

company profile

 PERUSA

>>>

 PERUSA



"Our name ...

is first attributed to our company's head office in the Perusapassage in Munich where ...



it stands for a long history of influence and tradition.”

It goes back to one of the oldest noble families in Savoy, the Bertrand de Pérouse family – later also referred to in Munich as **Perusa**.

Already in the 13th century, this family held high offices in the state and church and shaped societal and social life in the capital and residence city of Munich for nearly 200 years.

Today, one of Munich's streets bears the name of the old family of counts, where the ornate **Perusa** house once stood. The head office of the consulting company **Perusa** GmbH is located in the direct vicinity, in the Perusapassage.



Perusa GmbH

Theatinerstrasse 40
D-80333 Munich

Phone: +49 (89) 2 38 87 89-0
Fax: +49 (89) 2 38 87 89-50
E-Mail: info@perusa.de

Board

Dr. Christopher Höfener
Dr. Christian Hollenberg
Dr. Hanno Schmidt-Gothan

>>>





Who we are

Independent, pragmatic, and reliable:

That is what **Perusa** GmbH, founded in 2007, stands for. >>>



Dr. Christopher Höfener

Our team consists of experienced investors, entrepreneurs, crisis and rescue managers. We provide advice to a well capitalized fund, to medium-sized businesses as well as to corporate business divisions with a long-term potential for value creation.

We are located in the center of Munich and work in a pragmatic and rapid manner without any detour via committees in London or New York.

Contact to our customers is therefore very personable and intensive.

The fund we advise is, with its term of up to 14 years, invested much longer than other funds, enabling it to assist companies in crisis or undergoing restructuring, in the challenging financing of growth or in succession arrangements.

Its globally diversified group of institutional investors includes renowned international pension funds, banking and investment funds.

As such, it is able to execute small investments and large transactions alike.



 PERUSA

The investment focus

Time and again, companies encounter situations that require change. That is when the fund advised by **Perusa** is the right partner. With long-time experience and significant financial resources, we find suitable long-term potential solutions.

>>> Expansion

Are you expanding and are you in need of fresh capital, not to mention management expertise? We support expanding companies and know how to enhance their profitability. Contact us.

>>> Crises or turn-around

Are you struggling with a challenging profit situation, operative problems or are you currently in a crisis situation up to imminent or pre-filed insolvency? We will help you acquire appropriate equity from the institutional investors that we advise.

>>> Growth through acquisition

Do you want to actively promote your corporate growth by acquiring companies? We will assist you in doing just that.

>>> Management succession

Are you currently looking for a successor? With an equity investment and assistance in management, we make a controlled handover possible for upcoming management changes.

