

## — Growing with you —

Presentation of IBP's offer and capabilities

*May 14, 2015*



Montréal - São Paulo - Paris - Cologne - Madrid - Casablanca - Tunis - Moscow - New Delhi - Jakarta - Singapore

## Introduction

### IBP in a nutshell

- ❑ IBP, founded by **Erik Catala** in 2011, is a professional services firm dedicated to **supporting companies willing to grow internationally** through organic and non organic growth.
- ❑ IBP provides **advisory services** and has also a dedicated **M&A team** working directly with clients or on behalf of financial institutions such as **Sabadell Corporate Finance**, for whom IBP is an official partner.
- ❑ IBP is present through local offices in France, Spain, Brazil, Tunisia and Indonesia. It also relies on a network of partners providing access to over 40 countries. In addition, it relies on its own network of industry experts.

Link to the presentation of IBP services:  
<https://www.youtube.com/watch?v=KmEMQ9mUi4Q>



## References

IBP has accompanied more than 300 companies and institutions as part of M&A, screening, introductions and commercial development projects. Hereafter some references:

### Infrastructures



### Transport



### Automobile



### Industries



### Engineering and TMT



### Consumer goods



### Services



### Retail



### Institutions & Investments



## Industries



### Automobile



### Aerospace and defence



### Infrastructure and Transportation



### Distribution and Consumer goods

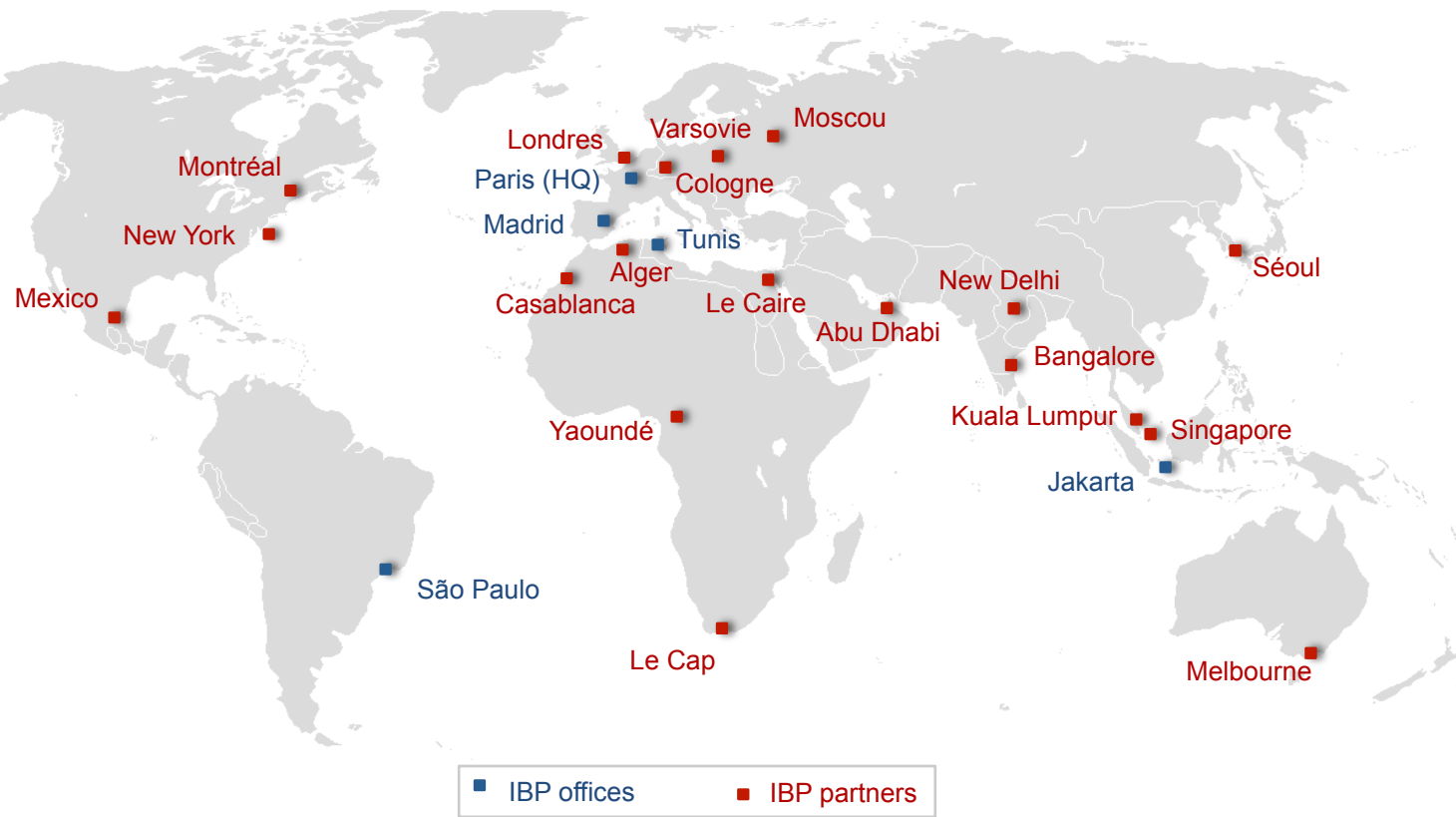


### Telecom, Media & Technology



IBP relies on a network of independent experts in those industries.

## Network



We have a wide network of partners across all continents.

