

Accelerate your success

# Gain Investor Trust with Strategic Visibility, Financing and Growth in the VERTIK Ecosystem.



Empowering Your  
Financial Future



Building Trust,  
Inspiring Growth

# Challenges in the Pre-Exit Phase

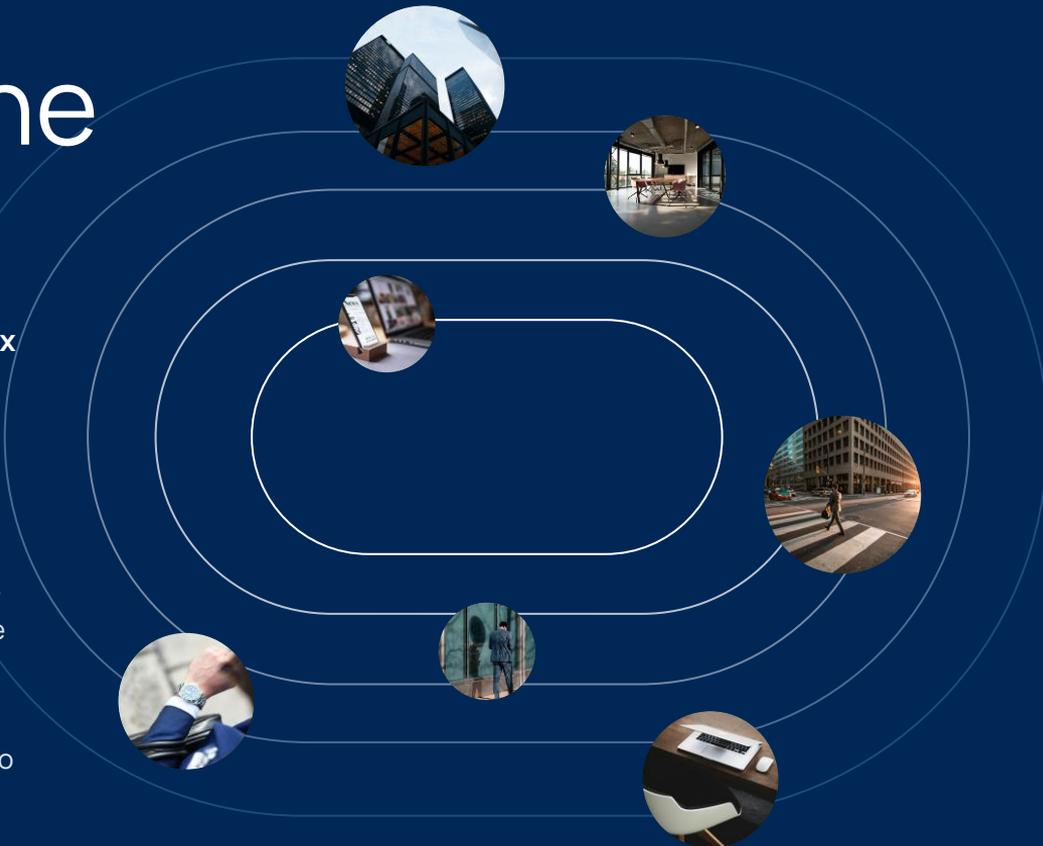
## Limited visibility, fragmented strategies, and complex investor engagement

Companies struggle with limited investor access, insufficient visibility, and unprepared governance structures. In a market that is becoming more competitive, opportunities for funding often slip away to peers who are better prepared.

Imagine losing investor interest because your story is unclear or your strategy is fragmented. Missing a crucial funding wave could set your business back by years.

The VERTIK Ecosystem provides a comprehensive solution: advisory services, marketing, financing, and ESG integration to enhance your business and ensure strategic investments.

<https://www.vertikgroup.eu/>



# The VERTIK Ecosystem Advantage

Through strategic consultancy, we prepare founders and their teams for Exit, including IPOs and AeRO listings, focusing on the equity story, governance, investor relations, and ESG compliance.

Our marketing platform, InvestWin.ro, amplifies visibility through personalized branding campaigns, SEO optimization, and investor-targeted presentations, ensuring your company stands out to potential stakeholders.

Additionally, we are building a European Investors Club that connects businesses with private and institutional investors through curated introductions and quarterly networking events, providing a direct path to sustainable financing.

This comprehensive approach ensures streamlined coordination, reducing inefficiencies while building credibility and investor trust. Our ecosystem transforms fragmented efforts into a cohesive growth strategy, positioning your business as a premium investment opportunity ready to capitalize on the next wave of 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 listing materials and stakeholder communication plan; drafting prospectus or memorandum (depending on the type of offering).



