

## STRATEGISTS AND BRIDGE BUILDERS



**WE SUPPORT YOU IN REACHING YOUR STRATEGIC TARGETS!**

## WE BUILD BRIDGES

We consider ourselves as bridge builders between China and Germany

-  between investors und targets (M&A)
-  between objectives and markets (Business Development)
-  between offers and target groups (Branding)

## POINTS OF DIFFERENTIATION

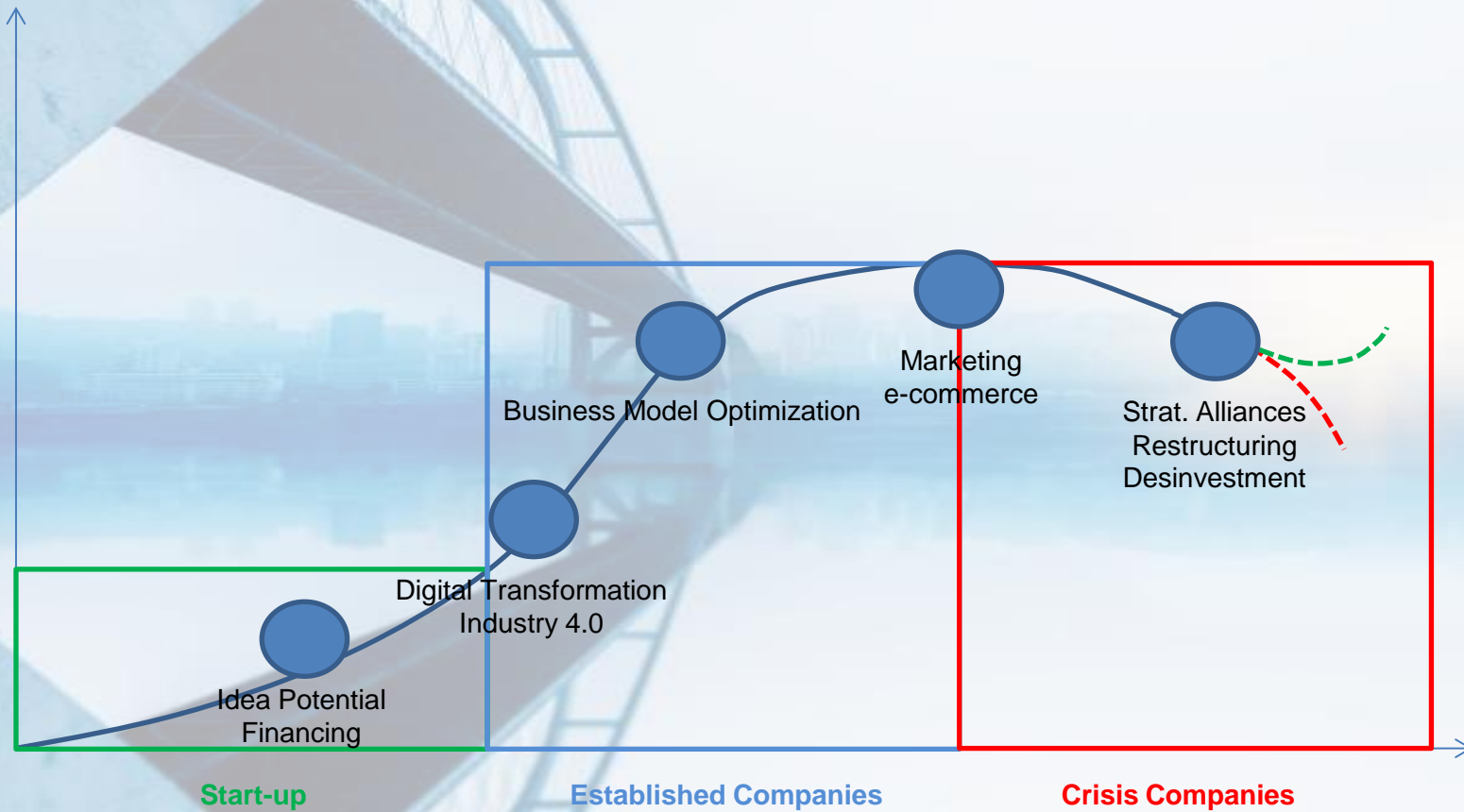
- Valuecom thinks and acts always **strategically**:
    - Which company target
    - Which marketing approach
    - Which brand positioning
- } optimizes the company value?

