

VALUE CREATION – ALTERNATIVE

Presentation to VC-A Agents



INVESTMENT BANKING SERVICES

...Uberised

by Value Creation - Alternative

Shared with VC-A Agents on the 1st day of August 2017



“

Uberisation is a transition to an operational model where economic agents exchange under-utilised capacity of existing assets or human resources (typically through a website or software platform), while incurring only low transaction costs.”

- Wikipedia



1

WHY chose
Value Creation - Alternative

2

HOW we create value
to our customers

3

WHAT we offer

4

OUR potential
partnership



1

WHY chose
VC-Alternative

**Value Creation – Alternative’s business model blurs
the distinction between clients and suppliers**

Work with us

... Be in the process



1 WHY chose VC-Alternative

Value Creation – Alternative network



Whoever joins  network

- ❖ Needs to pass compliance (on-boarding process)
- ❖ Must work under confidentiality agreement
- ❖ Can operate under the VC-A brand (e-mail, CV...)
- ❖ Must abide by VC-A standards and best practices
- ❖ Can decide what to keep in-house vs. outsource



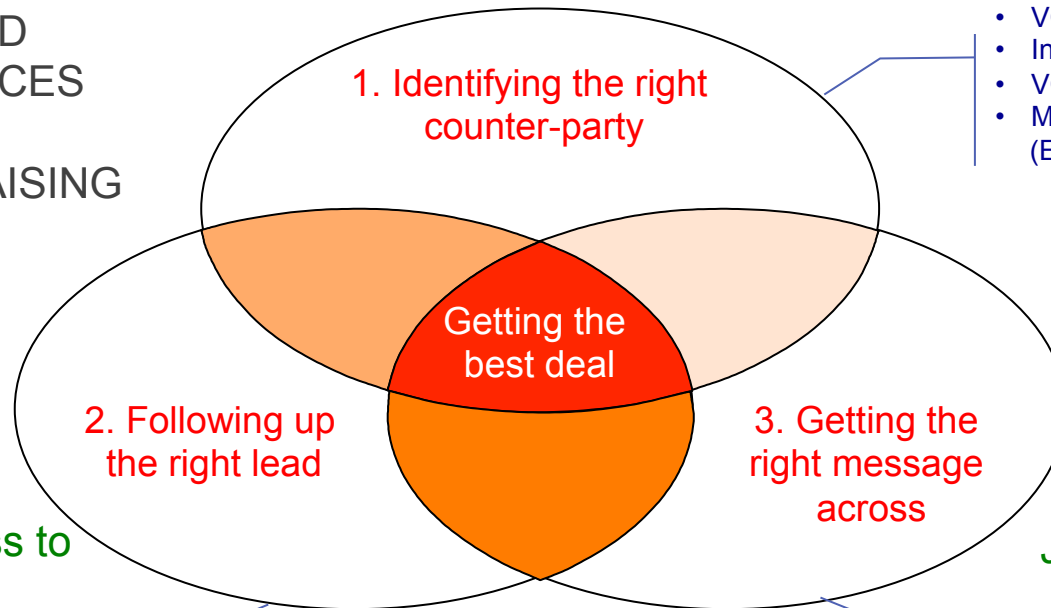
- ✓ Can access VC-A methodologies and tools
- ✓ Have access to VC-A's network and know-how
- ✓ Can request coaching on-demand

Clients' workforce or clients' advisors



1 WHY chose VC-Alternative

WORKING AROUND THE 3 MAIN SOURCES OF RISK IN M&A AND FUNDRAISING TRANSACTIONS



Uncertainty management

Join VC-A to get access to

- VC-A 20,000+ contacts database (DB)
- Investors and vendors' profiles
- VC-A 1,000+ members
- M&A historical transactions (EMAT extended)

