

UNITER



IT & TECH

financial and investment advisory



WE ARE A FINANCIAL ADVISOR FOR TECH AND IT COMPANIES

Services

FINANCIAL MODELLING

INFORMATION (INVESTMENT) MEMORANDUMS

MARKET & INDUSTRY RESEARCH

VALUATION

TEASERS



Uniter is **#1** in Belarus by the number of financial modelling and memorandums development: more than **200 projects** including Tech & IT projects from small (**200-500 k USD**) to large scale (**few hundreds mn USD**)



Excellent **understanding of industry standards, practical knowledge** of investor's requirements, **approaches** to projects' evaluation



Team is the best equipped in Belarus: **20 team members** with combined **experience of 150+ years**.

Services

INVESTMENT BROKER



Global reach to investors' universe:

Uniter is in a strategic alliance partner with Rothschild and Co, world leading Independent Investment Bank (1 162 deals over the past 3 years, 2017-2019) with strong presence in Europe, Asia, UK, USA.



Excellent network of connections in:

Scandinavia (leading IB and Banking partner); Central Europe (Germany, Austria); Eastern Europe (leading business development firm); Baltics (leading M&A and financial advisory firm) and other regions.



Combined amount of investments raised with the assistance of Uniter **exceeds 0,3 bn USD**.



Broad experience with **IFIs and Investment Funds** with mandates covering Belarus: IFC (including VC fund of IFC), EBRD and other institutions



TRACK RECORD: IT & TECH FINANCIAL AND INVESTMENT ADVISORY

Bio-Tech Company, UK

R&D and Product Development Project:
synthetic peptides for cosmetic industry

Sole financial advisor: investment memorandum, teaser, financial model, market research, investment broker – raising of second round investment.
0,5 mn USD committed.

E-Health IT company, Ukraine

Development of integrated E-Health
nation-wide services provider

Financial advisor: teaser and investment memorandum, arrangement of communication with a strategic partner for the first round of investment.
Investment size: 10 mn USD (negotiation phase).

Ed-Tech IT Company, Estonia

Development of a nation-wide ed-tech
platform (primary education) in Eastern
Europe

Sale financial advisor: teaser and investment memorandum, financial model, market research, search for a strategic partner.
Investment size: 2 mn USD (negotiations phase).

E-Commerce Company, Eastern Europe

Nationwide leading integrated e-commerce marketplace platform

Financial advisor: valuation, financial model, investment memorandum.
Business value: 10+ mn USD

Med-Tech IT & Production Company, Russia-Belarus

Development of innovative robotics
complex for healthcare (rehabilitation)

Sale financial advisor: teaser financial model, market research, search for a strategic partner.
Investment size: 3 mn USD (search phase)

IoT Development Company, Belarus

Cargo transportation tracking and control system

Financial advisor: teaser, investment memorandum, support of negotiations with a strategic partner.
Investment size: 10 mn USD (negotiations completed).



TRACK RECORD: IT & TECH FINANCIAL AND INVESTMENT ADVISORY

Cryptocurrency exchange, Eastern Europe

Development of cryptocurrency exchange

Financial advisor: regulatory advisory.

AR & AI IT product company, Belarus-UK

AR and AI IT products expansion

Financial advisor (co-advisory with a global partner): financial model, teaser, strategic investors search.
Investment size: 10+ mn USD (search phase).

UK and Polish PE funds JV

Development of a leading Central European IT outsourcing company

Financial advisory: search for acquisition targets, negotiations.
Target business sizes: 20+ mn USD (negotiations held, assignment completed).

Investor into Crypto-Mining Project, Eastern Europe

Greenfield project for building a large crypto currency mining capacities

Financial advisor: teaser, transaction structuring, tax advisory
Investment size: 10+ mn USD (negotiations phase).

Leading software development company, 1500+ FTs, Eastern Europe – USA

JV with local partners for entering a new Western European market

Financial advisory: search for partner, negotiations support, transaction structuring, tax advisory
Targeted JV business size: 10+ mn USD (completed).

Leading software&hardware company, Eastern Europe

Producer of hardware and software developer for retail automatization

Financial advisor: teaser, investment memorandum, benchmark
Strategic advisor: restructuring business-model
Investment size: 5+ mn USD (search phase).



CASES <TEASERS & INVESTMENT MEMORANDUMS>

MODERN TRENDS IN THE COSMETICS INGREDIENTS MARKET

Key ingredients, trends, benefits and requirements of the market – information also can be used to represent technology, infrastructure, green technology for production and has an energy low footprint of action which makes it attractive companies.

- Global skin care:**
 - The growth of the skin care market is driven by the increasing awareness of skin health and the demand for natural and organic ingredients.
 - The market is expected to reach \$1.2 trillion by 2025.
- Global hair care:**
 - The hair care market is growing due to the increasing demand for natural and organic ingredients.
 - The market is expected to reach \$1.5 trillion by 2025.
- Global body care:**
 - The body care market is growing due to the increasing demand for natural and organic ingredients.
 - The market is expected to reach \$1.0 trillion by 2025.

PROJECT PROGRESS: SHORT TERM STAGE

The funnel diagram illustrates the stages of a project: 1. Initial idea, 2. Feasibility study, 3. Business plan, 4. Funding, 5. Implementation. Each stage is represented by a colored block that narrows as it progresses towards the final implementation stage.

Лидирующая образовательная платформа на рынке

Описание платформы, ее преимущества и возможности. Включает диаграммы, показывающие динамику рынка и эффективность платформы.

