

Globalturk
capital 15TH YEAR



**A UNIQUE INVESTMENT MANAGEMENT
AND ADVISORY BOUTIQUE**

**IN YOUR LOCAL AND CROSS-BORDER
M&A TRANSACTIONS AND INVESTMENTS**

a member firm of



GO BEYOND BORDERS

Companies are being challenged by transforming their mindset from thinking and acting locally, to going global in many alternative ways. The need for diversification and digital transformation in this unprecedented tech driven era is forcing companies to look for growth opportunities globally. M&A is expected to boost exponentially worldwide through such developments.

Going global means more interaction with companies and investors outside their home countries via commercial transactions, setting up joint ventures via equity partnerships and raising capital through partnering with strategic, private equity or venture capital investors. Capital is no longer under the domain of Western markets only, but exists in emerging markets as well where western companies can also benefit from.





In today's operating environment, there is a serious urge for companies and hence their shareholders to constantly seek ways **to grow via partnerships and acquisitions** not only in home countries but in **new geographies** such as emerging markets and utilize all means available for accessing international capital. However this requires, among other things, setting the right strategies for growth internationally, systematically exploring markets, products and service offerings, transparency, corporate governance, independent auditing, professionalism, detailed budget planning and monitoring the progress, reporting and preparations and monitoring of 5-year business plans.

We believe that it is a good practice for UK, Turkish, European, US and emerging market companies to be prepared at all times to **think and act global** and do their homework accordingly. This is not something a company and especially a mid-size one can achieve overnight but can take weeks or months of preparation **under the close guidance of an expert international business development and M&A advisors.** It continues after the interaction with the foreign target company or investor also since the need doubles in the post investment period. It may seem difficult to cope with but something that cannot be affordable to act otherwise.

We are here to assist and guide companies in their challenging journey to expand their reach beyond borders.

ABOUT US

We are a boutique international business development and mergers and acquisitions advisory and investment firm located in London and Istanbul.

Our overall practice encompasses pre & post investment management and advisory services covering sell and buy side cross-border and local M&A advisory between the UK, Turkish, European, US and emerging markets firms primarily for the small to mid-market companies. We focus on local and international acquisition projects for our large corporate and private equity fund clients and serve them in their strategic and international business development efforts and investments through M&A.

We engage and align ourselves with our clients as their long-term partners by acting as their dependable expert, guiding them through during such transactions.





When significant cultural differences exist between the partners, although may not be apparent at first instance, addressing them and harmonizing the relationship can be much more challenging. We know for a fact and understand that such partnerships are quite delicate in nature and needs to be handled with utmost care without taking it for granted by both parties.

We assist and guide our clients to minimize tension areas and critical issues both before and after the M&A transactions are completed. Our main goal is not just act as a pure advisor but to assist our clients by taking **active hands-on roles** at the board levels on behalf of them, with a professional yet candid approach towards their partners. We work to eliminate the miscommunication and business issues starting from the pre-investment period, which might potentially pose problems between the partners during the post investment period; or whenever during the life of their partnership.

We have a vast network and close acquaintance with UK, Turkish, European, US and emerging markets business and investment communities, local and multinational NGOs, trade and financial associations, governments and universities to trigger when and where applicable to assist our clients.

We keep ourselves up-to-date with the developments in the **mobile-digital world, augmented reality, IOT, blockchain, machine learning and artificial intelligence**, to facilitate the utilization of such technologies for our clients to do business globally in the world of digital natives and human diversity in the work force.

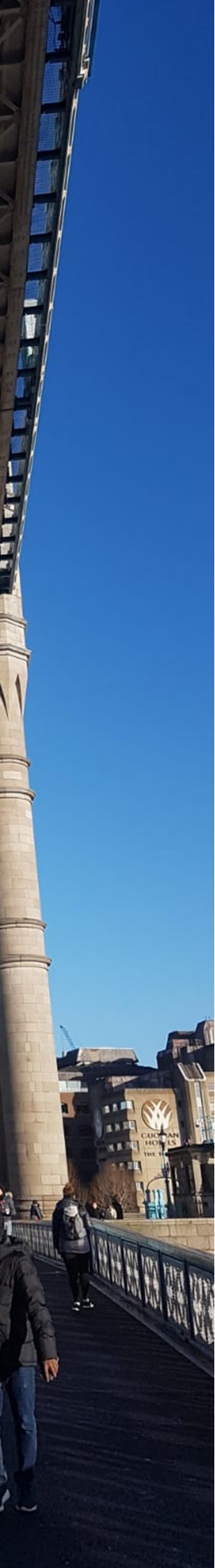
Rationale

The challenging cross-border M&A environment between UK, Turkish, European, US and emerging markets economies **needs well qualified advisors**, who understand business practices and cultural behaviours. In addition such advisors should be able to serve the needs of both small to mid-market companies, large multinationals and private equity funds at the same time in today's uncertain environment which has become a global motto.

