

ELITE

Connecting companies with capital

ELITE Product Suite

Assess your business with
ELITE Growth Compass



**THIS IS WHERE THE ELITE
JOURNEY BEGINS**

Discover your potential

Explore your strategic options and get real time feedback through our digital toolkit designed to guide your business into the future

Get your business scale up
ready.



**NOW IT'S TIME TO
ACCELERATE YOUR LONG
TERM GROWTH**

Scale up your business

Access training and tailored workshops. Engage and share with top business school professionals, experts and peers. Prepare your company for the stage of growth.

Raise capital for growth.






**THE MOMENT HAS ARRIVED
FOR RAISING CAPITAL**

Capital for growth

Companies can raise equity, convertibles, and debt through our private placement platform. Reach capital worldwide

Structured three phase programme

The programme is delivered in three progressive phases:

		Duration
 A light blue circle with the text "GET Ready" inside.	Phase 1 A comprehensive training programme for founders and managers to stimulate organisational change and evaluate long term financing opportunities	1 year
 A light blue circle with the text "GET Fit" inside.	Phase 2 Coaching phase based on progressive adoption of new management practices to prepare for further growth and external investment	1 year
 A dark blue circle with the text "GET Value" inside.	Phase 3 Capitalize on the implemented changes and broad ELITE community to access new business, networking opportunities and financing options	No limit

Partner institutions

ELITE is a platform born from the collaboration between Borsa Italiana and the most important Italian institutions and organizations



International growth

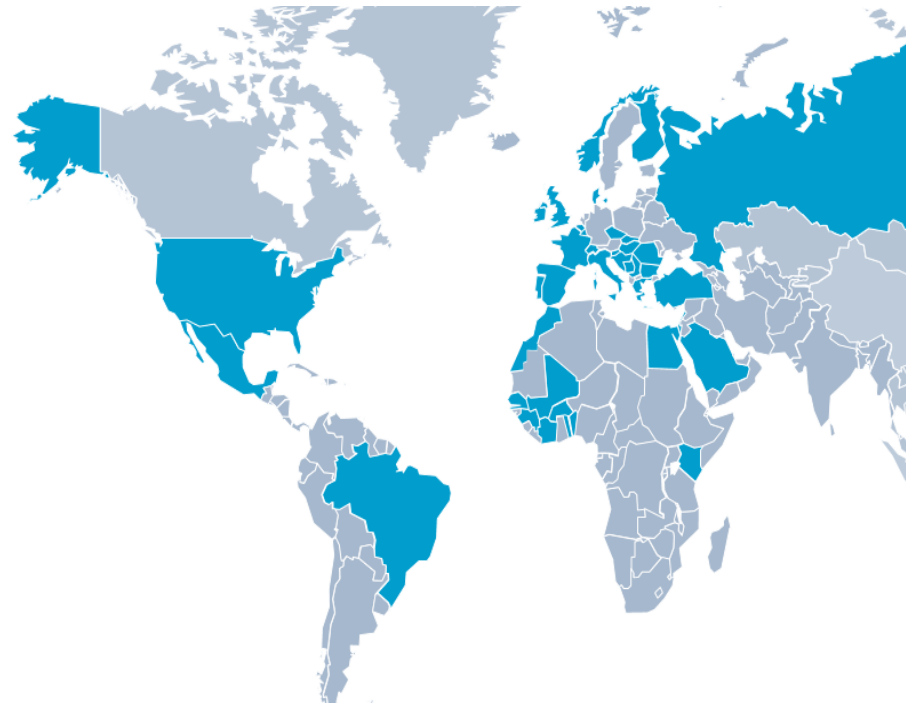
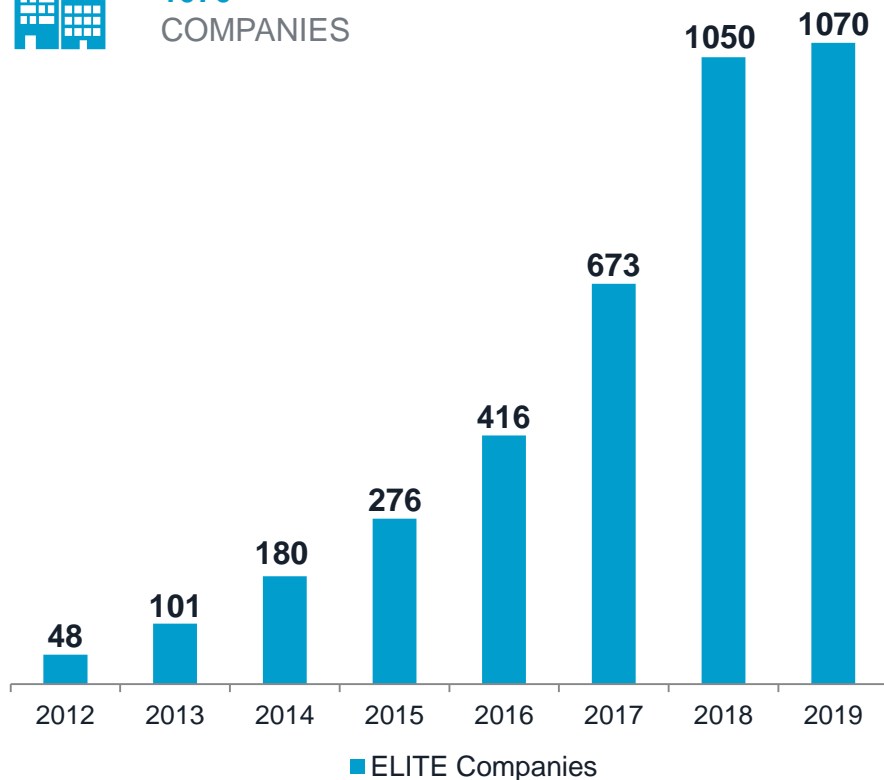
Launched in 2012, ELITE has over 1000 companies enrolled and is growing rapidly.



