

Mergers and acquisitions enable consolidation or strategic diversification to maximize shareholder value.



VALORIA[®]
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**corporate and professional services
presentation**

2023 / LATAM Corporate Headquarters

Introduction

Investment banking services focused on companies in Europe and Latin America.

Our experience in the sector allows us to design M&A solutions, strategic alliances and debt restructuring for international corporations.

With offices in Madrid, London, Mexico City, Lima, Bogota and Quito, we have access to large corporations, investment funds and private investment groups around the world.

We offer a full spectrum of domestic and international corporate finance and investment banking services, with an independent approach, tailor-made solutions and top management expertise permanently involved.



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About Us

Our Business

Attention to senior level and long term relationships.

Global vision.

- Founded in 2019 in Mexico City, is an international investment banking and financial services firm.
- Since its conception, Valoria has been a leading financial advisor for private transactions in Europe and Latin America.
- Our offices around the world allow us to be positioned to offer locally focused services and execute multi-border transactions.



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Business Principles

Long-term focus

- Focused on the Company and People and not on the transaction.

Dynamic approach

- We value the potential of our clients. We support their interests and objectives throughout the entire operation, seeking the best result for them.

Excellence

- We aim to offer the best tailor-made services to our clients by combining interdisciplinary expertise and high-level contacts in different industries around the world.

Paradigm and Convergence

Shifting Paradigm

- the evolution of industries and worldwide globalization requires a new way of approaching business.
- Now more than ever, companies require investment banking services.

Convergence

- As an independent investment bank, we help clients navigate through changing market scenarios. We contribute our knowledge of different, increasingly interconnected industries at a high level in different economic sectors.



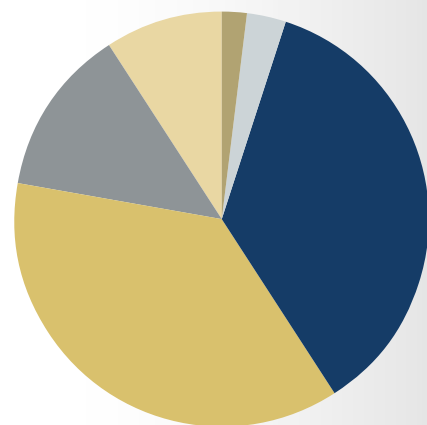
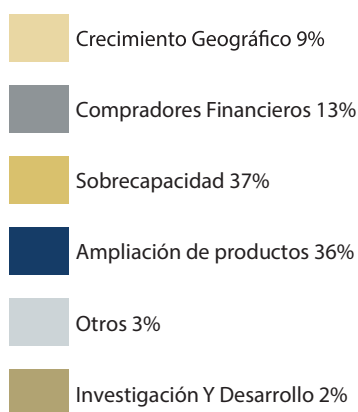
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Paradigm and Convergence

The key driver behind global procurement is overcapacity

Además de los Factores como: in addition to factors such as:

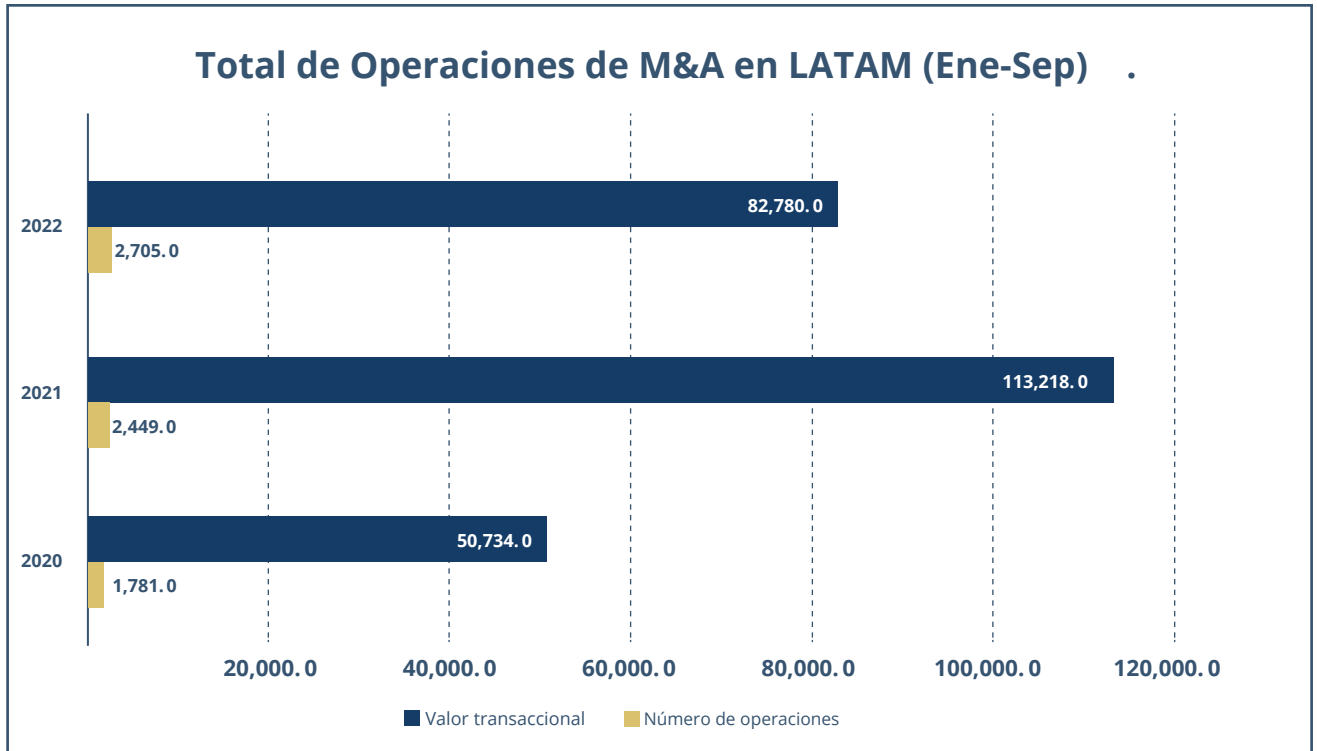
- Globalization
- Deregulation
- Privatization
- Free Trade Markets



