

ELITE

Connecting companies with capital



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ELITE

Overview



Business Fundamentals

to accelerate growth



In any shape and form



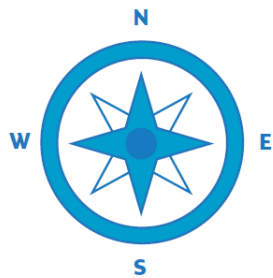
Knowledge Sharing



Proactive Approach



Growth journey with ELITE



THIS IS WHERE THE ELITE JOURNEY BEGINS

Discover your potential

Explore your strategic options and get real time feedback through our digital toolkit designed to guide your business into the future



NOW IT'S TIME TO ACCELERATE YOUR LONG TERM GROWTH

Scale up your business

Access training and tailored workshops. Engage and share with top business school professionals, experts and peers. Prepare your company for the stage of growth.



THE MOMENT HAS ARRIVED FOR RAISING CAPITAL

Capital for growth

Companies can raise equity, convertibles, and debt through our private placement platform. Reach capital worldwide



Growth journey with ELITE



ELITE

ELITE Company Journey – STEP 1



GROWTH COMPASS

Concept



Growth Compass a “starting point”

A light touch **digital tool** to help a company understand its growth in a number of different aspects can prove an invaluable tool for ELITE and its partners:

- To help originate ELITE companies – acting a filtering mechanism
- To allow a company to assess itself through a structured approach that can regularly be re-visited
- To gather qualitative data & insights on private companies around their growth challenges ([predictive tool to understand members' needs](#))
- To provide resources to a company to improve and thus positively impact its growth – [prioritise areas of improvement & take action](#)

Growth Compass structure

- Simple questions addressing key aspects of growth
- Company results viewed on a dashboard – a tailored gap analysis with a score for each dimension
- Access to online training to address gaps



GROWTH COMPASS

Features



- 10 Dimensions of analysis to drive growth
 - & Questions for each dimension
 - 1 Score for each question and dimension
 - 1 Clear position within the Growth Curve
- The **Growth Compass** will provide real time feedback that positions you perfectly to face your next challenges, based on your areas for improvement.
 - **Tailored insights** and light-touch advice to start deep-dive possible improvements, covering:
 - dimensions analyzed in Compass
 - other relevant business topics

GROWTH COMPASS Features



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ELITE Company Journey – STEP 2



ELITE Overview

ELITE accelerates long-term growth by offering access to a diverse network, a range of funding options, and a dedicated training programme.



What?

ELITE is a programme that **helps** fast-growing private companies prepare and structure for further growth through sharing experiences, access to financing opportunities and education.



Who?

ELITE **serves** the most exciting and ambitious businesses with a strong business model, clear growth strategy and the commitment to implement useful changes for development.

How?

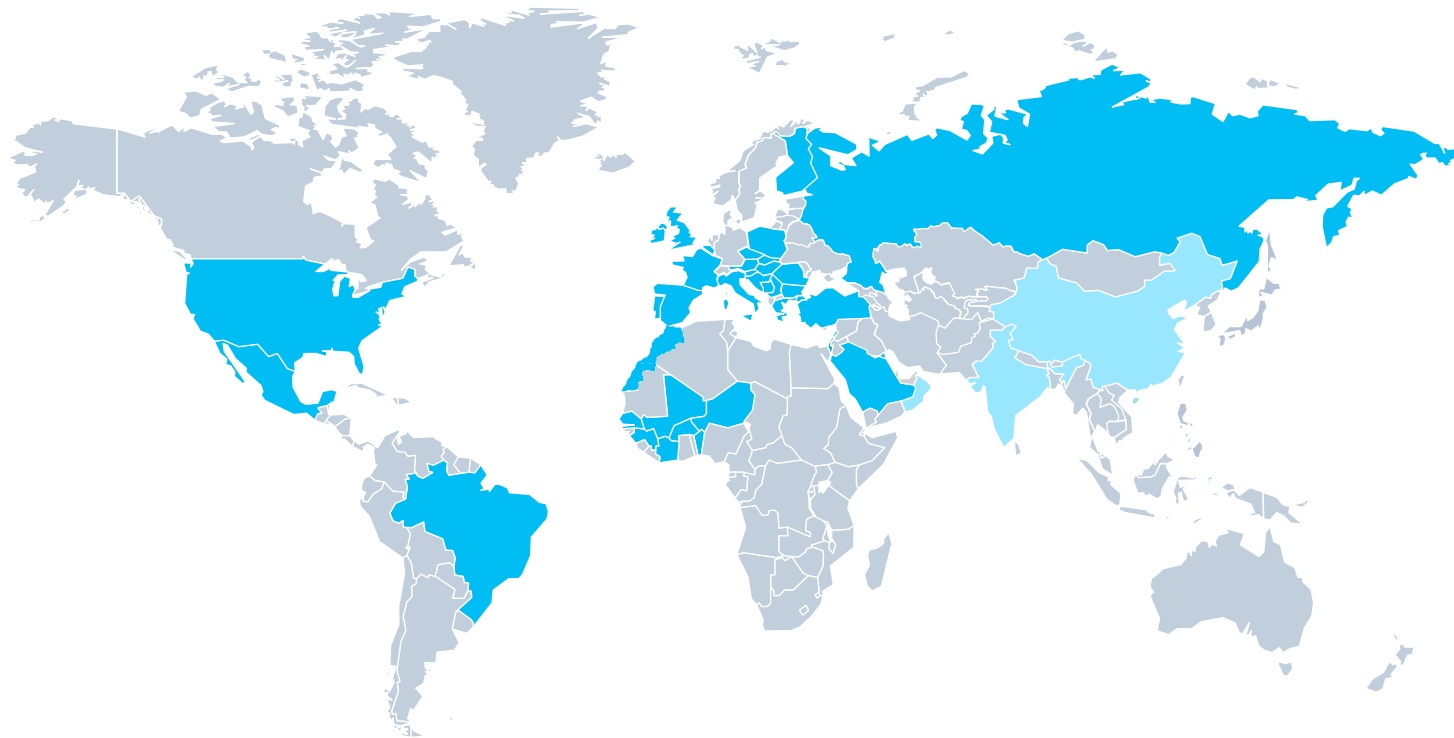
ELITE **offers** an innovative approach through training and access to a diverse community of companies, entrepreneurs, investors and corporate advisers.