Join VC-A to get access to

- VC-A M&A Suite (BPM)
- Leads and mandates
- Automatic reporting
- Mailings

Join VC-A to get access to

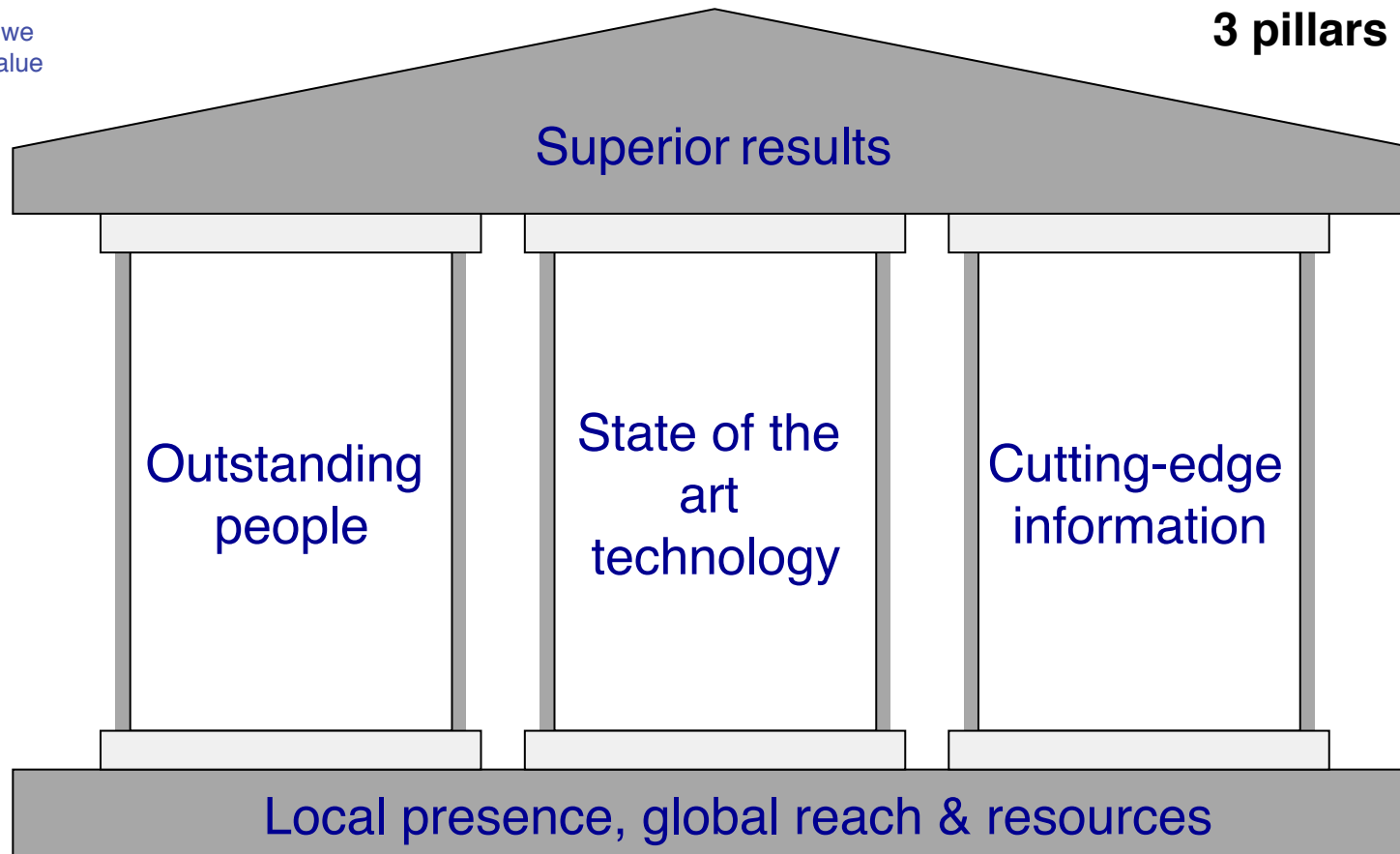
- VC-A consultants
- VC-A internal know-how
- VC-A 200+ subject matter experts
- 7,000+ M&A deals analysed (EMAT BI)