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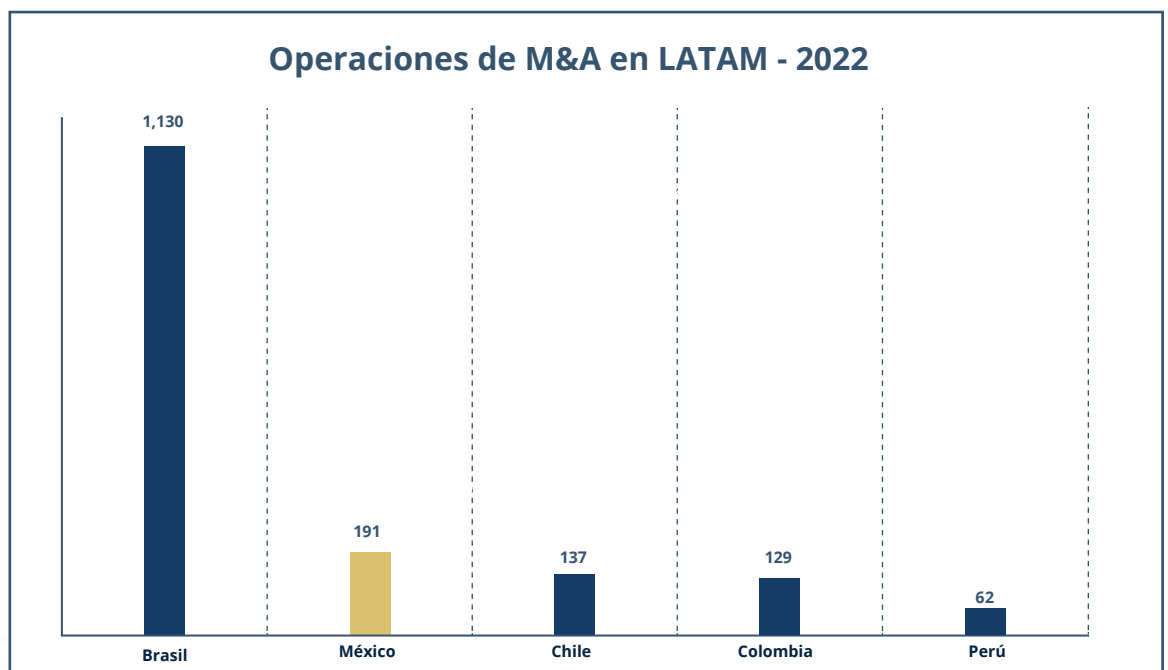
Paradigm and Convergence

From 2021 to 2022 (January-September), the increase in M&A transactions grew by +10.45% and at transaction value level fell by -26.8%.



Fuente: Bloomberg - Capital IQ 2022. JP Morgan Equity Research 2022 - M&A Activity Global.

Based on the last year on record, Mexico represented the second largest M&A deal volume in LATAM.



Fuente: Bloomberg - Capital IQ 2022. JP Morgan Equity Research 2022 - M&A Activity Global.

2023 Will be tough, but there will be opportunities for M&A deals

The latest M&A market analysis sees the sector moving away from a scenario of low-cost financing and high valuations to one of rising inflation, rising interest rates, more selective investor appetite and widespread domino effects stemming from the war in Ukraine.

This backdrop of economic uncertainty has been exacerbated by decelerating gross domestic product growth in many countries globally, leading to a general decline in M&A activity.

Although it is thought that the market will remain active and that buyers will continue to look for opportunities that truly create value.

High inflation and liquidity constraints by Central Banks are causing market conditions to worsen. Opportunities are contracting, the US Federal Reserve and the Bank of England have raised rates 0.75 points. This means more limited liquidity and less money for trading.

Within the most attractive sectors for investment, we note that the trend is clearly towards consumption and staples such as food, health or services, and in this context of high inflation, obviously energy.

It is estimated that most of the transactions are concentrated in the sale and purchase of companies. The profile of the corporate buyer is that of those who are trying to access new clients and markets that they will not be able to access if they do not acquire a target.

There is also a typical buyer profile linked to investors who want access to new products and technologies. And in this particular context there are opportunistic buyers who are looking for companies that are well positioned in the market and with high technology, but that are in a bad economic situation and want to acquire them.

There will be bad companies that will not continue, the good ones will remain, but the big firms will grow and look for new opportunities. And the latter are the ones that the M&A market is most interested in.

Source: IMAP - Nov 2022

In 2022 M&A activity lost some traction

Following a very strong period, global M&A activity slowed considerably in 2022, bringing the total value to date to one-third less than the same period in 2021.

