

ADVANTIS

CONSULTING SERVICES



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ABOUT US

Finding solutions to important business problems

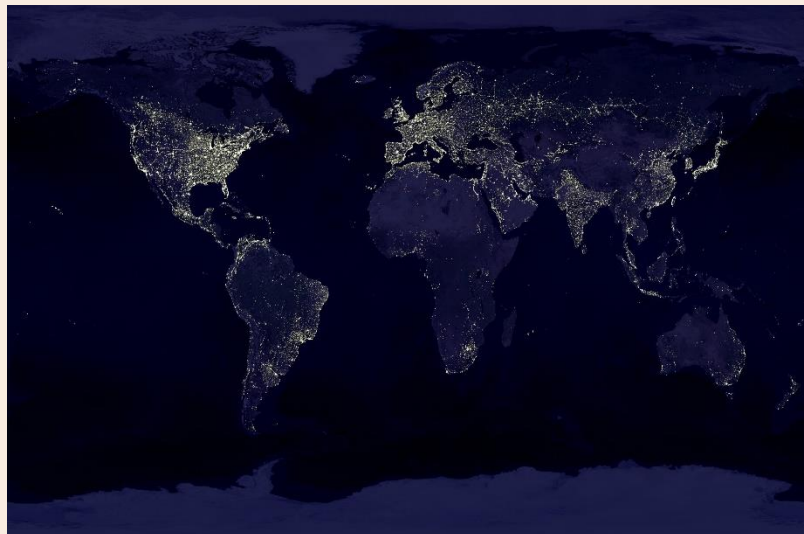
Our firm, Advantis Business Consulting (“Advantis”), offers consulting services in: strategy and operations, mergers and acquisitions, finance and accounting, IT, risk and compliance and human capital across all industry sectors.

We create value for our clients by improving operational performance and managing risk. Consultant experience ranges from international professional services companies to multinational businesses and are ready to share their expertise

Services

We have capabilities in:

- Strategy and Operations
- Mergers and Acquisitions
- IT
- Risk Management
- Human Resources



Team

We have senior professionals with experience in:

- International professional services firms
- Professional associations
- Start-ups

Industries

Our clients operate in a wide range of industries:

- Manufacturing
- Telecommunications
- Retail
- Energy & Utilities

ABOUT US

Mission and Values

Our mission is to build, along with our clients, the customized, sustainable and effective change which truly makes a difference.

WE NOT ME

We value the accomplishments of the whole rather than the individual, and believe that together we can accomplish more than we could separately.

For every project the client and Advantis are part of the same team with the same goal: the client's ultimate satisfaction.

TRUTH

We value ethics, fairness, honesty and integrity, and we tolerate no deviation regardless of circumstance.

COURAGE

Each client is different and with specific circumstances, therefore we do not believe in standard solutions. The courage to get "out of the box" is the way to find the ideal fit.

FOCUS

We measure our success by the success of our client. We provide our expertise and commit passionately in building sustainable value for our clients.

STRATEGY AND OPERATIONS

Delivering superior performance

We assist organizations in defining and implementing their business strategies, ensuring growth and allocating resources effectively and efficiently.

Stakeholder Management

We facilitate the strategic dialogue between senior management between senior managers and significant stakeholders in order to validate strategic initiatives. Activities include, but are not limited to:

- Identify and advice on stakeholders communication/relations
- Proactive stakeholder management



Strategy Design and Implementation

We assist organizations in defining and implementing their business strategies. Activities include, but are not limited to:

- Industry analysis, competitor assessment, customer analysis, revenue and profitability forecasting
- Development of the business model
- Business plan review and validation

Growth Strategies

We aim to provide growth opportunities in a challenging economic environment by achieving a balance between revenue and profitability through, but not limited to:

- Improving sales function effectiveness
- Reducing order to cash cycle duration
- Improving forecasting and demand management
- Segmentation of client portfolio
- Analyzing profitability and sales performance (e.g. customer, product, geography etc.)
- Defining pricing strategies

STRATEGY AND OPERATIONS

Delivering superior performance

We assist organizations in defining and implementing their business strategies, ensuring growth and allocating resources effectively and efficiently (continued).

Resource Planning

We take a holistic view of the impact that an endeavor can have on the entire organization and advise on projects such as, but not limited to:

- Redesigning/re-engineering business processes
- Optimizing working capital
- Reducing costs
- Redesigning and resizing organizations
- Outsourcing
- Restructuring



MERGERS AND ACQUISITIONS

Minimizing acquisition risks throughout the deal lifecycle

A great deal of acquisitions present significant risks and challenges that our consultants can help mitigate.

