

CONSULTING
HAUS

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**AN ENTREPRENEUR IS SOMEONE
WHO JUMPS OFF A CLIFF AND BUILDS
A PLANE ON THE WAY DOWN.**

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-Reid Hoffman

CONSULTING HAUS LLC IN QATAR

Consulting HAUS LLC is Qatar's only boutique corporate finance firm with a focus on supporting SME's, large corporates and family businesses. Since our establishment, we have overseen the successful delivery of several strategic engagements including:

- The provision of project management services to the founding board of a bank;
- Being appointed as sell side advisors to several market leading companies operating in various sectors including healthcare, education and manufacturing;
- Supporting clients with their IPO aspirations, setting IPO strategies and providing IPO related valuation reports;
- Successfully raising and/or restructuring debt to ease cash pressure on our clients businesses; and
- Supporting successful Tawteen applicants to prepare detailed market, technical and financial feasibility studies.

In 2020, our focus will remain on maximizing the value of our clients business by providing hands on support and being seen as an extension to our clients management teams.



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CONSULTING HAUS LLC SERVICE OFFERINGS

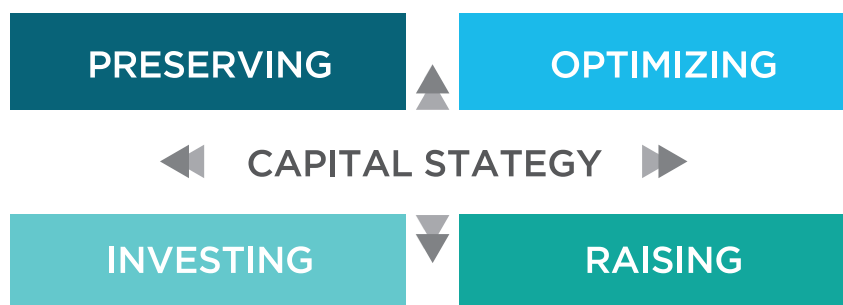
Consulting HAUS LLC prides itself on providing the highest quality services to businesses and their owners to support them in increasing and creating value. The team has a wealth of experience working alongside companies and entrepreneurs alike to create and execute various strategic initiatives to help ensure that future targets are met. We view ourselves as your partners, rather than service providers, and are here to support you throughout the business lifecycle.

| SERVICE LINE | TYPE OF SERVICE PROVIDED |
|---|--|
| 1 Management Consulting Services | <ul style="list-style-type: none">• Business Modelling• Feasibility Studies• Business Plans• Valuations• Portfolio Assessment• Go-to Market Strategy |
| 2 Mergers and Acquisitions | <ul style="list-style-type: none">• Acquisitions (buy-side) Advisory• Divestitures (sell-side) Advisory• Strategic Partnerships and Joint Venture Advisory• Equity Advisory |
| 3 Turnaround & Debt Restructuring | <ul style="list-style-type: none">• Independent Business Reviews• Working Capital Optimization• Cash Flow Forecasting• Debt Refinancing + Restructuring |
| 4 Virtual CFO Services | <ul style="list-style-type: none">• Strategy Support• Budgeting• Cash Flow Forecasting• Goal Setting• Board/Management Committee Support• Monthly Reporting |
| 5 Entrepreneurial Support Services | <ul style="list-style-type: none">• Idea Development• Planning• Financial Assessment• Execution• Project Management |

1. MANAGEMENT CONSULTING SERVICES

We provide the full spectrum of corporate finance advice to all businesses. This includes advising shareholders, directors and investors who are going through strategic change such as acquiring or selling all or part of a business, raising funds or exploring new business opportunities.