For the 2022 third quarter, there was a 17% drop in the total number of M&A transactions, with movement of \$2.7 billion, a decline of more than 30% compared to 2021.

Regionally, U.S. business has been the hardest hit, with a 40% contraction so far to \$1.2 trillion, but still quietly outpacing Europe's \$712 billion (down 24% in value) and Asia-Pacific's \$621 billion (down 30%).

North America, meanwhile, remains the powerhouse it has always been in international M&A, with U.S. and Canadian buyers grabbing 40% of all such deals through 2022.

Even private-equity sponsors, which have been very active over the past two years, have recently hit the brakes. The 2022 result for this sector, however, remains positive, with a 23% increase.

Source: Refinitiv – An LSEG Business, 2022

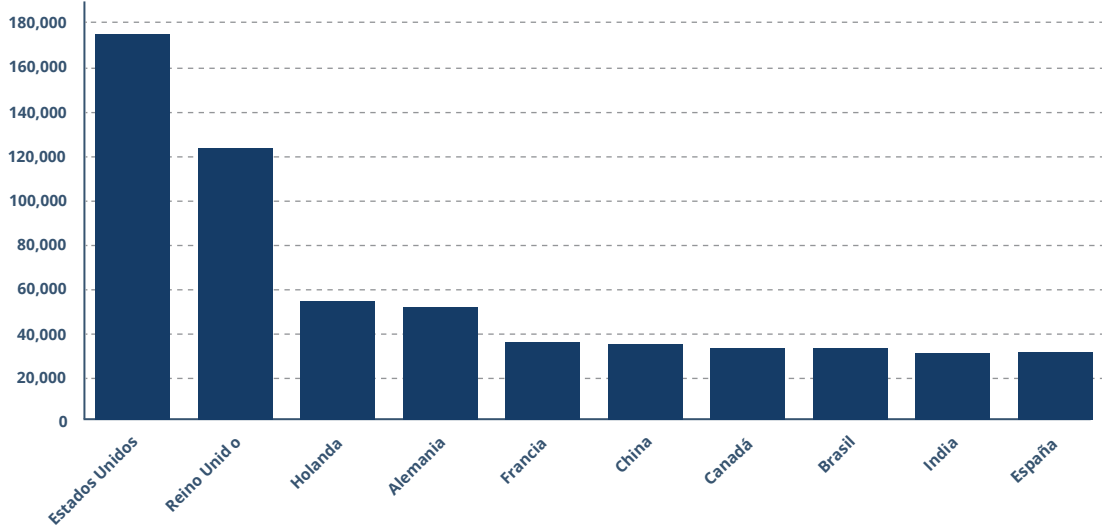


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Fusiones y adquisiciones internacionales

most affected countries in 2022

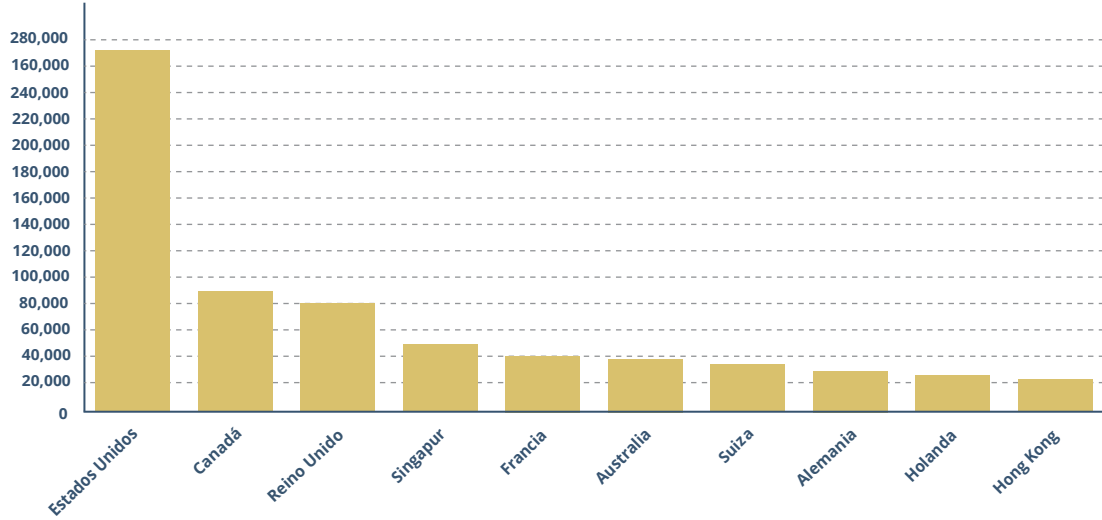
(US\$ millones)



