

# ELITE

Connecting companies with capital

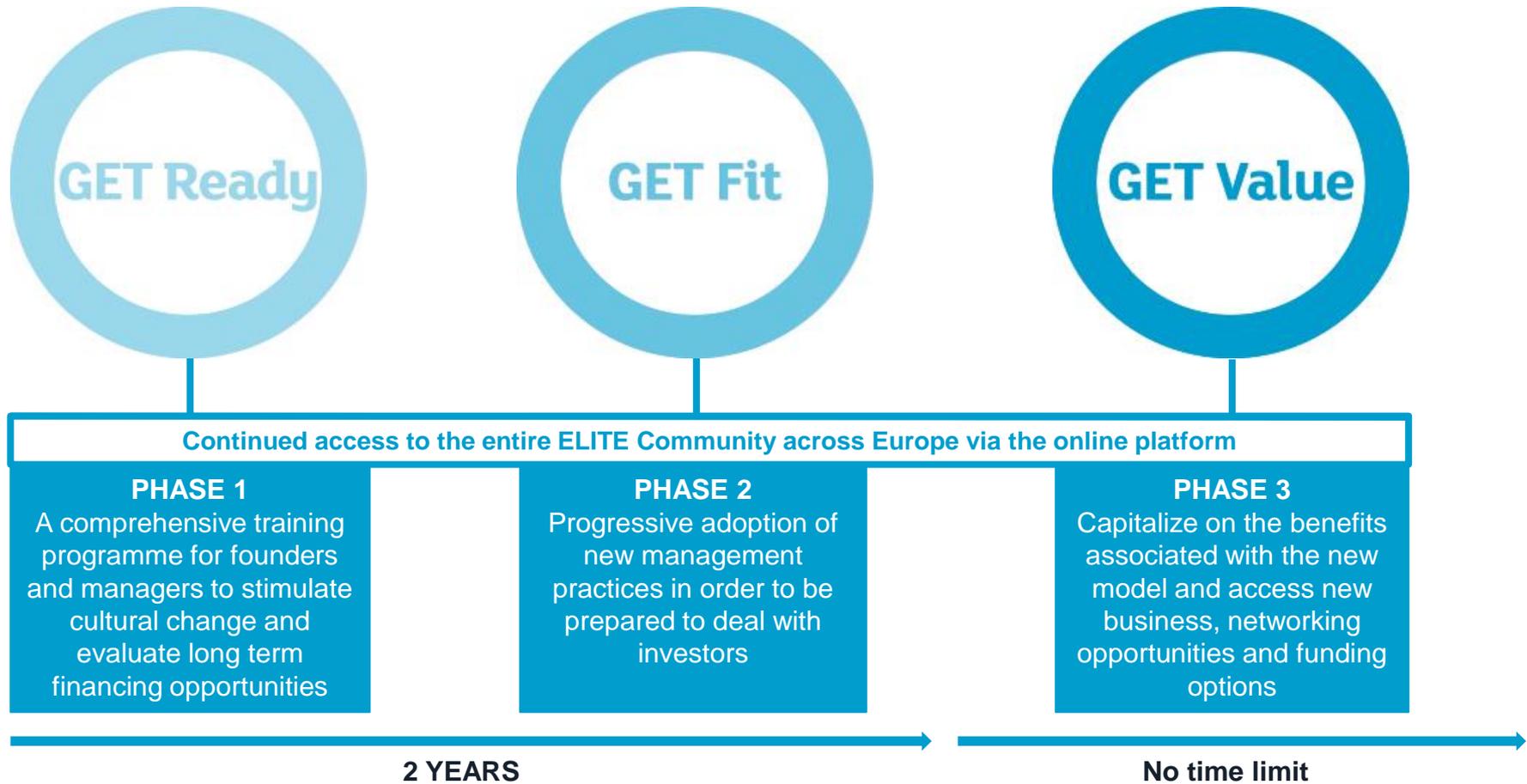
# WHAT IS ELITE

---

- WHAT** ELITE is a programme designed to help the most ambitious companies prepare and structure for the next stage of growth through the access to long term financing opportunities
- WHO** ELITE is dedicated to the most exciting companies with a sound business model, clear growth strategy and a desire to obtain funding in the near future
- HOW** ELITE offers an innovative approach, including a training programme, a working zone supported by a tutorship model and direct access to the financial community through dedicated digital community facilities. It is “capital neutral” to any financing opportunity, providing access to Private Equity and Venture Capital funds, debt products, etc.