1070
COMPANIES



40
COUNTRIES



Diverse Company Network



1070

COMPANIES



40

COUNTRIES



€81bn

AGGREGATE
REVENUE



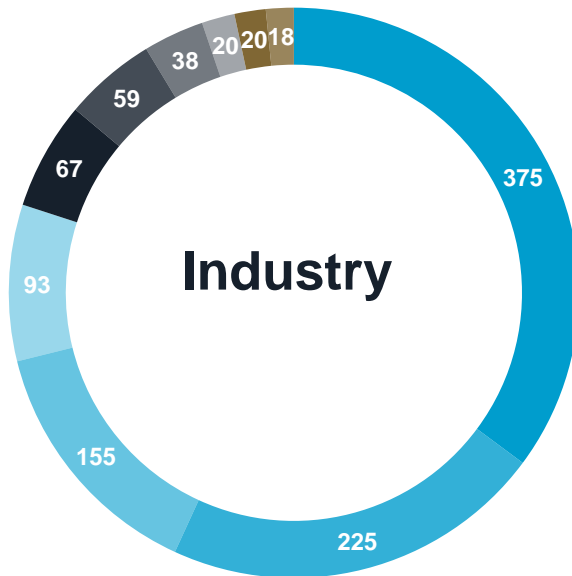
472,000

EMPLOYEES

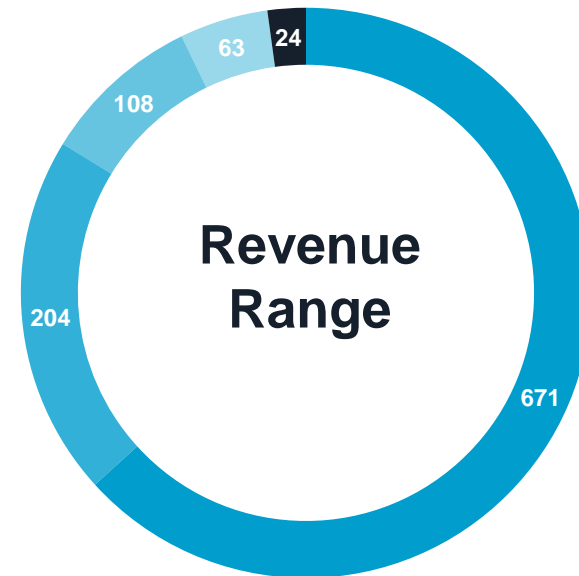


36

SECTORS



- Industrials
- Consumer Goods
- Technology
- Consumer Services
- Basic Materials
- Health Care
- Financials
- Utilities
- Telecommunications
- Oil & Gas



- <€50M
- €50-€100M
- €100-€200M
- €200-€500M
- >€500M

ELITE: GET Ready

A training course thought to allow managers and entrepreneurs to enhance organizational and financial corporate systems changes in order to access the most adequate fund raising for growth.