Companies **access** a unique digital platform enabling collaboration and communication with peers and partners.



Global Reach



1085
COMPANIES



40
COUNTRIES

Diverse company network



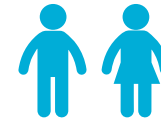
1085
COMPANIES



40
COUNTRIES



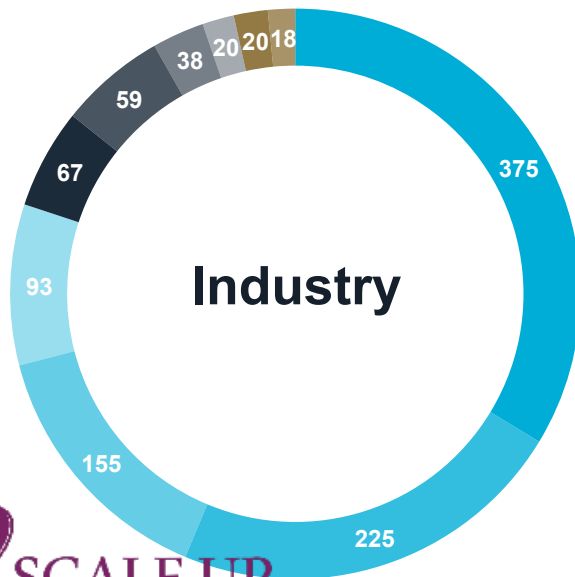
€81bn
AGGREGATE
REVENUE



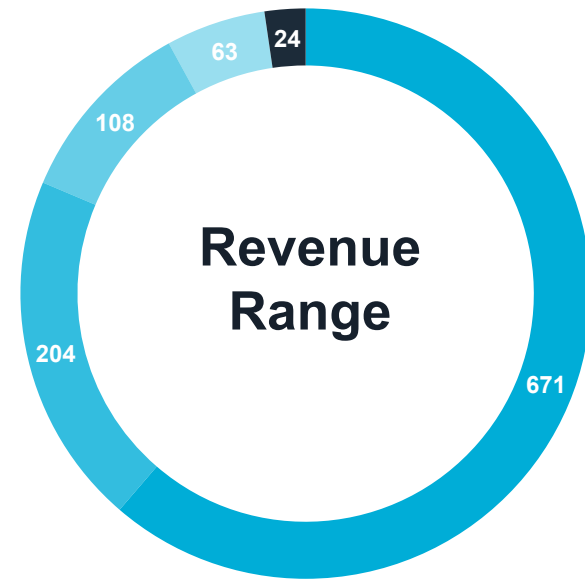
472,000
EMPLOYEES



36
SECTORS



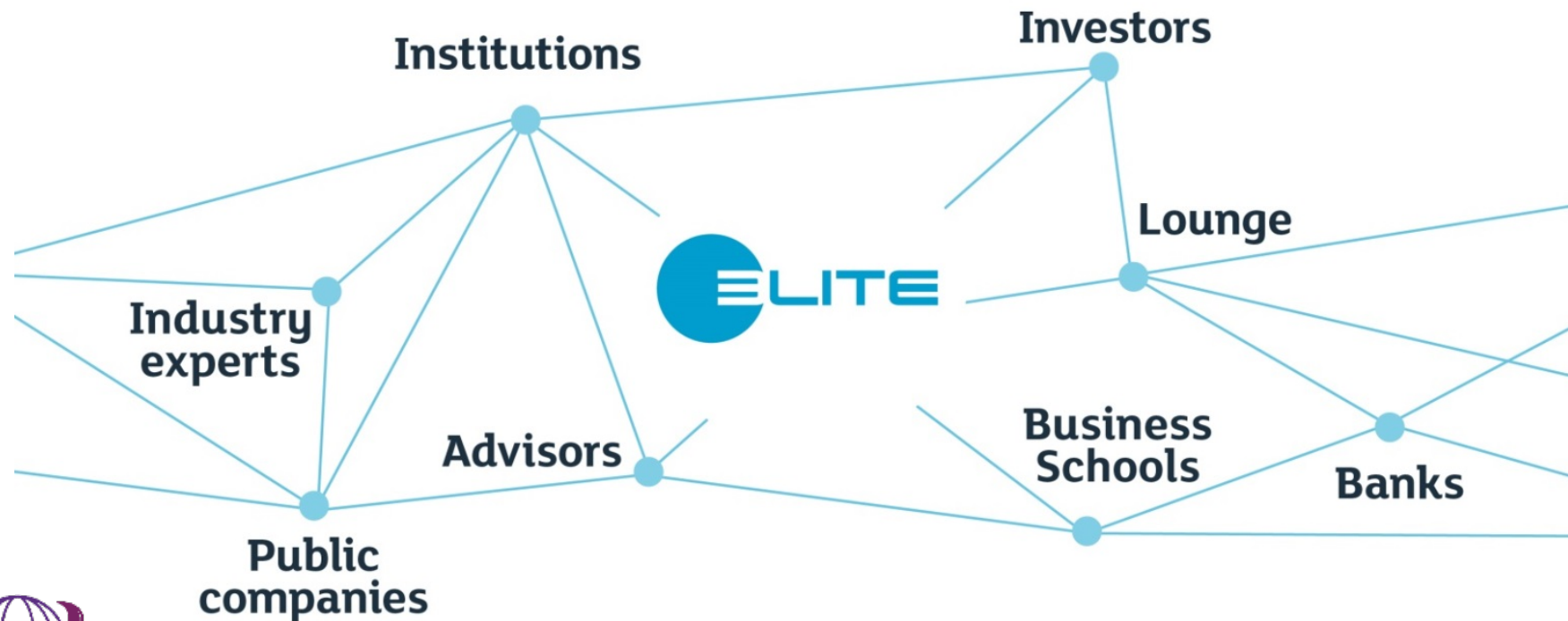
- Industrials
- Consumer Goods
- Technology
- Consumer Services
- Health Care
- Basic Materials
- Financials
- Utilities
- Oil & Gas
- Telecommunications



