator	NA	Y Combinator	Document analysis and review
6 Vaultedge	Bangalore, India	Provides a software to facilitate automatic analysis of contracts, extraction of relevant provisions and metadata.	Accelerator/Incubator	0.0	NetApp Excellerator	Data extraction, review, contract analysis
7 RFP365	Kansas City, United States	Provides a platform to automate RFP creation and RFP responses.	Angel	1.0	NA	RFP automation
8 Valora Technologies	Bedford, United States	Provides an automated document data mining software designed to provide analytics.	Angel	1.8	NA	Document analysis, data mining
9 LexCheck	New York, United States	Provides an ambiguity detection software that enables attorneys to scans legal documents for potential drafting errors and also provides contract data analytics tools.	Angel	NA	NA	Error detection, contract data analytics
10 DeepStream (Supply Chain)	London, United Kingdom	Provides a platform that builds multiple questionnaires based on risk and project type, facilitates saving and sharing of documents and builds tenders.	Angel	0.8	Philippe Lenoble, Alain Dibb, John Jeffery, Markus Hunold, Pierre Andurand	Document management, tender creation

Prepared a list of early-stage companies in the contract analytics space as potential investment targets

# Case Studies: Deal Sourcing Targeted Meeting Prospects

# **Request and Guidelines Provided**

 Review the attendees of a particular industry conference and filter a list of targeted meeting prospects

# **Methodology and Final Deliverable**

- Reviewed the detailed attendee list and filtered out prospective meeting targets based on the client's criteria
- Created multiple cuts of the information to arrive at a comprehensive, layered output
- Researched and filled in contact information and other relevant profile information for every prospect
- Created a custom score to rank prospects to prioritize outreach and allocate capacity for meetings

Company Name	Total Raised	Year Founded	Primary Contact Title	Primary Contact Email	<b>Primary Contact Phone</b>	HQ City
Acquia	194.45	2007	CFO CFO	chris.andersen@acquia.com	+49 (0)89 5506 280	Boston
Adthena	3.42	2012	Co-Founder & CEO	ian.o'rourke@adthena.com	+44 (0)20 3603 8003	London
Agentis Energy	0.10	2009	Co-Founder, CEO & Board Member	tstojka@agentisenergy.com	+1 (630) 359-6210	Chicago
AgileCraft	10.00	2013	CEO, Co-Founder and Chairman	steve@agilecraft.com	+1 (844) 222-4453	Georgetow n
AppBus	7.02	2014	VP, Marketing	donna.usiskin@appbus.com	+1 (609) 873-9239	Philadelphia
Applause	115.45	2007	CFO	chris.malone@utest.com	+1 (844) 300-2777	Framingham
Applitools	46.00	2013	Co-Founder, CEO & Board Member	gil.sever@applitools.com	+1 (800) 650-3123	San Mateo
AppRiver		2002	VP, Finance	dcoleman@appriver.com	+1 (850) 932-5338	Gulf Breeze
Arena		2000	Manager	amontegudet@alliance-arena.com	+33 (0)1 69 64 11 21	Bondoufle
Atom (Movie Ticketing)	120.00	2014	Co-Founder & CEO	ameesh@atomtickets.com	+1 (844) 838-6284	Santa Monica
ATTAbotics		2015	CFO	eli@attabotics.com		Calgary
Auth0	110.47	2013	CFO	chris.dukelow @auth0.com	+1 (888) 235-2699	Bellevue
Autobooks	17.50	2015	Co-Founder, CEO & Board Member	steve@autobooks.co	+1 (866) 617-3122	Detroit
AutoGrid	76.42	2011	Founder, CEO and Board Member	amit@auto-grid.com	+1 (650) 461-9038	Redw ood Cit
Automation Anywhere	550.00	2003	CEO, Board Member & Co-Found	mihir.shukla@automationanyw here	+1 (888) 484-3535	San Jose
AvidXchange	581.80	2000	CFO	jw ilhite@avidxchange.com	+1 (800) 560-9305	Charlotte
Ayehu	1.42	2007	Co-Founder & CTO	yaron@ayehu.com	+972 (0)3 649 5070	San Jose
Banyan Technology	7.95	2001	Co-Founder and CCO	jw alborn@banyantechnology.com	+1 (844) 462-2269	⊟yria
BCforw ard		1998	Founder & CEO	justin.christian@bcforward.com	+1 (317) 493-2000	Indianapolis
Bill.com	232.68	2006	CFO	jrettig@hq.bill.com	+1 (650) 621-7700	Palo Alto
Billtrust	111.68	2001	CFO	ejordan@billtrust.com	+1 (609) 235-1010	Law rencevill

Filtered a list of 250+ attendees to identify 30 highly relevant targets for business meetings

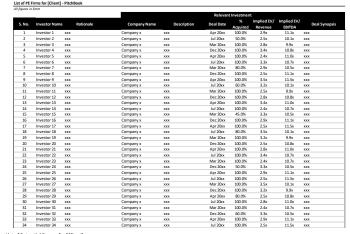
# Case Studies: Deal Sourcing Potential Buyers List

## **Request and Guidelines Provided**

 Create a list of potential strategic acquirers for a company in the EdTech/Professional Skill Development space for a boutique investment client

## **Methodology and Final Deliverable**

- Created a list of potential strategic acquirers
- Provided a better outlook of the acquirers, classified them into two tiers:
  - Tier 1: Firms with considerable interest in the space based on past acquisitions in the space and size
  - Tier 2: Others
- Created a list of potential financial acquirers in the EdTech space



List of Potential Buyers for [Clien
Source: PitchBook and Google Searches
All figures in \$mm

S. No.	Investor's Name	Investor Business Description	Ownership	Investor Location	Website	Investor Typ
1	Company 1	xxx	Corporation	Newport, Kentucky	Link	Strategic
2	Company 2	xxx	Corporation	Keene, New Hampshire	Link	Strategic
3	Company 3	xxx	Corporation	Providence, Rhode Island	Link	Strategic
4	Company 4	XXX	Corporation	Naperville, Illinois	Link	Strategi
5	Company 5	xxx	PE-Backed Company	Warren, Michigan	Link	Strategi
6	Company 6	xxx	Corporation	Riviera Beach, Florida	Link	Strategi
7	Company 7	xxx	Corporation	Mountville, Pennsylvania	Link	Strategi
8	Company 8	xxx	Corporation	Carteret, New Jersey	Link	Strategi
9	Company 9	xxx	Corporation	Omaha, NE	Link	Strategi
10	Company 10	xxx	Corporation	Grand Rapids, MI	Link	Strategi
11	Company 11	xxx	Corporation	Fort Worth, TX	Link	Strategi

