

Company Presentation

Fritz B. Hoering

Managing Partner
CEO



CEO advise GmbH

Business Development
Interim Management
Executive Consulting
Corporate Finance

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CEO advise GmbH Guidelines



- Founder and Managing Partner/CEO: Fritz B. Hoering
- Corporate headquarters: Aichtal (near Stuttgart), Germany
- Business purpose:
 - Business Development
 - Interim Management
 - Executive Consulting
- Consultants: 4 permanent, > 50 in our network
- Important Partners:
 - Osec Swiss Business Network, Zürich
 - Dr. Borsche GmbH, Rottach-Egern
- Shares: Most Exclusive Inc., s'Hexle GbR and others



CEO advise Consulting Focus

- Business Development
- Interim management
- Executive Consulting
- Corporate Finance (incl. M&A)



CEO advise Service Focus

- Exclusive Services
- Universal Exports



Business Development (Content)

- Company incorporation (launching)
- Branch launching
- Expansion incl. Staff selection, sourcing
- Product launches incl. Marketing
- Global Roll-outs incl. project management
- Start-up management
- Growth management
- Company spin-off, company acquisitions
- Legal form changes of joint stock companies
- Strategic name changes



Business Development (2)



- Active involvement:
 - Deal making, leading challenging negotiations
 - Interim Management
 - Achievement of sales and contract targets
- Consulting and knowledge transfer:
 - Expansion of sales channels, developing new sales paths
 - Development of new markets, market research & studies
 - Trainings, market introductions
 - Innovation management, product enhancements
 - Marketing strategies and concepts
 - Start-up and growth consulting





Business Development (3)

- Industry focus
 - Media technology, digital signage, automation technology
 - Information technology, Internet, ecommerce and services
 - Telecommunication, infrastructure, mobile applications
 - High Tech (micro technology, semiconductor, chips etc.)
 - Renewable energies (solar technology etc.)
- Geographical focus
 - Europe (Western and Eastern)
 - Switzerland
 - USA
 - Other regions on demand





Interim Management

- Interim management (up to C-level)
 - Representation on general meetings, conferences and events
 - Help outs (ongoing recruiting, but opening not staffed)
 - Replacements (after the departure or release of a manager)
 - Project management to meet time and budget
 - Management of special projects, special situations in start-ups
 - Crisis management, re-skilling e. g. after a take over
 - Integration management (pre and post merger)
 - Culture change, manager preparation or accompaniment
 - Innovation management (new systems, processes etc.)
 - Management of intercultural or interdisciplinary projects
 - Stand in at sudden events (death or handicap of a manager)



Executive Consulting

- Executive Consulting
 - Individual consulting of entrepreneurs, executives and managers
 - Business and private coaching incl. leadership consulting
 - Sparring: Situation check, decision check , assessments, pinpointing alternatives
- Outsourcing consultancy
- Team building, also on C-level
- Culture consulting
- Emotional intelligence, social competence
- Work-life-balance
- Confidentiality guaranteed



Corporate Finance incl. M&A



- Capital sourcing for Companies
- Investment searches for investors
- Für all clients:
 - Development of a precise search profile
 - Structuring of the investment process
 - Identification of utmost multiple investment options
 - Evaluation of the investment targets
 - Methodical condition optimization (e. g. SWOT)
 - Navigation and execution of the due diligence
 - Negotiations and closing
 - Post merger integration
 - Team building, trainings, re-skilling





Corporate Finance (2)

- Investment targets
 - Medium to large companies (revenue € 10 Mio. - € 1.000 Mio.)
 - Multinational non core areas and subsidiaries
 - Domestic and international privatizations
 - Succession arrangements
- Industry focus:
 - High Tech, IT, Telecom, ecommerce
 - Renewable energies
 - All services, incl. non IT based





Services

- Exclusive Services
 - Guidance for exclusive real estates and journeying
 - Guidance on and procurement of exclusive products
 - Other exclusive services of all kind
- Universal Exports
 - Export and import escorts by suitable specialists
 - Transport of confidential documents, even overseas
 - Security checks and reviews
 - Confidential checks, reference checks
 - On site check and control of given commitments
 - Check of political feasibility and practicability
 - and more



Profile Fritz B. Hoering

- Fritz B. Hoering has a longstanding industry experience as CEO, Managing Director and Board member in international companies operating in Germany, Switzerland and USA:
 - **Since 2007 CEO / Managing Partner, CEO advise GmbH**
 - **Since 2006 Advisor of Most Exclusive Inc., Atlanta, USA**
 - **2004-2006 CEO, my-con AG, Stuttgart, Germany**
 - **2002-2004 Board member, Secunet AG, Essen, Germany**
 - **2001-2003 CEO, Deutsche Post Signtrust GmbH, Bonn, Germany**
 - **1999-2001 Board Member, Mediacrypt AG, Zurich, Switzerland**
 - **1999-2000 CEO, Ascom iT_SEC AG, Zurich, Switzerland**
 - **1996-1999 Director Accenture AG, Zurich, New York**
 - **1995-1996 Managing Director AT&T NCR AG, Zurich, Switzerland**
 - **1992-1996 Managing Director AT&T GmbH, Munich, New York**
 - **1986-1991 Siemens AG, Munich, Santa Clara, USA, diverse jobs**





References

- References CEO advise GmbH (selection)



VLJ Airtaxi



- References of Fritz B. Hoering





Summary (USP)

- Aktive involvement in business development
- Individuality and flexibility makes customers happy
- Interim management (replacements) without a provider
- Integrated thinking and acting: Networking is working
- Not only consultant, but partner of our clients
- Classic M&A combined with individual consultancy
- Offering special services and accepting smaller projects
- Scalable projects along with need, time and budget
- Our biggest strength is target driven implementation –
that is by what we love to be measured!



What our clients say ...

CEO advise

- ... offers experienced managers with practical experience
- ... conducts general diagnosis and solves as specialist
- ... has anchored a lasting desire for change
- ... has trusted change managers
- ... acts as mediator and mentor at the same time
- ... works integrated (no project feeling)
- ... performs excellent practical implementation
- ... leads the change processes very smoothly
- ... delivers in time and budget

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