While companies, large or small, are looking to expand in emerging markets, new types of buyers are emerging from China, India, Korea, Russia, Turkey and Brazil. These buyers are looking for companies to acquire in the UK, Europe and US.

Globalturk Capital understands these dynamics and fills this huge gap of advisory needs by covering for the desires of such players by strategically positioning its business in London and Istanbul and through the **global network** of its business and investment partners.





Philosophy

We assist our clients, which require quite an **extensive comprehensive and practical know-how** and experience in managing such **cross- border investments** and operations both prior to and after transactions.

Our specialty is to minimize tension areas and critical issues for our clients, which may arise during the **post transaction period** by focusing our efforts in the very details from a practical point of view prior to closing.

We work diligently to identify issues so that the joint entity progresses **professionally** and **transparently** by the rules and understandings set forth during the long pre transaction phase.

Positioning

We position ourselves to act between UK, Turkish, European, US and emerging markets small to midsize companies who wish to **grow beyond borders** in their respective countries. We take hands-on board level roles to actively act as an intermediary between the newly wed shareholder groups for the partnership to move smoothly.

We support when there is a serious need for board level step-in situations to put the relationship and the investment back on track or simply when a consensus needs to be achieved between different shareholder groups.

With many high level **managerial, financial, technical, communication and interpersonal skills** and with the ability to take challenges, we guide the process forward for a transparent and problem free partnership.

WHO WE SERVE

Knowing how the global financial and investment community as well as multinationals and small to mid-cap companies behave and having worked with the UK, European, US and emerging markets entrepreneurs, professionals and investors for many years at various capacities and in **UNCERTAIN** environments.

we position ourselves to serve:

UK, Turkish, European and US Companies and Private Equity Investors - who already have stakes in emerging markets and/or are planning to grow via mergers and acquisitions.

We work directly with such clients advising them at the board levels of their current or prospective portfolio companies and joint ventures as a hands-on advisor / co-partner and support them during the pre and post investment period.

Emerging Market Entrepreneurs who already have partnerships with foreign investors and who are preparing to partner with and/or go public, or expand internationally organically and/or via M&A.

We assist entrepreneurs/shareholders at the board level in preparing them to raise capital through an IPO or from private equity/venture capital investors or partnering with strategic investors or selling their companies.



SERVICES

Our main goal is to assist our clients in their most delicate M&A transactions during the pre & post investment periods by taking active hands-on roles as advisors / co-investment partners diligently with full professionalism.



STRATEGIC / PRIVATE EQUITY INVESTORS



Pre-Investment

- Search for M&A Targets
- Term Sheet/MOU/LOI Drafting and Negotiations
- Due Diligence Coordination
- Shareholders and Management Assessment
- Internal Communication Assistance during the Process
- Assessment of Past Financials
- Business Plan & Valuation Assessment
- Assessment of Exit Alternatives
- Investment Vehicle Structuring Advisory
- Negotiation Support
- Transaction Agreements Drafting Support
- Closing Support

Post-Investment

- Board Structure Establishment
- Interim Operational Management
- Finalizing New Management & Key Personnel Assignments
- Clarification of Roles, Responsibilities and Accountabilities
- Finalizing Strategies, Operating Plan and 5-yr Business Plan
- Assistance in Defining and Assigning Targets for Key Budget Owners
- Assistance in Setting Up Performance Appraisal Systems
- Assistance in Setting Up Financial Reporting & Monitoring Systems
- Assistance in Improvement of Operational Performance & Efficiency
- Strategic and International Business Development
- Raising Debt or Equity Financing at Any Time
- Exit Preparations
- Management of Exit Process
- Corporate Communication Assistance

ENTREPRENEURS



CONNECTION
DEVICES
SECURITY
COMPUTER
INFORMATION
NODES
ROUTER

ARCHITECTURE

PROTOCOL

COMMUNICATION

INTERFACE

WIRELESS

DATA

SWITCH

CABLES

ARCHITECTURE | COMMUNICATION | INTERFACE | PROTOCOL

Pre-Investment

- Assessment of the Current Status
- Clarification of Vision, Strategy , Targets and Business Plan
- Company and Business Structuring Advisory
- Interim Professional Management
- IFRS Representation of Financial History, Audit Preparations
- Business Plan Preparation Support
- Defining Funding Needs
- Assessment of Funding Alternatives and Timings
- Valuation and Partnership Structure Assessment
- Coordination of Financing/Capital Raising, IPO and/or M&A Process
- Corporate Communication Assistance