Leveraged database access and publicly available information to provide a comprehensive list of potential acquirers in the EdTech space

# Creating Newsletter for Lead Generation

## **Request and Guidelines Provided**

 Create a newsletter focusing on developments in Sub-Saharan Africa for periodic distribution to the client's institutional contacts

## **Methodology and Final Deliverable**

- Delivered a weekly newsletter focusing on macroeconomic news, geopolitical developments, target industries' coverage, company news, and private equity news
- Provided periodic insights across industries to the client for distributing to 5,000+ institutional contacts in the region

	Closing		Change		
Index	Price	Daily	YTD	LTM	PE
Johannesburg (South Africa)	51,550.2	(0.1%)	11.4%	26.5%	18.9x
Nairobi (Kenya)	151.4	0.3%	10.8%	22.9%	14.5x
Nigeria	42,285.9	(0.6%)	2.3%	13.4%	13.6x
Ghana	2,295.6	(0.0%)	7.0%	20.6%	72.4x
Uganda	1,732.3	(0.8%)	13.8%	10.2%	NA
Zambia	6,137.0	0.0%	15.8%	30.9%	NA
Morocco	19,281.8	(0.3%)	2.5%	7.7%	NA
Source: Bloomberg					

#### • The Central Bank of Nigeria must boost its FX reserves before conditions would be appropriate for a rate cut and a cut is unlikely before presidential elections in 2015, CBN Deputy Governor Kingsley Moghalu said. He also highlighted the need for the country's monetary policy to consider potential risks from the end of the US' bond-buying program.

- Zimbabwe has cut its 2014 growth forecast to 3.1% from 6.1%, in line with projections from the IMF, the finance minister and central bank governor said. A baseline projection for real GDP growth for 2014 is 3.1%.
- Nigeria can build on its current success as Africa's largest economy by ensuring that growth is more inclusive, a McKinsey report has said. McKinsey & Company explained that resources only accounted for 14% of the country's GDP, with retail and wholesale trade being biggest drivers of GDP growth.
- Zimbabwe Government is reviewing the existing 2004 policy guidelines on joint ventures in order to give legal force and fine tuning it to avoid uncertainties and delays in the processing of such projects. Finance Minister told Institute of Chartered Accountants of Zimbabwe business conference that the objective of the review was to ensure transparency.

 Zimbabwe and the European Union will launch a business information centre to enhance business linkages between local exporters with their European counterparts. This follows the successful launch of the three million euro facility in February by the EU to support the Trade and Private Sector Development Program in Zimbabwe.

Industry

 A unit of the World Bank has lent Kenya USD 50 million at zero interest to support the government's efforts in building capacity to manage the emerging oil and gas industry. The loan would ensure efficient production and help allocate resources.

#### M&A / Company

- Sports Kenya is tendering a public private partnership (PPP) project to perform a feasibility study through to the development of a detailed design for five national stadiums. A single competitive bidding process will be conducted and will cover five schemes in Mombasa, Nakuru, Eldoret, Kisumu and Garissa.
- MTN Nigeria has entered into a strategic pertnership with the National Health Insurance Scheme (NHS) to help bring affordable healthcare services closer to its subscribers and the nation at large. The aggregator of this innovative collaboration is Salt and Einstein.

- Airtel Ghana will invest USD 58.27 million in a network and services expansion drive, with USD 43.7 million of the total amount to be spent on expanding the operator's data footprint in Ghana and to spend USD 300 million for the expansion of its network and services in Nigeria in 2014.
- US e-commerce firm PayPal has announced First Bank Nigeria a: Its official partner in Nigeria. The partnership would break the barrier of e-commerce and e-payment to citizens and will change the face and habits of ecommerce in Nigeria.
- Australia-based miner BHP Billiton and UK-based Anglo American are considering selling their jointly owned manganese assets in South Africa and Australia, reports the Wall Street Journal. The assets include one mine in Australia, two mines in South Africa and processing plants in both countries.
- South Africa-focused platinum group metals producer Sylvania Platinum produced 53,808 or of platinum group metals in PY13/14 ended June 30, exceeding its production guidance of 51,000 oz. its output was up 22% y-o-y from 44,095 oz in FY12/13.
- UK-based energy services company Wood Group has signed a two-year contract with Ghan-based Hydra Offshore to provide local engineering support for its subsea engineering services work for Tullow Oil's TEN field development project offshore Ghana.

Client generated high quality leads using Newsletter as a marketing tool

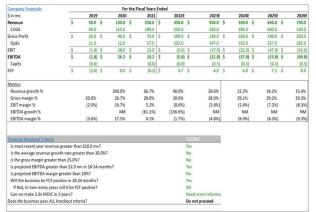
# Deal Sourcing and Processing

## **Request and Guidelines Provided**

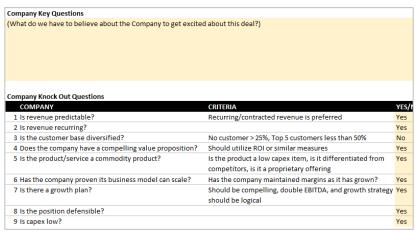
- To conduct a research about the target company and its industry and answer a set of questions on the industry, management, financials, company and deal as per the client's investment criteria
- The provided information would decide whether the deal should proceed or not, based on the scoring from the data populated
- To templatize a functional model which could track all the deals with minimum modifications to the template for every deal

## **Methodology and Final Deliverable**

- Completed a knockout tool and initial screening questions related to the industry, management, company and financial metrics of the deal based on the investment criteria of the client
- Created the questions related to the same segments as in screening and researching on competitors and the services/technologies they provide
- Worked on the final due diligence checklist and its research from the Letter of Intent and Indication of Interest documents







Provided insights into the company and the industry, helping in assessing a deal better

# Mosaic Solution in an LP-led Secondary Transaction

### **Request and Guidelines Provided**

- To reposition the portfolio in order to enhance go-forward returns
- To maximize the sale portfolio size without sacrificing price and close majority of the sale by the year end 12/31/22
- To consider deferred payment structure to improve pricing

