

ICan Advisory

Financial Management Advisory

www.icanadvisory.com



1) Why Financial Management Consulting Matters *and How Does It Create Value?*

FINANCE → MANAGEMENT → SUSTAINABILITY

Every company is fundamentally built upon a financial structure designed to recover its capital in the shortest time and with the highest efficiency. As the company grows in scale, this structure becomes increasingly complex, and effective resource management, financial risk control, and liquidity balance become critically important. At this stage, financial management consulting steps in with the right strategies, insights, and practices; minimizing risks, enhancing performance, and facilitating access to essential institutional resources.

Financial success is directly tied to the company's managerial competence. An effective management structure enhances efficiency across organizational processes, improves decision-making mechanisms, and fosters alignment among employees. Management consulting strengthens corporate governance by establishing a balanced integration between business processes, technological infrastructure, and human capital; ultimately supporting the company's long-term sustainability.

Corporate sustainability is not limited to environmental and social concerns; it must also encompass governance principles and financial sustainability. Structuring companies across these four dimensions (environment, society, governance, and finance) in alignment with science, law, and international best practices ensures long-term institutional resilience and reputation, and prevents bankruptcy.

1) Why Financial Management Consulting Matters *and How Does It Create Value?*

FINANCIAL LAW → FINTECH & AI → CORPORATE EDUCATION

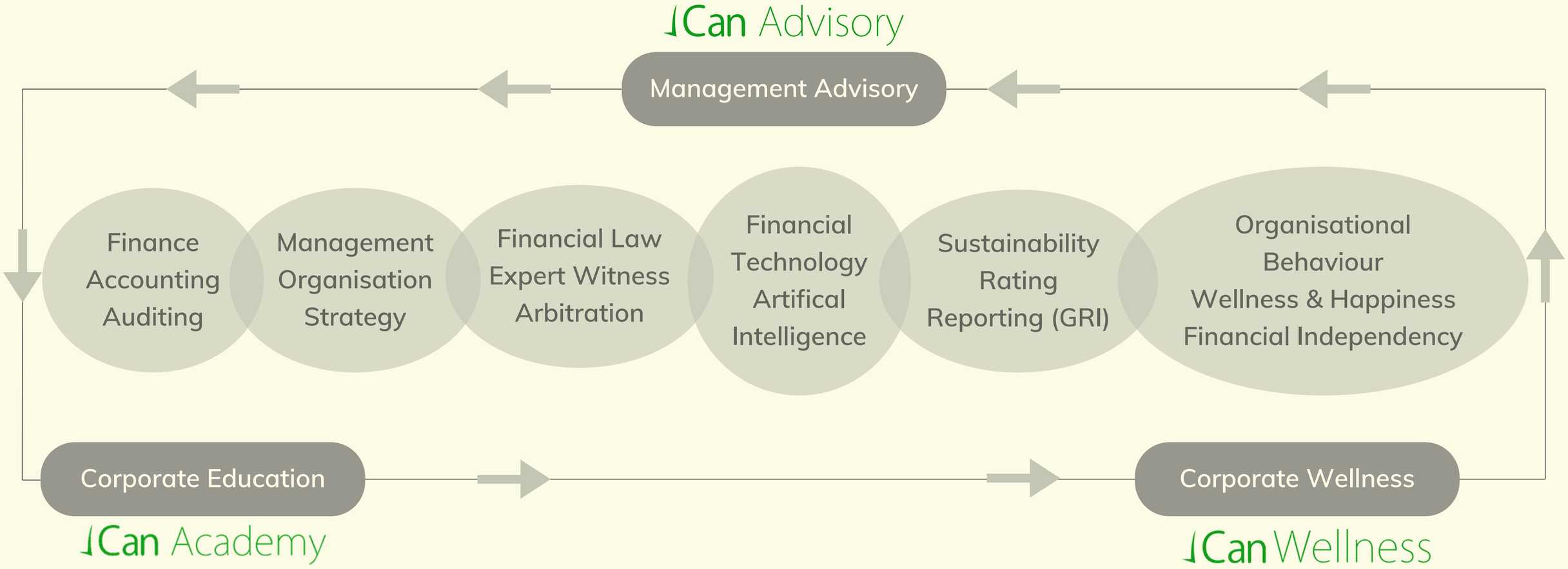
Companies are required to carry out all operations in accordance with current financial legislation and legal regulations. However, the vast and ever-changing set of rules in taxation, finance, commerce, and industry-specific areas makes financial legal consultancy not just a preference, but a vital necessity for corporate security and long-term sustainability.