GLOBAL BEAUTY & PERSONAL CARE MARKET

Value of global beauty & personal care market is estimated to account for \$160 bn USD in 2022 with mass sector estimated at 50% of the total revenue. Includes charts showing market trends and regional performance.

PROOF OF CONCEPT STUDIES (Diplomates, France)

Технология, позволяющая создавать персонализированные образовательные программы. Включает диаграммы, показывающие эффективность технологии.

Описание Платформы

Комплексная образовательная платформа, включающая в себя образовательные курсы, инструменты для преподавателей и системы поддержки студентов. Включает диаграммы, показывающие структуру платформы.

Application of international standards in work

Using of best practices and approaches acquired during providing of services together with international investment banks and IT&TECH companies

Application of an integrated approach for making of materials that are clear to the investor





CASES <FINANCIAL MODELLING>

Financial Statements: BS

PERIOD	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Assets	2	1,062	1,156	1,257	1,349	1,427	1,508	1,585	1,662	1,735	1,802	1,871
Liabilities	11	36	71	107	143	179	215	251	287	323	359	395
Equity	1	1,026	1,085	1,150	1,206	1,228	1,293	1,334	1,375	1,412	1,443	1,476

Investor's efficiency

PERIOD	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Investor's efficiency	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Bar chart showing Investor's efficiency over 12 quarters, with values ranging from 100% to 110%.

Investor's risks estimation: sensitivity

Investment Amount	10%	15%	20%	25%	30%	35%	40%
1,000	140%	211%	277%	339%	388%	430%	473%
2,000	68%	142%	206%	234%	277%	318%	355%
3,000	71%	118%	141%	202%	240%	277%	291%
4,000	58%	101%	140%	177%	211%	243%	268%
5,000	29%	75%	108%	140%	170%	188%	202%
6,000	26%	58%	86%	115%	140%	165%	171%
7,000	16%	45%	71%	95%	118%	140%	142%

Deal valuation: share vs price

The table below shows sensitivity of IR to changes of investments amount and the share received by Investor.

Price for share	Share						
	10%	15%	20%	25%	30%	35%	37%
3,000	140%	211%	277%	339%	388%	430%	473%
2,000	68%	142%	206%	234%	277%	318%	355%
3,000	71%	118%	141%	202%	240%	277%	291%
4,000	58%	101%	140%	177%	211%	243%	268%
5,000	29%	75%	108%	140%	170%	188%	202%
6,000	26%	58%	86%	115%	140%	165%	171%
7,000	16%	45%	71%	95%	118%	140%	142%

Detailed analysis of the market

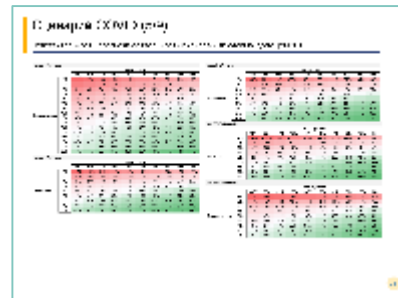
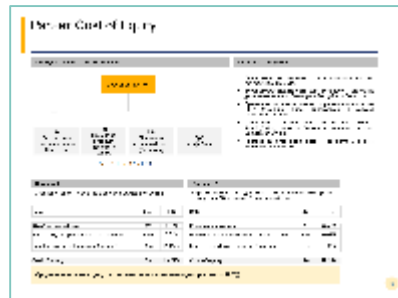
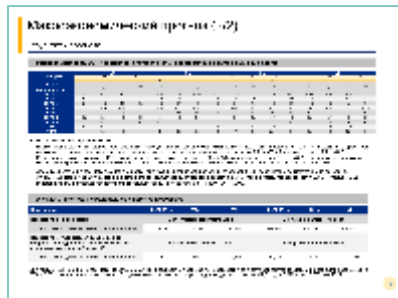
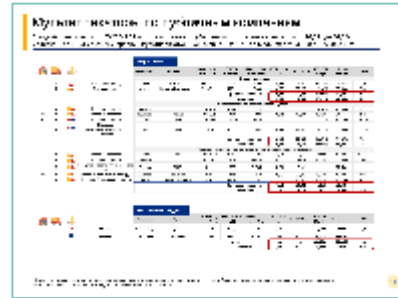
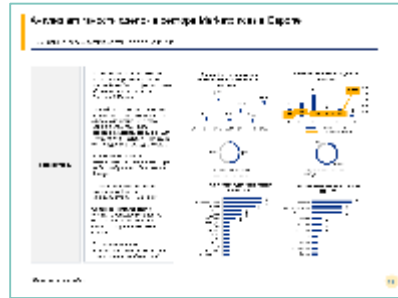
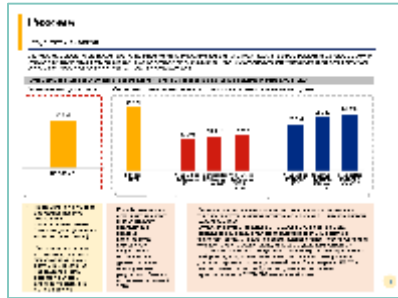
Validation of the assumptions

Development of structured financial model in spreadsheet application under international requirements

More than 15 year experience



CASES <VALUATIONS>



Individual approach and development of valuation for each client depending on its tasks

Application of an integrated approach for making realistic valuation of the business

Preparing benchmark of IT&TECH industry (markets) and business-model



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