## **Methodology and Final Deliverable**

- The final deliverable consisted of a mosaic solution to the diversified portfolio sale that the seller brought into the market for liquidation by year end
- Created complex PSAs for a few buyers with multiple buying entities
- Sent daily transfer status update emails to keep all the concerned parties on the same page, given the huge number of entities involved



# **Illustrative Mosaic Effect for the Buyout Subset**



Mosaic solution in a diversified portfolio maximizes the sale portfolio size / proceeds as opposed to a single buyer solution

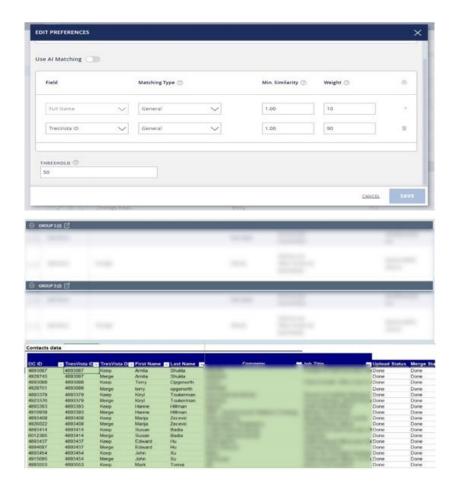
# CRM Management - Standardizing Company/Contact Information

#### **Request and Guidelines Provided**

 Data standardization of 40,000+ contacts and 8,000+ companies for a healthcare-focused global investment bank with \$100 billion in advisory assets

## **Methodology and Final Deliverable**

- Scanned the CRM to identify inconsistent use of abbreviations and formats, spelling errors, etc.
- Standardized company information by removing suffixes (e.g., LLC., Ltd., Inc., Corp.), spelling out acronyms (e.g., ACP to Arix Capital Partners) and using a standard phone number format (e.g., 224XXXXXXX to +1-224-XXX-XXXX)
- Standardized contact information by removing salutations (i.e., Mr., Mrs., or Ms.), ensuring capital letters in names (e.g., john smith to John Smith) and using a consistent designation format (e.g., MD to Managing Director)
- Removed obsolete data and duplicates and added Therapeutic and Sub-Therapeutic Area of Interest for contacts and companies



The client received a standardized, reliable, and high-quality CRM resulting in increased efficiency of the sales and marketing efforts

# CRM Management - Updating, Verifying, and Maintaining CRM Information

### **Request and Guidelines Provided**

 Maintain and update the CRM database of candidates in the Private Equity industry, map compensation across designations, and create reports to analyze recruitment trends for a US based Talent Recruitment Agency

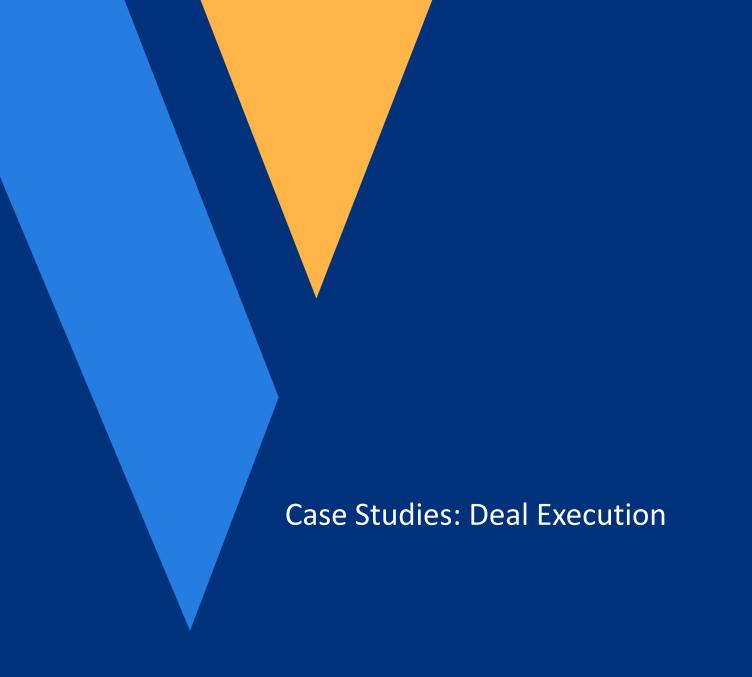
# **Methodology and Final Deliverable**

- Updated candidate profiles on CRM from resumes shared by the client and cross-verified and added information from LinkedIn and other reliable sources
- Tracked personnel movement via LinkedIn/company website and updated the revised employment status on CRM for effective lead generation
- Tracked the compensation information of the candidates across designations and firms to provide the client with insights on prospective candidates
- Prepared periodic reports to allow the client in analyzing the industry-wide recruitment trends



Particulars	2021	Total Averages (Across Years)
Average Length of a Search (Days)	92	107
Average # of Candidates Presented	22	23
Average # of Males Presented	16	16
Average % Male Presented	73%	71%
Average # of Females Presented	6	7
Average % Female Presented	26%	28%
Average # of POCs Presented	2	2
Average % POC Presented	12%	11%
Average % Offer Accepted	87%	89%

The client received an average of 1,300+ new and existing resumes and 180+ compensation mappings on a semi-annual basis



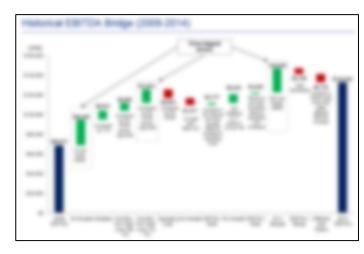
# Analyzing Data Rooms and Validating Assumptions

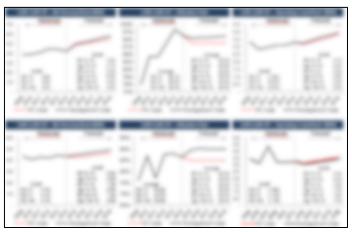
# **Request and Guidelines Provided**

- Understand historical performance and perform diligence on the key drivers of a North American inland waterways company
- Understand the firm's asset utilization efficiency and customer concentration

# **Methodology and Final Deliverable**

- Worked on the data provided by the client to understand the financial history
- Extensive data analytics with several data cuts to check for any anomalies in the operations
- Diligence on the customer history and concentration
- Additional research on the expectations of the primary drivers of the business