Post-Investment

- Monitoring Post-Closing Transactions
- Board Structure Establishment
- Interim Operational Management
- Investor/Shareholder Relations
- Finalizing New Management & Key Personnel Assignments
- Clarification of Roles, Responsibilities and Accountabilities
- Finalizing Strategies, Annual Operating Plan and Business Plan
- Assistance in Defining and Assigning Targets for Key Budget Owners
- Assistance in Setting Up Performance Appraisal Systems
- Assistance in Setting Up Financial Reporting & Monitoring Systems
- Assistance in the Improvement of Business Processes, Operational
- Performance & Efficiency
- Strategic and International Business Development
- Raising Debt or Equity Financing
- Corporate Communication Assistance

Global Experience of Globalturk Capital's Business Partners

EUROPE

- Belgium
- Bulgaria
- Denmark
- Finland
- France
- Germany
- Greece
- Italy
- Poland
- Portugal
- Romania
- Spain
- Sweden
- Switzerland
- **Turkey**
- Ukraine
- **United Kingdom**

MENA

- Algeria
- Iraq
- Kuwait
- Libya
- UAE

ASIA

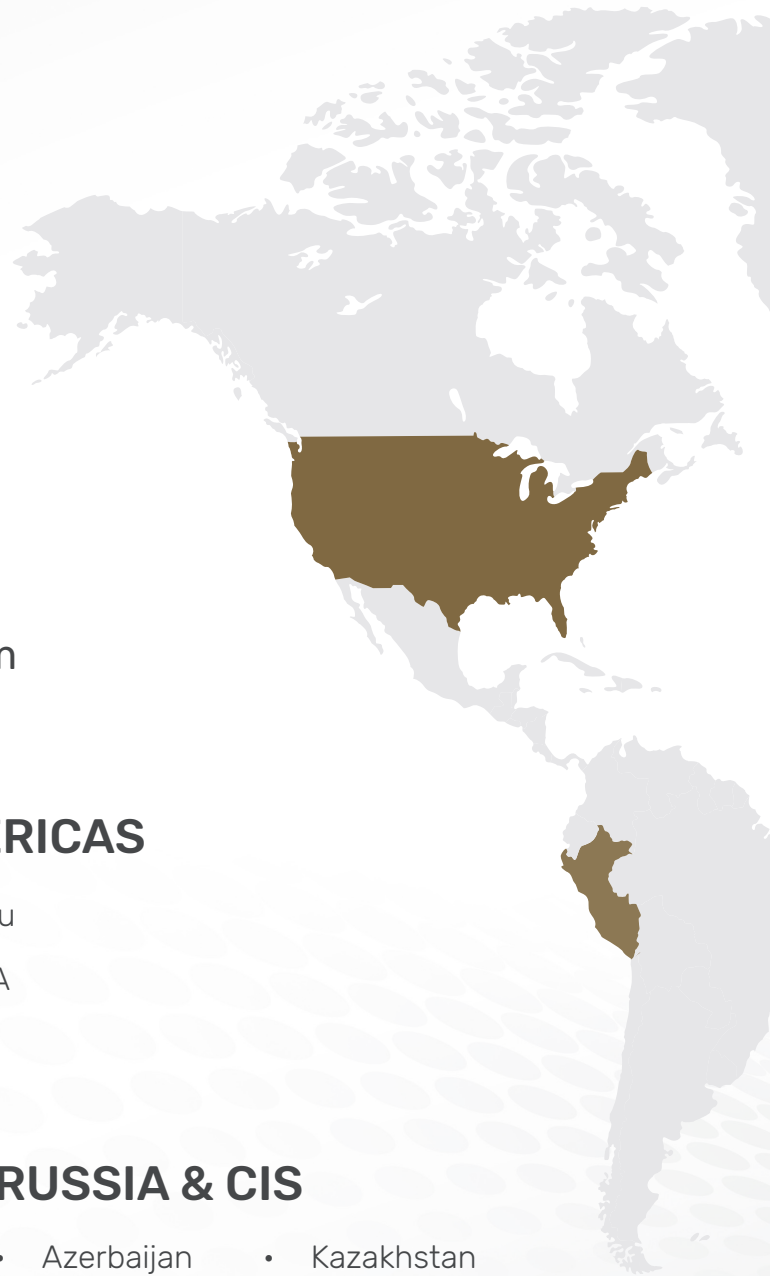
- China
- India
- Indonesia
- Japan
- Pakistan

