

MANA ADVISORY





Who We Are?

Growth and change are two realities that no business can afford to ignore today. Almost every business faces major strategic challenges and they are seeking for wise solutions and opportunities to grow.



Threats are geared towards even the strongest organisations. Companies are facing a variety of challenges and still they seek growth and competitiveness. At the same time, rapidly changes allow companies and individuals to do business in new ways and allows innovation to flourish as never before. Knowledge and experience should be transferred from one company to other companies and from one person to others. In this way we hope that businesses and individuals can be addressed rationally and productively by wise solutions.



So

we are here as MANA, a management consulting and financial advisory company who provides end to end solutions. We are here to find the best plan for your businesses and navigate companies transforming, risk and complexity to their advantage.



Mission & Vision



Mission Statement:

MANA ADVISORY's mission is to help its clients to raise the wise questions and to provide them innovative end to end solutions.



Vision Statement:
Our aim is to be known:



for **high quality**
outcomes



for **innovative**
solutions



for **wise advice**



as **top market service**
provider



as **trusted adviser**



What We Do?



MANA ADVISORY GROUP
Wise Advice



Strategy Consulting

Moving your business forward is not only to formulate winning strategies, but also to execute against those strategies. No matter how complex your business inquiries are, we have the capabilities and experience to deliver the solutions you need. Mana Advisory strategy consulting services help business leaders to trade-off between exploration versus exploitation during their business's journey. The frequency and speed with which leadership positions change are increasing and the performance gap between winners and losers is widening. With deep experience and expertise in business transformation and process improvement, Mana Advisory can work closely with you to understand strategies, compete across, and adapt them to build a compelling business.

Investment Strategy

- Growth Strategy
- Strategic options assessment

Corporate Strategy

- Business modeling
- Portfolio evaluation and strategy
- Economic advisory

Market Strategy

- Industry & market strategy
- New market entry
- Market Diligence
- Market Entry strategy
- Market studies

Feasibility studies & business planning

- Pre- Feasibility Studies
- Feasibility Studies
- Economic Advisory
- Financial modeling
- Business Case development
- Business planning
- Financial assessment





Transactions Advisory

We help companies to drive fast-track value creation by focusing on their capital and transaction strategy from the beginning to execution and post execution phase. In a rapidly changing business environment we support the flow of capital, help bring new products and innovation to market, and enable organizations to reshape themselves for a better future.

Our Transaction Services team provides dedicated support for any transaction or potential transaction. To do this, we will investigate the target from a variety of perspectives to make sure that significant value items, risks and other matters have been identified and considered by our client, helping them to make the most informed decision. We help our clients navigate complexity and build a better business environment.

Transaction evaluation

- M&A strategy (Corporate Development Strategy)
- Due diligence
- Divestiture preparation advisory
- Target identification prioritization

Transaction Advisory Services

- Acquisitions
- Disposals
- Management buy-outs
- Buy-ins, fundraisings
- Initial Public Offering
- Takeovers
- Mergers

Transaction support advisory

- Transaction Diligence
- Deal Structuring
- Valuation & Business Modelling
- Transaction related documentation
- Negotiation and execution
- Program Management

Joint Ventures & Business Alliances

- Joint venture planning and execution



Capital & Investment

Raising capital

Mana Advisory succeeds in quickly finding appropriate growth capital financing solutions for our clients. We use proven methodologies in order to raise capital and negotiate financing terms that satisfy both our clients and financial institutions.

Mana Advisory advises how to raise both debt and equity. We are not only suggesting solutions to our clients but also solving it with an end-to-end system through our vast networks and partnerships as well as providing required capital. Our services for capital raising in detail are:

- Equity raising advisory (equity and debt): IPO readiness, right issues, private equity, private placement and capital markets
- Debt Raising Advisory
- Optimizing funding structures
- Asset divestment
- Infrastructure projects
- Cost- and tax-efficient structures



Investing capital

In today's market, the companies that can define a clear strategy, deploy capital effectively against that strategy and continue to innovate will win. Having the right advisors who understand your investment strategy, know your team, have the relevant transaction skills and industry knowledge and are ready when you can help make the difference.