Created a data analytics model for diligence on the financials, final output was a presentation which laid out the different aspects / concerns for the business

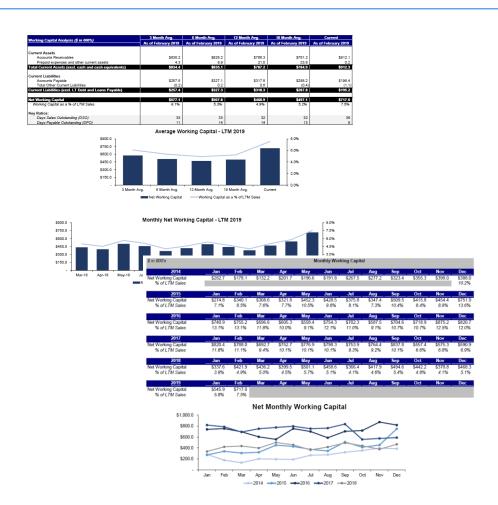
# Financial Statement Analysis - Working Capital

#### **Request and Guidelines Provided**

- The team was asked to prepare an analysis on the working capital requirements of a private company undergoing due diligence from a potential buyer
- The client is a U.S. based middle market investment banking firm which was advising the company on its sale

# **Methodology and Final Deliverable**

- Created a detailed monthly analysis on the working capital levels of the company using its financial statements
- Conducted ratio analysis including turnover and days outstanding ratios using the monthly working capital data
- Also created graphical outputs on monthly and average working capital levels to be shared with the buyer



Created a detailed working capital analysis to be shared with a potential buyer to help in the due diligence process

Due Diligence Questionnaire (DDQ)

#### **Request and Guidelines Provided**

 Complete the Due Diligence Questionnaire from a prospective investor interested in the client's private credit fund, providing tailored and comprehensive responses

## **Methodology and Final Deliverable**

- Carefully reviewed the DDQ to comprehend the specific information requested and diligently gathered all the requisite documents from the client
- Methodically structured the responses, ensuring clarity and conciseness, while also furnishing the required supporting documents and disclosures
- Shared the DDQ with the potential investor and collaborated on resolving any queries that arose after their initial review



Helped the client convey pertinent information to the potential investor, facilitating a smooth progression in the fundraising process

# DCF Valuation and Due Diligence

## **Request and Guidelines Provided**

- Research certain aspects of a pharmaceutical company's business lines and competitive landscape for an asset manager
- Provide deeper insights to understand the company's business segments, product pipeline, and prospects along with projecting the company's financials and preparing the DCF valuation model

# **Methodology and Final Deliverable**

- Started the research based on a list of questions and points outlined by the client
- Shared a document with the client which summarized the research findings related to the pharmaceutical industry, past corporate governance issues, the company's drug pipeline, and probability-weighted revenue generation capacity
- Prepared a DCF model by using the company's filings, transcripts, and sell-side reports

Year	2018A	2019A	2020A	2021E	2022E	2023E
Period End	Dec-18	Dec-19	Dec-20	Dec-21	Dec-22	Dec-23
on-GAAP Measures						
GAAP Net Income	352.5	16.8	(669.9)	2,431.2	2,857.2	3,379.1
Adjusted for:						
Purchase accounting related amortization	1,833.9	1,767.0	1,933.6	2,523.1	2,444.4	2,224.4
Litigation settlements and other contingencies, net	(49.5)	(21.4)	107.8	87.5	87.6	88.1
Interest expense	39.7	27.2	12.6	-	_	
Clean energy investments pre-tax loss	78.7	62.1	48.4	30.0	30.0	30.0
Acquisition related costs	21.4	89.7	613.6	-	-	
Financing related costs						
Restructuring related costs	240.2	104.6	323.1	1,300.0	1,000.0	750.0
Share-based compensation expense		56.8	79.2	87.5	87.6	88.1
Accretion of contingent consideration liability and other fair value adjustm						
Other special items included in:						
Cost of sales	225.1	366.0	438.1	160.0	80.0	50.0
Research and development expense	118.2	121.1	47.2			
Selling, general and administrative expense	43.7	60.0	44.6	40.0	20.0	
Other expense, net	25.4	10.7	(16.8)	-	-	
Tax effect	(564.5)	(380.1)	(589.7)	(782.2)	(693.7)	(597.7
Adjusted Net Income	2,364.8	2,280.5	2,371.8	5,877.1	5,913.1	6,012.0
Adjusted EPS	\$4.58	\$4.42	\$3.95	\$4.85	\$4.88	\$4.96
U.S. GAAP net earnings (loss)	352.5	16.8	(669.9)	2,431.2	2,857.2	3,379.1
Add/(deduct) adjustments:						
Net contribution attributable to equity method investments	78.7	62.1	48.4	30.0	30.0	30.0
Income tax (benefit) provision	(54.1)	137.6	(51.3)	551.9	648.6	767.0
Interest expense	542.3	517.3	497.8	698.9	661.4	589.8
Depreciation and amortization	2,109.9	2,019.3	2,216.1	3,062.9	2,991.5	2,821.4
EBITDA	3,029.3	2,753.1	2,041.1	6,774.8	7,188.6	7,587.3
Share-based compensation expense (income)	(3.3)	56.8	79.2	87.5	87.6	88.1
Litigation settlements and other contingencies, net	(49.5)	(21.4)	107.8	87.5	87.6	88.1
Restructuring & other special items	646.4	751.2	1,426.0	1,500.0	1,100.0	800.0
Adjusted EBITDA	3,622.9	3,539.7	3,654.1	8,449.8	8,463.8	8,563.6
Y-Y Growth	(4.4%)	(2.3%)	3.2%	131.2%	0.2%	1.2%
% Margin	31.7%	30.8%	30.6%	48.3%	48.3%	48.6%
Add: estimated Adjusted EBITDA for the XYZA Business before acquisition			3,300.0	_	_	
Combined Prelim est, Adjusted EBITDA		_	6,954.1	8.449.8	8.463.8	8,563,6