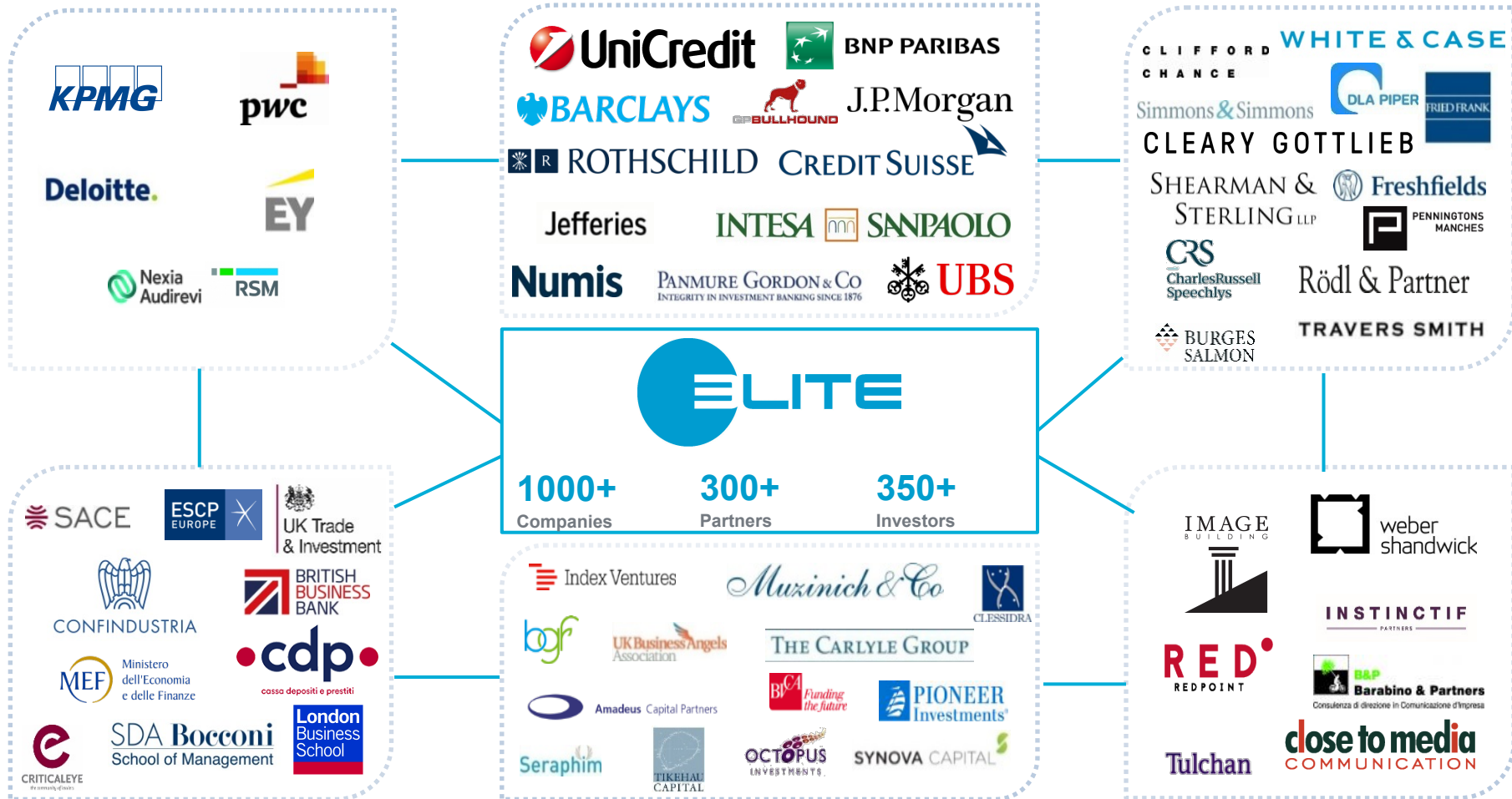
- <€50M
- €50-€100M
- €100-€200M
- €200-€500M
- >€500M

Broad community

Throughout their engagement, ELITE companies **access a vibrant community** that facilitates long-term structured engagement with business and financial stakeholders.



International community



ELITE Levant contribution to the ELITE Community — 1st cohort of Companies and new partners



Structured Three Phase Programme



The programme, delivered in three progressive phases, equates to structured engagement over a period of 18 / 20 months:



Phase 1

Comprehensive **training** programme for founders and managers to stimulate organisational change and evaluate long term financing opportunities

Duration

8 – 10 months



Phase 2

Coaching phase based on progressive adoption of new management practices to prepare for further growth and external investment

8 – 10 months



Phase 3

Capitalize on the implemented changes and broad ELITE community to access new business, networking opportunities and financing options

No limit, since **day 1**



Company Access Requirements



ELITE serves the most exciting and ambitious businesses with a strong business model, clear growth strategy and the commitment to implement useful changes for development.

ELITE ACCESS REQUIREMENTS



High quality and ambitious company



Evidence of past growth and future potential



Commitment to participate in the programme and motivated to implement valuable changes



Desire to obtain funding in the future to accelerate growth



Credible company management



GET Ready

The GET Ready phase is highly customizable in terms of language, content and delivery mode (online vs. face to face)