CONSULTING HAUS LLC CAN SUPPORT TO DEVELOP & IMPLEMENT YOUR STRATEGY



Our main corporate finance services include:

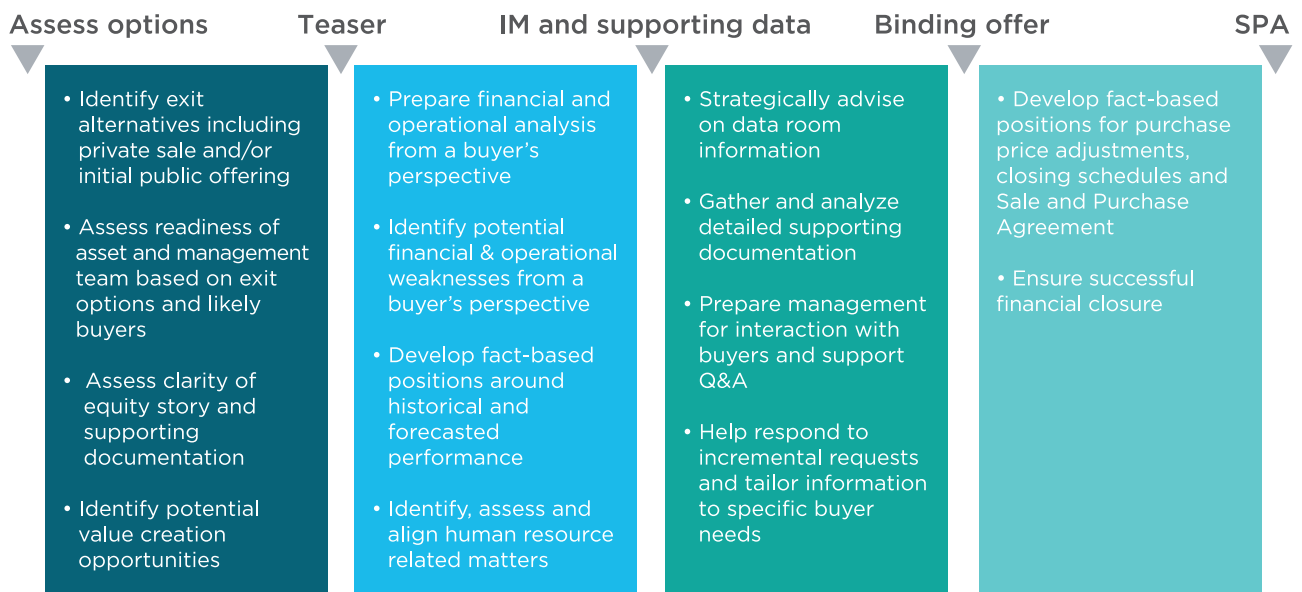
- **Feasibility studies:** Prior to establishing a new business, it is advisable to invest time in ensuring that the business has the best possible chance of success. We can support you in understanding the future outlook of the market, the potential growth rates, risks and challenges. In addition, we assist you in preparing a set of financial projections which can be used by you to make astute investment decisions.
 - **Valuations:** A business valuation is a general process of determining the economic value of a whole business or company unit. Business valuation can be used to determine the fair value of a business for a variety of reasons, including sale value, establishing partner ownership, taxation, etc. Our valuations team has cross sector experience and has recently worked on valuations relating to IPOs, significant capital raises and purchase price allocations.
 - **Business modelling services:** Business models provide a solid platform to make effective business decisions. Whether you want to evaluate a new business opportunity or simply create and monitor annual budgets, our business modelling professionals can help you throughout the model build process and ensure that the model is tailored to meet your exact requirements.
 - **Business plans:** Best business practices dictate that all businesses should not only have a 12 month budget but should also look further ahead and by doing so, the business and management are much better equipped to deal with potential challenges that may lay ahead. Pro-active management is the key to success and we can support you in preparing and documenting your business plan and monitoring future performance.
 - **Portfolio Assessment:** In today's turbulent business environment, it is essential to regularly check the health of your business portfolio to ensure that the value continues to be created. Portfolio assessment refers to the set of tools and methods that we use to help review and maximize the value of a portfolio of assets managed under one umbrella.
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2. MERGERS AND ACQUISITIONS

SERVICE OFFERINGS:

- **Buy-side advice:** Execution of mergers and acquisitions, including definition of the transaction rationale, management of the acquisition process, and support in negotiation with potential sellers for a successful closing of the transaction.
- **Sell-side advice:** Execution of divestment processes, including the development of the equity story and transaction marketing materials, preparation of potential investors list, support in leading discussions with potential investors/buyers including coordination of Q&A with consultants, lawyers and transaction services providers, and support on final negotiation process including price and proposed condition and the sales and purchase agreement.