2

HOW we
create value

3 pillars of value creation

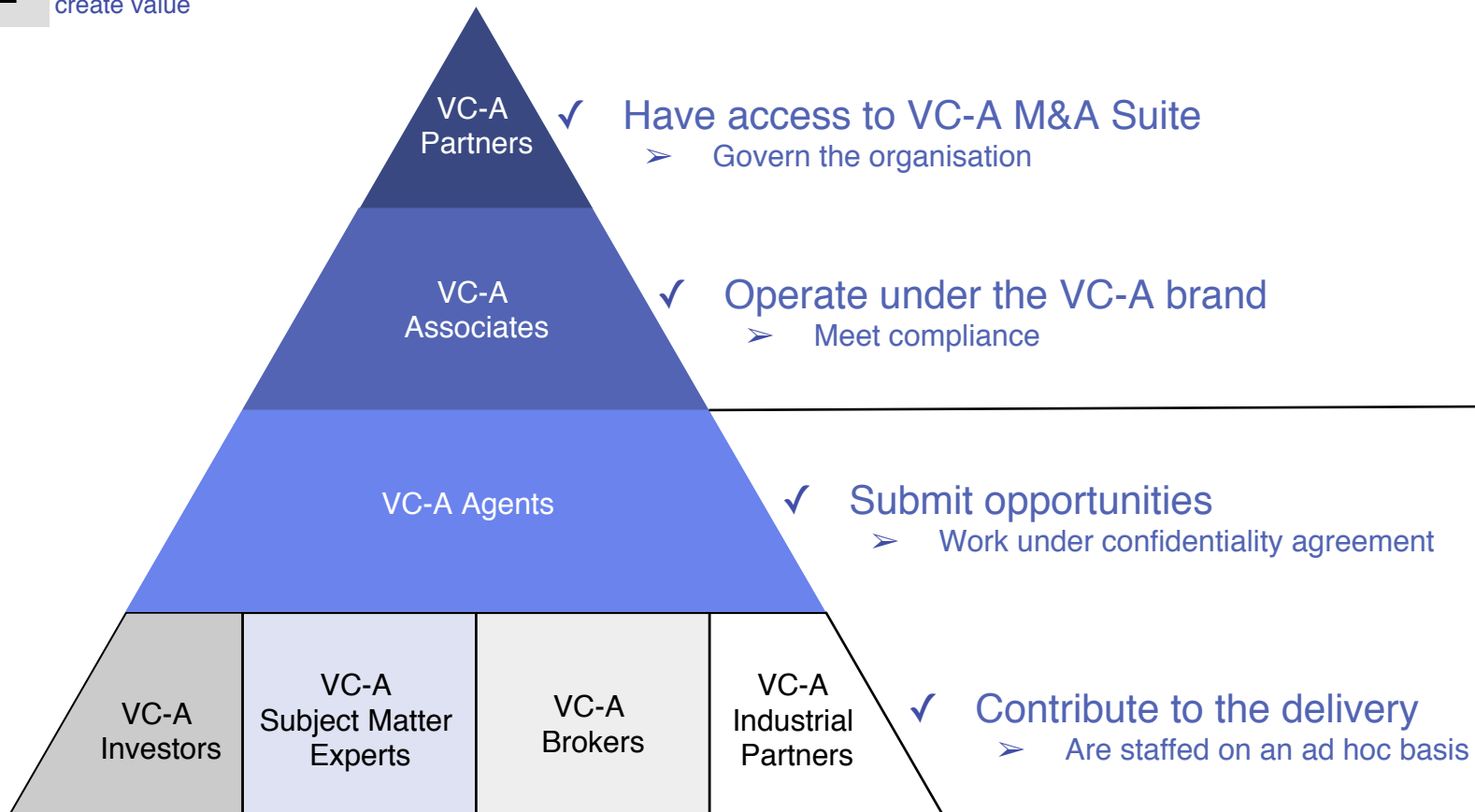




2 HOW we create value

VC-A Membership Structure

VC-A organisational structure



Selected members only

Register for free on-line



<http://vc-alternative.com/comun/signup.htm>



VALUE CREATION Alternative
Corporate Advisory



2

HOW we
create value

State-of-the-art use of technology and cutting-edge business intelligence



Research

- Multiple Analysis Tool
- 7 000+ deals analysed in detail
- 23+ Sectors
- 42+ Countries

Network



- 1 000+ VC-A Members
- 1 500+ Investors
- 45 000+ Contacts
- 200+ M&A deals in progress