Fusiones y adquisiciones internacionales

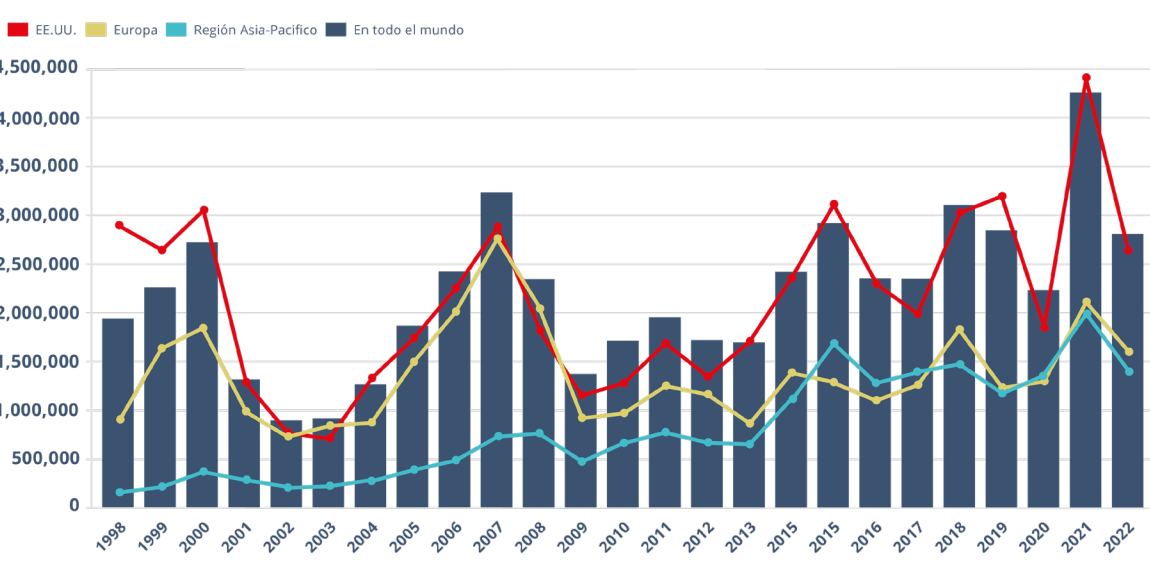
Nations with the most acquisitions in the year

(US\$ millones)



Cifras globales de M&A en lo que va del año

(US\$ millones)



Seven key market drivers for 2023

1. A narrow macro path

In recent days, the markets have accentuated recession warnings.

With inflationary pressures and a slowdown in global economic growth. Although even with the delicate economic situation forecast for 2023, analysts suggest that investors may underestimate the resilience of the US economy, which would lead to a soft landing for the US.

2. Cycle change

Since the end of 2022, the effects of the trade-off between value versus more growth-focused investments have multiplied. Recently, value investments have dramatically outperformed growth companies.

3. Shadows of recession

There is a consensus among analysts that the US economy can continue to avoid a recession, although the estimated probability of a recession is 35% by 2023.

4. Ordinary returns

Markets could take a breather if the economy finally manages to avoid recession. Should there be a slowdown in the pace of rate hikes, the levels of volatility experienced during 2022 would be reduced. Although the tightening of monetary policy in countries outside the U.S. will cause markets to earn mediocre returns.

5. Pressure from emerging markets

After a resilient 2022, emerging markets may offer less resistance to a broad risk-off turn. Despite the increased pressures they may face in 2023, analysts identify several “Cheap Valuation” niches. This includes segments such as emerging market high yield credit or North Asian equities and countries such as Brazil, Chile or South Korea.

6. Debt, between rates and growth

Over the last few days, the markets have been reflecting a shift whereby by mid-year interest rate risks could decrease and growth risks could increase. A combined scenario of “recession risks and easing inflation” favors a defensive strategy such as debt. US fixed income is much more attractive than equities given its better valuations and superior performance under a recessionary scenario.

7. The return of (real) yield

The expected improvement in 2023 and a slowdown in inflation could lead to positive real returns again. Analysts' assumptions regarding new bull markets are based on the premise of significant asset cheapening and a convincing rebound in cyclical activity. This translates into 2023 returns on more conventional investments with some dose of risk during this expected market upswing.

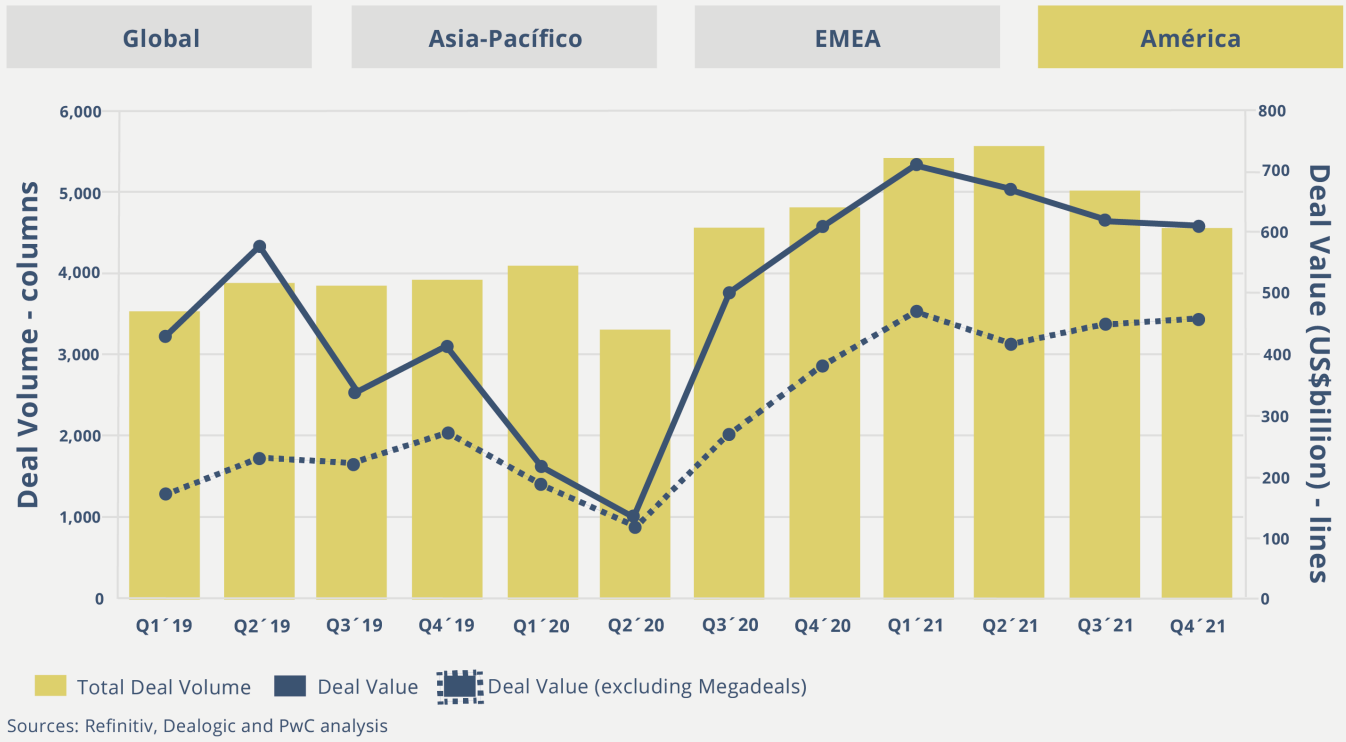
Source: Goldman Sachs, Nov 2022 – Financial Markets – Economic View for 2023