Financial technologies and artificial intelligence are core drivers of digital transformation, innovation, and strategic competitiveness. Regardless of industry, every company must internalize these technological advancements to gain new advantages in efficiency, foresight, and speed. Competence in this field means not just keeping up with technology, but actively shaping the future.

Corporate development is only possible through the holistic alignment of not just individual competencies, but also business processes, digital systems, and team structures. This alignment can be achieved through continuous and strategically planned training programs. Corporate training plays a key role in transforming companies from entities that resist change into ones that lead it.

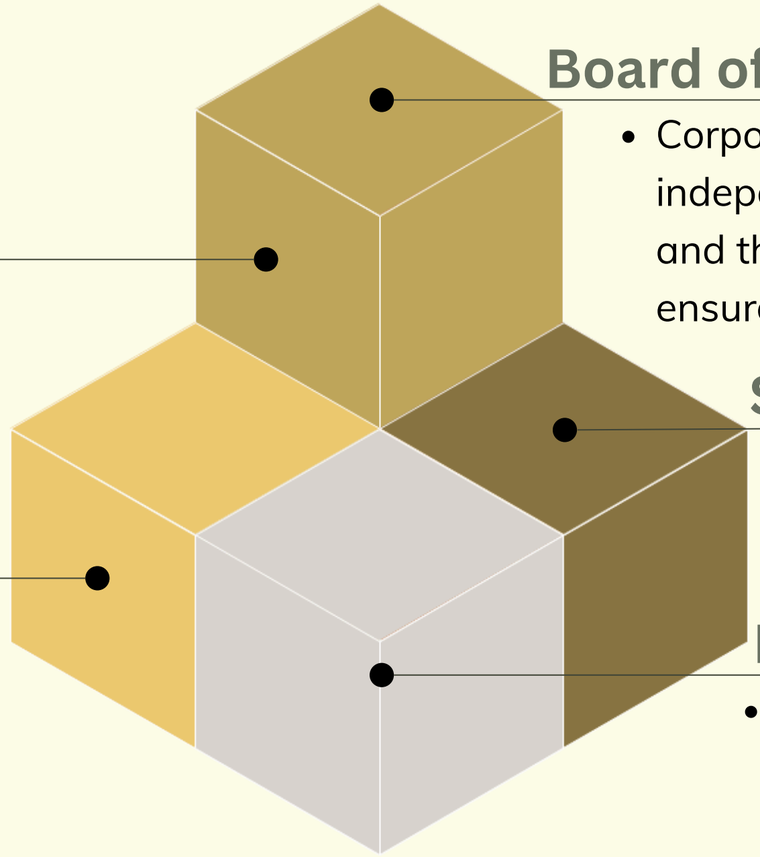
2) Our Corporate Brands and Integrated Service System

Diagram of the services we have provided worldwide with our three brands since 2015:



3) Financial Management Advisory

When companies are considered as a whole in the form of financial assets, financial sustainability can be achieved through the added value created by strategic management practices.



Board of Directors

- Corporate governance is strengthened with independent or executive members on the board, and the implementation of strategic plans is ensured.

Finance

- The company's financial performance increases with profitability, positive cash flow, and a rise in company value.

Sustainability

- Financial sustainability ratings enhance financial performance and prevent bankruptcy-related issues.

