

Wojtarowicz & Partners

Mergers and Acquisitions,
Market Entry Services,
New Business Ventures

We help with important business transactions

CORPORATE BROCHURE

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What can we do for you?

Successful establishment on the Polish market

Wojtarowicz & Partners is a consulting company, which core business is in the three following areas:

- Merger and acquisition services
- Market entry services for foreign investors willing to set up their business in Poland
- Raising finance for new highly profile business ventures.

International education and experience combined with local expertise

With highly skilled staff, extensive experience in managing foreign operations in Poland we believe that we can provide substantial value whether you want to acquire a business in the region, start a greenfield investment, plan a joint venture with a local partner or just want to solve a problem with existing operations.

We understand mid – sized family business

With extensive managerial experience in American, German, Dutch and Italian environment we have a very good understanding of mid-sized and bigger family businesses.

cluding 11 years as CEO / MD / President at FMCG companies. Multi – cultural experience in American, German, Dutch, and Italian companies

- One of the managed companies recognized with the award of best Polish exporter (finance – economic daily Rzeczpospolita, 2004) and ranked #8 as one of the most efficient companies in Poland
- Ranked #12 in Wprost weekly 2003 as one of the most effective Polish managers (company category up to 250 mil EUR turnover)
- Wide network of international business contacts.

Arkadiusz speaks English and German and is responsible for business aspects of our projects.

Partner

(Due to the legal restrictions on advertising of legal services in Poland we cannot publish the name of our partner on this web site)

- Graduate of Warsaw University (Law and Administration)
- 13 years of experience as legal advisor including two international legal companies
- Specializes in commercial law, real estate, investments and transactional law
- Runs his own legal practice.

Our partner speaks English and is responsible for legal aspects of our projects

Who are we?

Arkadiusz Wojtarowicz – Managing Partner

- MSc at Silesian Technical University, Gliwice, PL (1983) Academy of Economics, Kraków, PL (1990)
- MBA (2002) at prestigious International Institute for Management Development (IMD) Lausanne, Switzerland
- Extensive Executive Education London Business School, London, UK and Fuqua School of Business, Duke University, USA. Focused on: leadership, strategy, finance, entrepreneurship, turnaround management
- 15 years management experience in-

Market Entry Services Overview

Our market entry services include the following areas:

- Market Entry Feasibility Studies
- Sales and Distribution Channels
- Acquisitions
- Greenfield Projects / Operations
- Tax and Legal Issues

Market Entry Feasibility Studies

The crucial decision a decision maker has to take when intending to enter new market is how to enter the market.

Knowing the right starting address is the key to success

We believe that we can provide valuable advice and information in the following areas:

- market research,
- competitive analysis,
- entry options analysis,
- distribution channels.

It does not always make sense to assume that you will be successful in the Polish market just because you were successful in your own market. We recommend that you make informed decisions about your market entry strategy.

We can provide you with valuable support in finding information on main competitors, their prices, and distribution channels, analysis of competitiveness of your products and identifying market opportunities and threads.

Sales and Distribution Channels

One of the crucial issues that you have to solve when entering the Polish market is to find the right partner.

Based on our experience we can assist you in the following areas:

- Advisory services on best sales, distribution and marketing strategies
- Partner search and selection, assistance in negotiations, legal advice
- Managing a distributor or agent, evaluation of agents efforts and potential
- All aspects of setting up a sales office including legal and regulatory issues, organisation and human resources, recruitment of key personnel.

Merger & Acquisitions

If acquisition of an existing business can be an entry option for you we can assist you in

the following issues:

- Identification of potential targets
- Initial contacts with decision makers
- Strategic and financial analysis of the value creation potential of a merger (valuation of stand alone companies, valuation of a merged company, valuation of synergies)
- Support in financial negotiations and preparation of a letter of intent
- Due diligence
- Final contract negotiations
- Support in organisation of a new merged entity and creating a relevant action plan
- Support in post – transaction integration.

Greenfield Projects / Operations

If you consider a Greenfield investment in Poland we can assist you in the following ways:

- Greenfield feasibility study (energy prices, local wage levels, infrastructure, tax benefits etc.)
- Support in finding location for operations as well as negotiations with local or national authorities
- Search for existing plants / buildings that could be renovated for installation of machines
- Special economic zones legislations, permits, legal issues
- Personnel and remuneration policies, recruitment of key personnel
- Management and cultural issues.

Tax and Legal Advice

Our commercial law services include:

- Corporate set-up in Poland
- Administrative law, operating permits, registrations

- Special economic zones legislations
- Tax advice
- Employment law
- Antitrust and unfair competition law.

We provide legal services to clients with needs in the following M&A areas:

- Deal structuring, deal process documentation, tax optimisation
- Due diligence
- Large-scale acquisitions
- Corporate restructuring.

Other Business Services

Are you dissatisfied with your partner or operations in Poland? Do you wonder why sales or operational efficiency are below expectations? Do you feel there is a problem with local management?

Please feel free to call us if you feel that combination of international education, understanding western standards and our local expertise can be of any help.

We will thoroughly examine your case and make recommendations for further actions.

We are business practitioners with proven success track record and not consultants who never owned or run a business.

Investor Club

We offer free membership to our club for people or organisations interested in:

- investing or co-investing in new highly potential business ventures (start-ups),
- business angel investing,
- investing in existing enterprises,
- receiving information about businesses for sale (in Poland) and in the region,
- information on projects seeking financing.

Detailed information is available from our consultant or can be downloaded from our web site www.wojtarowicz.com

Making the difference

Education, experience and skills to make it happen

Each Wojtarowicz & Partners partners has first class professional qualifications, which have been enhanced by international experience, gained in the successful building and managing of businesses.

We know that we will assist you in the most important transaction of your business life. Your project will need full dedication, professionalism, and uncompromised quality of work.

Your time matters

We are different. Many people think that when purchasing professional services its all cost involved. We disagree. You must be involved in every business sale or acquisition process. All interactions are designed to be as "painless as possible". Your time is your money. We understand that, not everyone does.

We have lawyers who solve problems rather than create them

Most entrepreneurs experienced a situation where well intentioned lawyers prove to be a "Deal Killer", by over protecting clients against irrelevant or non-existing risks. We have lawyers who collaborate with business managers and understand business. They do not create problems; they solve them by providing protection where it is really needed.

Professionalism and quality

Whether we perform business analysis or negotiate on behalf of our clients we understand that we support the serious decisions of our clients. We take professionalism and quality very seriously. We understand that our clients are paying for our services and expect a clear and accurate service in return.

We provide value for money

Our customers' satisfaction is the sole measure of our success, and we will do whatever it takes to find the right solution to the problem. Reaching agreed upon deadlines and keeping promises are the most important issues for us.

Relationship, trust and integrity

Most of our projects will require access to sensitive financial and strategic information of a strictly confidential nature. We respect the trust of our clients and consider trust to be the key to a successful working relationship. All our employees and associates are in agreement that we have a zero tolerance to non-ethical conduct of any kind.

Wojtarowicz & Partners Group

We own a business brokerage company selling SME to individuals

The Wojtarowicz & Partners Group is the 100% owner of Bizbroker Sprzedaż Firm, a business brokerage company for small and medium sized enterprises (SME companies), and is the owner of a leading Polish internet exchange for small business sales www.sprzedambiznes.pl

The Bizbroker Sprzedaż Firm is expert in selling small and medium sized businesses to individuals who want to own and run a business rather than strategic buyers.

If you are considering buying or selling a small business, please request the information brochure or visit the Bizbroker web page www.bizbroker.pl

Contact

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