AMERICAS

- Peru
- USA

RUSSIA & CIS

- Azerbaijan
- Georgia
- Kazakhstan
- Russia



High-level access to global business
and investment community

A dynamic, hands-on and expert team

Extensive know-how and experience in
more than **30 countries**



OFFICES

London & Istanbul



- GPCA (formerly EMPEA) announced the appointment of Baris Oney, Founder and Managing Partner of GPCA Member Firm Globalturk Capital, as **GPCA Country Representative** – Turkiye in February 2017. This was the first country representation of GPCA outside of the US. Baris Oney, further is the GPCA's **CEE Leadership Council Member**.
- GPCA is the global industry association for private capital in emerging markets headquarters in New York (formerly in Washington D.C.).
- An independent non-profit organization with over 300 member firms, comprising institutional investors, fund managers and industry advisors, who together manage more than US\$2 trillion of assets in more than 170 countries across the globe.
- Globalturk Capital has been **organizing annual gatherings with GPCA** in Istanbul and London since 2015 as The Annual Executive Briefing on Private Capital in Turkiye and Environs, which hosted Vice President and Ministers of Turkiye and UK, along with representatives from global and regional private capital funds including private equity, private credit, venture capital, DFIs, LPs and GPs, as well as international asset managers, hedge funds and the like.

* *The Global Private Capital Association – New York / www.globalprivatecapital.org*

Globalturk Capital's Close Association with GPCA* (formerly EMPEA)

Globalturk
capital

GPCA
Global Private Capital Association
formerly EMPEA

- The London events have been organized in association **with the London Stock Exchange Group**, at the London Stock Exchange, where public market investors also showed interest, especially to get an opinion on private capital's exit pipeline via IPOs.
- Arranged **Investor Roundtable Conversations** with the President and Vice President of Türkiye as well as Minister of Economy of Türkiye and the UK, and with the President of President's Investment Office in New York, Washington DC, London and Istanbul between 2015 and 2024.
- Organized numerous **online webinars / brainstorming sessions** with the private capital investors, where the Deputy Ministers of Trade, Industry and Technology and the President of the President's Investment Office have attended.
- Has been organizing **Türkiye panels since 2012 at the Global Private Equity Annual Conference by IFC and GPCA** in Washington DC and New York and invited prominent LPs, GPs and Government Entities to discuss the Private Capital investment and exit opportunities in Türkiye and environs.

Why Globalturk Capital?



To identify the right growth strategy for you - domestically and beyond borders - and to structure the appropriate funding model

Globalturk Capital possesses the most relevant know-how and international experience in building the strategic business development and growth model and structuring the financial plan for the needed funding requirements. With its own unique systematic modelling approach, it helps your company to finance its growth through partnerships and long-term debt instruments and sheds light to your future.



To assess your company for an acquisition and prepare for it, learn the value of your company and complete the transaction

With Globalturk Capital, you can take a snapshot of your company, determine what needs to be done prior to the sale and take necessary actions. You can learn what it requires to improve your company value and work towards achieving to close a transaction with an optimum share price.



To understand the way Private Equity and Private Debt Funds work, access the funds and get investment

With Globalturk Capital, you can access Private Equity and Private Debt Funds who invest in emerging markets at the highest levels. You can partner with Private Equity and Private Debt Funds through Globalturk Capital's unique business model.



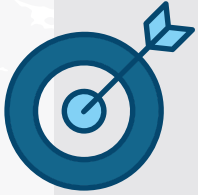
To partner with a strategic foreign multinational company who will add a considerable know-how and international market reach for your business

With Globalturk Capital, you can get introduced to the leading multinational companies in your sector with the right approach and establish fruitful partnerships in line with mutually acceptable goals.



To grow by acquiring companies particularly in UK, Europe, US, Turkiye and emerging markets in different sectors or merge with them to diversify risks in your current business portfolio

With Globalturk Capital, you can find relevant targets alongside your objectives, analyse and evaluate these companies and set up appropriate M&A approaches to complete the transactions



To facilitate the market entry of multinational and large international companies in Turkiye and abroad via acquisitions and investments

With Globalturk Capital, you can find relevant target companies, set up appropriate M&A approaches to enter the market that you aim to become a prominent player



To find a suitable funding to realise your acquisitions locally and beyond borders

With Globalturk Capital's international experience and high-level network within the global business and investment community you can raise capital and/or debt from local and global sources to achieve your acquisition goals to successfully achieve your acquisition goals.



To manage shareholder conflicts and exit advisory

With Globalturk Capital you can resolve conflicts between shareholders, either between family members or partners. You can further manage conflicts between founding shareholders and foreign strategic and private equity investors by managing expectations and unpleasant outcomes during post investment periods. Also manage exit processes, where private equity investors wish to exit after certain period of time post their investments, which requires a much more delicate handling than a standard M&A process.

Globalturk Capital in its 13th year in business, and with its close high-level relationships with GPCA (formerly EMPEA), the London Stock Exchange Group, international business and investment community coupled with its most experienced team encompassing more than 100 years of collective experience, helps you successfully close your transactions.

Globalturk Capital: Your Trusted Long-Term Global Growth Partner

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