Mana's Investing Capital services involves:

- Acquisition and alliances
- Delivery of synergies and effective integration
- Planning and structuring transactions to optimize stakeholder return
- Focused due diligence to
 - mitigate risk and drive value
- Asset acquisitions
- Cost- and tax-efficient structures
- Capital Investment Advisory
- Investment Advisory



Specialty Services

Foreign direct investment

Mana's Foreign Direct Investment service is a general service which offers foreign investors variety of services such as market study, strategy consulting, transaction advisory, capital and investment advisory as well as direct investment advisory. We help foreigners to know Iranian market accordingly and build their business brick by brick with the lowest possible risk. Our advisors are expert in both legal and technical parts which can help foreigners to enter the market with trust and contentment.

International fund raising

Mana Advisory could help its clients in negotiations, transaction support advisory, structuring, financial modeling and other related activities with the international financiers, foreign investors, multinational banks, international private equities and other similar institutions in order to raise capital.

We use experienced methodologies and our experts to meet the clients' goals.



PPP

As infrastructure funding gaps escalate worldwide, Public-Private Partnerships (PPP) offer an increasingly valuable solution to the financial and administrative constraints of the public sector. Mana's PPP Advisory provides seamless integration of technical, economic and contractual expertise across all asset classes and PPP markets for both the public and private sectors. We draw on the resources of our technical expertise, traffic and revenue forecasting, and sociopolitical and legislative insight while providing the full range of services required to assist in the delivery of PPP bids and other procurement, refinancing and development activities.

Project finance

Project Finance Advisory specializes in developing and implementing financial solutions for infrastructure projects. The unique service that we provide to our public and private sector clients consists of financial advice that incorporates design, engineering, and construction considerations.

Mana Advisory understands the underlying political and technical foundations of complex projects. Our advice combines the specialized capability and focus of a boutique project finance advisory firm with the added benefit of being an integral part of a global conglomerate comprised of world class project design, engineering, construction and technical firms.



FINANCIAL
SERVICES



HEALTHCARE



IT



PHARMACEUTICAL
& LIFESCIENCES
(PHARMANA)



PRIVATE
EQUITY



SHIPPING AND
PORTS

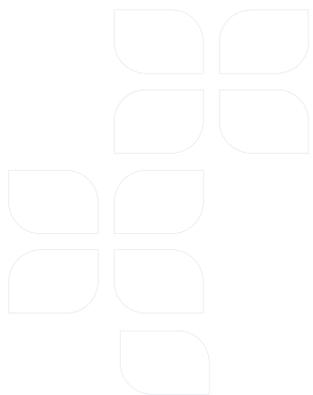


TELECOM

Industries



Health
PHARMACEUTICALS
LIFESCIENCES
HEALTHCARE



Pharmaceutical therapies and health care will take an ever-larger share of GDP as populations age and chronic diseases become commonplace. These disease patterns and new technologies are leading the pharmaceutical markets to a patient based market which will make companies to seek novel solutions for their increasing new challenges. All these impelled streams are causing a power shift among traditional stakeholder groups, with new entrants disrupting incumbents.

Though, new demands are constantly being created but not always we have the correct question in our mind to develop the best solution regarding the market needs. PHARMANA has this honor to have an expert interdisciplinary team to help you specifically in the fields of Pharmaceuticals (Pharma), Biotechnology (Biotech), and Medical technologies (MedTech) not just to provide you smart solutions but also smart questions.



