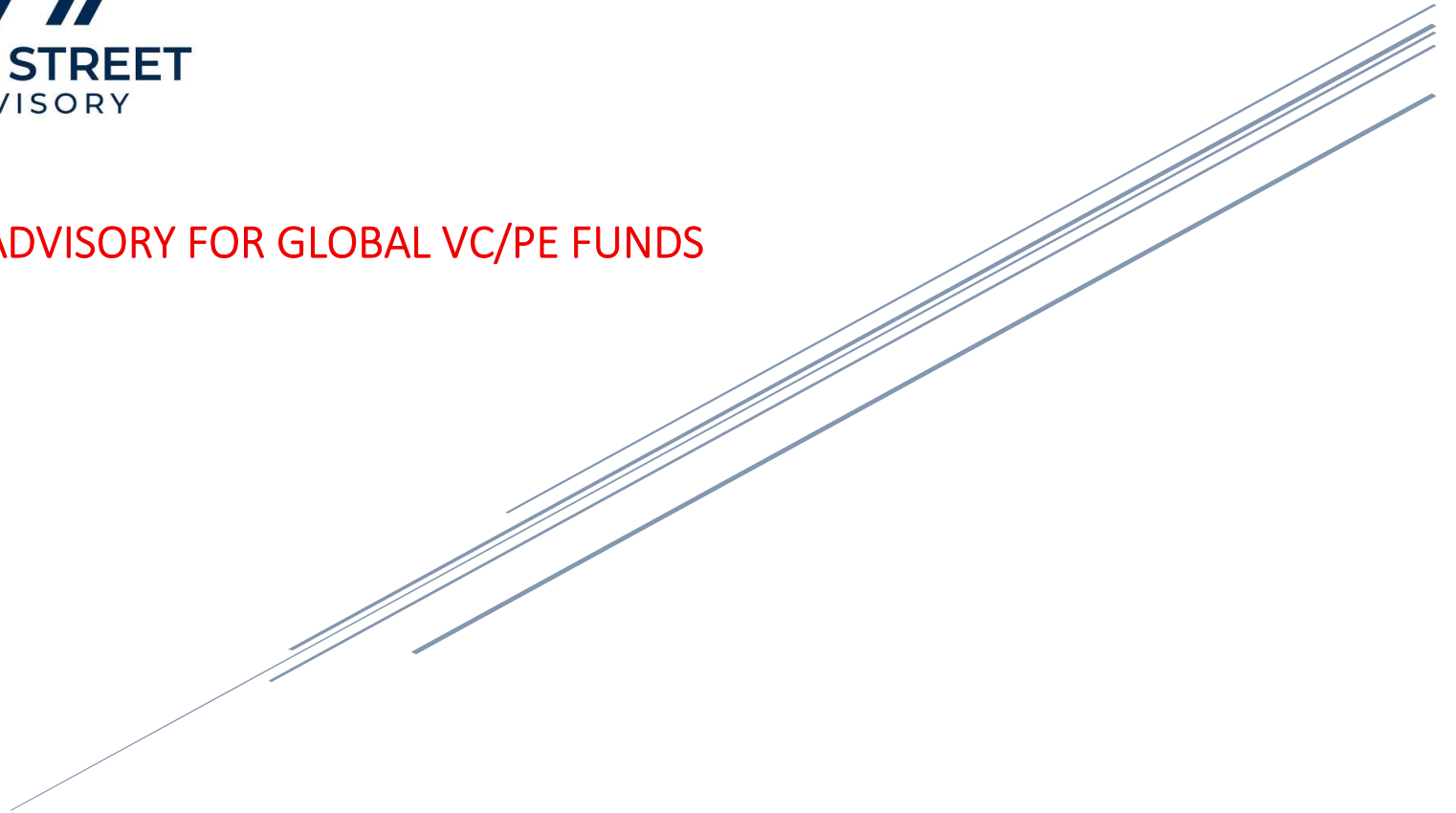




STRATEGIC ADVISORY FOR GLOBAL VC/PE FUNDS



Strategic Advisory for Global VC & PE Funds

Context & Strategic Positioning

Asia & APAC represent one of the fastest-growing private capital markets globally, with strong deal flow in mid-market and growth-stage companies across sectors. Global investors increasingly require **on-ground intelligence, proprietary access, and execution capabilities** to successfully deploy capital and scale portfolio companies.

Middle-market investment banks and advisory firms typically operate across **M&A, capital raising, and strategic advisory for deals ranging ~\$10M–\$500M**, providing end-to-end deal lifecycle support.

In this context, **99th Street Advisory** positions itself as a **cross-border origination and execution partner**, bridging global capital with Asia/APAC opportunities.

Value Proposition to VC & PE Funds

99th Street Advisory operates across two critical pillars:

A. Deal Origination & Co-Investment Access

B. Portfolio Value Creation (Market Entry & Scale-Up)

This dual capability mirrors best-in-class advisory models where firms support **both capital deployment and post-investment value creation**.