## Value Proposition

Our focus:  
**Growth and International  
Development**

Organic growth

Non organic growth (M&A)

1 Market exploration and research

2 Advisory services

3 Implementation (e.g. selection of partners and distributors)

4 Screening and analysis of M&A targets

5 Due diligence, Reverse due diligence  
(preparation to selling / raising funds)

6 Optional: Satisfaction surveys  
• Customers: loyalty, trust  
• Employees: social climate, motivation

7 Task force dedicated to the  
management of Growth

## Services

	Consulting	M&A	BusDev
Market research	✓		
Business Intelligence	✓		
Missions	✓		
Screenings		✓	
Support during negotiation		✓	
Legal aspects		✓	
Due Diligence		✓	
Market Analysis			✓
Identification and selection of distributors			✓
Commercial development			✓



We integrate all the capabilities required to help our clients grow.

## Partners and resources

### Partners

- ❑ IBP is a partner of the international network LEADERSHIP FACTOR for satisfaction surveys of customers and suppliers ...
- ❑ IBP works closely with several institutions and sectorial federations.
- ❑ IBP is a partner of SABADELL CORPORATE FINANCE, M&A department of BANCO SABADELL, 5<sup>th</sup> Spanish bank.



### Resources

- ❑ IBP uses various tools such as a professional database.
- ❑ IBP has its own telemarketing platform through its Ace Export branch. Based in Tunisia, it relies on highly qualified operators who speak French, Arabic and Spanish. IBP is able to establish and qualify databases, identify targets and generate large numbers of appointments. We have leveraged this platform in many B-to-B operations for French and foreign companies & institutions.





## Team (1/2)

### ERIK CATALA



#### CEO – MADRID – PARIS

- ❑ 20+ years experience
- ❑ Europe, CIS, South America, SE Asia, Maghreb
- ❑ Trilingual FR, EN, ES
- ❑ Master of Sc. Economics Paris I

#### INDUSTRY AND FUNCTIONAL EXPERTISE

- ❑ Automotive, Agro industry, Mechanical engineering Industries, Infrastructure and transportation, Distribution and Consumer goods
- ❑ Project Management, Strategic Marketing
- ❑ Marketing and sales, Product Development, Launch Management.

#### SELECTION OF PROFESIONNAL EXPERIENCES

- ❑ Business development: International Development of major companies in Automotive, Aerospace, Engineering, and Technology Media Telecom..
- ❑ Organisation of B to B events for European contractors in Automotive, Aerospace and Agro industrial sectors.
- ❑ Screening and cross border Merger & Acquisitions - France, Spain, Germany, Uk, USA, Brazil and Maghreb.
- ❑ Marketing and sales of industrial equipment's in Europe, South America, Indonesia and Maghreb.

### SAMUEL LACHAUD



#### FINANCE – BUSINESS CONSULTING MADRID - PARIS

- ❑ 15 years experience in M&A
- ❑ Europe, South America
- ❑ Trilingue FR, EN, ES
- ❑ European Business Programm – ESC Bordeaux

#### INDUSTRY AND FUNCTIONAL EXPERTISE

- ❑ Aerospace, Transportation, Engineering, IT
- ❑ M&A, Due Diligence & Reverse Due Diligence, negotiations
- ❑ Project Management, Strategic Marketing

#### SELECTION OF PROFESIONNAL EXPERIENCES

- ❑ Screening and cross border Merger & Acquisitions - France, Spain, Germany, Uk, USA.
- ❑ Fund Raising
- ❑ Due diligence, reverse due diligence
- ❑ Partnership with SABADELL CORPORATE FINANCE
- ❑ Marketing and sales of industrial equipment's in Europe, South America, Indonesia and Maghreb.

## Team (2/2)

### JEAN HAGUET



#### CONSULTANT, EXPERT TMT - MADRID

- ❑ 20+ years experience in TMT
- ❑ Europe, USA, Middle East, Africa
- ❑ Trilingual FR, EN, ES
- ❑ MBA INSEAD, Science Po Paris, City University (London)

#### INDUSTRY AND FUNCTIONAL EXPERTISE

- ❑ Telecoms (focus on network operators), Media, Internet
- ❑ Business strategy, Marketing, Product Development, Distribution, New Business Development, Launch Management
- ❑ Freelancer for Roland Berger, Delta Partners, Arthur D. Little since 2012

#### SELECTION OF CONSULTING PROJECTS

- ❑ Development of new wireless services and of indirect channels in Saudi Arabia
- ❑ Definition of a program to optimize sales in the regions for a Saudi mobile operator
- ❑ Program Management for the launch of 3G in Iran
- ❑ Due diligence in the Unified Communications area in France
- ❑ Strategic audit of the prepaid business in Spain
- ❑ Marketing strategy and launch of an MVNO in France
- ❑ Turn-around strategy for a web portal in Morocco
- ❑ Business plan for an ISP activity in Egypt

### DENIS BREBANT



#### CONSULTANT, EXPERT AEROSPACE - PARIS

- ❑ 30+ years experience in Defense
- ❑ Europe, ASEAN markets, Latin America
- ❑ Quadrilingual FR, EN, ES, PT
- ❑ HEC

#### INDUSTRY AND FUNCTIONAL EXPERTISE

- ❑ Defense and Aeronautical sectors
- ❑ General Management, Chief finance officer, Business strategy
- ❑ Deputy to senior VP Mergers and acquisitions

#### SELECTION OF PROFESSIONAL EXPERIENCES

- ❑ Senior VP Strategy – EADS (AIRBUS GROUP) Space & Defense
- ❑ SOFEMA – a subsidiary of french major aerospace and defense industries – dedicated to defense and high technology export and international business development
- ❑ EADS) Espace et Défense: Identification and monitoring of acquisition projects for this division, related to space and propulsion systems.
- ❑ Senior sales and contract manager at MATRA SA Military Branch; and head of Offset programs. Mirage 2000 contract in Greece
- ❑ Marketing and sales of ATR 42 and 72 seaters regional aircraft. Major sales in Australia, Thailand and other countries in the region. .