PHASE 1

Strategies for growth

Innovation and internationalization

Organizational models and *governance* in leading companies

Financial corporate systems evolved (strategic planning, management control systems)

Access to fund raising options

ELITE: GET Fit

In this second phase, the company will be supported in the implementation of any changes necessary to consolidate its capability to attract investors, with the support of specific workshops, a dedicated Team of tutor (ELITE team), where appropriate.



PHASE 2

Support in developing the business plan and presentation of the equity story

Help consolidate corporate and financial communication practices

Drive potential changes in the corporate governance framework

ELITE: GET Value

Access to benefits and opportunities.



PHASE 3

Visibility with the financial and entrepreneurial community at local and international level

Business matching with other ELITE companies

Structured access, via the web platform to the network of advisors, professionals, institutions and investors (the community site)

Access to funding opportunities (equity and debt capital markets, private equity and venture capital firms, ELITE Club Deal)

Benefits of Joining



Diverse Network

Join local and international companies, investors, corporate advisers, and leading business schools



Access to Investors

Gain unique access to a range of capital options to finance and accelerate company growth



Collaborative Experience

Interact, learn and share experiences with peers. Join an environment of collaboration and innovation



Continual Development

Develop the expertise to help make informed business and funding decisions for your company

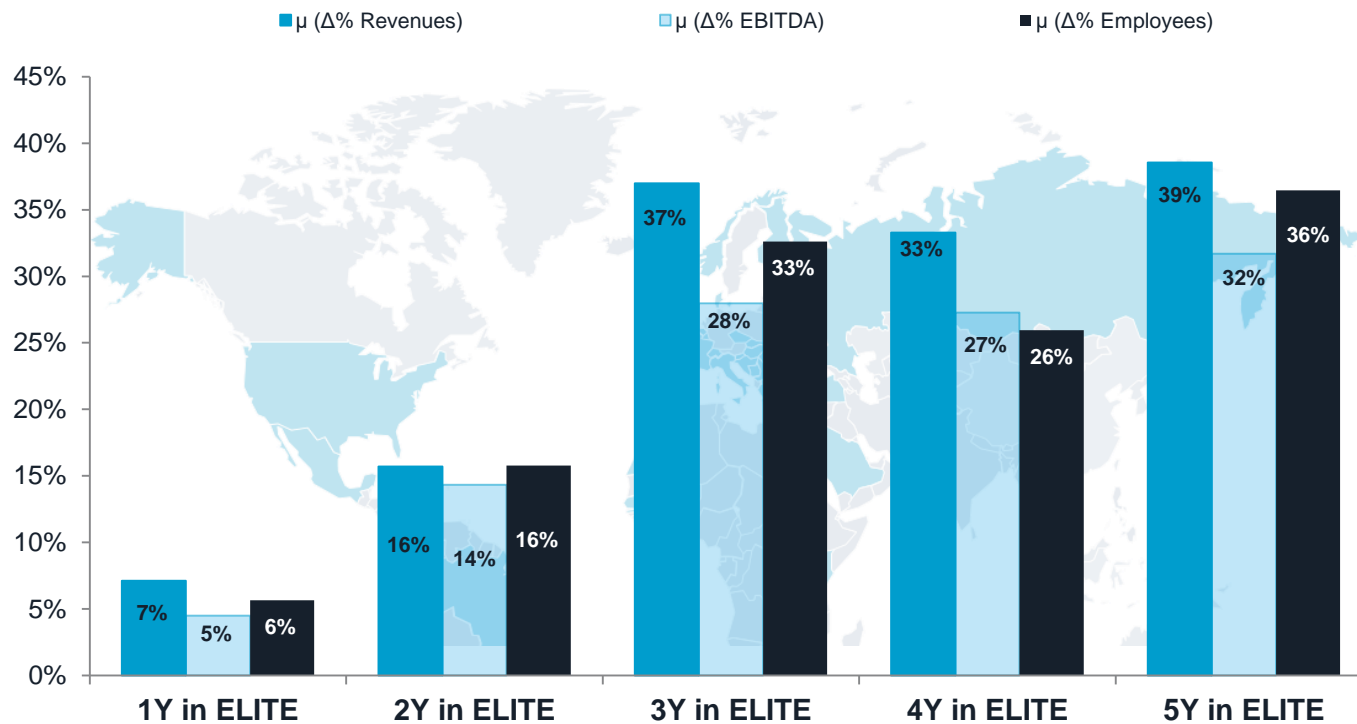


Enhance Profile

Enable greater visibility with the business and financial community on a national and international level

ELITE companies impact

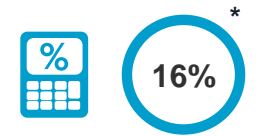
ELITE Companies performances since joining



THE AVERAGE ELITE COMPANY IN A SNAPSHOT



Growth Rate
REVENUES



Growth Rate
MARGINS



Growth Rate
EMPLOYMENT

We have monitored our companies' financial performance since they joined the ELITE ecosystem. Results show that **the longer** the ELITE Companies have been operating within our community, **the higher** their growth rates in relevant fields such as **Revenues, EBITDA margin and Employees.**

Company Feedback



François Bieber
Founder and CEO
KWANKO – France

“ELITE gives us the access to an ecosystem of high-quality growth pan-European companies. The programme allows us to better address the key steps of the change of scale of a high-growth company and the opportunity to utilise the experience of our contemporaries. It is invaluable and it saves us precious time.”

