



Investor Relations & Public Affairs Consultancy

# About VERTIK

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## VERTIK Together SRL

Headquartered in Bucharest, VERTIK Together ("VERTIK") provides integrated support services for the development and implementation of Investor Relations and Public Relations tailored to the company's needs on the Romanian capital market, bringing together a valuable team of IR and PR professionals with solid career paths in the financial communication field.

We work with some of the recent listed companies on BVB, included in the main index, BET, and also with companies listed on the AeRO market, as well as those interested in issuing equities or bonds.

As consultants, we support day by day excellency, by accompanying great business in their growth path, bringing to light their stories of success, viewed from four perspectives: financial, communication, marketing and legal. We use our collective expertise in communications, journalism and investor relations to advise companies on maximising opportunities.

Our team key values are tenacity, innovation, and common sense.

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The logo for VERTIK, featuring the word "VERTIK" in a bold, blue, sans-serif font. The letter "K" is stylized with a yellow diagonal stroke and a small white dot at its base.

VERTIK has expertise in a variety of industries



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# Management & Team

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**DANIELA ȘERBAN**  
FOUNDER & MANAGING  
DIRECTOR

Daniela is an economist with over 17 years of experience in Capital Markets, at the Bucharest Stock Exchange, in media and in advisory. She initiated and has driven the project to set up the Romanian Investor Relations Association (ARIR) and she is currently the President of ARIR.

She launched VERTIK Group, which includes a consultancy company (VERTIK Together), a think tank and an investment vehicle. Daniela was Director of Investor Relations and Public Relations at the Bucharest Stock Exchange (BVB) between 2015-2017 and has held various other positions within BVB since 2010. During her tenure, Biznis Polska awarded BVB for the Best IR Department in CEE in September 2017. As a PR professional she coordinated some of the largest educational campaigns for retail markets, during her term at BVB.

As IR professional, Daniela met institutional investors and was involved in organizing events in London, New York, Tokyo, Warsaw, Prague, and Budapest and coordinated some of the most extensive financial education campaigns in Romania. She is currently a Ph.D. student in Finance, at the Bucharest Academy of Economic Studies.

As Managing Director, Daniela is in direct dialogue with clients and contributes to their IR & PR Strategy development and execution, including investor targeting and conversion, media and government relations.

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Daniela is a professional with over 8 years of experience and demonstrated track record in investor relations, capital markets and strategy, working for one of the largest listed companies in Romania – OMV Petrom and Electrica. For over 3 years she has been coordinating the operational activity including communications of the Romanian Investor Relations Association (ARIR), collaborating with the 38 members of the organization.

In 2021 joined VERTIK Together as partner and supports listed companies and companies that need financing in interacting and communicating with investors. In her role as an IR professional, she was responsible for ensuring efficient and transparent reporting to the capital market, defining and managing the message to investors, and ensuring the company's visibility and investor accessibility to the company's management.

She interacted with over 100 local and international investors and coordinated the organization of events dedicated to them, supporting management in conveying the company's message. She is also Partner in a micro VC that supports start-ups in the early stage.

As Managing Partner, Daniela is coordinating operational activity of the company, in direct dialogue with clients, contributing to their IR & PR Strategy development and execution.



**DANIELA ALDESCU**  
**MANAGING**  
**PARTNER**

**VERTIK**

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**DANA BADEA**  
COMMUNICATION  
MANAGER

**Dana joined VERTIK Group team in January 2022 as Communication Manager, after working as a journalist in the business media for more than 15 years.**

As a business journalist, Dana hosted shows, interviews, live broadcasts, live news as a special reporter for a business television and wrote extensive articles for several business magazines.

She graduated as economist the Academy of Economic Studies in Bucharest, and continued specializing in Protocol and Communication in Diplomacy, at the Romanian Diplomatic Institute.

As Communication Manager at VERTIK, Dana is responsible for managing media relations, defining and creating news and pitches for journalists, organizing interviews with management team and facilitating answers to media questions.



**DAVID WESTOVER**  
SENIOR IR SPECIALIST

**David joined VERTIK team in October 2022 as Senior IR Specialist, after he was part of the UK IR advisory company for over 30 years.**

In a constantly changing global environment, David Westover has run communications programmes for clients from Emerging and Frontier Markets for over 30 years. He has an unmatched understanding of how companies from those Markets should frame their messages and position their narratives for maximum effectiveness with international audiences.