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Paradigm and convergence

Transacciones, por número y valor 2019-2021



Technology-centric transactions continued to dominate the landscape as companies sought to acquire technology capabilities and transform their business models. The strong performance of SPAC exits between late 2020 and early 2021, and their subsequent recovery at the end of last year, means that there are nearly 500 such companies remaining listed, which have yet to announce any mergers and will need to make a move before late 2022 or early 2023. We therefore expect SPACs to continue to play an important role in the M&A market in 2022, in their competitive race with corporate groups and private equity funds for the most coveted assets.

Managing Partner

Leoncio Velázquez Sánchez

Managing Partner of Mexico and Latin America.

He is Director of Latin America and is responsible for all Valoria's activities throughout the region. He is a member of the Multicredit Committee in Guatemala and Peru Supply Export Import in Peru.

He has collaborated as General Director for Grupo Salinas in Peru, Guatemala and served as Director in Mexico. He was also Advisor to the Presidency of Banco de la Nación, Peru and Business Advisor for Italtbank, Puerto Rico. He has more than thirty years of experience in the banking, financial and retail sectors focused on the popular sector. He has participated in technological innovation projects opening Banlínea México (Fintech Ent)

Studies

- B.A. in Economics, Universidad Michoacana.
- Master in Business Administration, Universidad Católica del Perú.
- Specialization in Development Planning and Public Finance.
- Certified Executive Coach (2017), Association of Coaching - IAC.
- Diploma in Marketing, Tecnológico de Monterrey.
- SEMINARIUM UBA 10 Update in Business Administration, Peru.
- Cost Reduction & Strategic Financial Analysis, University of Notre Dame.
- Certification in Management Program, Friedman Group.



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Managing Partner

José Ignacio Macías Pérez

Europe Managing Partner

He is responsible for all Landscape activities throughout the European region.

He has 20 years of experience in strategic business consulting, financial advisory, and transportation and logistics. He has also worked in investment banking in mergers and acquisitions, strategic alliances and joint ventures for the Mexican, Central and South American markets.

Studies

Master in Corporate Finance, Instituto de Empresas Madrid 2021-2022.

Certificate in Financial Analysis, Columbia University in New York, ICCF (2019).

Corporate Finance Program - CFI Certificate - Columbia Business School, Columbia - 2017.

Graduate Certificate in Corporate Finance, Wharton School of Business, University of Pennsylvania, Philadelphia, Penn, 2016.

Diploma in Corporate Finance, ITAM 2015.

Postgraduate in Private Equity and Corporate Finance, Harvard Business School, Boston, Mass 2014.

Graduate Management in Finance and Strategic Planning, MIT Sloan School of Management, Boston, Mass 2012.

MBA Master in Business Administration - Southern Methodist University - SMU, Edwin L Cox School of Business, Dallas, TX 1998.

Bachelor of Business Administration, Universidad Iberoamericana 1993.

Occupation

Director of Corporate Finance - Cross Finanz Boutique Italiana, Investment Bank.

In charge of financial analysis, valuation, profitability analysis and development of financial models, with experience in agro-industrial, financial, retail, consumer and transportation sectors. In what company?

Business Development Director at SICE-ACS, a leading European company in technology integration, engineering and construction.

Business Development Director at ENIA, a Spanish engineering and technical consulting company.

General Manager of Ticket Bus Grupo ADO, a company dedicated to suburban and specialized transportation.

Senior Consultant at KPMG economic services Dallas office.

Senior Consultant at Arthur Andersen & Co. strategic consulting office.