**The long term objective of ELITE is to improve companies’ access to more sophisticated skill-sets, network and a diversified capital pool in order to accelerate growth opportunities.**

# ELITE: A 3-PHASED PROGRAMME



# BENEFITS OF JOINING ELITE

Bespoke access to a network of leading local and international advisers, investors, experts, entrepreneurs and public companies

Earlier engagement with the investor community helping to access capital from a range of sources as and when appropriate for your business

Become part of a vibrant ecosystem that supports and promotes innovation, entrepreneurialism and growth

Develop the expertise to help make informed business and funding decisions for your company

A platform to enhance your business profile with stakeholders, supported by an extensive media campaign and web portal

Opportunity to interact, share experiences and learn from other companies with similar growth objectives and aspirations

# WHAT ELITE COMPANIES SAY



**Franco Cornagliotto, President and CEO aizoOn Consulting:**

“ELITE represents for aizoOn the opportunity to achieve a further quality level, the perfect place to compare and strengthen the business and management capabilities, an accelerator for the international development and for the brand affirmation. ELITE projects aizoOn towards the future.”



**Graeme Malcolm, CEO M Squared Lasers:**

“The programme has increased our awareness of different forms of funding and what needs to be done to prepare for each. It allows us to think about how we can keep scaling up.”



**Lars-Michaël Paqvalén, Co-founder and CEO Kiosked:**

“We are excited to be selected into ELITE programme and its world-class ecosystem of other growth companies, academia and other market operators. The challenges that an entrepreneur and organisation will meet in the course of its growth journey are multiple but with ELITE’s network of advisors, tools and support they can be tackled face on. I am looking forward to Kiosked’s ELITE journey and the learnings it will provide us.”



**Anthony Fletcher, CEO graze:**

“It’s a fantastic programme. graze is a business competing on a world stage and the opportunity to utilise the experience and learnings of our contemporaries is invaluable. Through the programme we have gained expertise and confidence allowing us to continue to place technology at the heart of our business and aspire to build a world class operation.”



**Humberto Costa Leite, CEO IM Mining:**

“We feel very honored, and excited, in participating in ELITE. The timing of this programme fits perfectly into our strategy, as we intend to be listed in the stock exchange in two years’ time.”



**Luigi Marciano, President and CEO Objectway Financial Software:**

“We chose ELITE in the belief that it represents an excellent approaching path towards the access to capital markets. By joining ELITE, we can also take advantage of the opportunities this network offers for raising the visibility with institutional investors, including international ones, to support new channels for business growth.”