“It’s a fantastic programme. graze is a business competing on a world stage and the opportunity to utilise the experience and learnings of our contemporaries is invaluable. Through the programme we have gained expertise and confidence allowing us to continue to place technology at the heart of our business and aspire to build a world class operation.”



Anthony Fletcher
CEO
Graze – UK

“The programme has increased our awareness of different forms of funding and what needs to be done to prepare for each. It allows us to think about how we can keep scaling up.”



Graeme Malcolm
CEO
M Squared Lasers – UK



Luigi Marciano
President and CEO
Objectway Financial
Software – Italy

“We chose ELITE in the belief that it represents an excellent approaching path towards the access to capital markets. By joining ELITE, we can also take advantage of the opportunities this network offers for raising the visibility with institutional investors, including international ones, to support new channels for business growth.”

“The challenges that an entrepreneur and organisation will meet in the course of its growth journey are multiple but with ELITE’s network of advisors, tools and support they can be tackled face on. I am looking forward to Kiosked’s ELITE journey and the learnings it will provide us.”



KIOSKED

Lars-Michaël Paqvalén
Co-founder and CEO
Kiosked – Finland

“Being part of the ELITE community represents an important opportunity for Pet-Prom to interact with other companies, gain new experiences and knowledge, benefit from a high-level training program and choose from different financial options to support our international growth.”

Davor Petris
Owner
Pet-Prom – Croatia



ELITE: access requirements

ELITE Access requirements

Economic requirements:

- Turnover > € 10M (or less if growth rates are high)
- Operating earnings > 5% of turnover
- Positive net profit

LSEG reserves the right to allow companies to join and/or continue as members of ELITE, even if they do not meet the economic requirements, taking into consideration the macroeconomic situation, the characteristics of the sector and any temporary or extraordinary circumstances affecting the applicant.

Company access requirements

ELITE serves the most exciting and ambitious businesses with a strong business model, clear growth strategy and the commitment to implement useful changes for development.

ELITE ACCESS REQUIREMENTS



High quality and ambitious company



Evidence of past growth and future potential



Commitment to participate in the programme and motivated to implement valuable changes



Desire to obtain funding in the future to accelerate growth



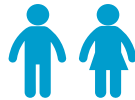
Credible company management

ELITE reserves the right to allow companies to join and/or continue as members of ELITE, taking into consideration the macroeconomic situation, the characteristics of the sector and any temporary or extraordinary circumstances affecting the applicant.

