



VX Associates

Sell-Side M&A 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 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

Selling Your Business...

- Selling a company or a controlling interest is a marathon, not a sprint. It requires dedication, precision, intensity, patience, and a tremendous amount of work.
- Selling a company or branch, whether totally or partially, is one of the most relevant decisions that founder (s) can face.
- Some of the reasons that lead to the decision of the total or partial sale of a company or branch can be: succession, change of sector orientation, the relationship among partners/founders, seize a market opportunity, generate resources for other investments, strategic change, cash out, disinvestment, country exit, change of regulation, etc.
- Our transactional expertise and long-term relationships with strategic and financial acquirers allow us to provide best-in-class M&A advice to our clients, whether they are ambitious founders staying on board, shareholders seeking to monetize their ownership stake, or corporations divesting non-core assets.

Sell-Side M&A Advisory Services

- Our M&A practice is focused primarily on exclusive sale mandates on behalf of a diverse client base of sellers and their investors. We develop highly customized, comprehensive solutions that focus on strategy, valuation, transaction structure, and execution. Whether we are establishing auction parameters for a sell-side engagement or implementing an efficient structure for a cross-border merger, we leverage our deep financial, legal, and transactional skill sets to address myriad business challenges. In each case, we work with our client to achieve shareholder and strategic objectives, while maximizing value.
- We have access to a deep network of both strategic buyer and majority investor relationships. Given our broad investor network, we are able to maintain an ongoing dialogue with a large range of active global investors and potential buyers, both those looking for accretive acquisitions as well as those seeking significant growth opportunities.

VX Associates Sell-Side M&A Advisory Services

VX Associates will implement a professional and competitive sales process of four stages, that will optimize the value of your company



- Prepare the company for the sale process (documentation, valuation, transaction structuring)
- Present the documentation (Teaser, Information Memorandum, Term Sheet) to the broad investor's network (Europe & USA)
- Explain the advantages (synergies) for these investors, and negotiate with them simultaneously, in a competitive process that optimizes the value of the transaction
- Follow-up the process by providing financial support during due diligence and during the contractual negotiations until the signing of the sales and purchase agreement

We pay a great deal of attention to detail and measure our success by the success of our clients

VX Associates Sell-Side M&A Advisory Services

Our M&A team offers a full spectrum of sell-side advisory services and possesses in-depth experience and expertise working with entrepreneurs



Our Services Include:

- Recommendations to meet client's goals and objectives
- Indicative valuation
- Review alternatives and design value-maximizing sale process
- Preparation of a confidential information memorandum
- Identification and approach of potential acquirers leveraging our global offices
- Solicitation of indicative offers
- Preparation of management presentation
- Coordination of site visits and plant tours
- Solicitation and negotiation of a letter of intent
- Management of the due diligence process and data room
- Contractual negotiations through to closing

How Our Sell-Side Advisory Services Create Value

Maximize shareholder value

Sell-side advisory services can identify businesses best positioned for growth and focus on selling or winding down businesses in noncore or unattractive markets.

Enhance credibility

Being a prepared seller can enhance credibility. An in-depth sell-side corporate due diligence report showcases the maturity of the seller, helps articulate the story, enables quicker responses to buyer diligence queries, and helps lend credibility to the entire sales process.

Increase deal value

Sellers should position the asset to provide all buyers with the necessary information to drive commitment and promote the comparability of the offer.

Manage stranded costs

Identifying and mitigating stranded costs helps minimize the impact on the business.

Augment the qualitative story with quantitative detail

Our proprietary analytics tool generates customer insights from transaction data to support the seller narrative.

Minimize disruption

Minimizing buyer corporate due diligence to a detailed, seller-controlled process enables the management team to focus on business-as-usual operations.

Our sell-side advisory services assess portfolio performance to identify business units positioned for growth or potential candidates for wind-down or divestiture

Strategic alignment

We can help you evaluate business unit alignment with corporate strategy.

Portfolio performance

By analyzing the performance of business units over time and across comparable benchmarks, you can identify factors contributing to underperformance or overperformance.

Identification of carve-out or sale candidates

Sellers should pinpoint business units that are non-core or underperforming and assess the value of winding down operations or divesting in the business.

Why us?

Why VX Associates?

Our M&A market insights, decades of transaction experience, and expertise gained from extensive work with clients to prepare their businesses for sale will help a company better understand key issues including:



- How a buyer may view the business
- Company positioning and the investment thesis
- Developing and presenting the growth strategy
- Valuation
- Preparing to go to market
- While our clients remain focused on day-to-day operations, we handle the heavy lifting of deal marketing, identifying and initiating discussions with potential acquirers, facilitating communication with the C-suite, managing due diligence, advising on strategic options, and assisting in negotiating and closing transactions
- We analyze, support, and execute everything with you and for you

Do you want to sell your business?

Team and Contact Details

Our Team – VX Associates



MIRNA MAROVIC
CEO & Founder



ANTE KRISTO
Senior Associate



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

For further contact, queries and information please contact only:

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