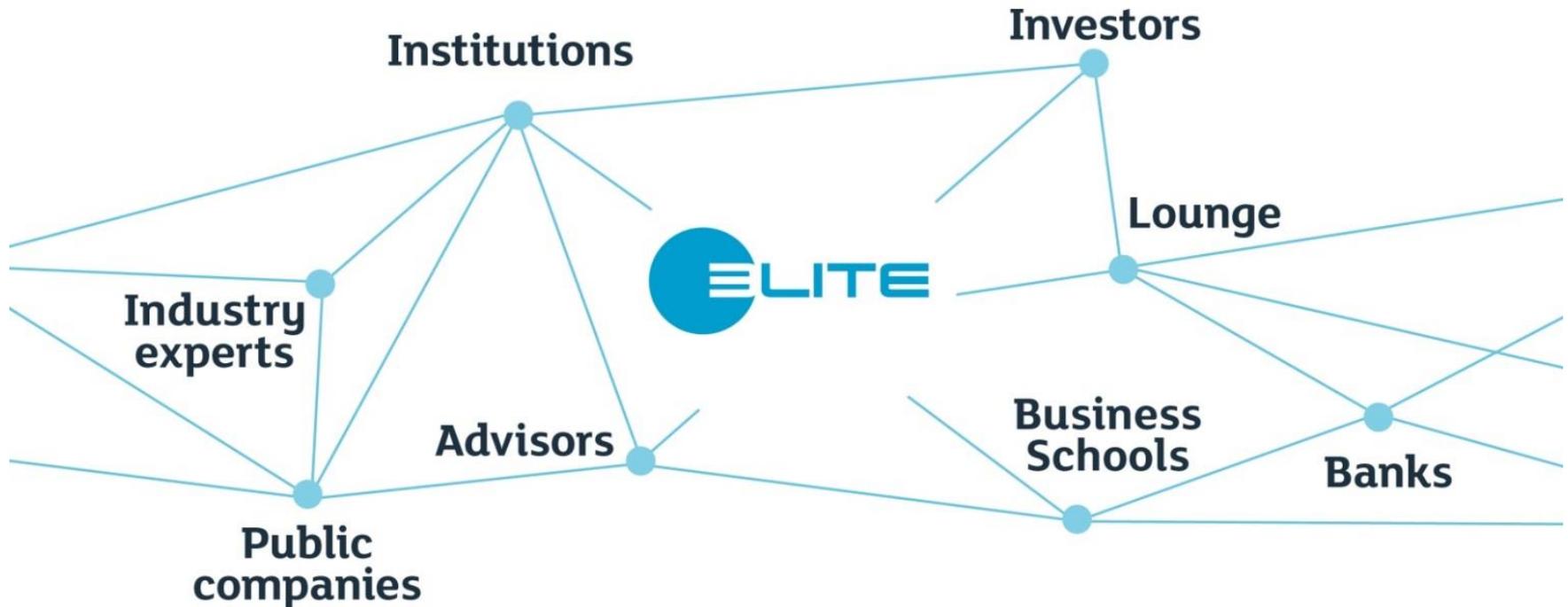
---

# ELITE

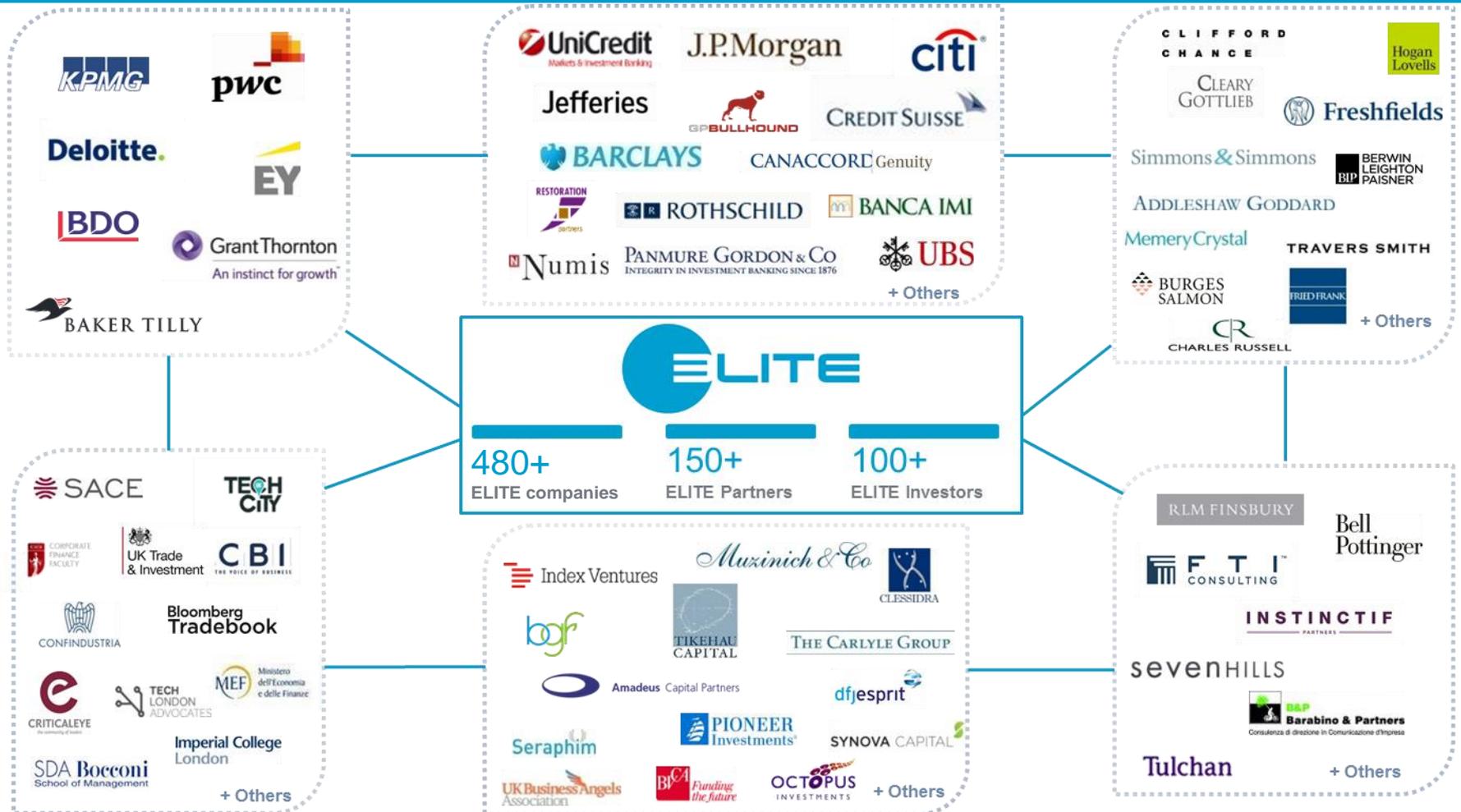
**PARTNERS OF THE PROGRAMME**

# THE ELITE COMMUNITY

ELITE companies during the 2-year programme and thereafter can access a vibrant community which facilitates a long-term structured engagement between ambitious businesses, industry experts and the investor and corporate advisory community, helping them prepare and structure for external investment and the next stage of growth.



