

# THE M&A ADVISORY PROCESS

CUSTOMIZED BEST PRACTICES APPROACH PERFORMED  
BY COPULA CAPITAL ADVISORS OOD



End 2011

# OVERVIEW

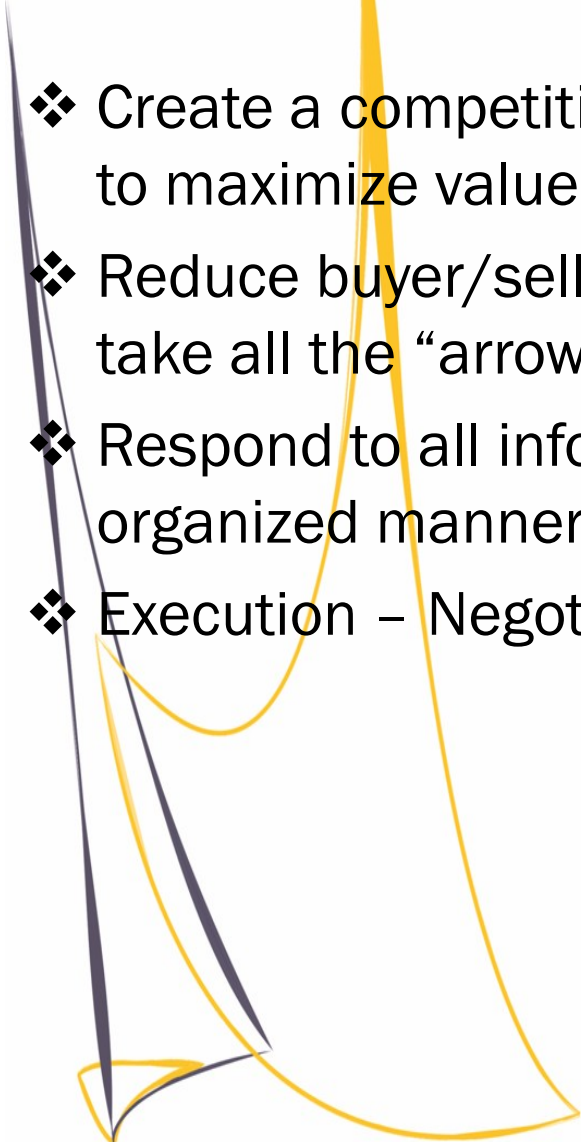
The sale of a business is a complex process involving many different aspects. It is a must that all parties involved have to responsibly appreciate the complexity of this endeavor, called M&A deal. In managing the sales process we always work according to our timeline. This timeline includes various milestones along the way to assure that we meet our objectives timely and monitor the overall progress.

The intent is to maximize sales value by reducing the number of bidders to just legitimately interested and qualified parties and to be as efficient as possible with everyone's resources.

# WHAT WE DO AS ADVISOR

- ❖ Perform a strategic analysis of alternatives;
- ❖ Evaluate marketplace;
- ❖ Work with your Company to set realistic expectations;
- ❖ Create marketing materials;
- ❖ Execute marketing plan;
- ❖ Maintain an orderly and efficient sales process;
- ❖ Drive the process, head off any problems and resolve conflicts;
- ❖ Maintain the due diligence process;