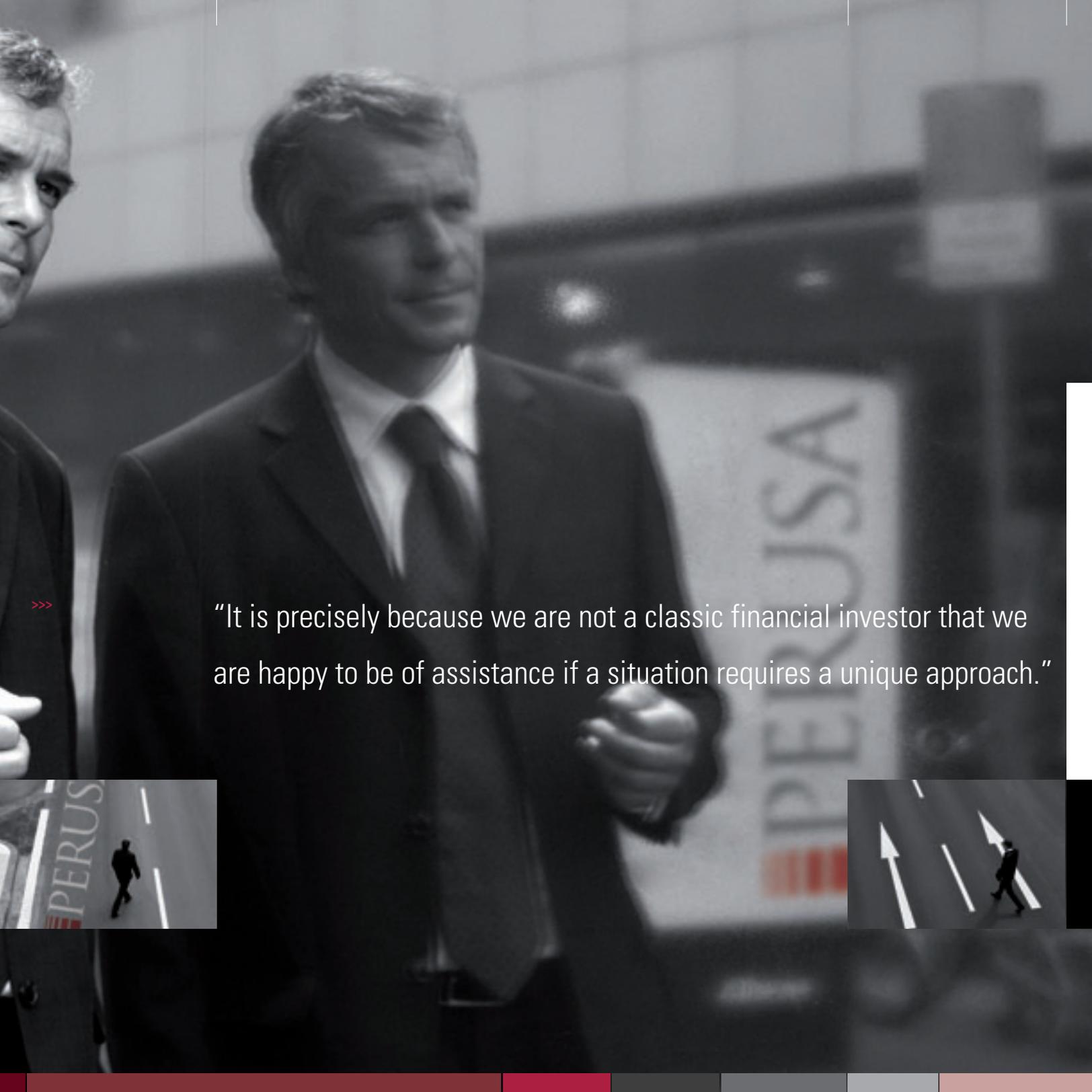
>>> Opening up new markets

Do you want to open up new markets here or in other EU countries? We are happy to assist with capital and expertise.

>>> Spin-off

Do you want to spin off a business division from a larger organization and become independent? Via the fund we advise, we can provide you with fresh capital and new and additional management respectively.

Private funds and monies from renowned institutional investors are available for investments, which we increase with co-investments if necessary.



>>>

“It is precisely because we are not a classic financial investor that we are happy to be of assistance if a situation requires a unique approach.”



Which companies fit the fund?

The fund we advise invests in companies which are facing radical changes, but also acquires interest in profitable companies that are easy to manage. The companies in our portfolio generally exhibit annual revenues from 20 million to 1 billion euros, whereupon typical revenues range from 50 to 300 million euros.

Small businesses (under 30 million euros in revenue) can also count on our support if they are profitable or facing interesting future prospects that enable further strategic development. The fund we advise does not invest in start-up companies.

We attach importance to a very positive collaboration with portfolio companies and their best possible development. For this reason, we make absolutely sure prior to any investment that a company meets the criteria for collaboration with an institutional investor.

>>>

Our criteria for this are as follows ...

>>> Phases of development

The fund which Perusa advises invests in expansion projects, management vacancies, weak earnings, crisis, turn-around, carve-outs, spin-offs, and in succession situations.

>>> Corporate situation

The fund advised by us also acquires individual business divisions or group companies, as well as companies currently without management.