# ELITE – A FAST GROWING EUROPEAN COMMUNITY



---

# ELITE

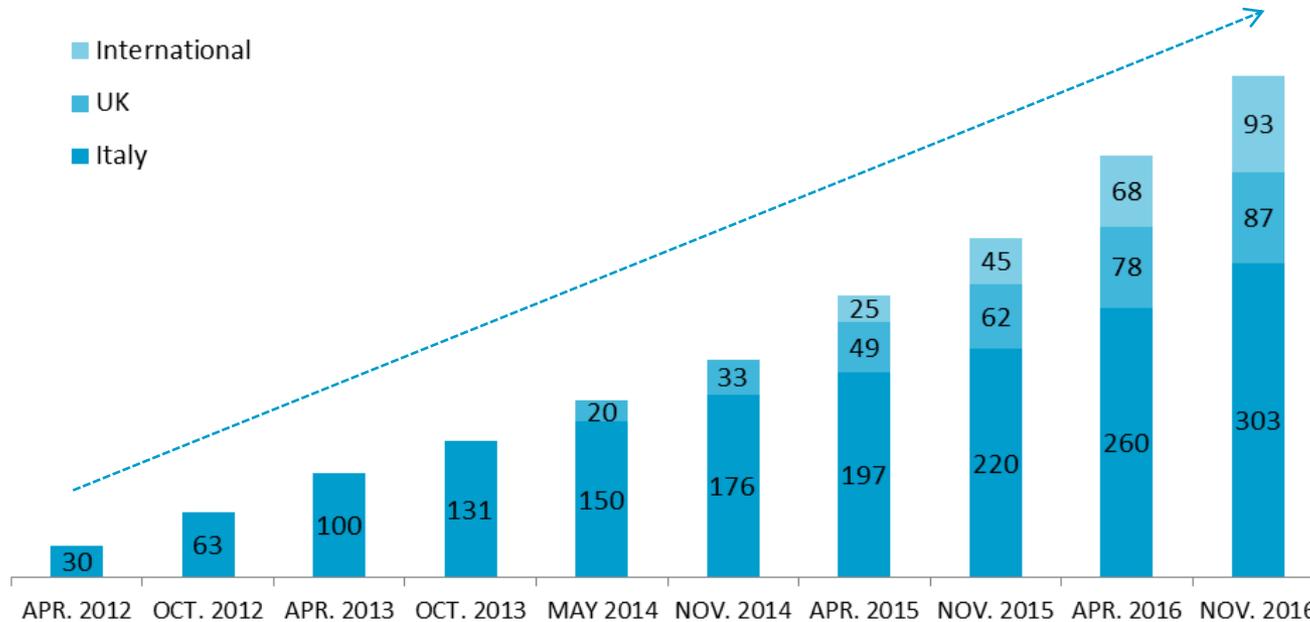
FIRST EVIDENCE

# A STORY OF GROWTH

Launched in April 2012, ELITE has attracted:

- ✓ Over 480 companies, selected between the most ambitious businesses
- ✓ Over 150 financial advisers and professional bodies
- ✓ Over 100 institutional investors (private equity firms and debt investors)

**480+**



# ELITE COMPANIES AT A GLANCE

**480+**  
COMPANIES

**25**  
COUNTRIES

**40 bn €**  
AGGREGATE  
REVENUE

**30 +**  
SECTORS

**175 000**  
EMPLOYEES



<b>Basic Materials</b>	<b>Consumer Goods</b>
25 companies	112 companies
<b>Consumer Services</b>	<b>Financials</b>
53 companies	12 companies
<b>Health Care</b>	<b>Industrials</b>
32 companies	122 companies
<b>Oil &amp; Gas</b>	<b>Technology</b>
9 companies	95 companies
<b>Telecommunications</b>	<b>Utilities</b>
14 companies	9 companies

# ELITE ACCELERATES CULTURAL CHANGES AND ACCESS TO CAPITAL



Since joining ELITE, companies have accelerated their growth plans and gained access to funding opportunities



- 45** Companies have completed a deal with a Private Equity firm
- 15** Companies publicly announced an IPO in the medium term – **6** companies listed on a public market
- 21** Companies issued a bond raising an aggregate 410 mln €
- 120** M&A / JV deals completed by ELITE companies
- 250** Mln € raised by Italian state owned institution
- 40** Listed companies serve as a mentor for ELITE companies

---

# ELITE

## ACCESS REQUIREMENTS FOR COMPANIES

# ELITE: ACCESS REQUIREMENTS

ELITE is dedicated to the most exciting companies with a sound business model, clear growth strategy and a desire to obtain funding in the near future.

