



Firm Credentials

BIE Asesores

“Simplicity is the ultimate sophistication”
Leonardo Da Vinci

Our Concept

We are a firm founded on the idea of providing advisory services focused on **Investment Banking**, **Financial Engineering** and **Business Strategy** in a simple, efficient and flexible way, solving our Client's needs.

Each of the services provided by our firm is based on proven professional experience and real success stories.

Our approach is based on **understanding** our Client's case and needs in order to **propose** practical solutions and realizable plans so we are able to execute the strategies that we design effectively.

Our Services

Investment Banking: *More than 15 years of experience in M&A transactions including debt and capital markets*

Mergers & Acquisitions

- We have extensive experience in mergers and acquisitions of companies representing the seller (sell side) or the buyer (buy side).
- We seek to maximize the value of our Client's participation without losing focus on successfully closing the transaction.

Capital Raising

- We know the way and processes to obtain resources from private entities and public institutions as well as the multilateral institutions in the financial market.

Debt

- We have designed and executed leverage structures for different types of projects in various industries, within this practice we have also helped in different types of debt restructuring.

Structured Finance

- Understanding the cash flow sources and the business assets allows us to design structures that can improve the liquidity position of a business.

Private Equity

- Private Equity is becoming a relevant player in the Mexican market. Understanding the type of fund that should be sought to sell or associate, how to negotiate the terms of entry and the rules and changes in the culture of the company to coexist with the new partner, are essential elements of success for our Customers.

Our Services

Financial Engineering: *More than 17 years working for companies of different sizes and in different industries*

Valuation

- We use the generally accepted methodologies and combine the technical concepts with the market opinion and our experience to generate a fair value opinion.
- Every business must know how much it is worth for different types of investors to measure their successes and exploit their opportunities.

Financial Analysis

- We answer the most basic questions of the financial performance spectrum, we help our Clients, with an external vision, to understand their current and historical results and how they benchmark with their competitors.

Financial model construction

- We design and build financial models that can range from simple to extremely complex to solve our Client's needs. This is a basic tool for valuation and Business Plans.

Financial strategies for stability and growth

- We help our Clients understand their capital structure in their current and future context, we define key moments and changes in it depending on the growth, stress or stability in the business.

KPI's

- Through our financial analysis we help our Clients to understand and measure their Key Performance Indicators.

Our Services

Business Strategy: *It's hard to achieve satisfactory results with out a well executed and defined strategy*

Business Plans

- We help our Clients translate their ideas and business models into structured business plans. A business plan should be robust and precise.

Corporate Governance

- The introduction of elements of Corporate Governance add value at any point in the business life.

Capital Structure advisory

- It is important for the business shareholders to understand the structure of their balance sheet as well as its risks and opportunities.

Shareholders and third party negotiations

- Our experience in negotiations allows us to measure the points of inflexibility and breakdown in any negotiation. There is no simple negotiation when people and emotions are involved but with a defined strategy, the odds of success are improved.

Succession Plans

- Family businesses suffer when there is no clear and defined succession plan.
- Protection, distribution or evolution of heritage are the most relevant concepts in this topic.

Success Model

By having these three disciplines as pillars of service we can combine them and obtain the results our Clients are looking for.



Each service has individual and independent applications but by having a multidisciplinary approach we can achieve synergies that generate value.

Not all problems require complex solutions.

A successful transactions requires technical discipline, experience, negotiation and team work.

Our Values

We believe that our Clients deserve personalized attention in which they obtain value-added advice.

Our Client trust us to defend their interests so we act with commitment and loyalty.

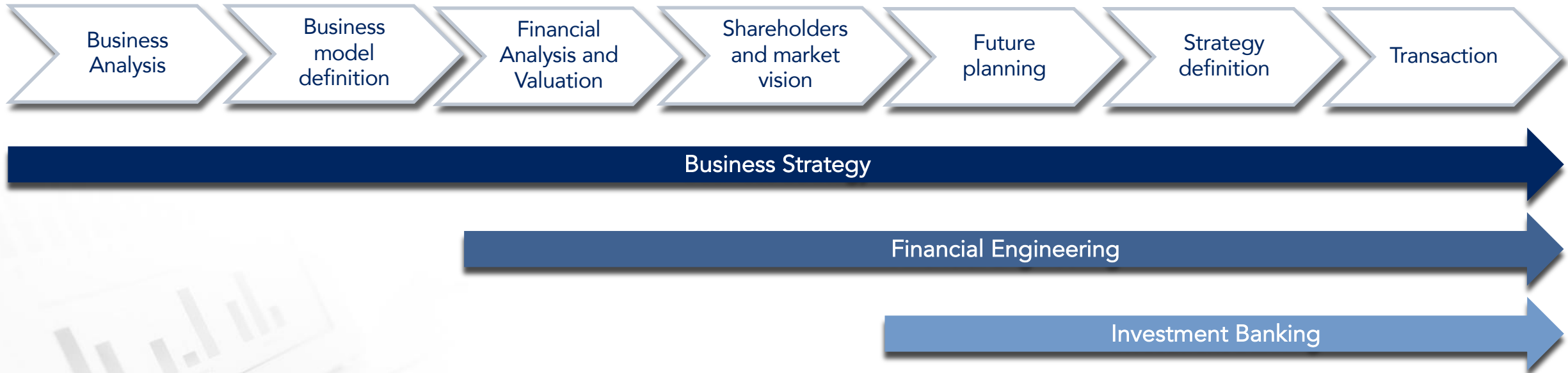
Professional ethics rule our recommendations and our business vision.