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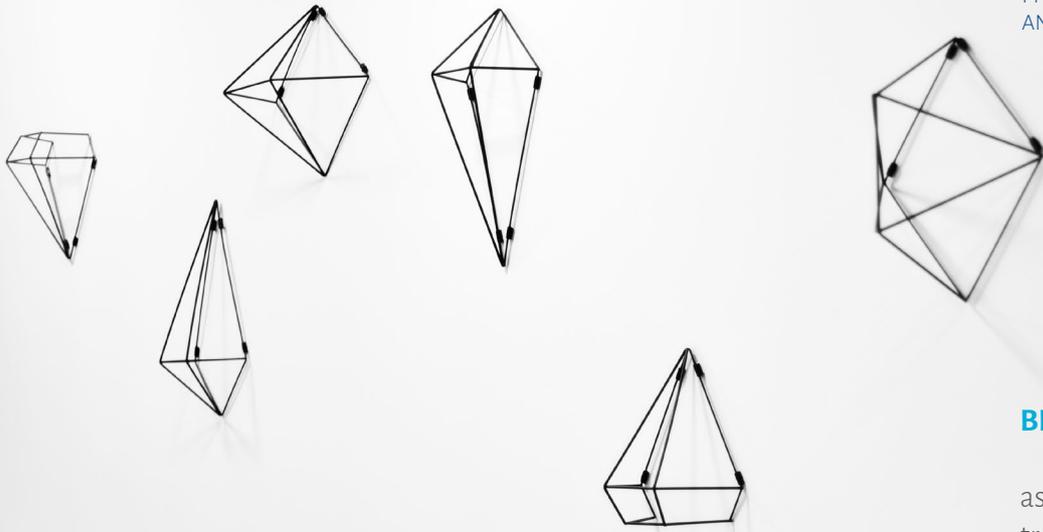




PHARMANA offers clients variety of services such as Strategic Consulting, Transaction Consulting, Capital Raising, Capital Investing, and etc. that these services are accompanied with our industrial expert in Pharmaceutical and Life sciences. This matrix helps clients to act faster, enhance their operation, go deeper to the market and accelerate their decisions.

PHARMANA knows how to Lead companies focus on optimizing deals and how to position them through an authentic strategy.

Our purpose is to build trust in clients and provide them smart questions followed by smarter solutions.



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BIOSIMILAR

In current environment scientific innovation in key therapeutic areas, such as immuno-oncology, and regulatory successes, especially around drugs that treat rare diseases, continued apace. PHARMANA is expert in consulting biotech companies to identify suitable resources in order to develop and optimize their best business model. We work with leading biotech companies to help create the foundations for future growth and improve the effectiveness and efficiency of their current businesses. PHARMANA is here to provide you variety of services regarding Biosimilars, especially the followings:

- Market study
- Business modeling
- Feasibility studies
- Business planning
- New market entry
- Market Entry strategy
- Advise to find suitable foreign/local partner
- Advise to find suitable foreign/local investor
- Capital raising advisory (Debt and equity)





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PHARMACEUTICAL

Pharmaceutical companies continue to respond to a changing landscape, and strive to pursue innovative solutions to address today's challenges. Margins are falling, periodicals collection has been extended and the need to control costs is rising, with a focus on a value-based model.

Our services are tailored to the issues that your company or organization, experience. PHARMANA has already helped companies with the challenges of change management, mergers and alliances as well as bringing new business models across the pharmaceutical value chain. We will provide you all services which are included in the fields of:

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- Strategic consulting
- Transaction advisory
- Capital and investment advisory
- Special services





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MEDICAL TECHNOLOGIES

With disruptive changes altering the basis of competition, MedTech companies may seek new opportunities to redefine business models, enter new markets and deploy their scale advantages in new ways. To thrive in this emerging environment, PHARMANA's teams of experts help MedTech companies different services in the context of Strategic Consulting, Transaction Advisory, Capital raising and investing.

SPECIAL REPORTS AND SERVICES

Because your circumstances or objectives may change, your plans should not be etched in stone. To make it flexible, our advisors work to develop your customized reports, provide ongoing review, and make periodic adjustments or enhancements that directly respond to your changing situation and needs. And as your need grows, we use more advanced tools.

