

CEO advise GmbH

Company Presentation

Fritz B. Hoering
Managing Partner
CEO



CEO advise GmbH

Business Development
Interim Management
Executive Consulting
Corporate Finance

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CEO advise LLC Overview

- Founder: Fritz B. Hoering, founded 2007
- Corporate headquarters: Forstern (near Munich), Germany
- Business purpose: Business Development, Consulting
- Consultants: 5 Partners, 55 honorary consultants
- Offices and partner offices:
 - New York (NY) and Charleston (SC), USA
 - Zurich, Switzerland
- Equity investments in
 - Most Exclusive Association Inc., Atlanta (GA), USA
 - s'Hexle GbR , Stuttgart, Germany and others



CEO advise Consulting Focus

- Business Development in Germany, USA and CH
- Interim management (direct and provider)
- Corporate Finance (PE, VC and M&A)
- International investor agency
- Executive Consulting and Coaching



CEO advise Service Focus

- Local and regional company representation
- Exclusive Services, Universal Exports

Business Development (Content)



- Company and branch launching
- Commission based sales and deal making
- Expansion incl. staff selection, sourcing
- Product launches incl. marketing
- Initial business contacts incl. project management
- Start-up and growth management support
- Sales and technology trainings
- Sales concepts, new distribution channels
- Growth strategies for young and portfolio firms
- Sales promotion and marketing incl. concepts





Business Development (2)

- Active involvement:
 - Deal making
 - Leading challenging negotiations
 - Interim Management
 - Achievement of sales and contract targets
 - Innovation management
 - Product enhancements and localization
 - Case individual market research and studies
 - Executing company/branch set-up
- Knowledge transfer
- Enabling the future – enabling a future





Business Development (3)

- Industry focus
 - Media technology, digital signage, automation technology
 - Information technology, Internet, ecommerce and services
 - Telecommunication, infrastructure, mobile applications
 - High Tech (micro technology, semiconductor, chips etc.)
 - Renewables, Cleantech, healthcare, food and FMCG

- Geographical focus
 - Europe (Western and Eastern)
 - Switzerland
 - USA
 - Other regions on demand





Interim Management

- Interim management (up to C-level)
 - Representation on general meetings, conferences and events
 - Help outs (ongoing recruiting, but opening not staffed)
 - Replacements (after the departure or release of a manager)
 - Project management to meet time and budget
 - Management of special projects, special situations in start-ups
 - Crisis management, re-skilling e. g. after a take over
 - Integration management (pre and post merger)
 - Culture change, manager preparation or accompaniment
 - Innovation management (new systems, processes etc.)
 - Management of intercultural or interdisciplinary projects
 - Stand in at sudden events (death or handicap of a manager)



Executive Consulting

- Executive Consulting
 - Individual consulting of entrepreneurs, executives and managers
 - Business and private coaching incl. leadership consulting
 - Sparring: Situation check, decision check , assessments, pinpointing alternatives
- Outsourcing consultancy
- Team building, also on C-level
- Culture consulting
- Emotional intelligence, social competence
- Work-life-balance
- Confidentiality guaranteed



Corporate Finance incl. M&A



- Capital sourcing for Companies
- Investment searches for investors
- Für all clients:
 - Development of a precise search profile
 - Structuring of the investment process
 - Identification of utmost multiple investment options
 - Evaluation of the investment targets
 - Methodical condition optimization (e. g. SWOT, competition)
 - Navigation and execution of the due diligence
 - Negotiations and closing
 - Post merger integration
 - Team building, trainings, re-skilling





Corporate Finance (2)

- Investment targets
 - Small to medium companies, where required large companies (revenue € 0 Mio. - € 100 Mio.)
 - Start-up, growth financing (Primaries & Secondaries)
 - Multinational non core areas and subsidiaries
 - Succession arrangements, reorientations
- Industry focus:
 - High Tech, IT, Telecom, ecommerce
 - Renewables, Cleantech, healthcare
 - Food, FMCG
 - All services, incl. non IT based
 - No software





Corporate Finance (3)

- Transactions with involvement of Fritz B. Hoering
 - Sale of a Prime Standard company (IT)
 - Merger of two independent group division to a Inc. (IT)
 - Acquisition of a German firm for a Swiss Inc. (IT)
 - IPO preparation (IT), Spin-off of a corporation (IT)
 - Acquisition of a French Inc. for a US group (Telco)
 - Sale of an operating company (aviation)
 - Equity investments of a group Holding in publishing companies
 - Integration of smaller technology firms (Media, energy)
 - Acquisition of a operations company (Solar technology)
 - Multiple PE/VC consulting projects (FMCG, Food, Recycling)



Corporate Finance (4)

- Private Equity / Venture Capital network
 - Technology funds
 - Cleantech funds
 - Investment firms
 - Classic Private Equity firms
 - Classic Venture Capital firms
 - Privat banks
 - Family Offices
 - Wealth management
 - Privat investors
 - Own equity investments



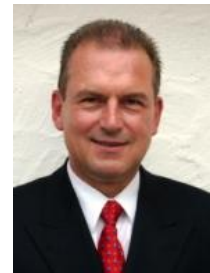
Services

- Local and regional company representation
- Exclusive Services
 - Guidance for exclusive real estates and journeying
 - Guidance on and procurement of exclusive products
 - Other exclusive services of all kind
- Universal Exports
 - Export and import escorts by suitable specialists
 - Transport of confidential documents, even overseas
 - Confidential checks, reference checks
 - On site check and control of given commitments
 - Check of political feasibility and practicability
 - and more



Profile Fritz B. Hoering

- Fritz B. Hoering has a longstanding industry experience as CEO, Managing Director and Board member in international companies operating in Germany, Switzerland and USA:
 - Since 2007 CEO / Managing Partner, CEO advise GmbH
 - Since 2006 Advisor of Most Exclusive Inc., Atlanta, USA
 - 2004-2006 CEO, my-con AG, Stuttgart, Germany
 - 2002-2004 Board member, Secunet AG, Essen, Germany
 - 2001-2003 CEO, Deutsche Post Signtrust GmbH, Bonn, Germany
 - 1999-2001 Board Member, Mediacrypt AG, Zurich, Switzerland
 - 1999-2000 CEO, Ascom iT_SEC AG, Zurich, Switzerland
 - 1996-1999 Director Accenture AG, Zurich, New York
 - 1995-1996 Managing Director AT&T NCR AG, Zurich, Switzerland
 - 1992-1996 Managing Director AT&T GmbH, Munich, New York
 - 1986-1991 Siemens AG, Munich, Santa Clara, USA, diverse jobs





References

- References CEO advise GmbH (selection)



VLJ Airtaxi



- References of Fritz B. Hoering





Summary (USP)

- Aktive involvement in business development
- Individuality and flexibility makes customers happy
- Interim management (replacements) without a provider
- Integrated thinking and acting: Networking is working
- Not only consultant, but partner of our clients
- Classic M&A combined with individual consultancy
- Offering special services and accepting smaller projects
- Scalable projects along with need, time and budget
- Our biggest strength is target driven implementation –
that is by what we love to be measured!



What our clients say ...

CEO advise

- ... offers experienced managers with practical experience
- ... conducts general diagnosis and solves as specialist
- ... has anchored a lasting desire for change
- ... has trusted change managers
- ... acts as mediator and mentor at the same time
- ... works integrated (no project feeling)
- ... performs excellent practical implementation
- ... leads the change processes very smoothly
- ... delivers in time and budget

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