



CORPORATE PRESENTATION

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



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 Intellectium Consulting, a financial consulting firm focused on raising funds (debt and capital) for technology startups in full growth. At Intellectium, 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



Pol Castañeda is an Analyst at XP Advisory

Pol joined XP Advisory as an Analyst in 2022

Previously, he participated in various M&A cases driven by HEC Paris University and received honors in subjects related to financial markets, M&A, and capital structure

Prior to that, he started his professional career as an engineer at Ayesa, where he worked on project development in various sectors

Pol holds a degree in Civil Engineering from the Polytechnic University of Catalonia (Barcelona, Spain) and a Master's degree in International Finance from HEC -École des Hautes Études Commerciales- (Paris, France)



Luis Miguel Vega is an Analyst at XP Advisory

L. Miguel recently joined XP Advisory as an Analyst

He worked as a Professor and Researcher in the Finance Department at the University of Piura (Peru). Simultaneously, he independently provided consulting services to companies in various sectors, including energy, healthcare, agriculture, and others. The services he primarily offered were related to Company Valuation, Project Evaluation, and Financial Planning

Luis holds a Bachelor's degree in Business Administration from the University of Piura (Peru) and a Master's degree in Finance from ESADE (Barcelona, Spain). To pursue his postgraduate studies, Luis was awarded a scholarship that covered 100% of his academic expenses















Lorenzo Petrantonio is an Analyst at XP Advisory

Lorenzo recently joined XP Advisory as an Analyst

Lorenzo has worked as a Business Analyst in a Fintech company in Buenos Aires, and later as an M&A Analyst in a boutique firm in Barcelona. Among the M&A projects he has worked on are sell-side mandates, acquisitions, and capital raising in sectors such as engineering, food, education, real estate, technology, and industrials

Lorenzo holds a Bachelor's degree in Business Economics from Universidad Torcuato Di Tella (Argentina), a Postgraduate degree in Corporate Finance from Universidad Pompeu Fabra (Barcelona), and a Master's degree in Finance from EADA Business School (Barcelona), specializing in Investment Banking

Clients that are already trusting in **XP Advisory**:

Mergers & Acquisitions (M&A)			M&A + Consulting	Finance and Economic Consulting	
 <p>Miura Partners</p> <p>Support in the build-up strategy</p>	 <p>Hampton by HILTON</p> <p>Real Estate – Hotel property</p>	 <p>LENDINGPOINT</p> <p>Loan platform (Creditech)</p>	 <p>GARAGE CLUB PASSION FOR CARS</p> <p>Trading of vehicles</p>	 <p>SUSY SHOES Since 1967</p> <p>Manufacturing of luxury Shoes for global brands</p>	 <p>orain</p> <p>Payment and micropayment system</p>
 <p>VISION LENT OPTIQUES</p> <p>Optical and audiology chain</p>	 <p>AMSTRO by Arnal • Moner</p> <p>BPO in banking sector</p>	 <p>beforeboarding</p> <p>Concession management (VIP lounges) in airports</p>	 <p>taclia</p> <p>Tech platform providing services for companies</p>	 <p>PREMIUM GROUP</p> <p>Airport restaurant businesses</p>	 <p>AEROYACHTCLUB®</p> <p>Memberships and rent of recreational yachts</p>

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



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