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Partners

Jorge Sebastián Nuño Rodríguez

Mexico Director

He has more than eight years of experience in national and international banking, administration, economics, finance, sales management, strategic management, strategic management, extensive knowledge of the real estate business and personal risk management technical and legal framework of the insurance contract management of management of international business in the mining sector. financial advisor at InbursaCity Credit Capital financial group. Counselor of the National Confederation of Mining Concessionaires and Mining Concessionaires and Entrepreneurs of Mexico (CONACEMM). authorized by (CNSF) Project manager in different investment funds. Investment Funds; Bachelor's Degree in Economics and Business Administration. (UAN), (UNIVER).

Harold Batres

Partner Spain.

20 years of experience in national and international banking. Financial Analysis, experience in the creation of Financial Statements. Financial Statements. experience in Solidarity loans at a regional level. Financial Educator at group and individual level. SME (Small, Medium and Large Enterprise) experience. Foreign exchange analysis FOREX market, EEFF analysis and cash flow Crossselling of financial products, Experience in Credit and Debit Card Policies, Portfolio at risk clean-up, Analysis of Financial Indicators or Financial Ratios Financial Indicators or Financial Ratios, Clean Energy Project Advisor, Real Estate Advisor.



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Ángel Dominguez Sotés

Partner Spain.

Consultant in Finance and Investment, since 2008 linked to Finance Companies, International Funds, Finance and Investment Agencies, Real Estate, Insurance Agencies (Caxxor Group, IFU Danish government, KFW Deg Invest, DUO M PARTNERS FZ LLC of Fujairah - United Arab Emirates and Portugal, Richland Group and Worldwide Markets, Inc. of California USA, Suite Asset Management SA of Switzerland, Want Finance Renewable Energy (WFRE) Switzerland, Ecoligo Germany, UK Global Consultancy London, Grupo Bárymont y Asociados, Spain...) International relations between companies for the implementation of different technologies and integral solutions in the field of Renewable Energies. Implementation and methodology of business networks in Latin America. Offices: Spain, Costa Rica and Colombia.

Member of the Ministry of Defense in Spain from 2007 to 2020, Office of Social Relations and Communication for more than 10 years, Infrastructure for two years. Currently Public Employee of the General Administration of the Spanish State as Senior Technician in Electrotechnical and Automated Systems assigned to the Ministry of Defense.

Partner and Founder of ENERGYRENOVA since 2019 in Costa Rica, Business Consulting, Project Management, Renewable Energy, Mining, FDI Advisory and Financial Services company.

Director in Spain since 2018 of DC TRADING GROUP Colombia, international trade, import and export company in energy, agribusiness, apparel and construction mainly for the Caribbean islands. Commercial, industrial and multisectorial exchanges. Experience in market feasibility, brand representation, international marketing strategies, consultancy in certification processes, international logistics, organization of trade fair events, packaging design and image for export. Offices; Colombia, French Antilles, Dominican Republic and Spain.

Partner and Founder of ECO-GROUP, Group of professional companies allied for the formulation, structuring and execution of Agro-industrial Projects, construction and renewable energies, starting our activity in Costa Rica with the formulation of the Agro-industrial Technological Innovation Center CITAIPZ in the year 2020.



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Gustavo Adolfo Mancur Milian

Director Guatemala, is responsible for all of Valoria's activities in the region.

President of Banco hipotecario de Guatemala.

Member of the Guatemalan Banking Association and of the Advisory Council of the National Economic Research Center. CIEN

Member of the Guatemalan Banking Association, former director of the Guatemalan Association of Insurance Institutions and member of the Advisory Council of the National Economic Research Center CIEN.

Studies

- Master in Business Administration, INCAE of Managua, Nicaragua, specializing in Project Evaluation.

- Postgraduate degree in project evaluation, Pontificia Universidad Católica de Chile, CIAPEP.

- Postgraduate degree in administration, INCAE, Costa Rica, Boston.

- Baccalaureum Artium in Economic Sciences, Universidad Francisco Marroquí, Guatemala.

Ocupación

- Chairman of the Board, Banco CHN.

- General Manager and Legal Representative - Corporacion Top FIFTY SA.

- General Manager, Aseguradora de los Trabajadores SA, Grupo Financiero BANTRAB.

- Chief Executive Officer Banco Azteca Guatemala S.A.

- General Manager and Legal Representative, Banco de la República SA.

- Director and General Manager, Seguros TIKAL-S.A.

- Associate Researcher, Centro de Investigaciones Económicas Nacionales CIEN.

- Consultant in charge of the private sector support program for public health in Guatemala, Inter-American Development Bank BID.



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Alexander Díaz Herrera

Director Peru

Director of Operations in Peru, he is responsible for all Valoria's activities in the region.

Master in Business Administration and Marketing, leader-coach with more than 15 years of experience in the Management of Retail companies such as Integra Retail (Holding), Maestro Home Center, Casalinda Peru, in banking - finance such as Banco Interbank, Banco Azteca del Peru, SOLFIPE Peru, in State companies, as well as commercial and service companies; achieving changes and goals in the short, medium and long term. Focused on developing empathetic leadership in sustainable development projects, brand positioning and inspiring multidisciplinary teams generating high impact in the results obtained.

Studies

- - MBA, in Marketing and Business Management - CEUPE
- - MBA, Master in Management and Business Administration - Universidad Rey Juan Carlos, Spain
- - Int. Coach Certificate / Master Practitioner Designation
- - International Association of Coaching - IAC
- - Specialization in Marketing and Sales - Universidad del Pacifico, Mexico
- - Bachelor in Business Administration - Zegel - IPAE

Positions

- - CCO, Casalinda
- - CFO, Grupo R. Rojas Group
- - Regional Commercial Manager, Integra Retail Holding
- - Advisor, Monitoring and Evaluation Directorate, Technical Organism for the Administration of Sanitation Services - OTASS
- - Commercial Director, Latam Coaching Network
- - Regional Manager/Country Plaza Manager, Banco Azteca del Peru
- - Deputy Commercial and Administrative Manager, Maestro Home Center Peru.