Often synergy effects determine the succes of actions or transactions.



- Our industry experts are entrepreneurs resp. board members. That garanties high profile relationships and state of the art market- and technology know how.

# CONSULTING AREAS

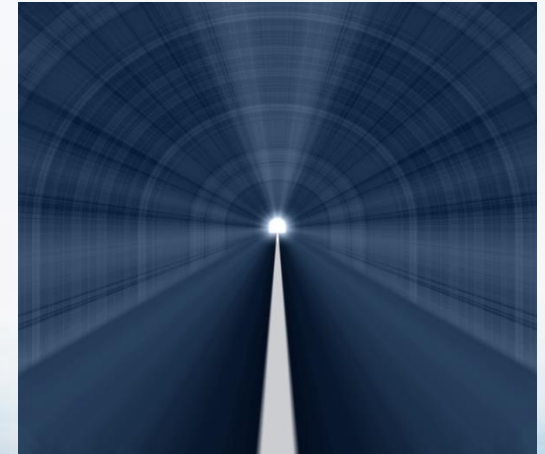


## M&A

You plan investments in Germany?

With our market- and strategy-know how we can support you effectively in your search for a perfect company target.

We focus on strategic fit and commercial, brand specific and technological synergies, realizing the maximum contribution to your company value.



CONSULTING	TRANSACTIONS	INVESTMENTS	INDUSTRY FOCUS
Strategy	Acquisitions	Real Estate	<ul style="list-style-type: none"> <li>- Automotive</li> <li>- Mechanical Engineering</li> <li>- Technological Innovations</li> <li>- Energy- and environmental technology</li> <li>- Durable Consumer Goods</li> <li>- Healthcare</li> <li>- Real Estate</li> </ul>
Business Model Optimization	Joint Ventures	Minority Shareholding	
Business Coaching	Business cooperations		

# M&A

## 1. Search

Definition of Search Criteria

Market Research (Data, Experts)

Priorities (Longlist)

## 2. Evaluation

Strategic Finetuning

Finance Analysis (Short List)

Anonymous Contacts

## 3. Decision Process

Company Information- and Negotiation Talks

Due Diligence

## 4. Signing Process and Integration

Final Contract Negotiations

Post Merger- Consulting

## BUSINESS DEVELOPMENT

Valuecom has supported several German, European and American companies in the internationalisation of their businesses, in particular the expansion into the chinese market.

With our long experience in the internationalisation of businesses we offer our help to chinese companies for an effective marketing in Europe.



## BRANDING

Brands link companies' offers with the expectations of their customers.

Brand values represent up to 50% of the company values.

Consequently the company's brand strategy is of utmost importance for success.

Valuecom is a proven branding expert.





## GERMANY IS ATTRACTIVE!

A major part of chinese investments within Europe flows to Germany.

Germany's major strengths are economic and societal stability.

Particularly attractive are the so called „Hidden Champions“, industry pioneers with a technology or market specialisation.

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Valuecom is specialist for medium sized companies and has a strong network within this sector including „Hidden Champions“.

OUR TEAM



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Finance

Studies Management  
Entrepreneur. General  
Mgr. and Supervisory  
Board Member.  
Partner Valuecom  
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Projects for Kabel BW  
and BASF.

PROFESSIONAL EXPERIENCE

Industry and Corporate Finance



**BOSCH**

**Beiersdorf**

**SCHOTT**

LAZARD

BCG

citi

Morgan Stanley

 **ROTHSCHILD**

**Roland Berger**  
Strategy Consultants

SAL. OPPENHEIM  
Privatbankiers seit 1789

 **UBS**

## BEST PRACTICE: M&A

### Track Record of realized transactions



## BEST PRACTICE: VALUE MANAGEMENT

- Restructuring and repositioning of a German stainless steel manufacturer. Sale to a Chinese steel company.
- Strategy development and -implementation for a German branded company, considered as a „hidden champion“ today.
- Rebuilding the sales organisation of the Japanese subsidiary of a German healthcare company.
- Concept for the strategy-transfer from the US to Europe for a Swiss consumer company.
- Rebuilding the business model and the organisation of a German furniture manufacturer.

## CONTACT

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