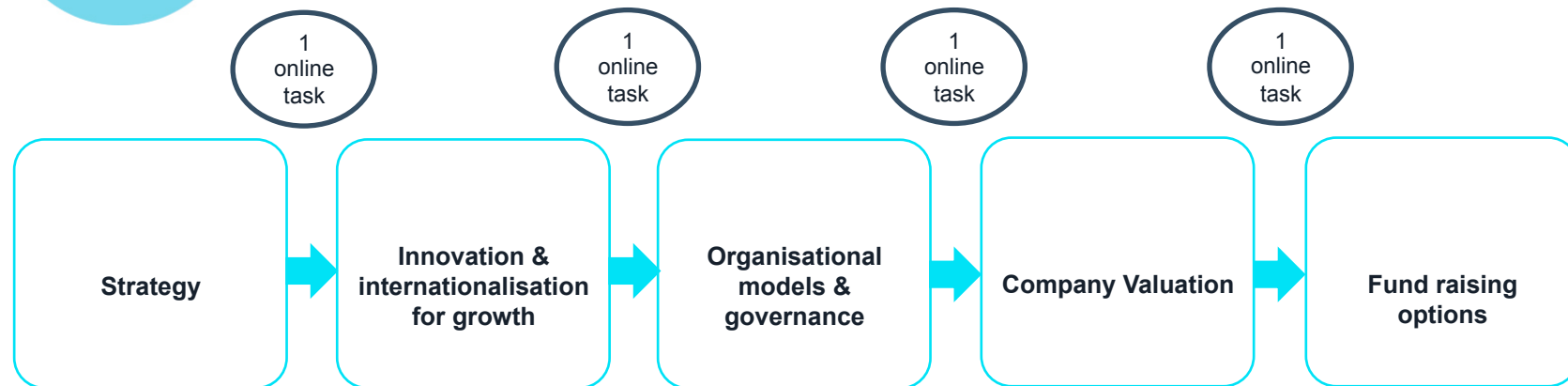


Phase 1

A comprehensive **training** programme for founders and managers to stimulate organisational change and evaluate long term financing opportunities

Duration

8 – 10 months



GET Fit

The GET Fit phase is focused on delivering value to companies through a coaching approach which relies on close coordination among yourself, us and the ELITE company

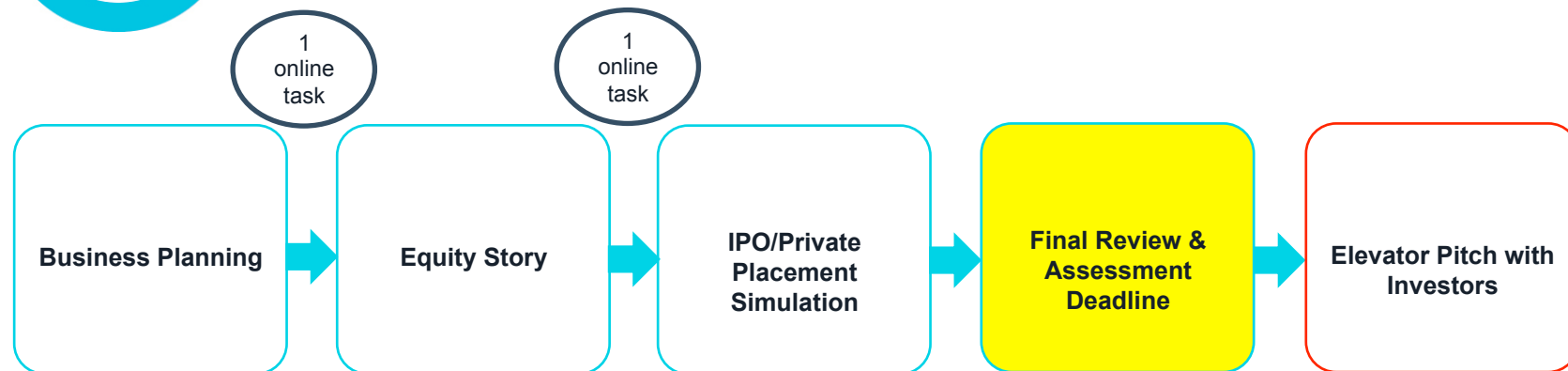


Phase 2

Mentoring phase based on progressive adoption of new management practices to prepare for further growth and external investment

Duration

8 – 10 months



Benefits of joining



Diverse Network

Join local and international companies, investors, corporate advisers, and leading business schools



Access to Investors

Gain unique access to a range of capital options to finance and accelerate company growth



Collaborative Experience

Interact, learn and share experiences with peers. Join an environment of collaboration and innovation



Continual Development

Develop the expertise to help make informed business and funding decisions for your company



Enhance Profile

Enable greater visibility with the business and financial community on a national and international level



