

C&P ADVISORY

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- **WHO WE ARE**
- **MISSION AND VALUES**
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C&P ADVISORY represents an innovative and independent firm of professionals in the advisory field having the following distinctions:

- deeply rootage in North-Est region but global vision;
- unique combination of multidiscipline, complementary and synergic expertise;
- advisory like proactive committment in defining and implementing client' strategy
- side by side with the entrepreneur approach, shareign outcomes
- real and effective alternative to merchant banks and international consultancy entities.

Why C&P ADVISORY

Because we believe that entrepreneurial dynamism, expertise, passion for quality make it possible for Small and Medium Size Companies to face the even more exacting developing context of economy and global society and to manage change through flexibility and quickness.

Because we believe to be a guide at entrepreneur' side giving a constructive support and fostering economy of relationships, knowledge value, creativity and effective combination of these intangibles factors in real shared and sustainable goals.

Because we have acquired several and complementary professional expertises at national and international level but our roots remain in North Est of Italy and we wish to develop a project of value for its entrepreneurial entity.

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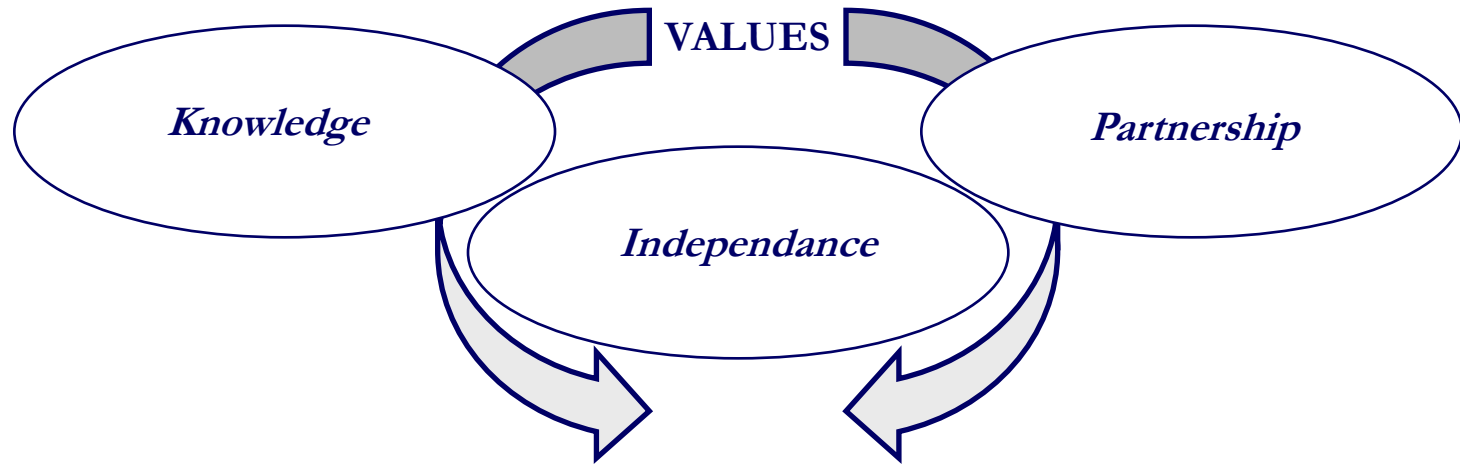
Mission and Values

To help the Small and Medium Size Dynamic Enterprises with its growth and expansion strategies through the research of business partners, the design and structuring of acquisition or partnership operations, the development of a more effective use of capital markets and source of funding, this is the main purpose of C&P ADVISORY.

C&P ADVISORY integrates multidisciplinary expertise and industry knowledge to provide specific, complete and high-value assistance to clients.

The proactive creation of projects through the constant pursuit of new opportunities in addition to complete independence and remarkable analytic thinking applied to the feasibility and sustainability of undertaken initiatives portray distinctive features that enables C&P ADVISORY to pursue its mission.

Mission and Values



MISSION

“At Entrepreneur’ side in making strategic choices, shareing challanges and values through responsability, passion and professional capacity”

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Professional Activities

C&P ADVISORY help the client to face competitive challenges supporting Companies in the definition and implementation of suitable development strategies, from the conception to the structuring and management of extraordinary finance operations and business process re-engineering, offering global and independent advisory.

C&P ADVISORY is able to deal with all the issues that may arise in connection with Corporate Finance operations thanks to the professional expertise and long-term relationships with client acquired by the Partners.

Our professional services are the following:

- **Merger & Acquisition**
- **Valuation and Corporate Finance**
- **Management Advisory**

Merger & Acquisition

Starting from a financial and strategic analysis, C&P ADVISORY provides a comprehensive and tailor made advisory supporting the Client in facing growth paths by means of acquisitions or mergers as well in rationalizing the organisation through divestments of business units.

