99TH STREET
ADVISORY

A Global Middle Market
Investment Banking Firm

MIDDLE MARKET · CROSS BORDER

# Global Investment Banking Platform for Cross-Border Growth

Connecting businesses, investors, and institutions across
India · Middle East · APAC · Israel · Australia · USA

# Overview

**99th Street Advisory** is a sector agnostic new-age cross-border investment banking & corporate advisory firm focused on serving middle-market companies across ASIA, APAC & US.

The firm partners with Corporations pursuing Inorganic Growth Opportunities and assists global private equity funds and strategic investors seeking capital deployment across Asia and APAC Markets.

**99th Street Advisory** is a trusted bridge between global capital and emerging market opportunities.

| | |
|---|---|
| 6 | Global Offices |
| 3 | Continents |
| 9+ | Sectors Covered |
| 0 | Bureaucracy |

# Our Foundation

## Initiated By

India-based corporate advisory firm backed by Investment Bankers, Auditors and Focus Group Leaders, facilitating Inorganic growth for Middle Market Companies in India, Asia, APAC and USA.

## Israel Association

Cross-sector technology & innovation ecosystem — innovation institute, Ministry affiliates, embassy trade missions. Deep capabilities in investment banking, private placements, and tech commercialization.

## APAC Association

Australia-headquartered clean energy & technology investment fund; 15+ companies across the full clean energy value chain across APAC, Latin America, Europe, Africa, and Asia.

## Middle East Association

Dubai-based accounting, taxation & assurance firm providing international tax advisory, GCC market entry solutions, and M&A execution for Middle East enterprises.

## US Association

Middle market investment banks, PE funds, and SPAC funds specializing in M&A, capital raising, private equity transactions and cross-border execution.

# Team & Approach

Our team is led by seasoned partners who have previously served as Managing Partners and Principals at leading Investment Banks, Audit Firms and Large Enterprises globally.

### Seasoned Leadership

Previously MDs & Principals at top investment banks, audit firms & enterprises.

### Global Execution

Deep experience originating, structuring and executing complex cross-border transactions.

### Data-Driven Advisory

Sophisticated financial models, precision market intelligence, and proven strategic frameworks.

### Sector Expertise

Healthcare, Industrials, Manufacturing, Consumer, Media, Telecom, Financial Services, Hospitality, and Emerging Tech.

# Our Services

## Capital Raising

- Private Equity Placement
- Debt Financing
- Hybrid Financing
- Venture Development
- SPAC Financing

## Strategic Advisory

- Technology Licensing
- Market Entry & Expansion
- Economic Development
- Venture & Operational Consulting
- Corporate Restructuring & Turnaround

## M&A Advisory

- Buy Side Mandate
- Sell Side Mandate
- Cross-Border Joint Ventures
- Valuations & Fairness Opinions
- International Collaborations

# Industries We Serve

### Emerging Technologies

AI/ML, RPA, Quantum, AR/VR, SMRs, Cleantech, Industry 4.0

### Healthcare

Diagnostics, Med-tech, Pharma, Digital Health

### Energy

Clean Energy, Climate-Tech, Renewables, Green Hydrogen

### Manufacturing

Cross-border JVs, Tech Licensing, PE Add-ons & Bolt-ons

### Consumer

Regional Expansion, International Market Entry, Strategic Investment

### Media & Telecom

Consolidation, Capital Raises, Content & Connectivity

### Financial Services

Fintech, Asset Managers, Global Capital & Strategic Partnerships

### Hospitality

Growth Capital, International Expansion, Travel-Tech

### Innovation & Startups

Growth Capital, Venture Development, VC Ecosystems

# Unique Appreciation for the Middle Market

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|---|---|
| Management is a more crucial variable | Make room for investors to know management before first round bids |
| More room for creativity with growth opportunities ("storytelling") | More time invested in pre-launch phase of process |
| More granular due diligence requirements | Anticipate issues to avoid slippage in timetable and competitive tension |
| Wider range of potential valuation outcomes | Process Matters |
| Larger number of potential participants | Requires experience to narrow the field and interpret first round bids |
| Business is often not a "must have" for any single investor | Walk a fine line between drawing investors in and conveying strength |
| Transaction agreements are highly customized | Contract negotiations cannot be divorced from the rest of the process |
| Process can be taxing on limited management resources | Advisor must be prepared to carry a significant load |