Fintech & AI

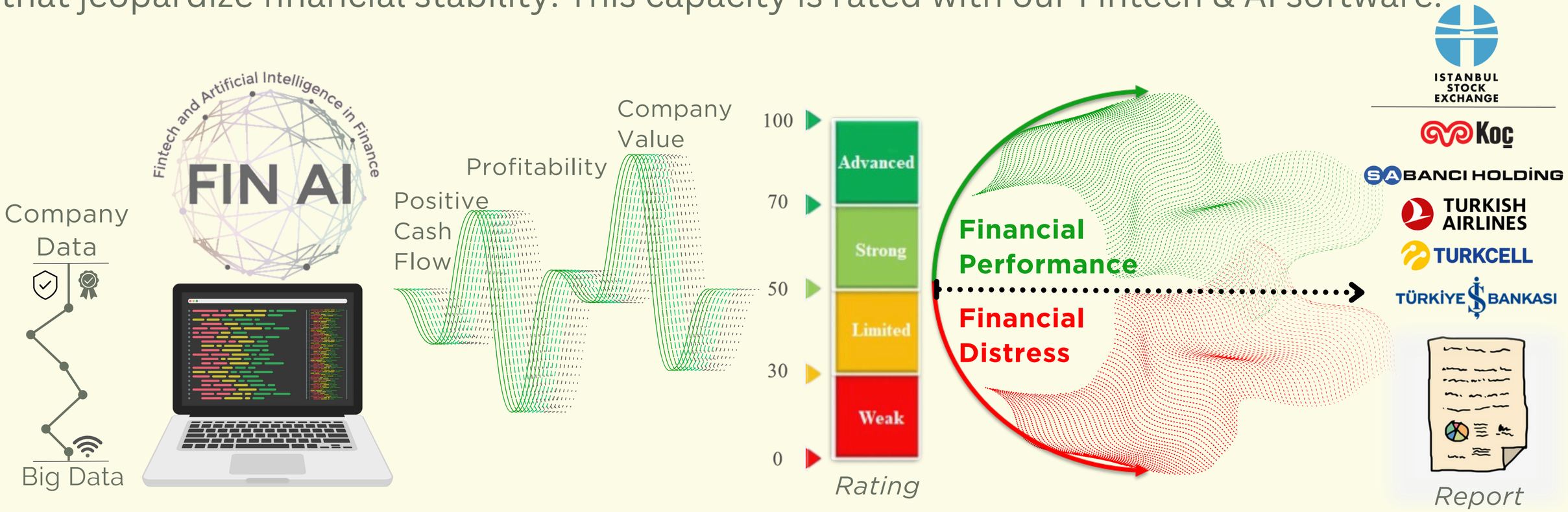
- The company’s management information systems are supported by financial technology and artificial intelligence solutions.

Financial Law

- The company’s compliance with relevant regulations is ensured, and potential disputes are prevented or resolved.

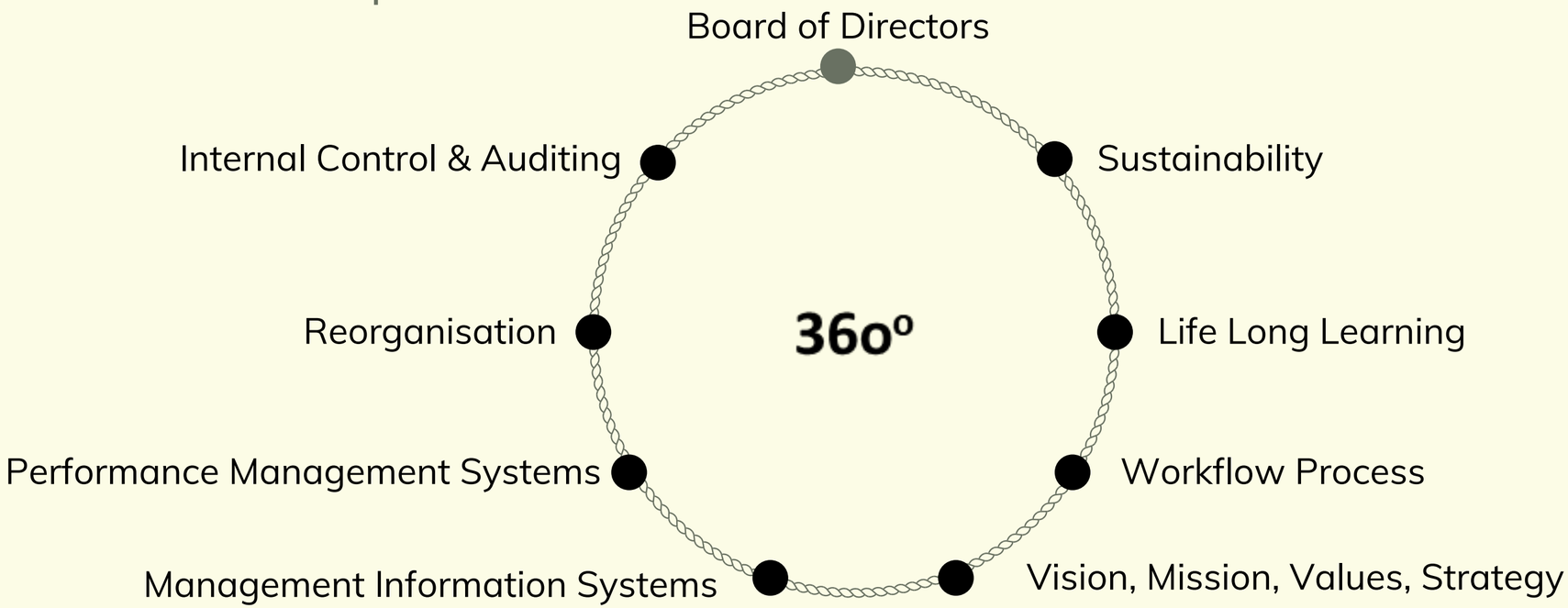
4) Financial Sustainability | *Rating and Implementation*

Financial sustainability is a company's capacity to generate returns exceeding its financial resources over the long term while creating value for stakeholders, and to prevent threats that jeopardize financial stability. This capacity is rated with our Fintech & AI software.