>>> Size of revenues

Our target companies generate revenues between 20 million and 1 billion euros.

>>> Geographic focus

The fund we advise invests in companies with existing product and market history, which have their headquarters in the European Union.

>>> Sector focus

We are open to any sector.



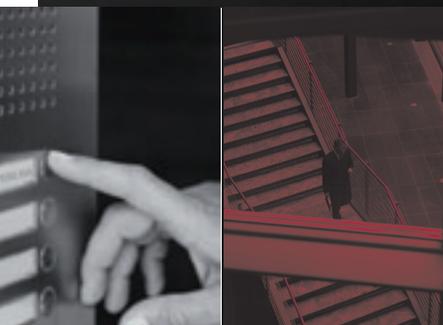
Dr. Hanno Schmidt-Gothan

“We want to be your reliable partner.

In order to be able to be successful in the further development of portfolio companies to which the companies have to meet, but also strengths which we are able and willing to

>>>

>>>





Dr. Christian Hollenberg

together with their management, there is not only criteria
to contribute to a collaboration.”

What distinguishes us

We are...

>>> independent

Perusa is a group of personally, professionally, and financially independent entrepreneurs.

The fund we advise is not listed on the stock exchange and can trade independently of quarterly reports and analysts.

>>> financially strong

The fund advised by Perusa has access to capital amounting to over 150 million euros, more at short notice if required by means of co-investments from the fund partners. As such, we are able to enter into investments of up to 300 million euros.

Investors are internationally renowned banks, pension funds, and insurance companies.

>>> pragmatic

We are located in the center of Munich and work in a pragmatic and rapid manner without any detour via a committee in London or New York.

Contact to portfolio companies is therefore often much more personable and intensive than with our competitors.

>>> reliable

The fund we advise, with a term of up to 14 years, ranks among the most long-term investors on the market.

As entrepreneurs, we also always invest our own capital and as such, are actively involved in our projects.

>>> experienced

We are experienced investors, entrepreneurs, crisis and rescue managers and have exceptional familiarity with the area of private equity.



(from left to right)

Perusa: The founding trio
Dr. Christian Hollenberg
Dr. Christopher Höfener
Dr. Hanno Schmidt-Gothan

Your contact persons

The founding trio of Perusa includes experienced entrepreneurs, investors and crisis and rescue managers with an established knowledge of private equity.

>>>

Dr. Christian Hollenberg

has worked as an investor and entrepreneur in medium-sized companies for 17 years. Ten years of which, he served as a partner for institutional investors. His last position was as a co-founder of Munich Orlando Management GmbH.

With a background in corporate law, he is able to draw on pertinent experience in operative, turn-around, and rescue management as well as investment banking (J.P. Morgan).

Dr. Hollenberg studied Law in Bonn and Geneva as well as Business Administration at the Harvard Business School (MBA Harvard).

Dr. Christopher Höfener

has dealt with solutions for companies in challenging situations since 2003 and has relevant experience in crisis and rescue management of medium-sized companies under his belt.

He completed his previous career at McKinsey & Company in Munich, Düsseldorf, and Chicago.

Dr. Höfener studied Mathematics and Physics at the University of Bielefeld and earned his doctorate at the Technical University of Darmstadt.

Dr. Hanno Schmidt-Gothan

has been active in the management of medium-sized companies, which are undergoing difficult changes, since 2005. Crisis and rescue management are also among his competences.

He previously worked for McKinsey & Company in Düsseldorf and Atlanta as well as at Accenture GmbH, Munich.

Dr. Schmidt-Gothan earned masters degrees in Chemical Process Engineering and Management at M.I.T. in the US.

>>>

 PERUSA

Theatinerstrasse 40
D-80333 Munich

Phone: +49 (89) 2 38 87 89-0
Fax: +49 (89) 2 38 87 89-50
E-Mail: info@perusa.de



PERUSA

>>> experienced

>>> reliable

>>> pragmatic

>>> financially strong

>>> independent