C&P ADVISORY provides an effective and full support to the Client into defining and elaborating business and financial plan, from screening of strategic options to analysis of assumptions and changing factors, in order to choose best alternative consistently with shareholder's objectives.

M&A projects may refer to equity investments, as well as companies, business units or brands deals.

Advisory activities mainly pertain to the following:

- **identification of target company**
- **valuation of target and potential industrial synergies**
- **Planning of the negotiation strategy and professional assistance throughout the whole negotiation process and closing of the deal**
- **program and project management on post merger operational activities**

Valuation and Corporate Finance

C&P ADVISORY helps the entrepreneur in the estimate of the enterprise value and defining and developing structured finance transactions. Some of the areas of intervention are:

- **Company valuation for extraordinary transactions (mergers, transfers, splits)**
- **Fairness opinions, fair value, impairment test analysis**
- **Private equity**
- **Debt restructuring**
- **Project Financing**
- **Business plans' assurance**
- **Independent Business Review (IBR)**
- **Due Diligence**

The deep knowledge of the financial markets also allows C&P ADVISORY to assist Clients in the listing process on regulated markets.

Management Advisory

C&P ADVISORY Partners have gained relevant experiences on the following activities both in terms of operating and project management:

- **Business plans**
- **Corporate check up**
- **Business reorganization and restructuring**
- **Incorporations and capital increase**
- **Corporate mergers, splits and transformations**
- **Financial statements and consolidated financial statements**
- **Development of management information systems**
 - **Planning and control**
 - **Budgeting and reporting**
- **Profitability analysis, costing and pricing**
- **Organizational analysis and internal business processes**

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Massimo Catullo

Born in Venice in 1953, graduated in Economics and Commerce, Public Accountant and Auditor.

He has developed most of his professional career in **Andersen**, dealing initially with auditing and certifying of financial statements and later carrying out general management advisory and consultancy with reference to extraordinary company operations, M&A, IPOs, strategic control and corporate governance projects.

In Andersen he gained considerable expertise in the financial and industrial sectors, becoming Partner in 1991 and being appointed Head of Business Consulting for financial markets in Italy in 1996.

In 2001, asked by the promoting partners, he became CEO first of **ACBGroup** and then of **ACB Consulting** since its start-up stage. He has played a primary role in the acquisition and in the implementation of important consultancy assignments, among which he acted as financial advisor and as qualified player in the quotation process of several important firms.

In 2010 he founded Catullo & Partners, now **C&P ADVISORY**, of which he is CEO.

Alessandro Chimenton

Nato a Treviso nel 1961, laureato in Economia e Commercio, Dottore Commercialista e Revisore Legale.

Dal 1986 presso **Arthur Andersen & Co. s.a.s.** e dal 1990 presso la **Arthur Andersen MBA s.r.l.** - Management & Business Advisors ha svolto numerosi incarichi presso aziende del settore manifatturiero e finanziario (banche, leasing, factoring). Dal 1991 riveste il ruolo di dirigente, operando prevalentemente nel settore Corporate Finance e Financial Industry. L'esperienza professionale acquisita é maturata a mezzo di servizi professionali resi nei seguenti ambiti: perizie, valutazioni di aziende e Gruppi Societari, valutazioni di marchi e beni immateriali, cessioni ed acquisizioni di aziende, due diligence, arbitrati, analisi di budget, predisposizione di piani strategici e business plan, studi di fattibilità, progetti industriali/integrazioni aziendali, reporting direzionali.

Partner dal 1999 di **Enterprise Partners & Co. S.r.l.** e dal 2014 di **C&P ADVISORY**, entrambe società di consulenza direzionale, operative nei servizi summenzionati e con sede a Treviso.

I principali clienti per cui si è lavorato sono: Benetton Group, Elettronica, Quaker Beverages Italia, Gruppo Carlo Tassara, Cassa di Risparmio di Udine e Pordenone, Latterie Soligo e LatteBusche, Ligabue, Zoppas Industries, Gruppo SKF, Gruppo Sumitomo, Elettronica, Dyckerhoff, Aprilia, Acqua Minerale San Benedetto, Limoni, AR Industrie Alimentari, Piaggio, Banca Popolare di Vicenza, Cassa di Risparmio di Prato, Stefanel, IP Cleaning, Banco Popolare, GEOX, NICE, Jacuzzi, Veritas, ITAL TBS, Calligaris, Taghleef Industries, Novation-TCX, Diadora Sport, Limacorporate, Telespazio, Federazione Veneta BCC, Tele System Electronica, Alpha Test, Dainese.

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