Preparing communication with prospective investors: showcasing the company's success story and developing a corporate communication strategy; preparing the company's presentation, organizing dedicated events; preparing for discussions with investors and media relations.

**For companies  
interested in  
funding**

# All-in-One Solution for Success

Strategic consultancy, financing, investor relations and visibility under one roof.

## Consultancy

- Strategic consultancy for capital access, investor relations, and corporate governance.
- Customized plans for Exit, IPOs, AeRO listings, and pre-IPO financing.
- ESG readiness and compliance for enhanced credibility.

**Benefit:** Achieve premium positioning and maximize valuation while reducing time-to-market.

## Financing

- Provides access to financing opportunities for growth projects.
- Facilitates curated introductions through European Investors Club (CEI), including quarterly networking events.

**Benefit:** Direct connections to investors tailored to your business needs, ensuring growth funding.

## Investor Relations

- Dedicated account managers, real-time strategy updates, and proactive solutions at every stage.
- Implementing multiple instruments for investor engagement, such as presentations, websites, reporting frameworks, pitch decks, and events.

**Benefit:** A trusted partner from onboarding to exit, ensuring seamless execution and measurable results.

## Visibility

- InvestWin.ro campaigns amplify brand presence using digital tools, SEO and PR.
- Amplify visibility with tailored branding and investor-focused content.

**Benefit:** Increase awareness, build trust, attract future investors.

# Investor Relations in practice

Building Value and Enhancing Market Trust

## IR objectives:

- Fair valuation of the company on the stock exchange
- Reasonable trading values, velocity indicator
- Easy access to new capital
- Robust shareholding structure



Organizational  
overview & External  
Environment



Basis of  
Preparation &  
Presentation



Strategy & Resource  
Allocation



Performance



Business  
Model



Risk &  
Opportunities



Outlook



Governance

# Proven Success Stories

From distribution to agriculture: Transforming companies into stock market leaders.

## Transport Trade Services

**Achieved a 133% share increase post-IPO, largest in the market in 2023, and became TOP 10 traded company.**

For Transport Trade Services, the largest logistics company on the Danube, listed in July 2021 on the Bucharest Stock Exchange, we have contributed to the Investor Relations functions since the listing. 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. Company was nominated by the European Commission among the most successful IPOs in Europe.

## AQUILA

**Achieved TOP5 growth in 2023 and consolidated local and international investor base.**

For AQUILA, the largest player in the Romanian consumer goods distribution market, listed in November 2021, on the Bucharest Stock Exchange, we have supported the development of the company Investor Relations function since their listing. 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. AQUILA shares were in the top 5 returns in 2023 on the main market.

## DN AGRAR

**74% growth in share price with doubled shareholder base in the first year after starting our collaboration**

For DN AGRAR, the largest milk producer in Romania, we were engaged in promoting the newly listed company on the AeRO market, starting the collaboration 6 months after the listing. We have developed and implemented a strategy to increase the company's visibility in the capital market, ensuring communications with Romanian retail and institutional investors. We have assisted the company in investor meetings at local and international conferences, among which organizing an Investor Day at the company location. In 2024 the company became the largest AeRO company and is one of the most awarded companies in the AeRO market.

# Your Journey with VERTIK

From onboarding to exit –tailored support every step of the way.

## Onboarding

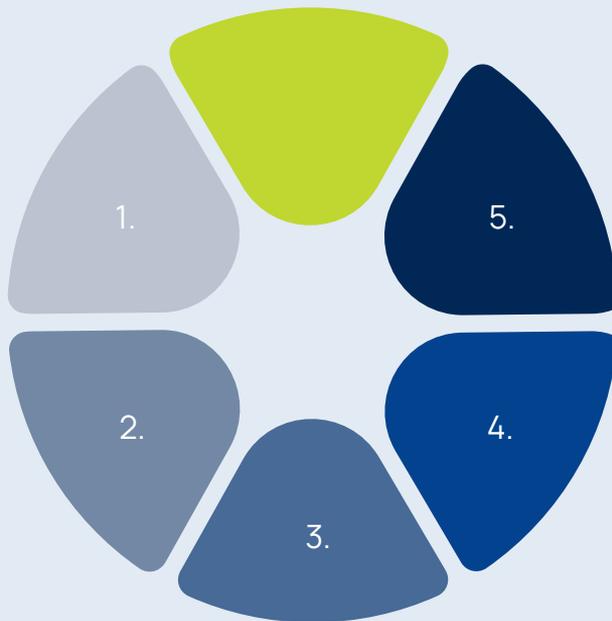
Customized plans and dedicated account managers  
Development of customized growth and visibility plans