ELITE in Italy



661
Companies



365.000
Employees



€68.2bn
Aggregate
Revenue



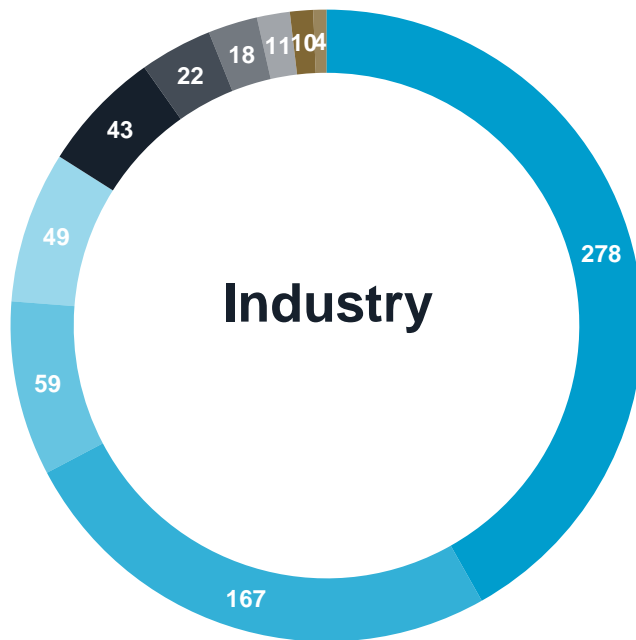
19
Regions

Macro-regions

309
North West

155
North East

197
Central
South



- Industrials
- Consumer Goods
- Technology
- Basic Materials
- Consumer Services
- Health Care
- Utilities
- Telecommunications
- Oil & Gas
- Financials



ELITE Companies Access Capital-Italy

471 corporate transactions involving **204** Italian ELITE companies

31% ELITE companies involved in corporate finance transactions*

€8.2bn transaction value**



M&A, Equity investments and Joint Ventures

- **350** M&A and JV involving **168** ELITE companies
- **83** PE/VC transactions involving **65** ELITE companies

Capital Markets (Equity and Debt)

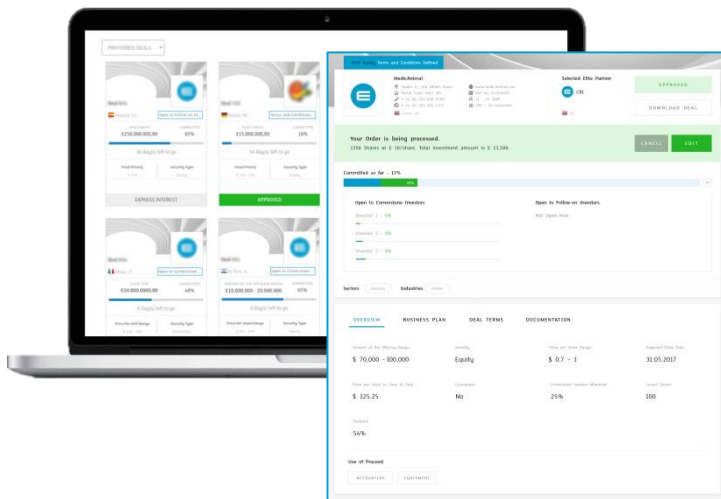
- **43** bond issuances raising **€930m**
- **19** ELITE companies listed on a public market, raising **€1.3 bn**

ELITE

FUNDING PLATFORM

ELITE Funding Platform Highlights

ELITE Funding Platform is the digital private placement platform for ELITE companies and professional investors.



BENEFITS OF JOINING

Multiple funding / investment options
(equity, bonds, convertibles, CBOs)