Commercial Due Diligence

We closely evaluate value creation, industry & market attractiveness, and assess competitive positioning through, but not limited to:

- Target identification
- Market analysis
- Customers analysis
- Business plan review



Operations Due Diligence

We evaluate the potential synergies that may arise from acquisitions in areas such as, but not limited to:

- Sales and marketing
- Procurement
- Production
- Logistics
- Supply chain management

Financial Due Diligence

We facilitate the comprehension of project targets, with regard to quality of earnings and working capital requirements, through in-depth analysis of income statements, balance sheets, cash flows, accounting policies and management estimates.

MERGERS AND ACQUISITIONS

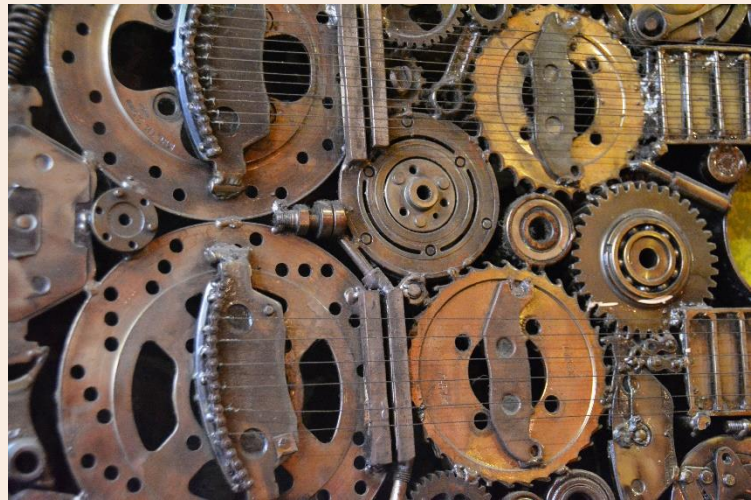
Minimizing the acquisition risks throughout the deal lifecycle

A great deal of acquisitions present significant risks and challenges that our consultants can help mitigate (continued).

Post Merger Integration (PMI)

We have the capacity to work from the inception of a deal all the way to post-transaction integration in order to exploit opportunities and synergies through, but not limited to:

- Pre-merger planning
- Operating model and PMI plan elaboration
- Program management and assurance



IT Due Diligence

We advise on, but not limited to:

- IT strategy
- Review of IT projects
- IT organization and service delivery
- OPEX and CAPEX
- Business applications
- Infrastructure (hardware, networks and communication)

FINANCE AND ACCOUNTING

Maximizing the potential of the finance function

Finance is an essential business partner performing insight, control and regulatory compliance roles. Our consultants can assist organizations in maximizing the potential of the finance and accounting functions.

Performance Reviews

The performance of a business is reflected by the financial statements, as well as financial and non-financial key performance indicators. Our consultants can:

- Analyze financial statements
- Design and calculate key performance indicators
- Analyze performance in the relevant context (e.g. business type, industry, economic environment, peers performance etc.)



Corporate Performance Management

Performance management systems are a must for the implementation of chosen strategies and for making the right business decisions. Our expertise covers:

- Budgeting and forecasting models and processes
- Management reporting – presenting the right information at the right moment to the right audience
- Performance management and rewards
- Costing and profitability

Finance Function Diagnostic and Improvement

We can assess the effectiveness and efficiency of the finance and accounting function by reviewing the following areas:

- Transaction processing and period-end closing/reporting
- Working capital management
- Budgeting, planning and forecasting
- Tax management
- Asset management
- Internal and external reporting
- Organisation/skills

IT

Managing IT risks

Despite being a source of competitive advantage and a critical resource for any organization, IT systems can also be one of its main vulnerabilities.