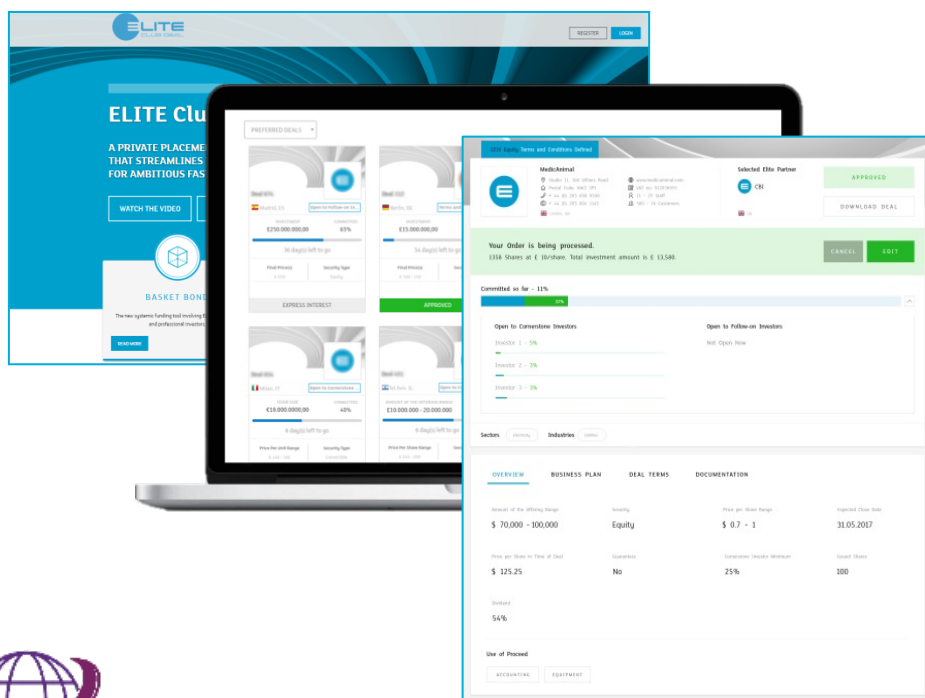
ELITE

ELITE Company Journey – STEP 3



ELITE Funding Highlights

ELITE Club Deal is the digital private placement platform for ELITE companies and professional investors.



BENEFITS OF JOINING

Multiple funding / investment options
(equity, bonds, convertibles, CBOs)

Easy access, **all-in-one place approach**
(company profile, Digital Data Room, self-promotion mechanisms, advisor selection)

Streamlining the capital raising process
(standard workflow and documentation)

Success-fee based model for companies. No fees
for investors

Innovative **web-based portal** with a **2-click investment process**

ELITE Funding Highlights

Single Transactions

Multiple funding options.