**GREATER SCOPE FOR ADVISOR TO ADD VALUE. NEED FOR SPECIALIZED SKILLS.**

# Sound Strategic Advice

**Dedication to Middle Market M&A / Cap Raise**

**Superior Senior-Level Attention at Each Stage**

**Unparalleled Attention to Details**

**Outstanding Negotiating Skills**

**Institutional Knowledge of Strategic & Financial Buyers**

## Critical Junctures in the "Front End" Marketing Process

- Identifying timing to initiate a process
- Crafting the appropriate sale process
- Identifying potential strategic and financial partners
- Conveying the "story" and opportunities
- Deciphering initial indicators
- Assembling a competitive group of investors
- Showcasing the company and management to investors

## Critical Junctures in the "Back End" Process

- Fully understanding final proposals to develop a "True" comparison between bids
- Establishing the right next steps
- Determining the most advantageous time to negotiate with potential investors
- Developing counter proposals and the best script with which to deliver them
- Craft a process to maintain leverage through closing

# How an Advisor Adds Value

## Intermediary in Negotiations

Insulates owners from immediate decisions. Acts as 'bad cop' without souring the buyer. Maintains owner's appropriate distance from the process.

## Leverages Industry Experience

Prepares company for transaction. Utilizes contacts to target the right investors. Understands deal term implications and guards against disadvantageous conditions.

## Keeps Business Running

Allows management to concentrate on day-to-day operations. Ensures customers, vendors and employees are not neglected during the process.

## Maximises Transaction Value

Heightens sophistication. Prevents investors from acquiring at bargain prices. Representation translates directly into more advantageous transaction terms.

## Creates Urgency & Auction Environment

Establishes specific timelines so all parties are on equal footing. Creates bidding pressure while deal leverage is highest.

## Ensures Confidentiality

Decreases likelihood of employee disruption. Funnels buyer contact through an outside party and office. Aids in in-depth financial and strategic value analyses.

# Common Reasons Deals Fail — and How We Address Them

| Reason | How We Address It |
|---|---|
| ⚠ **Unrealistic Pricing Expectations** | Comprehensive financial analysis to determine synergistic benefits for strategic buyers. |
| ⚠ **Negative Surprises in Due Diligence** | In-depth seller due diligence to identify problematic trends and present resolution strategies. |
| ⚠ **Disagreement on Representations & Warranties** | Thorough discussion of market-standard deal terms with management and shareholders. |
| ⚠ **Buyer Financing Failure** | Require buyers to document proposed sources and uses well in advance, benchmarked against credit markets. |
| ⚠ **Deterioration of Financial Performance** | Keep the business running effectively during the process; monitor performance continuously. |

# Why Choose Us

## Senior-Level Attention

Experienced partners personally lead every engagement — no junior hand-off.

## Speed of Execution

Zero bureaucracy — we move at the speed of markets.

## Cross-Border Reach

Offices across 3 continents for seamless end-to-end deal coverage.

## Data-Driven Advisory

Sophisticated financial models and market intelligence at every transaction stage.

# Value Proposition of the Platform

| | |
|---|---|
| **Indian Companies** | Seeking Inorganic Growth and Collaboration in Middle East, US, Israel and APAC Markets — and vice versa. |
| **Israeli Technology Companies** | Seeking International Expansion in India, Asia, Middle East, APAC & US Markets. Also inviting companies from Asia/APAC/US toset up Israeli operations. |
| **US Companies** | Seeking Growth, Expansion and International Collaboration in India, Asian, APAC, Middle East and Israel Markets— including innovative Hybrid Financing and SPAC Fund solutions. |
| **Australian Companies** | Looking for International Expansion in India, Israel, USA, and Middle East — and presenting opportunities for those markets in Australia. |
| **Middle East Companies** | Seeking Growth, Expansion and Collaboration in India, APAC, Israel and US Markets and creating foray opportunities into Middle East for companies from those regions. |

# Global Locations

**New York**
USA

**Sydney**
Australia

**Tel Aviv**
Israel

**Dubai**
UAE

**Bengaluru**
India

**Gurugram**
India

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