ILLUSTRATIVE EXAMPLE FOR PRIVATE SALE



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- **Fundraising and private placements:** Execution of fund raising processes for clients including the development of the equity story, selection of potential providers of capital, and full support during the capital raising process.
 - **Joint ventures and partnerships:** End-to-end execution of joint ventures and strategic partnerships. We provide support in the definition of the partnership strategy, selection of the potential partner candidates, and full support in the execution of the partnership including the development of the business case, valuation of the contribution from the parties, and negotiation and closing of the partnership/joint venture agreement.
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3. TURNAROUND & DEBT RESTRUCTURING

The turnaround team at Consulting HAUS LLC are ready to support you in stabilizing your company's finances and operations and helping to put in place procedures to turnaround performance. Part of this process involves reassuring all stakeholders that proactive steps are being taken to enhance value.

Our main turnaround & debt restructuring services include:

- **Independent business reviews:** Used by shareholders, banks and management alike to get an independent view on operations, challenges and options available to improve current performance.
- **Cash flow forecasting:** Development of a detailed 12 week rolling cash flow forecast that prioritizes creditor payments and maximizes 'creditor stretch' to enable the company to operate without significant, additional cash injections.
- **Debt restructuring:** Debt restructuring is a process used by companies to avoid the risk of default on existing debt or to take advantage of lower available interest rates. Reducing interest rates and extending the term of the debt means the principle owed is spread over a longer period resulting in significantly lower monthly payment improving cashflow for the company as well as protecting the bank's interests.

Given the current economic climate, debt restructuring has become an increasingly important option being considered by businesses as a way of improving financial performance and protecting the positions of the various stakeholders involved including shareholders, employees and lenders.

Consulting HAUS debt restructuring team is able to support you with your debt restructuring needs.

STEPS TAKEN AS PART OF A TYPICAL DEBT RESTRUCTURING EXERCISE

- 1 Client qualification: Work with the client to understand the exact requirement.
 - 2 First level assessment of the client's business by studying the client's debt portfolio and financial performance as well as assessing the feasibility of the client's debt needs.
 - 3 Prepare a list of banks to approach and discuss the list with the client and agree with the client on the scope of work, timeline and fees.
 - 4 Create a banking file that include all of the information the bank needs to assess the client's business and prepare a summary report and start communication with the banks.
 - 5 Submit an Indicative Term Sheet ("ITS") to the interested banks and negotiate its terms. The ITS is then amended as a result of negotiation to produce the Final Terms Sheet.
 - 6 Agree and sign the new debt agreement between the client and the bank.
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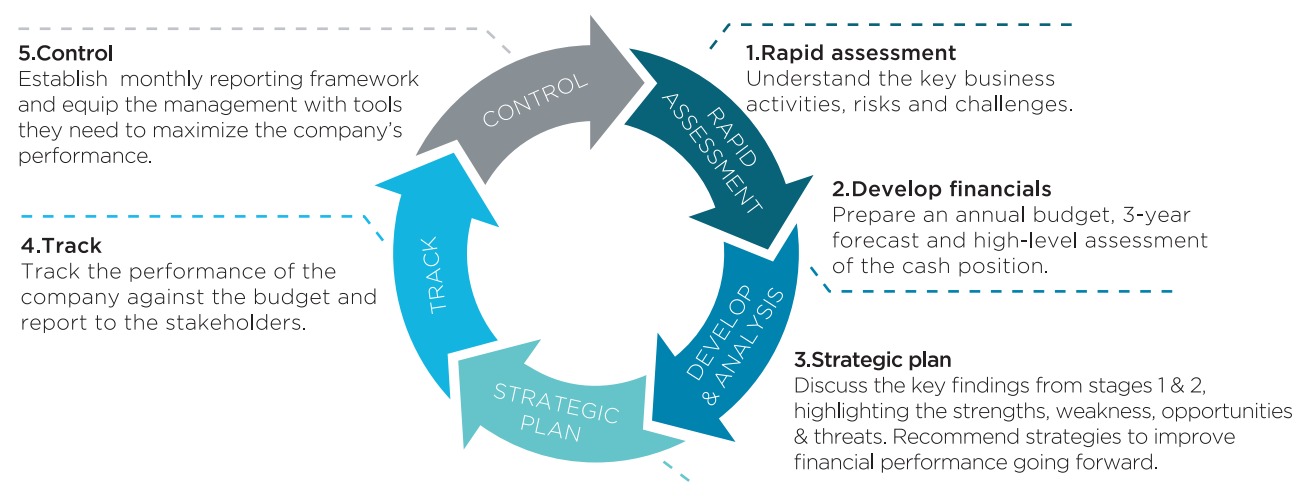
4. VIRTUAL SERVICES