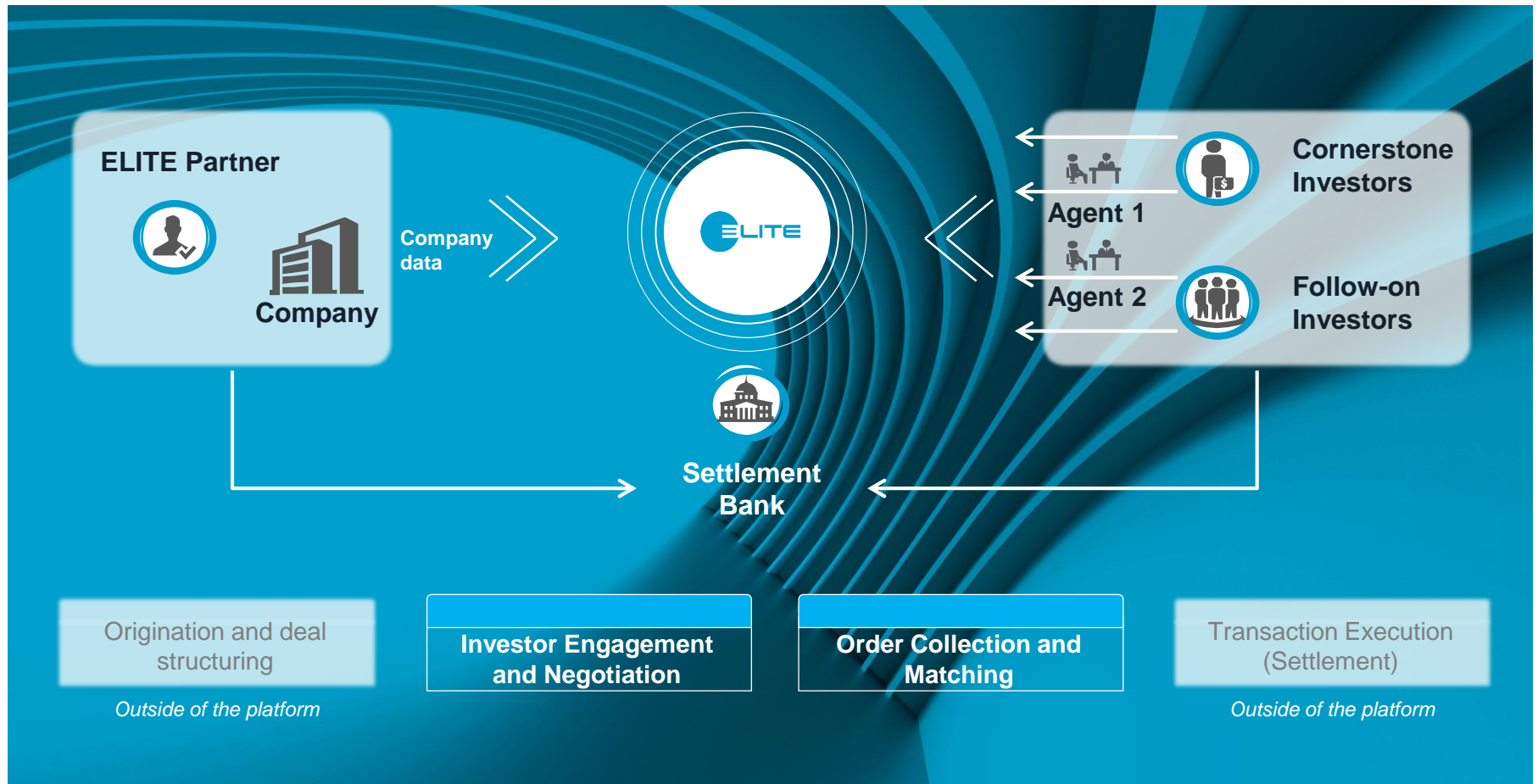
Easy access, **all-in-one place approach**
(company profile, Digital Data Room, self-promotion mechanisms, advisor selection)

Streamlining the capital raising process
(standard workflow and documentation)

Success-fee based model for companies. No fees for investors

Innovative **web-based portal** with a **2-click investment process**

ELITE Funding Platform



ELITE Funding Platform Solutions

Single Transactions

Multiple funding options.

A “One-Stop-Shop” customer experience with the possibility to raise capital in different forms: equity, bond, CLO, warrant, convertible



Basket Bond

Providing debt financing to a pool of issuers.

A systemic solution to further support the growth of ELITE companies



SPAC in Cloud

Streamlining the access to public markets.