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Arturo Villanueva Lama

Partner Spain.

Participates as Director of the Blanco Safi Investment Committee.
Director of Administration and Finance EVO Finance.

Senior Manager with more than 30 years of experience in the financial banking, retail, logistics and human resources areas as CFO and General Manager. Experience in the implementation and start-up of companies in the retail sector in Peru, Panama, El Salvador, Argentina and Brazil.

Studies

- Bachelor's Degree in Business Administration, Universidad de Lima
- Master in Business Administration, graduated from the PAD of the University of Piura.

Occupation

- Director of Administration and Finance, EVO Finance SAC. - Director, Blanco Safi Investment Committee.
- General Manager, Arca Real SAC.
- Executive President - Banco de la Nación Perú.
- Director of the Investment Committee - Proinversión - Private Investment Promotion Agency.



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Victoria Eugenia Zapata

Director of Colombia operations, she is responsible for all of Valoria's activities in the region.

Commercial credit and portfolio experience in Central America, Panama, Belize, Mexico and Colombia.

Studies

- Degree in Business Administration, Universidad Libre Cali, Colombia.
- Diploma in Sales Management, Universidad Eafit, Panamerican Business School.
- Diploma in Banking EAFIT- Panamerican Business School Colombia.
- Diploma in Marketing Management, Universidad EAFIT- Panamerican Business School Colombia/Guatemala.
- Postgraduate degree in Marketing Management, Universidad Libre Cali, Colombia.
- Master's Degree in Banking and Finance, Universidad Internaciones, Guatemala.

Occupation

- Brocker in Central America and Colombia, Gold Mount Capital, Colombia.
- Consumer Segment Manager, Banco de Antigua, Guatemala.
- Regional Sales and Operations Manager - BELCORP S.A.- Lebek Esika, Guatemala.
- Marketing and Operations Manager, Banco Azteca - Elektra, Guatemala.
- National Manager of Credit Card Sales and Shared Sales, City Bank. Guatemala.
- Business and Marketing Manager, Almacenes Éxito SA, Colombia.



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Advantages

Quick reaction to customer and transaction needs.

Our European DNA, global approach and local knowledge translates into an agile and personalized service.

- Mexico
- Spain
- England
- USA
- Canada
- Peru
- Colombia
- Ecuador



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Advantages

Why think of Valoria?

We support businesses to navigate agile and agile in their new horizons. and to achieve their (inorganic) expansion through viable transactions that generate

to generate value for their shareholders

Our client-focused approach and client needs enable us to provide relevant industry knowledge that facilitates decision making. We differentiate ourselves by the level of coordination in the search for creative

creative schemes of options and options to create value for our clients. Our basic objective in M&A services is to develop for the client the best possible solutions.

competitive advantage for the client, sustainable over time and generating added value.

We add value throughout the Merger, Acquisition or Acquisition process or

Spin-off:

1. Strategic analysis - We identify synergies between the client and other potentially acquirable companies
2. Search and monitoring - We define key criteria to identify candidates that meet the defined profile.
3. Merger/Purchase or Spin-Off Strategy - We identify the interests of the parties to design the applicable strategy that generates solid negotiation elements.
4. Financial evaluation -We detect the key areas of the business and the inherent risks through a financial model with scenarios and sensitivities.
5. Negotiation and closing - We negotiate from principles and not from positions.
6. International strategic synergies with Institutional Banks,
7. boutique investment banking and private equity funds.
8. Corporate alliance with Shawpoint LLC. and other European boutique investment banks.

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For us, success in Mergers and Acquisitions is a question that goes through the correct definition of the strategy and understanding what our clients are looking for in each transaction

Valoria and its service to the 6 main reasons for failure in mergers and acquisition

Process stage	Reason for Failure	Preventive Service - Valoria
Transaction planning.	<ol style="list-style-type: none"> 1. The strategic reasons for the merger or acquisition were weak 2. Poor selection of target companies. 3. . Cultural incompatibility 	<ul style="list-style-type: none"> • Clear definition of the strategic reasons and the sources of value of the transaction. • Detailed evaluation of the candidates • Elimination of the rush factor.
Transaction execution	<ol style="list-style-type: none"> 4. Overestimation of synergies 5. Overestimation of sales potential 6. Excess payment for the acquired company. 	<ul style="list-style-type: none"> • Analysis with objectivity and critical rigor • Identification of critical variables. • Complete and deep valuation. • Exhaustive Due Diligence.

M&A Services

Comprehensive consolidation of the companies' assets.

Complete analysis of alternatives for both the buyer and the seller.

Steps - Buying Party:

- Strategic industry and market analysis. valuation of the company. preparation of the presentation to the Board.
- Development of the acquisition strategy.
- Coordination of the due diligence.
- Structuring of the transaction, including the financial package.
- Negotiation with prospects. final agreement and closing.
- Final agreement and closing.