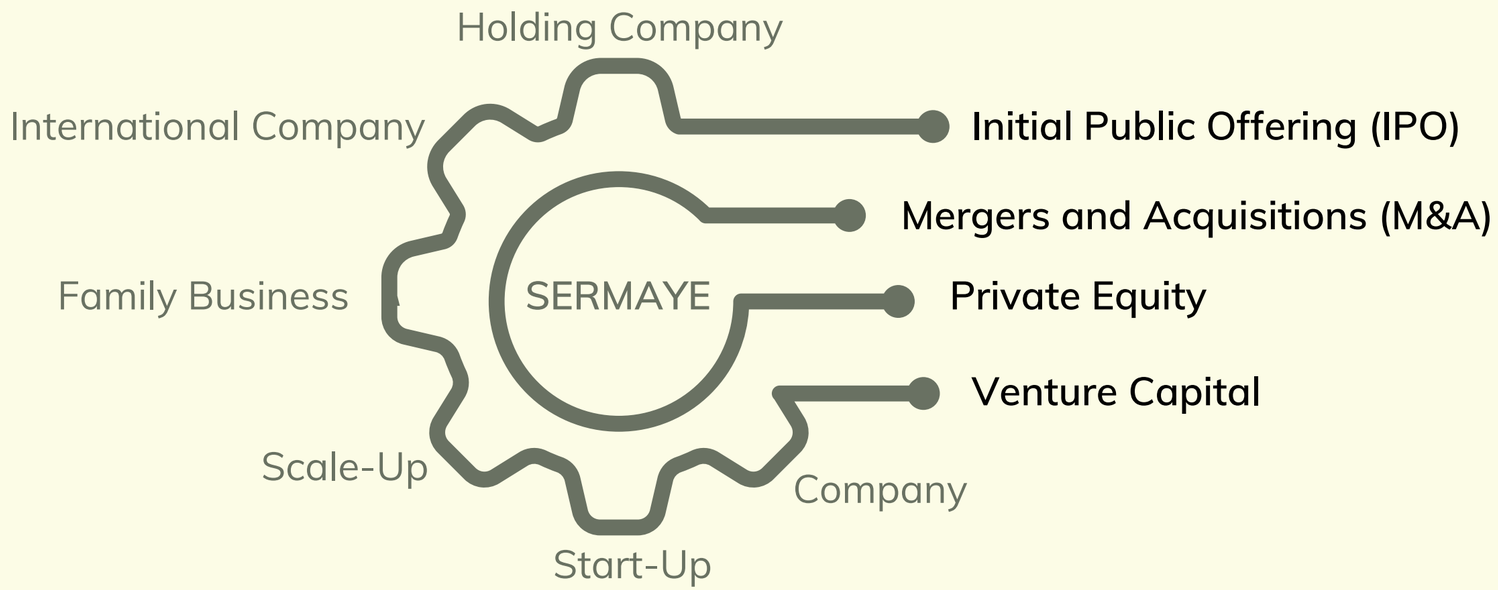
5) Corporate Governance

Corporate governance is the structuring of a company's business processes, performance management systems, and IT infrastructure according to internationally accepted principles to establish an effective, efficient, ethical, and sustainable management structure. This work is particularly important for the institutionalization of family businesses and the IPO process.



6) Corporate Finance Strategies

The best strategy suitable for companies to access the financing they need is determined and implemented in the best way according to global experiences.



7) Corporate Education

Companies' training needs are met by integrating them with applied sciences. Validated and reliable up-to-date scientific knowledge is presented alongside the best global practice experiences.

Finance:

- Accounting Information System
- Cost Accounting
- Applied IFRS
- Company Valuation
- Internal Control and Internal Audit
- Financial Management
- Financial Investment
- Fintech and AI Applications
- Derivatives
- Behavioral Finance
- Financial Sustainability

Management:

- Entrepreneurship
- Strategic Management
- Digital Marketing
- Management Information Systems
- Risk Management
- Quality Management
- Institutionalization
- Organizational Behavior and Ethics
- Human Resources Management
- Performance Management
- Family Business Constitution

Financial Law:

- Capital Markets Law
- Banking Law
- Tax Legislation
- Commercial Law
- Legislation Related to Financial Crimes
- Forensic Expert Practice
- Concordat and Bankruptcy Practice
- Cryptocurrency Law

Sustainability:

- Corporate Sustainability
- Social and Environmental Sus.
- Integrated Reporting (GRI)

8) Corporate Wellness | *Projects and Hotel Camps*

Wellness is the pursuit of a healthy, happy, and financially free life, sustained through meaningful relationships, purpose, and balance. This approach can also be applied within organizations through the lens of organizational behavior, enhancing employee well-being and transforming it into corporate success.