A path to the IPO that combines the advantages of the traditional SPAC and the digital fundraising model



ELITE

CASE STUDIES

ELITE Basket Bond I



Single Transaction: eToro

-  **9m**
Users
-  **140**
Countries
-  **\$161m**
Total Capital Raised
-  **2015**
Joined ELITE

 **Rothschild & Co**
ELITE Partner

 **eToro**
Company

Series E →



Amount raised: \$100m
Closing Date: 21st March 2018



CORNERSTONE INVESTOR

 **中国民生**
CHINA MINSHENG INVESTMENT


FOLLOW ON INVESTORS


 **SBI Holdings**


 **truefriend** **Korea Investment Partners Co., Ltd.**


2x Large Family Offices

IPO: Monnalisa

- 

98
Monobrand stores
- 

767
Multibrand stores
- 

64
Countries
- 

2013
Joined ELITE

Company
MONNALISA®



Listing on AIM Italia: 12th July 2018
Market Cap at IPO: €72m
Funds raised: €20m

ELITE Partner & Nomad

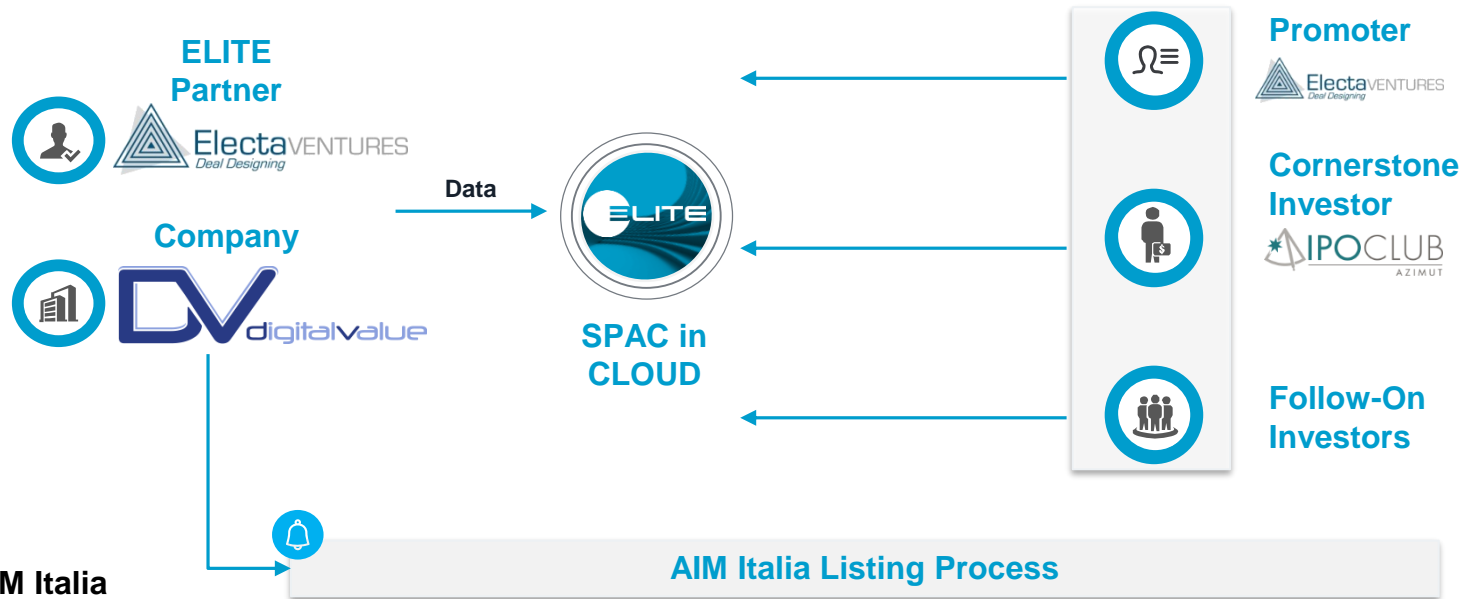


FOSUN 复星 **Julius Bär** **PIONER** Investments*

Joint effort with the Nomad: distributed to over 200 funds

CREDIT SUISSE **Jefferies** JAMES HAMBRO & PACE ASSOCIATES LLP

SPAC in CLOUD: Digital Value



Listing on AIM Italia
8th November 2018

Market Cap at IPO
€62M

Total Fundraise
€22.5M



Global Coordinator
Bookrunner
Nominated Advisor
Specialist

CONTACTS

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#weareELITE

@_ELITEGroup_

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