# WHAT WE DO AS ADVISOR (2)

- ❖ Create a competitive environment among potential buyers to maximize value;
  - ❖ Reduce buyer/seller friction: act as an intermediary and take all the “arrows”;
  - ❖ Respond to all information requests and inquiries in an organized manner;
  - ❖ Execution – Negotiation – Deal closes.
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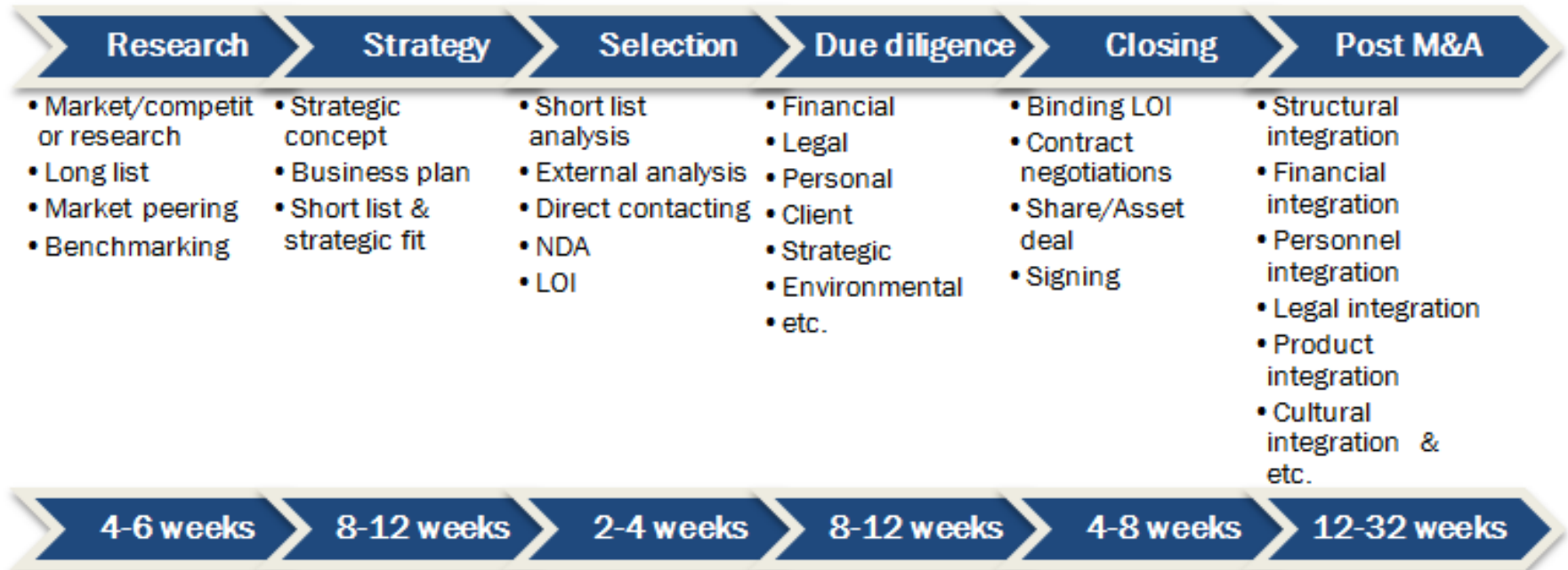
# OUR SALES PROCESS

There are several stages involved in preparing, negotiating and closing a sales transaction. These are:

- ❖ Business evaluation analysis;
- ❖ Marketing strategy;
- ❖ Execution.



# M&A TIMELINE (2)



# WHAT WE DO

Copula Capital Advisors provides broad range of services in the area of corporate advisory, fund raising, as well as in M&A consultancy. Including:

- ❖ Business valuations;
- ❖ Portfolio management and refinancing;
- ❖ Merger, acquisitions and spin-outs;
- ❖ Financial restructuring;
- ❖ Money management.



# WHO WE ARE

Consulting company based in Sofia, Bulgaria, offering a wide range of advisory, research and fund placement services for Bulgaria and the Balkans region, including:

- ❖ Stock markets, public and private companies research and valuations;
- ❖ Fund raising and pre-market advisory;
- ❖ M&As, corporate due diligence, market entry advisory;
- ❖ Specialized investment projects advisory services (art market and investments advisory);
- ❖ Strategic partnership, financial restructuring.

# OUR MISSION

**We** aspire to be an innovative business group with talented and energetic team able to provide our customers with a broad range of industry and corporate research and analysis for this, still emerging region of Europe – The Balkans.

**We** seek to do our job with integrity and skill, following world's standards of good business ethics.

# MANAGEMENT

## **Dragomir Boyadzhiev**

**Managing partner and CEO of Copula Capital Advisors OOD** He has an extensive experience in financial analysis portfolio management, and statistical analysis. His professional record includes a wide range of activities in the field of financial analysis and securities trading. Currently he also holds a CEO position at the Bulgarian Investment Managers Association (BIMA), which is part from the European Federation of Financial Analysts Societies (EFFAS).

## **Lyubomira Valentinova**

She has a long-standing career in the accounting sector. With a broad experience both in the field of banking and non-banking accounting services. Currently she is Managing Partner and CEO at Accounting Advisors Group OOD and **Managing partner at Copula Capital Advisors OOD.**

# TEAM

- ❖ Two managing partners.
- ❖ A team of highly skilled professionals with academic background ranging from finance, corporate logistics, accounting. Professionals with extensive experience in the financial, stock markets and advisory sectors. Constantly observing the highest professional standards and best modern policies, combined with a broad mix of investment skills, including portfolio management, financial analysis, corporate finance, private equity, research and trading.

# CONTACTS

**Copula Capital Advisors OOD**

1164 Sofia, Bulgaria,  
4 Kokiche str., fl.1

T/F: +359 2 9634 650

M: +359 87 8917 466

E: [office@copula.bg](mailto:office@copula.bg)

W: [www.copula.bg](http://www.copula.bg)

