



**VX** Associates

**VX Associates**

**Deal Flow Sourcing Services for CEE Region**

PRIVATE EQUITY | VENTURE CAPITAL | MARKET RESEARCH | FINANCIAL ADVISORY

SUSTAINABILITY FINANCING | ESG RATING ADVISORY

## Who We Are?

### VX Associates

- **VX Associates is a diversified financial advisory company engaged in growth strategy and financing solutions, private equity & venture capital advisory, sustainability advisory, and market research activities**
- We offer deep financial expertise, strong local market knowledge, and broad advisory capabilities to companies in all business stages operating in **CEE region**
- We guide companies, along with their owners, through their most critical strategic opportunities and challenges. As experts in deals screening and M&A transactions, our goal is to deliver world class advice and flawless execution when we are representing a PE or VC Fund on the buy/sell side of the screening
- We strive to deliver excellence to our clients by identifying and capturing opportunities in a rapidly changing world where sustainability has become a business imperative

**VX Associates, an independent financial advisory company, was founded in 2020 to address the need for expertise and advice in financial industry**

### Our Mission

Our mission is to provide clients with expert perspectives to help them make important strategic decisions with confidence. We take a multi-dimensional approach to problem-solving and formulate effective solutions to address your needs, while helping you create value

## What Can You Expect From Us?

### When partnering with VX Associates you can expect:

- Outstanding commitment from veteran dealmakers & capital raisers;
- First-class transaction execution;
- The highest standard of integrity, confidentiality and discretion;
- Putting your interests first;
- Acting with conviction informed by deep structural research and analysis;
- Embracing innovative solutions in solving various challenges;
- Unbiased help and advice in every step of your way

**VX Associates helps its clients in achieving superior results by producing introspective, thoughtful advice while having honesty and integrity at the core of our values**



**In VX Associates we gather multi-functional teams to yield specific tailored advice on each task, while leveraging our extensive global network to deliver the best solutions**



**In VX Associates we truly believe that our people are our greatest asset, so we bring together the brightest and most talented individuals to deliver exceptional service to all of our clients**

## VX Associates Investors Services

**For Investors looking to invest, we know what potential looks like and where it could be found in the CEE region and here is how we can assist you:**



- We will expand your pool of potential investment opportunities in the CEE region
- We will find investment potential that you won't find anywhere else (PE or VC phase)
- We will increase your odds of exclusivity via our global network
- We will provide you with world-class analysis of and due diligence on potential investments
- We will help you extract the most value from existing investments & enhance your portfolios

**Our goal is to through our tailor-made research and investor services enable Venture Capital and Private Equity firms to tap into the most promising companies, by discovering overall growth potential as well as value captivation.**

**VX Associates** is the bridge between international top tier private capital markets and CEE region.  
We help investment funds to find fresh potential investment opportunities in the CEE region.

# VX Associates Deal Flow Sourcing Services

We will source investment opportunities you won't find elsewhere. Here is how:

## I) Deal Sourcing

- Extensive and thorough industry and company screening with the goal of selecting the most fitting investment targets
- We will develop a custom, focused deal pursuit program for your investment fund
- We enhance buyer's understanding of the target business, which increases likelihood that deal will achieve its objectives

## II) Investment Review

- We will highlight strengths that can be built upon or weaknesses that can be resolved prior to transactions
- We will help you with ad hoc research such as scouting, due diligence, industry analysis and collaboration projects
- Our scouting will be within your investment focus, helping you to maximize your reach in new regions, industries and technologies

## III) Value Enhancement

- We support investment funds in performing reviews of their portfolio and in identifying ventures that could benefit from our specialized international growth & fundraising services
- We want to help you in maximizing your portfolio IRR by providing growth strategy and execution support to your portfolio companies in need

We leverage our investment advisory services to identify deals where we analyse investment targets by developing a clear understanding of the business model, industry drivers, financial forecasting, and due diligence

## How Exactly are You going to Get Top Quality Deal Flow?

- If you are searching for investment opportunities there is real value in exploring a different approach – of expanding your net, or at least differently
- Because we help businesses of every type and in various sectors, you will find a lot of fresh opportunities to collaborate or grow your investment portfolio in new and exciting ways
- Because our experts know the startup world inside out, we know what investment and partnership potential looks like
- Through cooperation with VX Associates you will be immersed with the best possible investment opportunities in the CEE region, whether you are a private equity fund or venture capital fund
- We are keen on expanding your investment horizons in order to maximize your returns