## Growth Support

Strategic consultancy for scaling and visibility

## Investor Engagement

Direct access to exclusive networks



## Continuous support

Tailored strategies to align your company with market and investor expectations post-financing

## Financing

Comprehensive preparation and execution, including documentation, compliance, and governance frameworks

# IPO process

COMMUNICATIONS OVERVIEW

- Corporate announcements and news flow
- Syndicate analyst presentation
- Confirmation of communications plan
- Media and presentation training
- Media enquiry handling
- Media monitoring

- Prospectus filed Intention to Proceed published
- Price range announced
- Offer launch, roadshow & bookbuilding
- Pricing, allocations
- Listing & 1st dealings
- Media handling and management of dialogue

- Listing ceremony
- Press conference
- Media enquiry handling

INDICATIVE MILESTONES  
ACTIVITIES

PHASE

Preparation  
and preliminary  
communication

Public offering

Listing

PRIMARY ACTIVITIES

# Key Criteria for AeRO Stock Market Access



## AeRO Market

- Profitable track record history
- Growth record of financial results
- Anticipated minimum capitalization of EUR 250,000
- Attractive sector with growth prospect
- Audited last 2 years financial results



## EQUITY

- New or existing shares sold to new investors
- Company opens to new investors
- Shares are traded on the stock market
- Free float of 25% of total shares post-listing
- Quarterly financial reporting



## BONDS

- Money is attracted from investors as debt
- An interest/a coupon paid at a certain time - during 3-5 years
- The amount repaid at the maturity
- Financial reporting every 6 months

# ESG reporting

Our covered areas

01

## General Aspects

- Business model
- Sustainability Strategy
- Sustainability Governance

02

## Social

- Employee turnover
- Freedom of association
- Employee health and safety
- Human rights Policies
- Due diligence for human rights

03

## Governance

- Compliance with the corporate governance Code
- Gender diversity in the BoD
- Independence of the BoD
- Deontological Code
- Anti Corruption Policies
- Whistleblower Policies

04

## Environment

- Environmental Policy
- GHG Emissions
- Energy consumption
- Climate change
- Water consumption
- Management of the environmental impact

# Join the VERTIK Ecosystem Today

From onboarding to leadership—tailored support every step of the way.

## Why Partner with us?

VERTIK's ecosystem is powered by a team of proven leaders with unmatched expertise in capital markets, governance, and investor relations.

Don't wait to unlock your company's full potential. Contact VERTIK to secure your competitive edge in today's market.



## Daniela Maior (Serban)

Partner at VERTIK with over 15+ years experience in financial communication and corporate governance. Former Head of Investor Relations at the Bucharest Stock Exchange, where she led the widest investor education campaigns. Current President of the Romanian Investor Relations Association, representing 40+ members from leading companies and organizations. Recognized expert in IPO preparation and stakeholder engagement, Daniela has supported 30+ companies to achieve multimillion-euro increase in their market valuations and establish stock market leadership.

## Daniela Aldescu

Partner at VERTIK with 10+ years experience in investor relations and capital market access. Built strategic partnerships across Europe, leveraging a personal network of 500+ investors and stakeholders, and have invested in more than 20 startups. Regular speaker at investor events annually. Worked with 30+ companies across various sectors, guiding them through capital market journeys and sustainable financing solutions.

# DRIVING SUCCESS THROUGH EXPERTISE AND EXPERIENCE



**Dana Badea**

Communication  
Consultant  
10+ years of experience in  
media and 5 in consultancy



**Mădălina Stanciu**

Investor Relations Consultant  
Licensed in Law, 5+ years of  
experience in financial  
communication and sales



**Vlad Obreja**

Public Affairs Consultant  
Licensed in Law with 2+  
years of consultancy  
experience



**Anca Bodnar**

Communication Specialist  
Licensed in Journalism and  
Communication, 7+  
experience in marketing  
and SEO tools



**Alex Ivănuș**

Project Manager  
Licensed in Law, 2+  
experience in project  
management and  
communication



## Take the first step

Schedule a personalized consultation to explore how the VERTIK Ecosystem can elevate your business.

### ADDRESS

VERTIK TOGETHER SRL, CUI 39396718  
Atlantis Business Center  
5 Gh. Manu 5 Street,  
Bucharest

### CALL US ON

+40 742 242 662

### WEBSITE

<https://www.vertikgroup.eu/>