We are accountable for our decisions and the quality of our work.



Our process

We know each Client and case is different, but experience has taught us that discipline and a well managed process improves the odds of success of our projects.



Our services are flexible and are suited to the moment and needs of our Clients.

BIE Success Stories

Since our foundation in 2017 we have had several success stories...



Bananum Ventures acquires 32% of the Capital of Connus.

We participate as the Investment Bankers of the Transaction.

May 2019



Technology Platform

Advisors and Investment bankers in the Series B raising with a Brazilian FO.

April 2019



International Group focused on Fitness and Wellness

Financial advisory in valuation and acquisitions.

2019



Cosmetics Company

Company valuation through different methodologies, strategic and financial advisory.

April 2019

REDBOX

Innovation Agency

Advisory in strategic and financial issues related to the company and potential fusion with larger group.

2018-2019



Talent Attraction Company

Company valuation through different methodologies.

February 2019



Advisory in the acquisition of 3 related businesses and valuation of the Company.

January 2019



Market Place Platform

Strategic and financial advisory.

2019

BIE Success Stories



Lubricant production company

Bardahl sold 40% of their capital stock to Repsol.

July 2018



Company specialized in Refrigeration components

Strategic and financial advisory.



Security and IOT Company

Business Valuation.



Agroforest Company

Financial and Strategic advisory regarding their CKD process.



Insurtech

KPI design and advisory in their Series B raising process.



Casual fast food concept

Financial strategy design and continuous advice.



Family Office structuring as well as continuous participation in the monitoring of fund investments.



Logistics

Company valuation through different methodologies.

Previous success stories

Prior to the foundation of BIE, we acquired relevant experiences ...



Wood panel production company

Capital and debt financing of 60 Million US to build a new MDF factory.



Auto parts manufacturer

The shareholders sold 100% of the company to Tower international.



Vitacilina

The shareholders sold 100% of their company to Taisho Pharmaceutical.



Forestry Company

Successfully placed 890 million pesos through its IPO in the Mexican Stock Exchange.



Real Estate and Restaurant

Sold 48% of the real estate and 100% of the restaurant operator.



Commercializing Company

Sold a minority position to Aureos private equity fund.



House developer

Raised more than 100 million pesos of debt with different banks.



Laboratories

Company valuation through different methodologies.



Chemical distribution Company

Firm valuation and fair value opinion.



Oil and Additives producer

Valuation and fair value opinion for the shareholders.



Trucking Company

Valuation and advisory on potential targets and fusions.



ZURICH

Insurance Company

Analysis of the Mexican rules for acquiring companies in relevant industries.



Construction materials Company

Continuous advisory on the Mexican market and potential targets for Acquisition.



GRUPO EVYA

Oil and Gas Company

Best restructure with more than 30 players for over 1,000 Million pesos.



Financial Institution

Strategic advisory on potential Acquisition of a SOFOM and merger project.

Team

Gustavo Meillón San Miguel *Managing Partner*



- Gustavo founded **BIE Asesores** in 2017.
- From 2007 to 2016 he was part of SAI Consultores, where he was a partner in the Investment Banking practice for 8 years co-directing the area.
- From 2004 to 2007, worked in Grant Thornton Mexico for the consulting area, where he was manager and participated in several operational restructuring, costs, corporate finance and strategy projects.
- In his practice, Gustavo has participated in multiple transactions of M&A, Debt, Private Equity and Business Strategy, performing more than 25 transactions in these disciplines, in addition to more than 30 valuations of companies in different industries and moments.
- In 2018, he led the Bardahl team in its partnership with Repsol, where Repsol acquired 40% of Bardahl.
- He was a key member of the team that designed and placed the first risk instrument in which the Afores could invest, an instrument that became the CKD's.
- He designed and led the first placement on the Mexican stock exchange of a company under the SAPI figure. (Proteak, TEAKCPO)
- Gustavo holds a bachelor degree in Industrial Engineering from the Universidad Iberoamericana, where since 2006 he lectures in Engineering Economy. He earned his MBA with a major in Finance from the University of Leeds, through the British Council's Chevening Scholarship.
- He is a member of the boards of directors of Grupo CyC, Sin Tráfico and Bananum.

Team



Eugenio Garrido Hernández
Associate



Elena Dosal Escalante
Analyst

Mercedes Del Río Provencio
Analyst



Gregorio Tricio Braña
Analyst





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