Name	Туре	Current Development	Revenue Generated (\$ millions)	Revenue/ Market Size (\$ millions)	Probability/ Approval Rate	Market Captured
x Pending Approval from FD	) <u>A</u> >					
1 Drug A	Generic	Pending Approval	\$88.7	\$1,138	55.6%	14.0%
2 Drug B	Generic	Pending Approval	\$88.7	\$1,138_	55.6%	14.0%
3 Drug C	Generic	Temporary Approval	\$211.9	\$2,721	55.6%	14.0%
4 Drug D	Biosimilar	Pending Approval	\$166.0	\$2,713	55.6%	11.0%
5 Drug E	Generic	Pending Approval	\$84.2	\$1,081	55.6%	14.09
6 Drug F	Generic	Pending Approval	\$234.0	\$3,004	55.6%	14.0%
7 Drug G	Biosimilar	Pending Approval	\$326.8	\$5,341	55.6%	11.0%
8 Drug H	Generic	Pending Approval	\$11.3	\$146	55.6%	14.09
x In Development / Announ	ced Program>					
1 Drug O	Biosimilar	Pre-clinical	\$4.9	\$1,387	4.0%	11.09
2 Drug P	Biosimilar	Pre-clinical	\$4.0	\$1,120	4.0%	11.09
3 Drug Q	Biosimilar	Unknown	\$11.1	\$3,157	4.0%-38.0%	11.09
4 Drug R	Biosimilar	Process Development	\$3.9	\$3,645	1.2%	11.09
5 Drug S	Biosimilar	Phase 3	\$264.5	\$7,909	38.0%	11.09
6 Drug T	Generic	Unknown	\$3.9	\$150	2.4%-62.0%	14.0%

Conducted extensive due diligence research on a pharmaceutical company along with its DCF valuation

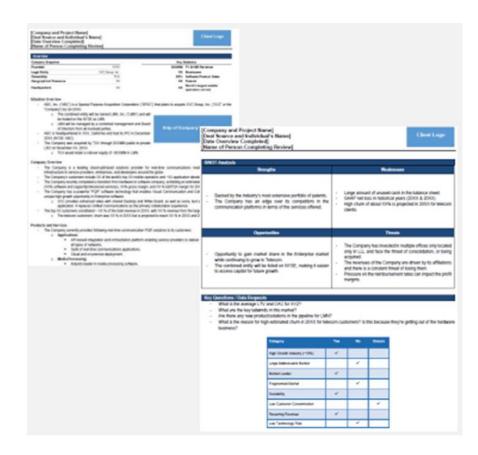
# **Summarizing CIMs**

#### **Request and Guidelines Provided**

- Helped credit client turn preliminary reports for new opportunities
- Prepare a document that is executed in a short timeframe and customized to focus on the firm's investment parameters and preferences

## **Methodology and Final Deliverable**

- Designed a template that distilled the opportunity into its main aspects, such as the business, transaction, industry, and financials
- Worked with the client to understand and note the key consideration specific to the client's investment approach and sectors of focus
- Suggested the inclusion of additional sections for SWOT analysis, diligence questions, and a summary table for key parameters



Helped devise a format and approach to screen and document new opportunities on very quick turnarounds, which has helped the client process more opportunities and act faster on deals

# Case Studies: Deal Execution LBO Valuation – Technology Company

## **Request and Guidelines Provided**

- A boutique investment bank requested for an LBO model of a company in the technology space
- The team was asked to source the historical financials from public sources since the company was a listed entity, and to build forecasts based on market research

# **Methodology and Final Deliverable**

- Performed research on multiples and premiums offered to companies in the target industry
- Prepared a dynamic model by incorporating various assumptions related to capital expenditure, leverage, working capital, etc.
- Forecasted drivers based on market research
- Final deliverable provided a sensitivity analysis of IRR and MOIC based on the entry price

LBO Equity Returns											
				12/31/2	018 12/31/	2018	12/31/2019	12/31/2020	12/31/2021	12/31/2022	12/31/202
Exit year	12/31/20	23				No	No	No	No	No	Y
EBITDA					41,5	96.4	58,407.2	55,104.3	63,283.3	71,639.0	80,264.
Exit multiple	22.0	x			2	2.0x	22.0x	22.0x	22.0x	22.0x	22.0:
Enterprise Value						-	-	-	-	-	1,765,816.
Less: Exit costs	2.0	%				-	-	-	-	-	(35,316.
Enterprise Value (post exit costs)						-	-	-	-	-	1,730,500.0
Less: Net debt						-	-	-	-	-	(64,972.
Value Attributable to Shareholders						-	-	-	-	-	1,795,472.0
Equity Distribution:											
Common Equity						-	-	-	-	-	1,795,472.0
Financial Sponsor	90.0	%				-	-	-	-	-	1,615,924
Management Share	10.0	%				-	-	-	-	-	179,547.
Returns (Common Equity Only)				12/31/2	018 12/31/	2018	12/31/2019	12/31/2020	12/31/2021	12/31/2022	12/31/202
Initial Investment				(382,77	7.5)	-	-	-	-	-	
Exit Proceeds						-			-		1,615,924.
Total Cash Flows				(382,77	7.5)	-	-	-	-	-	1,615,924.8
% IRR	33.4	%									
MOIC	4.2	x									
Gross Capital Gain	1,233,147.	3									
roforma Balance Sheet					12/21/201	0 12	(21/2010	12/21/2020	12/21/2021	12/31/2022	12/21/202
roforma Balance Sneet	FY 2017	Adjustr Adjustn		FY 2017 PF	12/31/201	8 12/	31/2019	12/31/2020	12/31/2021	12/31/2022	12/31/202
SSETS	F1 2017	Aujustri	ients	F1 2017 FF							
Property and equipment	39.681.0			39.681.0	43.342		42.497.6	44.246.9	44.246.9	44.246.9	44.246.
Intangible assets	65,430.0			65,430.0	65,430		65,430.0	65,430.0	65,430.0	65,430.0	65,430.
Goodwill	1,332.0	(1,332.0)	452.083.0	452,083.0	452,083		52.083.0	452.083.0	452.083.0	452.083.0	452,083.0
Deferred financing fees	1,552.0	(1,552.0)	1,995.3	1,995.3	1,596.		1.197.2	798.1	399.1	0.0	(399.
Deferred taxes	6,142.5		1,773.3	6.142.5	6.142.		6.142.5	6.142.5	6.142.5	6.142.5	6.142.
Restricted cash	2.292.3			2.292.3	2.292		2.292.3	2.292.3	2,292,3	2,292.3	2,292.
Other assets	11.945.7			11.945.7	11.945.		11.945.7	11.945.7	11.945.7	11.945.7	11.945.
otal non-current assets	126,823.5	(1,332.0)	454,078.3	579,569.8	582,832.			582,938.5	582,539.4	582,140.4	581,741.3
Cash and cash equivalents	132,808.5	(112,808.5)		20,000.0	(14,553.	,	23,883.2	32,701.8	66,581.7	98,095.8	134,562.
Accounts receivable	70,467.3			70,467.3	92,151.		84,764.4	81,058.7	71,251.6	68,314.0	65,681.
Inventories	132,326.1			132,326.1	153,282.	9 1	36,110.7	134,435.8	130,337.6	126,880.1	124,847.8
Deferred tax assets	-			-		-	-	-	-	-	
Income tax receivable	2,695.5			2,695.5	2,695.		2,695.5	2,695.5	2,695.5	2,695.5	2,695.
Other receivables	13,177.8			13,177.8	13,177		13,177.8	13,177.8	13,177.8	13,177.8	13,177.
Restricted cash - current	2,280.6			2,280.6	2,280.	6	2,280.6	2,280.6	2,280.6	2,280.6	2,280.
Prepaid expenses and other assets	29,171.7			29,171.7	29,171.		29,171.7	29,171.7	29,171.7	29,171.7	29,171.
otal current assets	382,927.5	(112,808.5)	-	270,119.0	278,205.	7 29	2,083.9	295,522.0	315,496.5	340,615.4	372,417.6