A "One-Stop-Shop" customer experience with the possibility to raise capital in different forms: equity, bond, CLO, warrant, convertible



Basket Bond

Providing debt financing to a pool of issuers.

A systemic solution to further support the growth of ELITE companies



SPAC in Cloud

Streamlining the access to public markets.

A path to the IPO that combines the advantages of the traditional SPAC and the digital fundraising model



ELITE Companies Access Capital

Highlights

883 Corporate transactions involving **321** ELITE companies

30% ELITE companies completed a corporate transaction*

€11.8bn transaction value by ELITE companies**

M&A, Equity investments and Joint Ventures

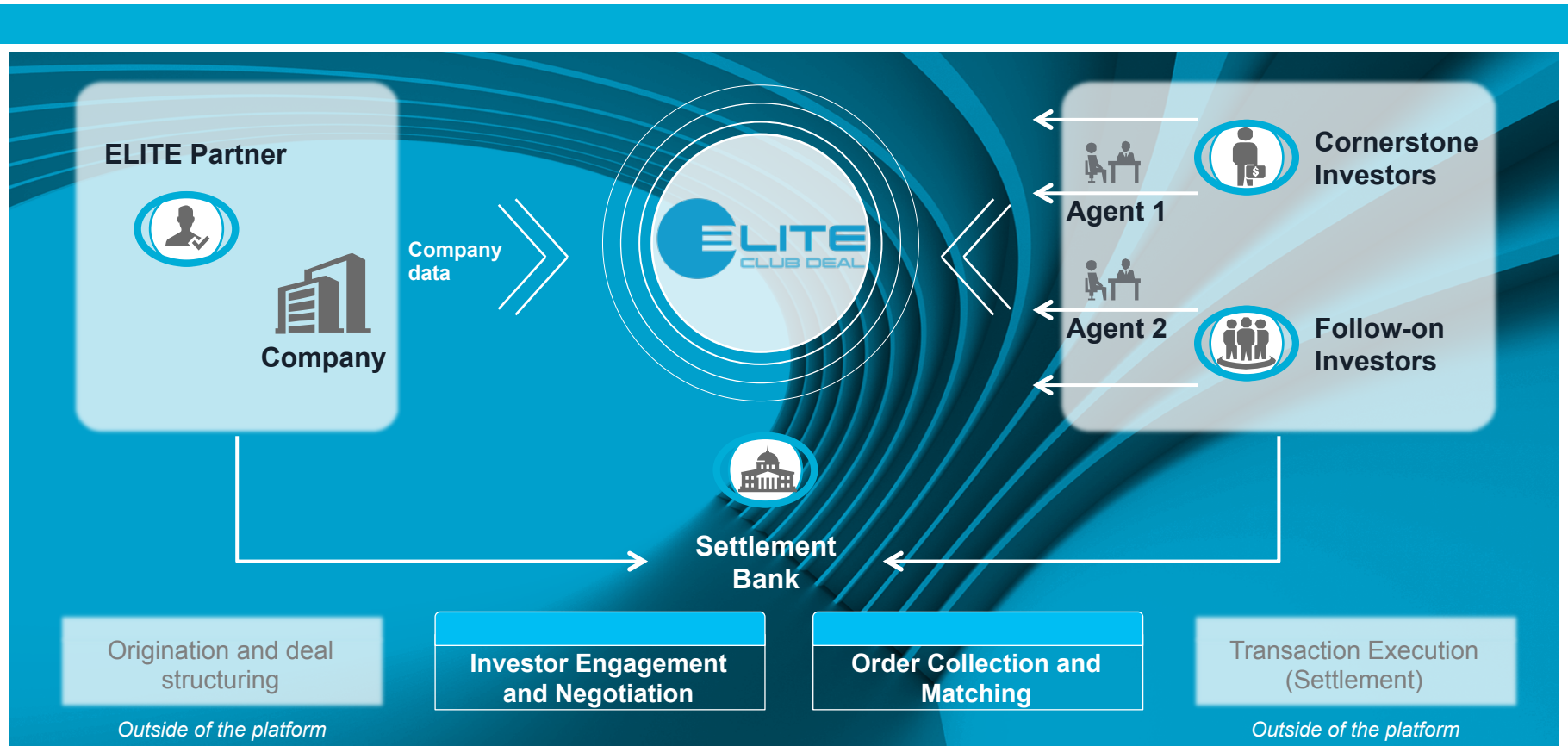
- **725** M&A and JV deals involving **227** ELITE companies
- **188** PE/VC transactions involving **117** ELITE companies