He has worked on many of the largest share offerings from Emerging Markets on the LSE, the NYSE and local markets for clients from Romania, Poland, the Czech Republic, Russia, Kazakhstan, China, the Middle East and Africa. His projects cover the widest range of sectors, including banking, technology, retailing and natural resources. He has worked on programmes in Romania since 1991.

As Senior IR Specialist he offers strategic advice on company consultancy projects.



**ANDREEA IRIMIA**  
HEAD OF MARKETING

**Andreea joined VERTIK Group team in November 2022, as Head of Marketing, after almost 15 years of experience in retail & marketing.**

Andreea is responsible for building the company's marketing strategy and provides support to clients in terms of the IR strategy building and implementation, in an innovative and personalized manner that will ensure cooperation, engagement, education, pleasant experiences and satisfaction.

Graduated from the Faculty of Marketing at Bucharest University of Economic Studies in 2007, Andreea continued her studies by completing a master's degree in Marketing and Business Communication in 2009 and is currently a PhD student in Retail Marketing research domain.

With almost 15 years of experience in retail, she has working in fields such as Category Management, Purchasing, Negotiations. During almost 20 years of experience, he also activated in consulting in key areas such as capital market and marketing.

**Madalina joined the VERTIK team in November of this year, after working in sales and project management for more than 4 years.**

Occupying the position of project manager with 4 years of expertise in the scope of B2B sales, she was in touch with tens of entrepreneurs and different types of business, offering consulting services for managing their accounting through technology.

Graduated from the Faculty of Law at the Ovidius Constanta University in 2016, Mădălina continued her studies by completing a master degree in Civil Law and Civil Procedure in 2018.

Within VERTIK, she is involved in organizing ongoing projects, building and maintaining long-term relationships with customers and key stakeholders and also responsible for project change management.



**MADALINA STANCIU**  
PROJECT MANAGER

# Areas of expertise



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# APPROACH TO INVESTOR RELATIONS



## For listed companies or bond issuers



**Legal:** compliance with ongoing reporting obligations, financial reporting, implementation of good corporate governance and ESG practices.



**Communication:** Create and develop IR & PR Strategies according to company needs and objectives, meeting investors, handling media relations & supporting Government relations and other public affairs.



**Marketing:** preparation of company presentation, website, newsletter, social media, investor movies.



**Financial:** Presentation of financial results and ensuring a best practice communication with investors and other stakeholders, organizing quarterly teleconferences with investors, and other events, such as Investors Day.

## For companies interested in funding



**Analysis and evaluation**, as well as recommendation for the choice of appropriate instruments and optimal timing of funding, drawing up an estimated funding/listing timetable.



**Connecting with the capital market** and relevant funding partners, intermediaries, lawyers, investment funds, potential investors.