# **Fund Modeling**

#### **Request and Guidelines Provided**

- The client operates in the Secondaries PE market dealing in LP stakes evaluating portfolios with multiple funds
- TresVista's role was to analyze and value all the assets within each fund, and project returns accordingly
- The deal team also required assistance through the deal process including tracking the returns through the deal process incorporating the post-reference date activities and carrying out additional ad-hoc analysis while evaluating the deal

## **Initial valuations**

- Evaluated the top 80% of the funds in portfolio
- Prepared each asset's underwriting and finalized the discount on each of the funds

# Preparing IC materials

- Provided the client with detailed company analysis for top assets in the deal leveraging information from proprietary databases
- Prepared the Investment Memo for the deal

# Additional Due-Diligence

- Tracking the postreference date activities to incorporate the impact on purchase price
- Additional diligence steps like ESG analysis

#### **Deal Closing**

- Tracking the closing status of each fund's stake transfer
- Analysed the portfolio movement from reference date to the deal closing date

# **Methodology and Final Deliverable**

- Outputs included models pricing 25 funds, the Investment Memo, and additional DD such as PRD and ESG analysis, term sheet analysis, and closing trackers
- Assisted the client draft an initial bid proposal for a \$300mn deal in a week with over 97 funds
- The VP provided inputs based on experience while the client was finalizing the pricing of each fund
  - As a part of the process, the team helped incorporate changes on a real-time basis ensuring quick turn-around

Deal Data		Fund / Vehicle Data	30-Sep-22		Cap Account	CAS	Se		
Manager / GP	ABC GP	Vehicle size		Whole Fund	Commitment	30,000	9.062%	30,000	9.0629
Fund Name	ABCI	Portfolio NAV	481,160						
Sector / Strategy	BO	Net Cash		Check					
Fund Currency	USD	Carry Reserve	-38,725	(38,790)	NAV Check	40.345	_		
Unit	000s	Net NAV	445,207		NAV	40.505	9.098%	40,505	9.0989
First / Final Close Date		Gross distributions	1,490	0	Total Distributions		#DIV/0!	0 '	#DIV/0!
Vintage	2019	Amount Called for Unf. Ca	291,474	88.0%	Amount Called	26,628	9.136%	26,628	9.1369
Project	XYZ	Amount Called for Carry (	291,474	88.0%					
Fund size	662,101	Remaining Gross Commit	39,577	12.0%	Remaining Comm	3,372	8.520%	3,372	8.5209
Reference Date	30-Sep-22	Remaining Net Unfunded	39,577						
Closing Date	30-Jun-23	Funded for investments	279,612		PRD Call	2,537	9.062%	2,537	9.0629
Model built by	TV	Gross MOIC	1.73x		PRD Dis	816	9.062%	816	9.0629
Intermediary Fee		% public	0						

		investment	Remaining	Reference	Current	Jun-23	Jun-23	Jun-24	Dec-24	Jun-25	Dec-25	Dec-26	Dec-27	Total	N122		EXIT
No.	Company	Date	Cost	NAV	MOIC	Adj NAV	Post RD		Year 2		Year 3	Year 4	Year 5	Proceeds	Check	MOIC	Adj .NAV
1	Asset 1	Aug-19	53,843	204,605	3.8x	204,605			287,768					287,768	0	5.3 x	1.4 x
2	Asset 2	Sep-21	50,230	80,368	1.6x	80,368					139,131			139,131	0	2.8 x	1.7 x
3	Asset 3	Oct-19	73,925	73,477	1.0x	73,477	2,000		79,703					81,703	0	1.1 x	1.1 x
4	Asset 4	Dec-21	33,611	47,055	1.4x	47,055	3,000					68,518		71,518	0	2.2 x	1.5 x
5	Asset 5	Apr-21	38,584	46,300	1.2x	46,300						74,080		74,080		1.9 x	1.6 x
6	Asset 6	Apr-22	29,419	29,355	1.0x	29,355							52,838	52,838		1.8 x	1.8 x
	Net Unfur	nded		39,577		17,577						44,072	18,222	62,294			3.5 x
	Net Cash			2,771		24,771	4,000		11,034		11,336			26,370	1,599		1.1 x
		ncluding Fun	d Facility of	-7.388.5													

Assist the client in valuing various funds to facilitate buying/selling of the stakes of an existing LP in a PE Secondaries deal

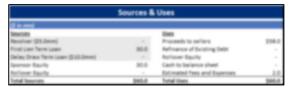
# Credit Model

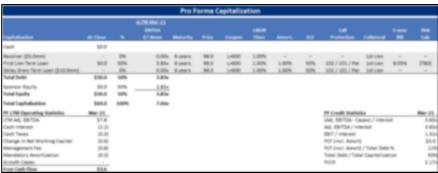
#### **Request and Guidelines Provided**