### For Who Do We Scout Deals For?

I

Private Equity  
Investors looking to  
invest in CEE region

II

Venture Capital  
Investors looking to  
invest in CEE region

III

Investors searching  
for new channels of  
deal flow sourcing

# How Exactly Do We Find Investment Opportunities?

**Through our tailored and thorough research service we produce an exclusive report that matches the best targets to your investment criteria. Here is how it works:**

## I) Defining the Search Criteria

- Market Size. Value proposition. Team. Product & Services. Valuation: some criteria are a given. Others, like competitive edge, growth, revenue target, business model and industry may be just as vital to you in selecting the targets. We will agree the criteria with you prior to the scouting process

## II) Market Research & Scouting

- Our sourcing approach can reveal opportunities for proprietary access or the likelihood of exclusivity. We can help you diversify your investment pipeline, finding potential in places you might not typically source from. Our core focus is CEE region

## III) Report Analysis & Due Dilligence

- We will look at the key financial information, mission and vision, to explore general investability. We will consider the credibility of the people behind the business and match the profiles of the top team to the ambitions of the business. And we will source the contact details of the people you'll want to talk to if the investment has potential
- We will analyse the figures, business plan, the partnerships the company has entered, the contracts it has in place and the investability of the founder/owner(s). We'll also check references, asking for feedback on the company, its people and service, and the market in which it operates. If you like we can contact the target on your behalf, and never disclose your details to any other party until you state otherwise

Why us?

## Why VX Associates?

If you always do what you did, you will always get what you always got. That is true for many areas of business – and it is certainly the case for investors looking for investment opportunities.

**But finding fresh, scalable, potential investments in CEE region is not easy**

- **VX Associates** have great experience in deal sourcing. We are M&A veterans who were involved across a wide range of sectors. We have screened the CEE region numerous times in various sectors. We can do the same thing for you
- We are open to any private equity and venture capital fund regardless of its AUM and sector orientation– **We are your Partners in Deal Flow Sourcing**
- We are a team of entrepreneurs and investors, we know the blind spots, risks and challenges in the CEE region– we take you through our detailed and precised deal flow sourcing process
- We will give you exposure to one of the most promising booming EU areas
- Our deep and extensive local understanding of local private and public markets will give you an edge over your competitors while maximizing your return and diversifying your portfolio
- We Analyse, Support and Execute everything with you and for you

**Do you want to expand your Deal Pipeline in CEE region?**

## Team and Contact Details

# Our Team – VX Associates

---



**MIRNA MAROVIC**  
CEO & Founder



**ANTE KRISTO**  
M&A Advisor



**KARLO JURIC**  
Associate

- 
- Over 25 years of investment banking and private equity experience
  - Former Structured Finance Executive at Bank of America Merrill Lynch
  - Former Corporate Finance Officer at BNP Paribas and Credit Agricole Indosuez
  - Former Assistant Minister of Foreign Affairs and European Integration in Croatia
  - INSEAD MBA, London School of Economics BSc (Econ), postgraduate education at London Business School and Harvard Business School, PhD in Progress
- 2 years of experience in M&A
  - M&A at Deutsche Telekom Group (HT)
  - Former Deloitte Associate
  - University of Zagreb, best in class (GPA 5) Masters in Finance Graduate
- Former Investment Banking Intern at Privredna banka Zagreb (Intesa Sanpaolo)
  - Former EY Advisory Intern
  - Former World Bank Consulting Intern
  - University of Zagreb Graduate

For further contact, queries and information please contact only:

**Mirna Marovic**

CEO at VX Associates

Phone: +385 99 482 8466

[mirna.marovic@vxassociates.com](mailto:mirna.marovic@vxassociates.com)

**VX Associates Ltd.**

**Savska Cesta 32, HOTO Tower**

**10000 Zagreb, Croatia**

**Phone: +385 1 4828 466**

**Email: [info@vxassociates.com](mailto:info@vxassociates.com)**