Capital Markets (Equity and Debt)

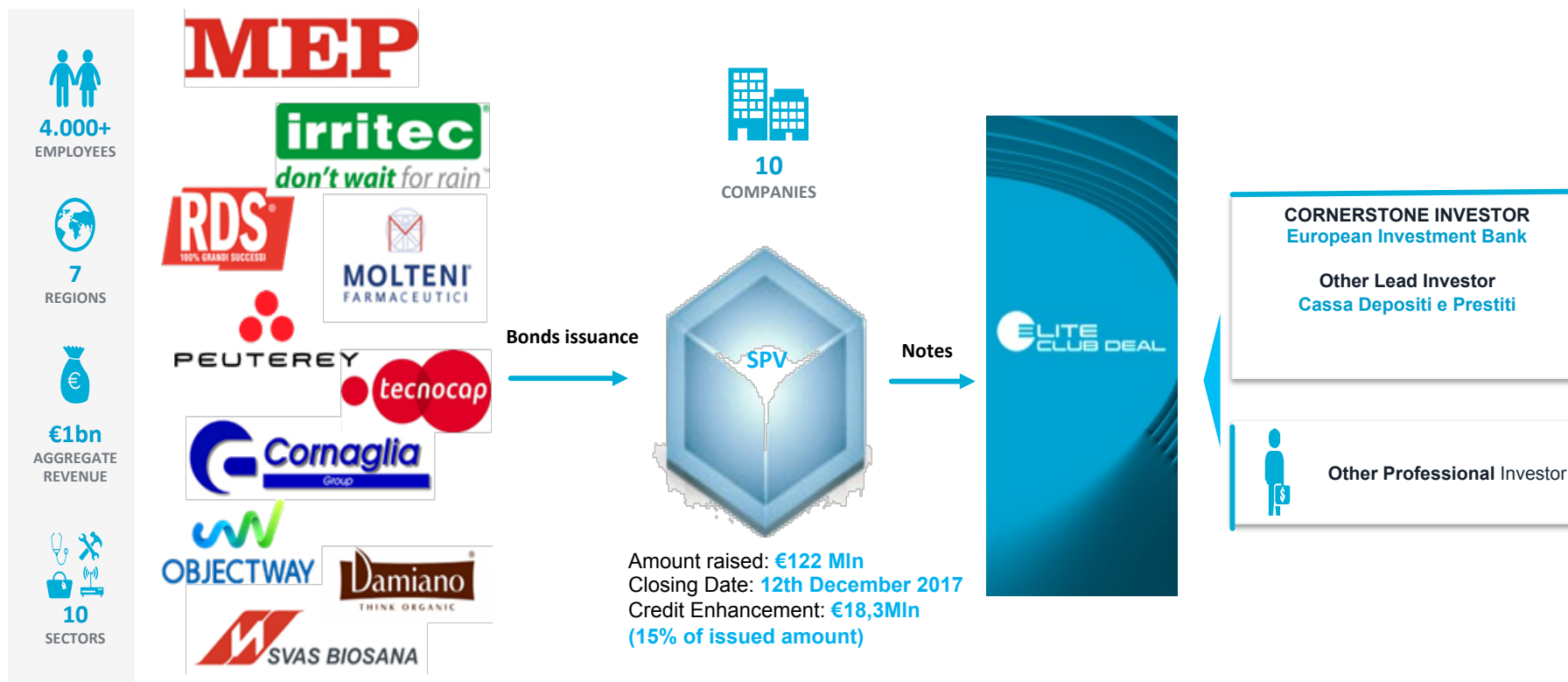
- **45** ELITE companies issued bonds raising **€1bn**
- **24** ELITE companies listed on a public market, raising **€1.6bn**