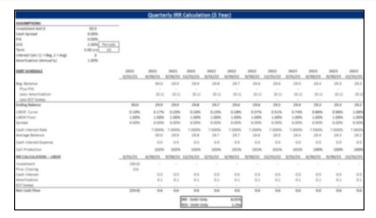
- Evaluate an investment opportunity for the client by preparing a screening memo model
  consisting of an 'Overview' of the company along with the 'Transaction Overview' and
  'Investment Rationale' sections to capture all essential details pertaining to the terms of
  the transaction and the reasons for carrying out the investment
- Perform research to understand the company and its industry risks associated with the investments
- Build an LBO model to evaluate the investment opportunity and return characteristics based on the terms of the investment

### **Methodology and Final Deliverable**

- Leveraged the documents provided about the company to build the financial sections of the LBO Model. The assumptions used in the model were primarily sourced through the notes made by the client during sponsor meetings and the Team's industry knowledge developed through research
- Prepared a 'Transaction Overview' section highlighting the 'Sources & Uses' and the 'Pro-Forma Capitalization' table and forecasted financials for the Company
- Prepared an 'Output' sheet to capture important line items from the IS, BS, and CF consisting of matrices like Free Cash Flow, Liquidity, and Credit Statistics







Helped the client evaluate an investment opportunity by preparing a screening model

# Case Studies: Deal Execution Public Comparables

## **Request and Guidelines Provided**

Analyze trading multiples of portfolio company's peer group to arrive at a basis for valuation

# **Methodology and Final Deliverable**

- Screened a broad list of public companies on the basis of business operations, revenue streams, and company size to look for pure-play peers to arrive at the multiple for valuing the target company
- Created 10-year cyclical charts for comp set in comparison to the broader market indexes to highlight the historical multiple's trend

(All figures in millions, except per share data)	Valuation												
Company Name	FY0 P/Sales Multiple	FY1 P/Sales Multiple	FY0 EV/EBITDA Multiple	FY1 EV/EBITDA Multiple	FY0 Adjusted P/E Multiple	FY0 P/E Multiple	FY1 P/E Multiple	FY0 EV/FCF Multiple	FY1 EV/FCF Multiple	FY0 Dividend Yield			
	Unadjusted	Unadjusted	Unadjusted	Unadjusted		Unadjusted	Unadjusted	Unadjusted	Unadjusted	Unadjusted			
Tolonoo													
Philip Storris Memalismal Inc.	4.29x	3.95x	12.0x	11.2x	24.7x	20.5x	15.2x	NM	20.1x	5.6%			
Altria Group Inc	4.26x	5.55x	12.1x	12.4x	11.9x	10.7x	14.0x	NM	15.5x	4.9%			
British American Tokeson PLC	3.88x	3.19x	15.6x	11.1x	3.3x	2.1x	11.6x	5.1x	17.4x	3.7%			
Japan Tobacco Inc	2.61x	2.59x	8.7×	8.7x	15.7x	14.5x	14.4x	38.9x	20.0x	4.4%			
PC LINE	6.70x	6.65x	18.5x	16.6x	27.0x	28.4x	25.6x	NA	31.0x	2.0%			
Hospital Brands PLC	0.85x	3.00x	9.2x	9.5x	26.6x	18.2x	10.3x	37.0x	17.1x	6.6%			
Hargaya Handale Sampowny Tab PT	4.03x	3.77x	23.0x	21.9x	30.7x	31.5x	30.0x	NM	29.8x	3.1%			
Sustaing Servers Ten PT	1.56x	1.41x	11.0x	10.4x	19.1x	16.8x	15.3x	NM	NM	3.8%			
Falsatian Tobacco Company Util	12.30x	NA	38.2x	NA	NM	NM	NA	NM	NA	1.4%			
British congressor Trabaccor Hallycon Brid	3.43x	3.38x	16.0x	16.3x	21.7x	20.9x	21.3x	NM	20.5x	4.5%			
British American Tobacco Bengledesh Co LM	3.99x	4.03x	11.6x	10.6x	26.7x	26.5x	24.8x	NM	NM	1.7%			
Pring Horris (Perinder) Ltd.	12.46x	NA	NM	NA.	NM	NM	NA	NM	NA	0.5%			
Seatern Co SAE	4.53x	3.59x	18.8x	7.7×	22.9x	26.9x	11.9x	NM	35.8x	6.2%			
Berline Harragonne in realizing Tax PT	0.60x	NA	NM	NA.	NM	NM	NA	NM	NA	N/A			
Capter Totacco Company R.C.	6.63x	6.21x	8.3x	7.8x	13.2x	14.4x	13.4x	NM	13.0x	6.4%			
A Salar Investment Company Pull	6.01x	NA.	17.5x	NA	22.4x	20.8x	NA	NM	NA	0.0%			
Coottings Mollage Hollar CEE	1.34x	NA.	14.3x	NA	23.2x	24.3x	NA	NA	NA	1.1%			
British American Tolonous Harryw LM	3.32x	3.08x	10.0x	9.9x	19.5x	18.6x	16.3x	NM	16.7x	4.2%			
Second Operate Or Ltd	6.08x	NA	21.8x	NA	36.9x	37.5x	NA	NM	NA	2.4%			
British streeture Tribucco (sperda	21.43x	NA	NM	22.7x	NM	NM	NA.	NA	NA	NA			
Britan American Volumes Deltallore Prolings: UM	14.07x	13.09x	28.3x	26.2x	46.9x	48.9x	40.0x	NM	36.5x	2.0%			
Carrenne con	3.93x	NA	10.2x	NA	13.5x	14.1x	NA	NM	NA	NA			
Average	5.83x	4.54x	16.1x	13.5x	22.6x	22.0x	18.9x	27.0x	22.8x	3.4%			
Median	4.14x	3.68x	14.3x	11.1x	22.7x	20.6x	15.3x	37.0x	20.0x	3.7%			
High	21.43x	13.09x	38.2x	26.2x	46.9x	48.9x	40.0x	38.9x	36.5x	6.6%			
Low	0.60x	1.41x	8.3x	7.7x	3.3x	2.1x	10.3x	5.1x	13.0x	0.0%			