Deal Origination & Co-Investment Opportunities

A. Proprietary Deal Sourcing Engine

99th Street Advisory enables differentiated deal access through:

- **Local promoter networks** across India, Southeast Asia, and emerging APAC markets
- Relationships with:
 - Founder-led businesses
 - Family-owned enterprises
 - Growth-stage companies not actively fundraising
- Sector-agnostic sourcing with thematic overlays:
 - Healthcare
 - Clean energy
 - Digital infrastructure
 - Manufacturing & supply chains
 - Consumer & mobility

Modern deal origination increasingly leverages **data-driven sourcing, AI-enabled screening, and early visibility into growth-stage companies**, enhancing pipeline quality and speed.

B. Thematic & Strategic Deal Origination

99th Street Advisory identifies opportunities aligned to global investment theses:

- **China+1 supply chain shifts**
- **Energy transition & climate investments**
- **Healthcare delivery & analytics**

- **Digital transformation platforms**
- **Infrastructure & urbanization**

This ensures alignment with **fund mandates and LP expectations**.

C. Co-Investment & Syndication Platform

99th Street Advisory facilitates:

- **Club deals and co-investment opportunities**
- Access to:
 - Regional PE/VC funds
 - Family offices
 - Strategic investors
- Structured opportunities including:
 - Minority growth equity
 - Control buyouts
 - Structured credit / hybrid capital

Cross-border advisory firms with Asia focus typically derive strength from **global investor networks and regional execution capabilities**, enabling seamless syndication.

D. End-to-End Deal Execution Support

99th Street supports the full transaction lifecycle:

- Target identification & screening
- Commercial & financial due diligence coordination

- Financial modelling & valuation
- Deal structuring
- Negotiation support
- Documentation & closure

This mirrors the integrated “one-deal lifecycle” advisory approach adopted by leading firms.

E. Cross-Border Transaction Enablement

Key capabilities include:

- Regulatory navigation across jurisdictions
- Structuring inbound/outbound investments
- Tax-efficient holding structures
- Cultural & negotiation alignment

Cross-border M&A advisory is a core differentiator for global middle-market firms, particularly in Asia-linked transactions.

Supporting Portfolio Companies: Market Entry & Scale-Up

Beyond capital deployment, **99th Street** acts as a **value creation partner**.

1. Market Entry Strategy (Asia & APAC)

A. Entry Structuring

- Wholly owned subsidiary setup
- Joint ventures / strategic alliances

- Distribution partnerships
- Licensing / franchise models

B. Regulatory & Compliance Advisory

- Market-specific regulatory frameworks
- Licensing and approvals
- Local governance structures

C. Go-to-Market Strategy

- Pricing & positioning
- Channel strategy (B2B, B2C, digital)
- Localization of products/services

2. Strategic Partnerships & Ecosystem Access

99th Street enables partnerships with:

- Local corporates
- Strategic buyers
- Government bodies
- Technology partners
- Distribution networks

This significantly reduces **market entry friction and time-to-scale**.

3. Revenue Scale-Up & Expansion

A. Growth Strategy Execution

- Market expansion (Tier 1 → Tier 2 cities / regional expansion)
- New product launches
- Channel diversification

B. Capital Strategy

- Follow-on fundraising
- Structured financing
- Debt optimization

C. M&A-led Scale

- Bolt-on acquisitions
- Consolidation strategies
- Strategic carve-outs

4. Operational & Strategic Transformation

- Business model optimization
- Cost structure improvement
- Digital transformation
- ESG & sustainability integration

Leading PE investors actively work with portfolio companies to **enhance value and drive exit outcomes**, often through operational and strategic interventions.

5. Exit Strategy & Value Realization

99th Street supports:

- Strategic sale processes
- Secondary PE transactions
- IPO readiness and advisory
- Cross-border exit positioning

Differentiators of 99th Street Advisory

A. Cross-Border DNA

- Strong connectivity between **Asia, APAC, and global capital markets**

B. Mid-Market Specialization

- Focus on high-growth, under-penetrated segment with less competition

C. Sector-Agnostic with Thematic Depth

- Ability to align with evolving global investment trends

D. Integrated Model

- Combines:
 - Deal origination
 - Execution
 - Portfolio value creation

E. On-Ground Execution Capability

- Local presence + global investor access

Engagement Model with VC & PE Funds

A. Retained Advisory Model

- Dedicated coverage for:
 - Deal sourcing
 - Portfolio support

B. Deal-by-Deal Mandates

- Success-fee driven transactions

C. Strategic Partnership Model

- Long-term collaboration with funds:
 - Asia platform build-out
 - Portfolio expansion

D. Co-Investment Alignment

- Potential participation alongside funds (where applicable)

Illustrative Use Cases

Use Case 1: Entry into India

- Identify acquisition targets
- Structure JV with local partner
- Execute acquisition
- Scale through bolt-on deals

Use Case 2: Southeast Asia Expansion

- Market mapping across Vietnam, Indonesia, Thailand
- Identify distribution partners
- Establish regional HQ

Use Case 3: Portfolio Value Creation

- Introduce strategic partnerships
 - Raise follow-on capital
 - Prepare exit to strategic buyer
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Conclusion

99th Street Advisory serves as a **strategic bridge between global capital and Asia's growth opportunities**, enabling VC & PE funds to:

- Access **proprietary, high-quality deal flow**
- Execute **cross-border transactions efficiently**
- Drive **portfolio value creation and exits**

In an increasingly competitive private markets landscape, success in Asia requires not just capital—but **local intelligence, execution depth, and strategic alignment**—areas where **99th Street Advisory** can act as a long-term partner.