## ELITE ACCESS REQUIREMENTS

- High quality and highly ambitious business
- Demonstrate historic growth and future potential
- Convincing growth projections
- Credibility of management
- Motivation to deal with the cultural, organizational, managerial change eventually required to access to long term financing opportunities

We reserve the right to allow companies to join and/or continue as members of ELITE, taking into consideration the macroeconomic situation, the characteristics of the sector and any temporary or extraordinary circumstances affecting the applicant.

---

# ELITE

Q&A

## QUESTIONS (1/2)

---

### **Who from the company should participate in this initiative?**

---

ELITE is aimed at the executive level in a company, i.e. the CEO or CFO. As every company's needs are different, we will discuss and agree on the relevant individual with each applicant.

### **We've already done some fundraising – are we too late to join?**

---

There is no upper size limit for ELITE applicants. The programme is aimed at companies that are looking for a step change in their business plans and funding resources. In fact, many companies on the programme have had some experience of raising external capital.

### **Is there an accreditation?**

---

A company will be awarded a certificate from London Stock Exchange Group on completing the 'Get Fit' stage of the programme. There is no formal academic accreditation as ELITE is not an executive education programme.

### **How much does this cost?**

---

€20,000 for the two year period. No fees after receiving the ELITE certificate.

### **What happens on completion?**

---

You become part of an extensive alumni network and continue to have access to regular events and networking and fund raising opportunities.

## QUESTIONS (2/2)

### What are the time requirements on the company?

---

The programme includes both face to face training days and workshops and a collaborative programme throughout the whole 2 year period, with light online activities and tasks for the different team members involved.

The company is requested to send just one manager to each module, based on the relevance of the topic for the selected manager.

In order to maximize the benefits any companies will evaluate how much time allocate to the physical and online networking opportunities with the ELITE community members.

### Why is London Stock Exchange Group running this initiative? Will my company be expected to go public?

---

ELITE enables companies to benefit from LSEG's small and mid-cap experience and existing relationships with the advisory and investor community. Our experience as an operator of capital markets combined with support from the business and investor community will help deliver a comprehensive service for European businesses – helping to create a vibrant ecosystem over the longer term.

ELITE has a capital neutral approach, companies will have the chance to evaluate any fund raising opportunity leveraging on the ELITE community expertise, including the listing on LSEG markets or other exchanges.

---

## CONTACT US

---

[www.elite-growth.com](http://www.elite-growth.com)

[elite@lseg.com](mailto:elite@lseg.com)



[#weareELITE](https://twitter.com/_ELITEGroup_)

[@\\_ELITEGroup\\_](https://twitter.com/_ELITEGroup_)

# DISCLAIMER

This publication contains text, data, graphics, photographs, illustrations, artwork, names, logos, trade marks, service marks and information (“Information”) connected with London Stock Exchange Group (“LSEG”). LSEG attempts to ensure Information is accurate, however Information is provided “AS IS” and on an “AS AVAILABLE” basis and may not be accurate or up to date. Information in this publication may or may not have been prepared by LSEG but is made available without responsibility on the part of LSEG.

LSEG does not guarantee the accuracy, timeliness, completeness, performance or fitness for a particular purpose of the publication or any of the Information. No responsibility is accepted by or on behalf of LSEG for any errors, omissions, or inaccurate Information in this publication. No action should be taken or omitted to be taken in reliance upon Information in this publication.

We accept no liability for the results of any action taken on the basis of the Information.

The publication of this document does not represent solicitation, by LSEG, of public saving and is not to be considered as a recommendation by LSEG as to the suitability of the investment, if any, herein described.

This document is not to be considered complete and is meant for information and discussion purposes only.

LSEG accepts no liability, arising, without limitation to the generality of the foregoing, from inaccuracies and/or mistakes, for decisions and/or actions taken by any party based on this document.

ELITE trademark and any other trademark owned by LSEG cannot be used without express written consent by LSEG having the ownership on the same.