Need for innovative, cost effective medicines continues to rise whilst regulators, payers, health care providers and patients are demanding greater value for money, proven effectiveness of products, more transparency and access to information. To meet these demands PHARMANA provides you series of special studies and services such as:

- Pharmacoeconomic studies
- Partnerships and investment advisory
- Business alliances advisory and negotiations



In today's changing world as health challenges are upgrading to a new version healthcare delivery system models are changing their faces to keep pace with health new version. In Iran like many other countries, health system has the same objective: to finance and deliver the highest possible quality of care and value to the maximum number of people at the lowest possible cost.

The move to new version of Health, makes its future consumer-centric, outcomes-driven and prevention-focused. Catalysts are accelerating this shift such as aging populations and health transformation plan which is driving health care cost inflation to unsustainable levels. To reach tame costs, payers and governments are realigning incentives around value and outcomes.

These changes require patients, payers, providers, governments and life sciences companies- everyone within the health ecosystem- to think differently about health care. Collaborative approaches will be needed to create sustainable health care systems that deliver high quality care while being efficient and cost-effective.



HEALTHCARE



How we can help you?

At Mana, we're playing our part. We provide our services collaboratively with a wide range of organizations, from governmental departments of health and public-sector service providers and payers, to health insurers and private sector providers.

Healthcare systems evolving as the policies undergoes significant change. Hospitals,

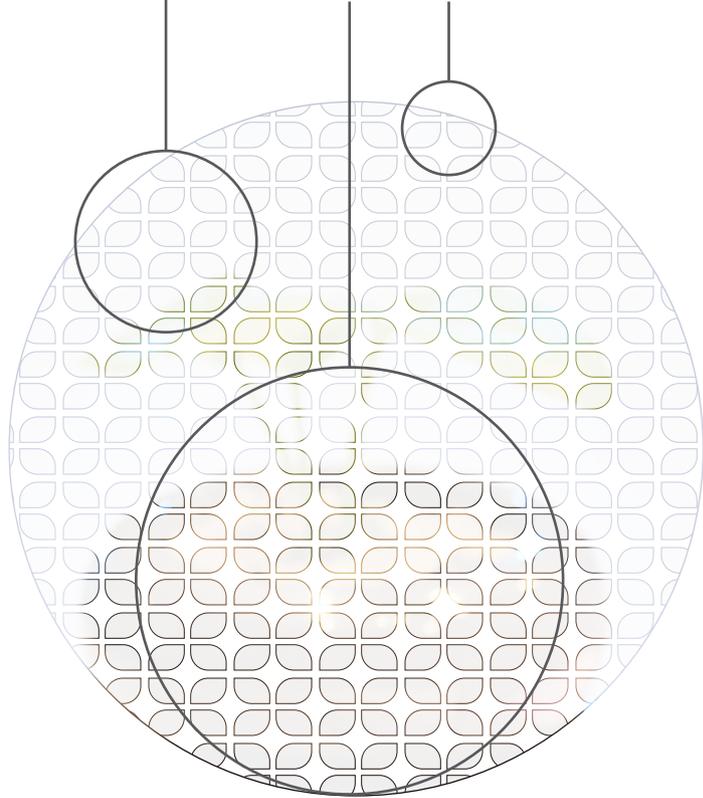
clinics and other healthcare delivery systems must adapt to new realities to remain an asset within the industry and sustain growth in today's environment. We collaborate to transform health care delivery, and we help develop new business models so that our clients can better compete in a rapidly changing world.

Our deep experience in healthcare systems such as hospital financing, BOT

contract executions, restructurings, and etc. has made us an experienced trusted advisor for our clients.

Our Health department brings together our professionals from multiple sectors -health, life sciences, technology, telecommunications, consumer products and more- to develop cross-sector perspectives and solutions for Health.





Across our network, we offer clients:

- Access to international panels of recognized experts in health, which facilitates innovation, decision-making and speed of execution.
- Services from across the health spectrum; strategy consulting, transaction advisory, capital raising and business alliances
- IT advisory to navigate an increasingly complex health landscape.
- In addition to these core services, we bring some of our best thinkers from across our service areas to help clients solve some of today's most critical issues.



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