Steps - Selling Party:

- Preparation and review of the business plan.
- Valuation of the Company. Preparation of marketing tactics and prospect selection.
- Preparation of the "teaser" document. Preparation of the Investment Memorandum.
- Preparation of marketing tactics and prospect selection. Preparation of the "teaser" document.
- Preparation of the Investment Memorandum.
- Preparation of the presentation to the Board of Directors.
- Structuring of the transaction, including the financial package. Negotiation with prospects.
- Final agreement



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Strategic alliances & Joint Ventures

Cooperation to achieve mutual objectives between organizations.

Cooperation for Creation of business entities such as ownership, governance, returns and risks

Identification of the best candidate:

- Candidates for strategic alliances / associations
- Review of the Business Plan
- Review of the Strategic Plan
- Company Valuation
- Preparation of the “teaser” document
- Preparation of the Investment Memorandum
- Preparation of the Presentation to Management
- Definition of the transaction structure
- Negotiation with the selected counterparty
- Closing of the transaction

Debt Restructuring

Facing cash flow problems and financial insolvency, renegotiating debt and re-establishing liquidity.

We help businesses and their creditors navigate through the challenges of financial stress and insolvency.

The debt restructuring service focuses on changing the debt structure that clients have, through the conversion of debt to equity or through the improvement of the terms of a credit to avoid possible defaults.



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Project Finance

Long-term financing for industrial and infrastructure projects.

We understand the financing mechanism for large-scale investments that are based on the project's ability to generate positive cash flows and on the contracts between various participants where the profitability of the project is ensured.

- Financial study of the project, with emphasis on key variables.
- Analysis of the cost of capital and expected return.
- Sensitivity and risk study.
- Recommendations for the implementation and structuring of the project.

Management Buy out “MBO” & Buy in “MBI”

Purchase of assets and operations by the business administration or by an external administration.

The process of executing a management buyout or buy-in is delicate, consumes time and generally represents an arduous exercise that can easily distract the management team and affect the operating performance of the company.

We support the process and our goal is to avoid those factors that may jeopardize the interests of the owner who is thinking of selling the business or from the group of investors interested in providing capital to support the transaction.

Generals

Main previous and current projects



•Financing of 20 million dollars for the Banco de Crédito de Guatemala (concluded)-2020.



Financial analysis on the sale of 80% of shares of Multicredit from Guatemala for 20 million dollars, credit and debit card processing company (in process)-2019.



Energoret Hydroelectric of Peru for 600MW. Obtaining Equity for 200 million dollars (in the “due diligence” process)- 2019.



Financial and feasibility analysis for a Renewable Energy Project in Chicago USA for 400 million dollars. (Approved).



Financial analysis and valuation of the business for the Sale process of a Bank in Paraguay / 500 MDD (concluded) -2020.



Financial analysis and valuation of the business - Producer and distributor of dairy products in Mexico (Concluded)- 2017.

Generals

Main focus by sectors: Information.



Review of a financial model to evaluate the feasibility of financing in the amount of \$350 M USD to operate the concession of the Port of San Juan Marcano in Peru (Concluded) - 2018.

**BANCO DE
COMERCIO**

Financial evaluation and feasibility report for the sale of a bank in Peru (Concluded) - 2019.

marinsa

Financial analysis and feasibility study to structure a financing project for \$74 M USD. (Concluded) – 2020.



Structuring of a Joint Venture agreement between 2 corporations (China and USA) within the renewable energy sector (Solar), for an amount of estimated value of \$120 M USD (In process) – 2021.



Advice regarding the structuring of financing for a solar farm project in Cruz de Piedra, Sonora, representing the Government of the state of Sonora before investment groups of the Republic of China. Estimated investment amount \$180M USD (In Process) – 2022.



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Advice regarding the structuring of financing for a wind farm project in the state of Baja California, Mexico. Estimated value of the investment \$192 M USD (In Process) – 2022.



Financial analysis and valuation of a spirits production and distribution business in the United States (Tequila and Vodka), to confirm the financial feasibility of raising funds from private investors (equity) to support the business expansion strategy (Concluded) – Estimated investment value \$3.5M USD (Completed) - 2022.



Financial analysis and review of the financial model to confirm the structuring of financing for a Business Group focused on the real estate sector and the cultivation, sale and distribution of tomatoes in Peru. Estimated investment \$10M USD (Completed) – 2020.

Main interest by sectors:

1. Energy and green initiatives.
2. Agricultural.
3. Environmental care.
4. Road infrastructure and Transportation.
5. Realtors.
6. Financial.
7. Consumption.

Valoria has a global reach with a special interest in developing productive projects in Mexico, Latin America and Spain, thanks to the understanding and knowledge of the commercial and cultural practices that prevail in each mentioned country.



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Contact

México

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Madrid

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Recommendations

Not written on M&A

- Buying or selling a business is a specialized process, it uses subject matter experts.
- Before starting negotiations, know the correct value of your company.
- The market is rational, it does not buy overvalued businesses.
- Keep the company healthy and growing during the sales process. Falls in profits cause the price and your bargaining power to fall.
- Be flexible, it is not advisable to adopt permanently rigid positions throughout the negotiation.
- The owner should not negotiate.
- You should use intermediaries with experience in these matters.
- You have to be willing to give in order to receive.
- It is necessary to separate the problem from the people.
- Identifying the interests of the counterparty, it seeks solutions.
- Work hand in hand with the team of advisors, there is no need to hide information.
- hide information
- The law of supply and demand are always present.
- Financial complexity is not a substitute for common sense.



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