Bloomberg Pull - Trading Comparable														
All figures in USD million														
Mn														
Max	10.00x	10.00x	20.00x	50.00x	50.00x	50.00x	50.00x	50.00x	50.00x	30.00x	30.00x	30.00x		
	EV/Revenue				EV/EBITDA			EV/EBT			P/E			
Company	LTM	2018E	2019E	LTM	2018E	2019E	LTM	2018E	2019E	LTM	2018E	2019E		
Anagerysoming	4.62x	4.09x	3.36x	45.6x	29.9x	22.7x	NM	NM	NM	NM	NM	NM		
Applicate.	3.65x	3.49x	3.36x	11.9x	11.4x	10.9x	13.7x	13.1x	12.7x	20.2x	18.2x	16.0x		
Samuring State onto: Sr 36	0.94x	0.92x	0.89x	2.7x	2.5x	2.5x	3.9x	3.5x	3.5x	7.0x	6.5x	6.4x		
Torquert relatings (ad	NM	9.38x	7.03x	24.6x	25.0x	20.0x	31.9x	30.3x	23.7x	NM	NM	NM		
Attribute Straup Helding St.	NM	8.50x	5.98x	39.8x	24.0x	18.0x	NM	40.2x	28.4x	8.3x	4.7x	3.7x		
Glasclandh Grov Pull	3.42x	3.39x	3.3 lx	15.4x	10.1x	10.0x	23.3x	12.3x	12.2x	16.3x	14.4x	13.8x		
Vedefore Group PLC	169x	1.71x	1.70x	5.4x	5.5x	5.3x	18.3x	16.7x	15.4x	18.5x	15.5x	14.2x		
Personal Sep	0.46x	0.45x	0.43x	5.5x	5.2x	4.7x	9.7x	9.0x	7.9x	15.8x	13.0x	11.3x		
Mix Teleratics Util	2.98x	2.89x	2.67x	11.3x	10.4x	8.9x	21.9x	21.1x	17.2x	NM	27.9x	22.9x		
Delta Corp (at) (Strebelson	4.34x	4.06x	3.73x	NA.	16.9x	15.6x	23.7x	21.5x	19.5x	29.8x	27.9x	25.3x		
Low	0.46x	0.45x	0.43x	2.7x	2.5x	2.5x	3.9x	3.5x	3.5x	7.0x	4.7x	3.7x		
Average	2.764	3.29x	325x	18.0x	14.1x	11.8x	183x	18.6x	15.6x	16.6x	16.0x	14.20		
Medan	3.200	3.44x	333x	11.9x	10.9x	105x	20.1x	16.7x	15.4x	16.3x	15.0x	14.0x		
Max	4.624	938	7.05x	45.6x	29.9x	22.7x	31.9x	40.2x	28.4x	29.84	27.9x	25.3x		

Identified and spread a relevant set of comparables considering specific factors to arrive at the valuation multiple of the target company

Case Studies: Marketing and Communication

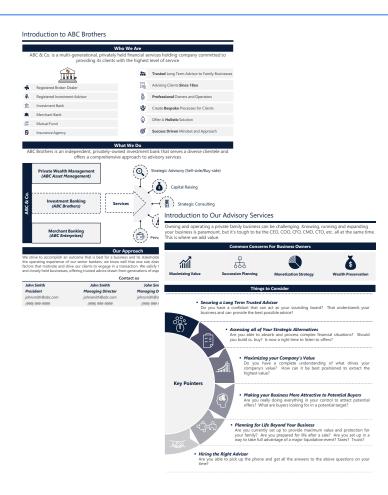
# Case Studies: Marketing and Communication Marketing Brochure

#### **Request and Guidelines Provided**

- Reach out to small business owners in North-East USA with an aim to leverage the client's service if they are planning to sell their business
- Shortlist the small business owners in the relevant sectors, prepare an email campaign to share several slides explaining why to leverage the client service, why to sell their business, benefits, needs, requirements, etc.

## **Methodology and Final Deliverable**

- Screened and shortlisted potential small business owners in the industries mentioned and added their contacts
- Prepared one-pagers to highlight the services offered by the client and on various topics explaining the need, requirements, benefits, and the right time of selling the business
- The client launched the project by sending each one-pager out in a given timeline to the shortlisted list of small business owners



Planned and executed a large marketing project for a client with an aim to highlight and make their investment banking services known to potential small business owners and get more M&A opportunities

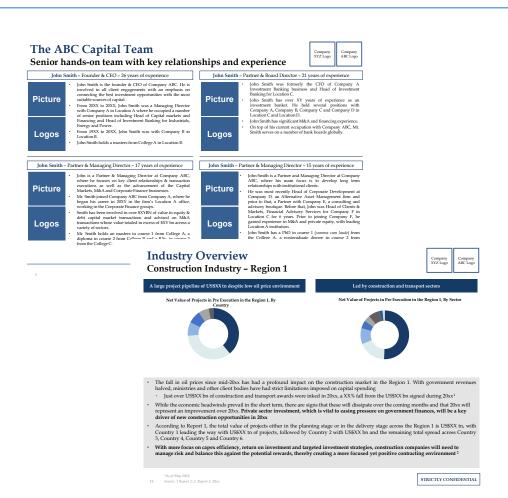
# Case Studies: Marketing and Communication M&A Advisory Pitch

# **Request and Guidelines Provided**

- Prepare a pitch to conduct M&A advisory for a prospective client on the sale of a construction company
- The client is a middle east based middle market investment banking firm

# **Methodology and Final Deliverable**

- Prepared a detailed deck to market the team's capabilities and experience in the M&A advisory space
- Covered the target company's industry overview, business overview along with it's valuations and benchmarking
- Additionally added a section to outline the sale process and timeline considerations while suggesting the best sale strategy
- Also included a list of potential buyers for the business



Showcased the client's experience and skills in M&A advisory along with a proposed valuation and sale process for the target company

# Case Studies: Marketing and Communication Creating Whitepapers

### **Request and Guidelines Provided**

Prepare a detailed whitepaper on the construction technology sector for a U.S. based venture capital fund

# **Methodology and Final Deliverable**

- Performed extensive secondary research and leveraged client-provided call notes with industry experts to prepare a detailed report with sections such as:
  - Construction Industry Overview
  - Automation in the Construction Industry
  - Construction Technology Market Landscape
  - Comparables



Prepared a 60-page report on the Construction Technology sector that was used by the VC for marketing and business development