IT Risk Management

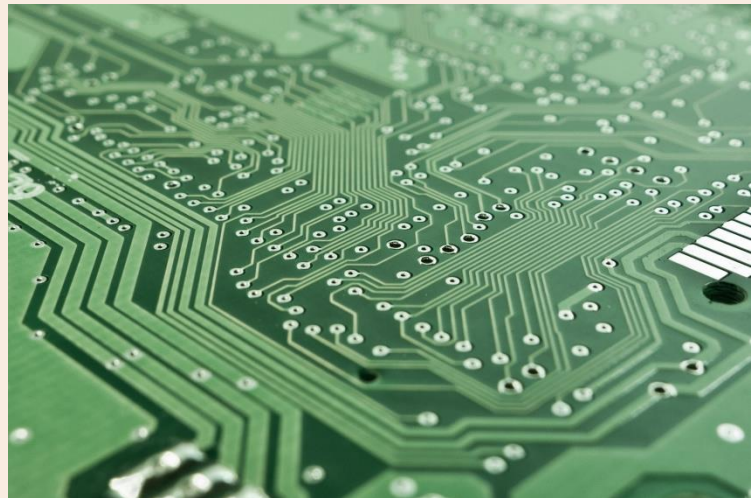
Understanding risks is essential to being able to efficiently and effectively create a secure IT / IS environment. We can help in:

- Implementation of information security management systems (e.g. ISO 27001)
- IT security reviews
- Penetration testing

Define Scope, Choose Systems and Vendors

Having well defined business requirements is a must for successful implementation of any large scale IT system. Our consultants can help in:

- Defining and validating business requirements
- Evaluating IT systems and vendors



Manage IT projects

Our consultants provide support in managing business beneficiary requests in IT related implementation projects, as well as adding value in systems implementation projects through, but not limited to:

- Project/program office
- Quality Assurance
- Go-live readiness evaluation
- Managing System Acceptance
- Post-implementation reviews

HUMAN CAPITAL

Aligning HR to strategy

We cover a wide range of competencies in human resource consulting and change management. Our consultants can fill in high level roles within the client organization as a result of their significant experience in management positions.

Human Capital Consulting

People are at the forefront of any change initiative. Our consulting solutions support the implementation of change through, but not limited to:

- Evaluation of managerial competencies
- HR strategy design
- Definition of roles and responsibilities
- Design of performance based compensation and reward schemes
- Contingency and succession planning

Interim Management

We can cover key positions in organizations through the deployment of our consultants to fill in the roles of:

- Chief Executive Officer
- Chief Marketing Officer
- Chief Finance Director
- Chief Fraud Officer
- Chief Compliance Officer
- Chief Internal Audit Officer
- Chief Information Officer



Change Management

We have experience in managing large-scale transformation programs. Our capabilities include, but are not limited to:

- Management of organizational transformation initiatives
- Project/program office
- Assessment of corporate culture and readiness for change
- Design of communication plans
- Transformation program audit

RISK AND COMPLIANCE

Managing risks in an effective way

Our consultants bring in the best in-class expertise in risk management, validated through high profile engagements and significant industry experience. We also provide financial audit services through our network of partner firms.

Business Risk Management

We advise organizations of effectively managing business risks through, but not limited to:

- Enterprise wide risk assessment
- Design of integrated risk management systems
- Internal control system improvement
- Business continuity planning



Fraud Risk Management

We help organizations manage fraud risks through, but not limited to:

- Fraud risk assessment
- Fraud identification
- Forensics

Financial Audits

Our auditors perform financial audits and special purpose engagements:

- Statutory audit
- IFRS, US GAAP or group standards financial statements audit
- Compilation of financial statements prepared in accordance with IFRS, US GAAP or group standards

CONSULTANTS

Senior professionals with real world experience

Our team of consultants is lead by:

EUSEBIU TILEA, EMBA



Eusebiu has over 21 years experience in management consulting with a focus on large scale organizational transformation, business planning and operational performance improvement. Eusebiu managed the consulting directorate within Telekom Romania until 2016. He has led a significant number of large scale projects such as: business processes re-design, ERP systems implementation, corporate performance management, change management and organizational design. Eusebiu holds an Executive MBA degree from the Academy of Economic Studies (ASEBUSS) and the University of Seattle.

DAN IANCU, GXMBA, FCCA



Dan has over 22 years experience in management consulting. He led projects for large companies in Romania and CEE. Prior to joining Advantis Dan was a consulting partner in an international professional services firm being responsible for projects in the area of financial and commercial due diligence, feasibility studies, costing and budgeting etc. His areas of expertise are: strategy, organization design and restructuring, systems implementations, internal controls, business process improvement, financial reporting and controlling, risk management and financial modeling. His professional qualifications include Fellow Chartered and Certified Accountant ("FCCA"), Financial Auditor ("CAFR") and Expert Accountant ("CECCAR"). He holds an Executive MBA degree from the IE Business School in Madrid.

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