ELITE Club Deal Platform



Basket Bond I (3/3)



Equity transaction



2015 Joined ELITE

100 Million USD Amount Raised – March 2018

Use of Proceeds: Company Expansion – Global offices, marketing budget, M&A in selected geographies, R&D (including development in Blockchain)



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true friend Korea Investment
Partners Co., Ltd.



The Reason Why

We share an opportunity with companies/entrepreneurs that may be are looking to:

- | **ENTER A NEW MARKET**
- | **EXPAND THEIR CURRENT BUSINESS**
- | **ACCESS NEW CAPITAL RAISING OPTIONS**
- | **DRAW A SUCCESSION PLAN**
- | **EXIT THE COMPANY IN THE FUTURE**
- | **FIND/CHANGE A STRATEGIC PARTNER OR INVESTOR**

Contact us

Contact us

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INTRODUCTORY NOTES

ELITE has been designed and internationally introduced by LSEG (300 years of experience in the financial world and capital markets) to support ambitious private companies towards future and faster growth and investment by offering a unique opportunity to unlock their potential, developing long-term strategic thinking and giving them structured access to the international financial community.

*Benefiting also from the versatility and time-efficient solutions provided by digitalisation, ELITE identified and organised a **comprehensive set of tools / services** – briefly described in the following paragraphs - to guide private businesses along their growth's path.*

- **ELITE Compass**

The ELITE Compass is the digital guide that over a period of 12 months enables the company, any company, to self-assess its present competitive status, its potential and prepares it to scale up. Users are invited to assess their business's future growth through ten key factors, suggesting them the areas of improvement. The service is designed to provide real time feedback, tailored tutorials and actionable recommendations, strategic insights and a competitive analysis of the market. Private businesses obtain a complete view of their growth-path as well as a comparison between competitors' performances across the entire ELITE Compass database.

- **ELITE Growth Programme**

After, eventually, having tested it on the Compass, Is your business ready to scale up, to accelerate the long-term growth? A positive answer to these questions unlocks the private business' eligibility to the ELITE Growth Programme.

*The ELITE Growth Programme (also the Programme) is an international business support and capital-raising programme for ambitious and fast growing companies. Designed to help businesses prepare and structure for their next stage of growth, ELITE facilitates the **selected company** (in order to access to the Programme the company should be in possession of specific financial and qualitative requirements) access to a full range of funding options, it increases the company's profile and visibility, it promotes relationships and opportunities with potential investors and it supports management best practice and entrepreneurship.*

The Programme coaches companies so they're ready to deal with professional investors, aligned with international best practice. A company which successfully complete the Programme, whose final segment involves the simulation of an investment pitch, becomes an ELITE certified company, prepared to assemble all the documentation required for the most demanding due diligence and to be "eligible for investment".

More in details, benefitting of a unique digital platform, the Programme combines education, business support, mentoring and access to expertise and funding:

- *A comprehensive programme for founders and managers, stimulating organisational review and change;*
- *Focus on the company's specific goals and implement change based on best practices and frameworks shared by the advisory community;*
- *Be part of an extensive ecosystem of business leaders, entrepreneurs, academics, advisers, investors and stakeholders;*
- *Capitalise on the support and expertise to access a range of funding options.*

*It is worth mentioning that since launching in 2012, ELITE' Programme has grown into a unique international **ecosystem of 1000+ companies in 30+ countries**, from **30+ sectors** with **aggregate revenue Euro 81bn+**, fostering an effective access to capital as well represented by the **Euro 11.8bn+ total corporate transaction value achieved by Elite Companies**.*

- ***ELITE Club Deal***

An ELITE certified company, ready to raise capital, may have access to the ELITE Club Deal, ELITE own professional investor platform dedicated to Private Placement.

Bridging the gap towards the Capital Markets in an integrated environment, ELITE Club Deal is a private placement platform that streamlines the capital raising process for enterprises that successfully completed the ELITE Growth Programme, obtaining the ELITE certificate. ELITE gives these companies the opportunity to access multiple funding options, raising equity, convertibles and debt through private placement. ELITE Club Deal leverages on new digital technologies and on an extensive global network of professional investors, companies, corporate advisers and institutions. ELITE Funding platform taps into London Stock Exchange Group global network and financial market capabilities, it standardises the investment process, favouring deal flows less resource heavy and more skill driven.