Wellness Projects and Hotel Camps

- Performance and Happiness
- Organizational Behavior
- Cultural Transformation
- Leadership and Management
- Motivation
- Employee Engagement
- Career Management
- Financial Therapy
- Sports Activities (Leadership and Team Building)
  - Latin Dances
  - Rowing
  - Sailing
  - Horseback Riding

9) Biography | Dr. İbrahim Can, CPA



Dr. İbrahim Can is known as a *polymath* who contributes to public service as a forensic expert in addition to his roles as a financial management advisor, scientist, entrepreneur, and author.

In Turkey as well as internationally, he has collaborated with global institutions such as the World Bank, the United Nations, and the European Union, undertaking responsibilities in finance and management consulting, auditing, sustainability, education, and similar projects.

He has successfully managed high-volume financial operations, particularly in IPO's, M&A, private equity, and venture capital projects. Throughout these experiences, he has also served on the boards of directors of holdings and international companies.

9) Biography | Dr. İbrahim Can, CPA

Higher Education:

Ph.D. in Management and Organization – Marmara University
Dissertation: "Value Creation in Management Consulting: A Model Proposal"
MBA in Sustainable Growth and Quality Management – Marmara University
Thesis: "Financial Sustainability Indicators and Their Evaluation: A Study on Borsa Istanbul Sustainability Index Companies"
Bachelor's in Business Administration (Accounting and Finance) – Marmara University
Bachelor's in Accounting and Tax – Istanbul University
Vocational High School of Commerce – Major: Accounting

Publications: Dr. İbrahim Can has published six applied academic books 3 as the sole author and 3 as a contributing chapter author. In addition, he has authored two peer-reviewed international journal articles, two symposium papers, and numerous conference publications.

9) Biography | Dr. İbrahim Can, CPA

Business Experiences

- Founder, Financial Management Advisor: I Can Advisory ~ Academy ~ Wellness
- Affiliate Professor, Fintech & AI Program: İstanbul Nişantaşı University
- Affiliate Professor, Fashion Management Program: International Fashion Academy, Paris
- Board Committee Member: Yıldız Holding Inc. (ULKER > GOZDE > MAKTK)
- Head of Investor Relations & Internal Audit: Transtürk Holding Inc. (MAKTK)
- Financial Management Director: Bosal International, Netherlands
- Financial Management Consultant: Versace Group Italy and Catalin Botezatu, Romania
- An uninterrupted 25 years of professional experience gained through founding and managerial roles at various companies, officially starting business life in 1997 with a commercial vocational high school diploma...

9) Biography | Dr. İbrahim Can, CPA

Licenses:

- Certified Public Accountant (CPA)
- Capital Markets Activities Level 3: Capital Markets Board (CMB)
- Independent Audit in Capital Markets: CMB, Public Oversight Authority
- Internal Audit (CIA): IIA, The Institute of Internal Auditors
- Corporate Governance Rating Expertise: CMB
- Electronic General Assembly System Expertise: CMB, Central Registry Agency
- Forensic Expert License: Marmara University
- EN ISO 9001 Quality Management System Auditor: Turkish Standards Institution
- Professional Coaching: International Coaching Federation (ICF)

10) References | *Excluding IPO Projects*

Türkiye

BORSA İSTANBUL

YEDİTEPE ÜNİVERSİTESİ

YILDIZ HOLDING

İSTANBUL AYDIN ÜNİVERSİTESİ

ÜLKER

GÖZDE TECH VENTURES

İSTANBUL NİŞANTAŞI UNIVERSITY NEW

TRANSTÜRK HOLDİNG A.Ş.

MAKİNA TAKIM

Global

State of Qatar

European Commission

United Nations Development Programme

VERSACE

bosal absolut automobil

Nasdaq

TAG.Global

Talal Abu-Ghazaleh Global

NYSE New York Stock Exchange

IFA PARIS | INTERNATIONAL FASHION ACADEMY

Paris - Shanghai - Istanbul

THE WORLD BANK

UİP-ICP ULUSLARARASI İŞBİRLİĞİ PLATFORMU INTERNATIONAL COOPERATION PLATFORM İSTANBUL

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