



# GLOBAL VALUE CHAIN ADVISOR WITH CHINA ANGLE

HONG KONG / SHANGHAI / SINGAPORE

NOVEMBER 2023

LINKEDIN: YALUOSUN

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Sunny Sun , 50+

**20 years corporate experience;**  
**10+years CFO ;**

- MS from London South Bank University 2004; SEP from Stanford 2016;
- **Total fundraising 200M USD;**
- **Personal investment at US, 100X project ;**
- Renewable energy industry; manufactory industry; supply chain industry; ecommerce industry ;



Shourong wang , 50+

**20 years M&A ; 10 years Government; 3 years Family Office**

- MIT MBA 2005
  - **Heading M&A for the 720-year old company Stora Enso in Asia**
  - **3 years in Dubai/Kuwait/Qatar for Agility and Sultan family as Asia M&A Manager**
  - 3-years Family office advisor;
- Both mainstream markets like China and frontier markets like Pakistan;



LIN Li, 38

**15 years experience in IB, investment and M&A**

- BA from Peking University, MA from Stanford 2010
- **RMB ¥1.5 billion LBO fund raised, managed and invested**
- **Career path including China International Capital Corporation (CICC) and China Media Capital**
- Personal investment in culture and entertainment, including the world's biggest horse show "Cavalía" and VR immersive expedition.

## SCOPE OF SERVICE – FINANCING, PIPELINE AND M&A

- **For LP investor:** We bring you top tier GPs for asset allocation
- **For GP investor:** We bring you,
  - Fund placement advisory service by introducing LPs for fund raising and Secondary Funds for exit
  - Target company pipelines that fit your investment theory and philosophy
- **For a start up/ enterprise/ company:** We offer,
  - Capital raising or majority buyout
  - Pre-IPO transactions advisory
  - M&A for scale, geographic expansion and market entry
  - Divestment for transformation
- **Family office setup and management;**

## VALUE PROPOSITION

- **Significant cost reduction and quick response to projects ;**
  - Committed to ONLY 1 project within 6 months,
  - All veterans hands on
  - Management meetings, and business negotiations
  - not delegating to junior bankers or college graduates
- **Strong corporate post management team;**
- **Result related compensation;**

## CASE STUDY


- Client: Freesense, a smart quality company in shanghai. Feesense's core competence is the AI enabled software products seamlessly integrated with the off shelf components such as optical lens, FPGA chips, cameras and robotic arms.. 30% revenue come from overseas, apple global supply chain.
- Date: 2023
- Background:  
company aims to grow ,go to global and get listed, but requires both capital and strategic partner. I introduce several global USD fund to invest. I was financial advisor for 2023 fundraising and an exclusive FA in 2 years 2024/2025. Total capital raised 20M USD .
- Our role : Transaction advisor for the client and go to global advisor;
- Portfolio: C, a leading producer of premium tire enforcement material in Germany, with 50%+ global market share
- Year of Transaction: 2018
- Our role : As sponsor to buyout the company, expand the Chinese market and increase its enterprise value
- Value Added,
  - Pre- investment: Buyout transaction completion
  - Post-investment:
    - ❖ Increasing sales and client base by introducing and directly conducting sales
    - ❖ Building distribution channels in China and Asia to increase sales
    - ❖ China offices set up and team built up in Shanghai and other cities close to clients and end markets
    - ❖ New application discovered and helped build local factory by providing government, land, capital, team, partners, and all other resources required
    - ❖ Funding support to conduct R&D for new products in German headquarter
    - ❖ Manufacturing capacity exchange between Chinese partners and C's European factory


## NEED HELP

- Any parties, partners or stake holders that
  - interested in investing in funds or equities with a China angle
  - interested in developing business with a China angle
- Family office advisor

## FUTURE 30 YEAR

FROM Made in China  To Made by China

FROM in Global  To for Global

Invest China Entrepreneur  To Invest Global Supply Chains with a China Angle

## Auto Groups/Alliances That Sell The Most Pure, 100% Battery-Electric Vehicles – 2022



China has more than 80% of global solar module market share



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■ Thanks you