



VX Associates

Financial Advisory Services

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 mergers & acquisitions, our goal is to deliver world class advice and flawless execution whether we are representing a strategic acquirer or seller
- 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;
- 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

We have 4 Advisory Segments

We are Positioned in the Various Advisory Segments

Our 4 Advisory Segments:

I) Growth Strategy & Financing Solutions



II) Private Equity & Venture Capital Fund Solutions



III) Sustainability Advisory and Financing Solutions



IV) Market Research & Analysis

VX Associates is the bridge between international top tier capital markets and CEE region.
We facilitate the connection to help both sides in a sustainable and profitable way.

How Can We Assist You if You Want to Expand Your Business?

I) Growth Strategy & Financing Solutions

- Our extensive network in private equity and venture capital industry provides us with a competitive edge in advising companies who are seeking private equity and venture capital investments
- We can help ambitious and high-achieving company founders from diverse backgrounds who are working to reinvent businesses and operational models across key business sectors to tap into competitive venture capital markets
- For established companies we can help find growth capital or private equity partners for high growth potential companies looking for strong financial business partners to help expand their business
- Obtaining the financing from private equity and venture capital funds is very competitive since those entities receive a large number of projects but select only a few
- We can provide you with resources that are essential to prepare the proper approach and documentation to maximise the success for finding a suitable private equity or venture capital investment partner
- These unprecedented times present the opportunity to redesign business approach examining the core elements: people, strategy, implementation and cash generation potential. Finding the right people with the right skills to help a business to the next level remains a stubborn problem. Expansion often requires substantial funds and our extensive network of private equity and venture capital investors can help identify the right partner to scale up the business. Together these two issues are the over-riding priority concerns for our ambitious scale-ups. We can help with proven tools and methodology while avoiding common traps many growing businesses fall into.

How Can We Assist You if You are a PE or VC Fund?

II) Private Equity & Venture Capital Fund Solutions

- Our private equity & venture capital advisory services are targeted to both investors and companies seeking private equity investments. We can provide a full range of services to private equity and venture capital investors including **fundraising** from investors / limited partners (LPs), **deal origination, deal structuring, valuation, exit planning and execution**
- Our local presence and market knowledge provide detailed market screening and deal sourcing insights and a complete overview of both tried and tested investment strategies as well as new market opportunities. Our approach is to focus on **scaling up strategy** for portfolio companies exploiting the consolidation opportunities in the national and regional markets
- We specialise in providing advisory services to private equity and venture capital funds on integrating environmental, social, and governance **(ESG) objectives** both at fund and portfolio company level.
- We can advise private equity funds at all stages of the investment process. We can assist private equity managers in their fundraising process to adopt ESG strategy at the fund level. During the investment phase our services include ESG due diligence, gathering sustainability and ESG key performance indicators (KPIs), industry benchmarking, identifying risks, proposing action plans, monitoring and reporting on performance. We can also assist in defining the communication strategy with various stakeholders, including investor engagement and preparing sustainability / ESG reports. In addition to in-house resources, we can rely on our network of industry specialists and service providers to support complex and highly technical products
- Mirna Marovic, CEO at VX, is a holder of EFFAS Certified ESG Analyst (CESGA®) diploma.

How Can We Assist You in the Sustainability Space?

III) Sustainability Advisory & Financing Solutions

- Already before COVID-19, ESG awareness has reached the next level with unprecedented investment growth in ESG funds and sustainable businesses. We believe that unprecedented disruption being wrought by this pandemic will accelerate the adoption of ESG objectives not only by large companies but also SMEs. We can advise clients in devising the ESG strategy and communicating it to various stakeholders. ESG strategy is not a stand-alone issue, but should be integrated into the overall company's strategy, operating environment, and business model.
- **Our services** include ESG due diligence, gathering sustainability and ESG key performance indicators (KPIs), industry benchmarking, identifying risks, proposing action plans, monitoring and reporting on performance. We can also assist in defining the communication strategy with various stakeholders, including investor engagement and preparing sustainability / ESG report. The transition toward sustainable solutions often requires investments, and we can identify appropriate financial resources, including EU funds to provide financing in embracing sustainability practices. In addition to in-house resources, we can rely on our network of industry specialists and service providers to support complex and highly technical products.
- **Mirna Marovic**, CEO at VX Associates, is a holder of EFFAS Certified ESG Analyst (CESGA®) diploma and has obtained sustainability qualifications from Harvard Business School, London Business School, the London School of Economics and Political Science (Climate Change: Economics and Governance), Climate Bond Initiative (Green Bond Placement), and GRI Academy (GRI Reporting and Sustainability Standards)

How Can We Assist You With Data Gathering and Analysis?

IV) Market Research & Analysis

- VX Associates, carried out access to **finance evaluation studies** assessing the SME financing situation in general and with regards to certain financial instruments with mandates from international financing institutions including the European Investment Fund (EIF) and Oesterreichische Entwicklungsbank AG (OeEB). The special focus on financial instruments included private equity, venture capital, and mezzanine finance
- Working as a consultant for the EIF, VX Associates produced the assessment report appraising the venture capital availability and prospects, identification of the gaps and market failures and recommendation of possible measures how to develop further this market
- Our **investment feasibility studies** provide a detailed assessment of the economic feasibility and sustainability of potential projects for both new business activities and expansion in the international markets. We work we both international clients seeking the analysis of the Croatian market and Croatian clients seeking to expand in the international markets. Our approach is always targeted to the client's specific needs and working together with the client we develop research concept and design assignment to be implemented. Our investment feasibility study typically contains country (or countries) overview; sector overview (including global, regional and country-level trends); analysis of demand; analysis of supply; gap analysis (including both existing and potential / forecast (unrealised) demand) – to what extent demand exceeds supply; assessment of potential market reach – including partner institutions, acquisition targets, marketing strategy; and integration of proposed strategy (or strategies) in the overall corporate strategy/expansion programmes.

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:

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