VC-A M&A Suite Software Tools

CRM, DB, BI, BPM



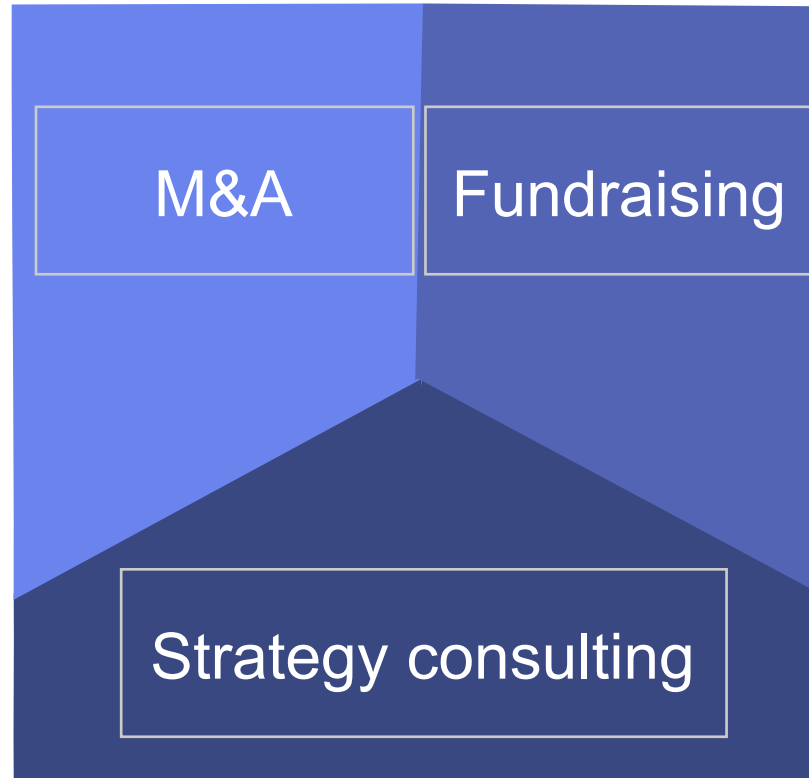
VALUE CREATION *Alternative*
Corporate Advisory



3

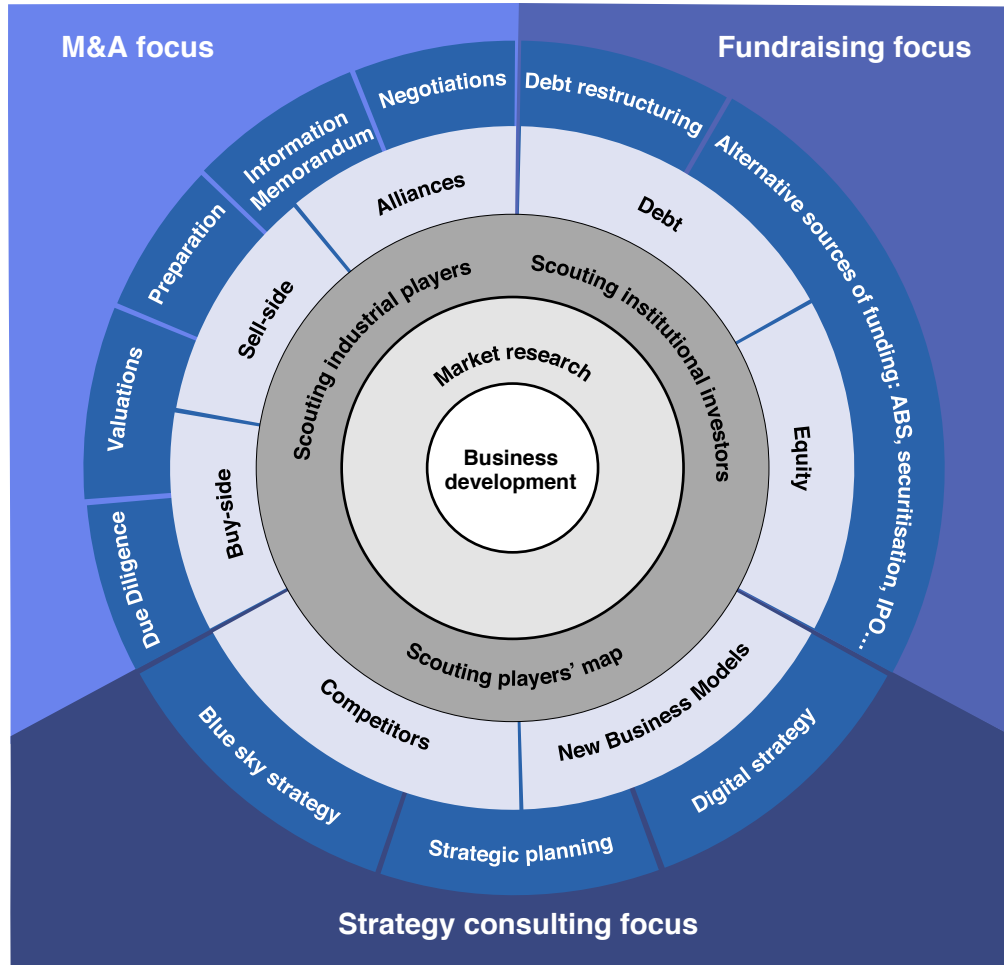
WHAT
we offer

VC-A helps companies develop their business through:





3 WHAT we offer

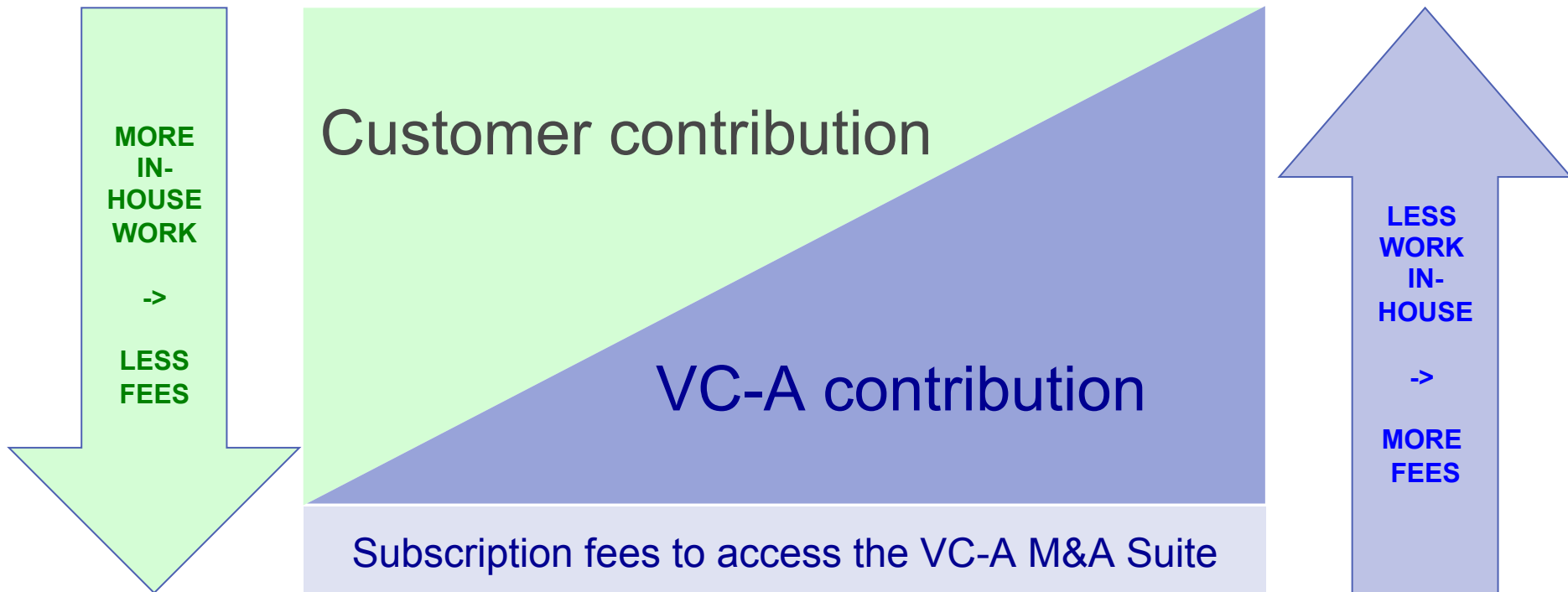


VC-A wheel of services



4 OUR potential partnership

VC-A collaborative fee structure





4 OUR potential partnership

Join VC-A as a...

Objective

Benefits

Subject matter expert
Industrial partner

Offer ad hoc services

Visibility

Broker

Prescribe VC-A services

Finder fees

Agent

Enhance one's value proposition

Fee sharing

Associate

Operate under the VC-A brand¹

Synergies

Partner

De-risk M&A and fundraising operations¹

Market Intelligence
Know-how
Network

(1) Requires compliance approval



- ❖ Value Creation – Alternative is a Corporate and Investment Advisory firm. We help companies to develop their business through acquisition and fundraising. We accompany our clients throughout the entire life cycle of their corporate development programme: strategy definition, target search, due-diligence, negotiation, fundraising, post merger integration and digital transformation
- ❖ We are a worldwide network of more than 1000 seasoned professionals, with more than 45,000 contacts, of which more than 1,600 are investors, and have collectively advised M&A, fundraising and alliances projects worth in excess of US\$100B
- ❖ We support complex strategic and operational business decisions with deep analysis and robust processes. Our methodology is a combination of desk research, interviews and application of our internal know how.

VALUE CREATION – ALTERNATIVE

General enquiries



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