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**CORPORATE PRESENTATION**

2020

***XP Advisory offers all companies access to maximum quality financial advisory services providing top technical rigor regardless of its size, industry or geographic location***

***The **Smart Finance** concept reflects how XP Advisory works: to helping companies to manage their finance in an intelligent, professional and efficient manner***

## Financial and M&A advisory with the aim of accompanying clients to reach their financial targets

- Maximization of the value of a business and optimization of its management from a financial standpoint
- Search for opportunities (acquisitions) and/or potential shareholders to develop the business
- Analysis of potential business divestments and preparation for the sale process

## Full range of services

- Full advisory in corporate transactions: acquisitions, mergers, divestments, capital increases or debt reorganizations
- Analysis to a potential launch of a new business and fundraising (both debt or equity)
- Support defining the optimal financial strategy and its execution in ongoing businesses

## Total focus in developing a long-term professional relationship with the client

- Close advisory. Independent and trustworthy
- Work with the maximum quality and rigor. 100% result-based approach

1

## Independence and confidentiality

- Independent and objective advisory
- No conflict of interests
- Total discretion and maximum confidentiality

2

## High-quality service

- Global perspective and analytical skills
- Maximum technical rigor in the analysis and professionalism in the process execution

3

## Work performed jointly with the client

- Smooth, direct and honest relationship with the client
- Formulation of innovative and effective solutions
- Ethical and trustworthy advisory

4

## Flexibility and customer focus

- Tailored service
- Availability and flexibility
- Close and honest relationship with the client

**Long-term  
relationship with  
the client**



## 2 differentiated focuses of work:

### Mergers & Acquisitions (M&A)

Corporate deals in ongoing businesses

Business valuation

Acquisition of companies or assets

Divestment of companies or business units

Financial reorganizations

Capital increases

Launch of new businesses and startups

Development of a Business Plan

Financial modelling to identify financial needs

Search of equity (shareholders)

Project fundraising

### Finance and Economic Consulting

Finance strategy and management of ongoing companies

External opinion on financial strategy and management

Recommendations to increase the value of a business

Advisory in debt transactions

Strategic analysis linked to corporate processes

## Wide global focus:

### Dominican Republic

- Offices in Santo Domingo, reaching the full Dominican Republic and accessing the Caribbean area and Latam

### Spain

- **Headquarters in Barcelona**, reaching the whole Spanish market





**Xavier Palencia** is the founding partner of **XP Advisory**

Before launching the company, Xavier developed his professional career in Mergers and Acquisitions as an Associate at the **AZ Capital** boutique (based both in Madrid and Barcelona). At **AZ Capital**, Xavier participated in multiple acquisition, divestment, mergers and financial restructuring operations for an average size of c.500 million euros

Prior to joining AZ Capital, Xavier worked at **Intelectium Consulting**, a financial consulting firm focused on raising funds (debt and capital) for technology startups in full growth. At **Intelectium**, Xavier successfully participated in more than 50 projects

Previously, Xavier also worked in the Planning and Management Control department at Saba Aparcamientos (Abertis Group at that moment)

Xavier holds a Bachelor's and a Master's Degree in Business Administration from the ESADE University, in Barcelona. Within the program, Xavier made his specialization in Finance at Boston College (Carroll School of Management), in the United States



**Ian Sastre** is an Analyst at **XP Advisory**

Ian joined XP Advisory as an analyst in June 2019

He previously worked in the division of Corporate Development and M&A at the **Mediapro Group**, where he participated in several acquisition processes in the audiovisual sector, as well as in the divestment of a majority stake in the company. He previously started his professional career as an engineer, specializing in project management and process optimization

Ian is an **Industrial Engineer from the Polytechnic University of Catalonia** in Barcelona (Spain) and **Master in International Finance from HEC -École des Hautes Études Commerciales-** in Paris (France)



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