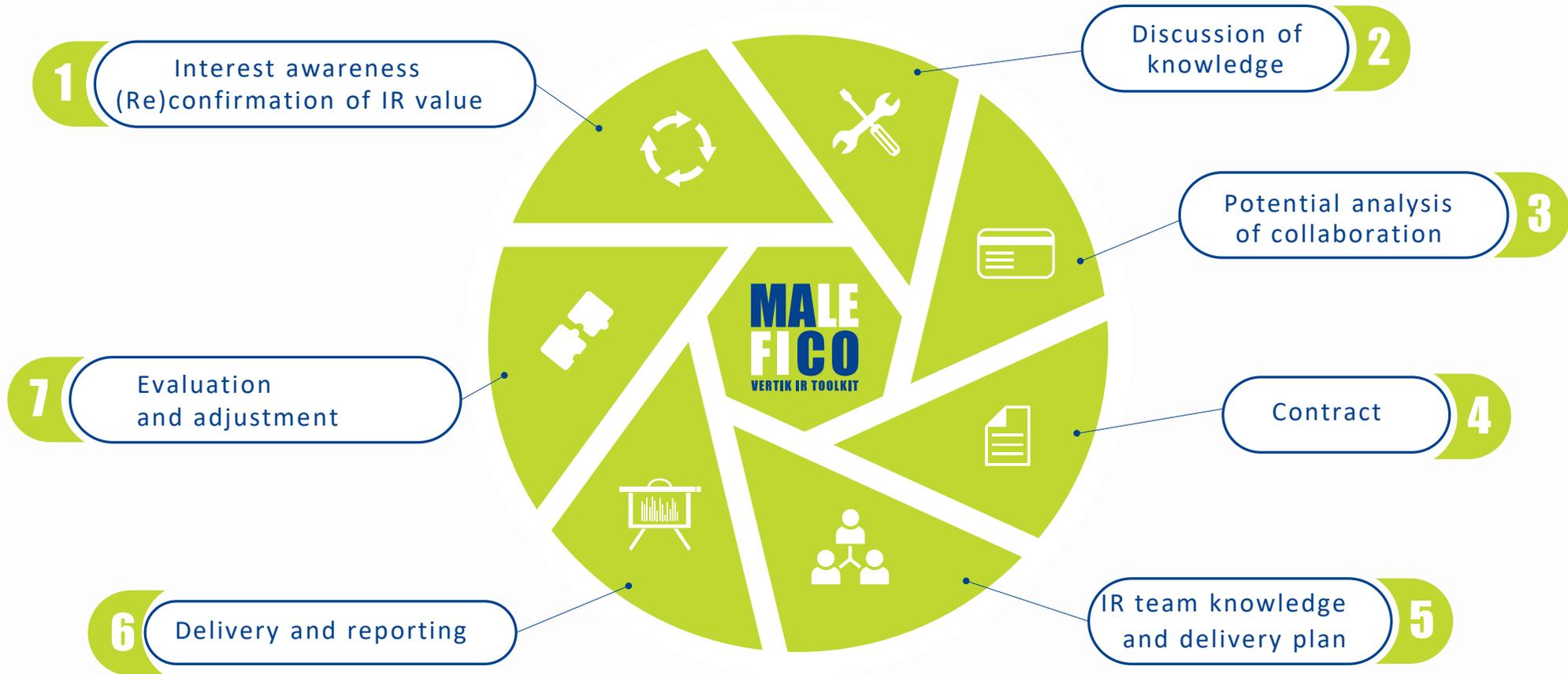
**Advice on drafting AeRO** listing materials and stakeholder communication plan; drafting prospectus or memorandum (depending on the type of offering).



**Preparing communication** with prospective shareholders: creating the company's success story and drafting a corporate communication strategy; preparing the company's presentation, organising dedicated events; preparing for discussions with investors and media relations.



## VERTIK CUSTOMER EXPERIENCE



# VERTIK

# Case Studies

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## Recent post-IPO projects



For Transport Trade Services, the largest logistics company on the Danube, listed in July 2021 on the Bucharest Stock Exchange, we have put in place the Investor Relations functions and also set up a communication plan.

The company successfully delivered four conference calls a year with real time translation to English and had more than 100 mentions in the media in the past six months, also using proactive tools to increase investors' reach. Company shares were introduced in the main local and international indexes.

PR Results: 100+ media mentions in the past 3 months.



For IMPACT, one of the first listed companies on the Bucharest Stock Exchange, we have engaged in promoting the new company business strategy and were directly involved in the share capital increase of the company by ensuring the communications with Romanian Institutional Investors.

We have assisted the company in investor meetings at an international conference and organized an Investor Day at company location.

PR Results: 200+ media mentions and key investment commentators.



For AQUILA, the largest player in the Romanian consumer goods distribution market, listed in November 2021, on the Bucharest Stock Exchange, we have put in place the Investor Relations functions.

We have reshaped company presentation, provided input for website updates and implemented a tool to communicate with investors, having regular newsletters and bilingual quarterly conference calls.

## Recent IPO project



For Meta Estate Trust, a holding company similar to a REIT, investing in real estate market, we supported the Investor Relations during the IPO, first one in 2022 on the AeRO market. The company successfully completed the liquidity event attracting RON 14 mn from retail investors.

We have put in place an IR Strategy and engaged with retail investors through community managers, investment clubs, influencers, and sell side analysts through online and offline events, newsletters and meetings. We have put in place an IR CRM for handling investor contact and contributing to investor conversion.

At the listing, we have contributed to the listing ceremony, and BVB onboarding, assisting the company at the first financial reporting event.

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**DANIELA ȘERBAN**  
FOUNDER & MANAGING DIRECTOR



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VERTIK TOGETHER SRL, CUI 39396718, J40/7285/24.05.2018

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**VERTIK**  
BUSINESS CLOSER TO INVESTORS