Our virtual CFO services are cost effective and the return on investment is clear. We will act as a vital sounding board – it can be very challenging to run a business at times and it's always a relief when you can pressure test your ideas with someone who has your back.

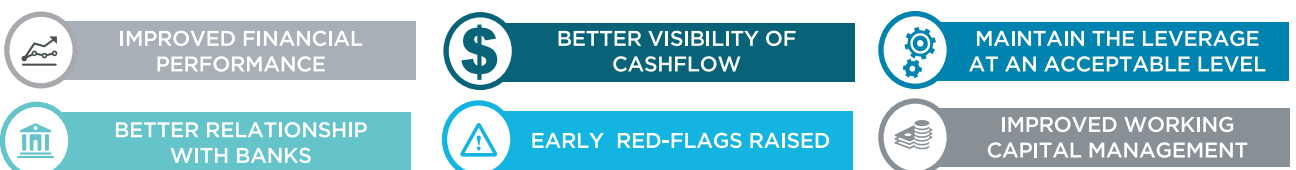
Our main virtual CFO services include:

- **Budgeting:** Often an afterthought for most SMEs but a vital tool in keeping the business on track.
- **Cash flow forecasting:** Businesses are often subject to unnecessary financial risk due to the lack of periodic cash flow forecasting (either a monthly, quarterly or annual basis). A constant and structured approach to managing cash (and the working capital cycle) are key attributes towards running a healthy business.
- **Goal setting:** Agree which key performance indicators are truly reflective of the business, set goals and monitor progress.
- **Supervision of your bookkeeping or accounts function:** If required, we can provide in-house training to your finance teams to ensure that the finance function is being managed in accordance with best practices.
- **Monthly reporting:** Consulting HAUS LLC will analyze monthly performance against plan and report directly to top management with our findings and recommendations.

VALUE PROPOSITION



ASSOCIATED BENEFITS



5. ENTREPRENEURIAL SUPPORT SERVICES

We pride ourselves on the work we do with entrepreneurs, helping them to turn their business ideas into reality and seeing their continued growth and success.

Our main entrepreneurial support services include:

- **Idea development:** We will support you in taking your business concept from inception to having a detailed concept that addresses all of the associated challenges.
- **Planning:** Once the idea has been finalized, a detailed market analysis will be conducted to ensure that sufficient demand for the product/service exists and to ensure that the market has positive future growth rates.
- **Financial assessment:** Before proceeding, it is important to understand the entire costs associated with the business and the expected level of returns. Our team of experts can assist in this regard by helping you to understand the set-up costs, pay-back period and potential financial returns.
- **Execution:** Should you require, we can also provide project management services that will see your business go from an on paper plan to a fully functioning operation.



LIST OF SECTORS

Consulting HAUS LLC has access to both internal and external sector expertise. Being able to provide our clients with specific, sector specific advice ensures that we add value to our clients businesses and help them stay ahead of the competition. Our market research team ensures that our staff are always updated with the latest developments in our target industries and we are always happy to share such information with our clients.



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**SUCCESSFUL INVESTING IS
ABOUT MANAGING RISK,
NOT AVOIDING IT.**

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-Benjamin Graham

